UNIVERSITY BRANDING

Integrated Marketing Communications

- IMC Home
- Make A Request
- University Branding
- Athletic Branding
- Licensed Brand Use Approval Process
- Communications

Select Language

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Building Awareness and Loyalty

Our brand is so much more than our SH logo and our orange and white colors. It's what others think and feel when they hear the words "Sam Houston State University." We can influence these thoughts by working together in a strategic effort to produce professional and consistent messages and images, in everything we do.

Brand Guidelines ⬇

- Creative Services
- Print Services
- Digital Assets
- Social Media Guidelines
- Social Media Directory
- SHSU Editorial Style Guide
- SHSU Photos
- SHSU Website Redesign Project
- IMC Policies
- IMC Staff
- IMC Partners

Brand Review

A brand review ensures that the SHSU brand is represented consistently in terms of style, tone and messaging, in online vehicles as well as print. By utilizing a comprehensive set of guidelines to assess the consistency of the brand, we can be sure it's properly represented—everywhere.

Messaging

Our voice is how the SHSU brand is expressed in words. The Sam Houston brand voice should be shaped around the university's mission, values, and goals: pride, tradition, service and success.

- Editorial Style Guide

Visual Identity

Visual elements are an integral component to the SHSU brand. Through consistent usage of our logo, our colors, and our fonts, our identity will strengthen.

- Trademarks and Logos
- TSUS Member Statement
- University Colors

Social Media

Social media is an important communication tool to reach students, alumni, faculty, and staff.
Our social media guidelines will help you elevate your social media to the next level.

Toolkits

Before you can start your project, you need to have the right tools! Our toolkit is here to help you succeed.

- Zoom Background Options
- Email Signatures
- Stationery
- Powerpoint Presentation Template

Sam Houston State University

Contacts
University Contacts
Personnel & Department Search
Contact the Web Editor

More SHSU
Accreditations
Policies
Web Privacy and Site Link Statement

Fraud Reporting Hotline
Title IX (Sexual Misconduct)
Annual Security & Fire Report (Clery Act)
State Auditor's Office Hotline