



Angelo State University Operating Policy and Procedure

OP 26.08: Official University Colors

DATE: March 21, 2019

PURPOSE: The purpose of this Operating Policy and Procedure (OP) is to designate the official university colors and require their usage.

REVIEW: This OP will be reviewed in March every five years, or as needed, by the Office of Communications and Marketing with recommended revisions presented to the president by April of the same year.

POLICY/PROCEDURE

Angelo State University's official colors are royal blue and gold. These colors are designated for print through the Pantone Matching System as PMS287 for blue and PMS123 for gold. The electronic equivalents for website usage are R36-G83-B151 for blue and R240-G195-B59 for gold. These color standards are to be maintained, unless exceptions are granted for print and website usage by the director of communications and marketing.

The following policies are to be followed by university organizations to ensure compliance when selecting colors for use by its members:

1. All organizations representing the university in a team or musical ensemble concept will adhere to the recognized school colors when purchasing uniforms. These organizations include but are not limited to the athletic teams, Angelettes, choir, band, and cheerleaders.
2. Organizations which do not have a recognized uniform may be granted special approval by the director of communications and marketing or the director of graphics to purchase multi-colored apparel to promote a particular mood, theme, or concept.
3. In the event a manufacturer is unable to supply uniforms that conform to the recognized school colors, the director of communications and marketing must approve the alternate colors to be used.
4. All uniforms, apparel and promotional items must be purchased in compliance with [OP 30.07 Licensing and Use of ASU Registered Names, Logos, Trademarks](#) and strictly follow the university's [Visual Identity Guidelines](#).
5. University employees and students, whether individually or representing Angelo State or university-related organizations must not use Angelo State Marks in or with the color maroon or in a maroon and gold color combination on uniforms, promotional items, clothing and other gear.

[Major revision: March x, 2019]

6. University employees and students, must not use ASU or the Angelo State Marks in connection with an image or depiction of a devil, a sunburst design, or a pitchfork.