

# CASE STUDY:

THE TEXAS A&M  
UNIVERSITY SYSTEM

## MARFIELD TAMES THE WILD, WILD WEST OF BRANDING!



TEXAS A&M  
UNIVERSITY  
CENTRAL TEXAS.



### Online Stationery Store Facilitates and Streamlines the Print Process and Brand Guidelines Throughout the Texas A&M University System

The Texas A&M University System is one of the largest university systems in the United States, with a statewide network of 11 universities, seven state agencies, two service units and a comprehensive health science center. Many of the universities in the system have their own unique history, name, and logo, creating a challenging system of brand standards. Beginning September 2011, in an effort to "unify the Texas A&M University brand," former Texas A&M University President R. Bowen Loftin first mandated a university-wide adoption of the system logo (originally designed by Nike in 1999) and overall brand guidelines.

Enforcing standards across the Texas A&M University System has always been a challenge. One that Alyson Chapman, Director of Creative Services at Tarleton State University describes as the "wild west" of branding. "That's how we refer to it around here. Adopting standards across the university has been hard. Marfield really helped to facilitate and streamline that transition."

### A Great Solution for Decentralized Departments with Centralized Branding Guidelines

Part of the A&M System since 1917, Tarleton began using Marfield's Online Stationery Store in 2013. "It is a great tool to facilitate the transition into a standardized branding system." Chapman continues, "We had individual departments developing logos." The online store makes it accessible for people in any department to customize and order their own product but keep the brand guidelines in place.

Texas A&M University Central Texas has started using the Marfield online store for their orders. Unlike Tarleton, departments are not required to use the store, but they have found that using it is very easy and departments are very happy with the process. Johnathan Fuselier, Procurement & Inventory Coordinator sees that "when there are personnel changes, the process can be passed down to new employees, so they continue to use it. And it's easy to use Marfield for customized jobs when needed."

"Marfield is more like a partner than a vendor," said Jim Nelms C.T.P.M., Purchasing Supervisor/HUB Coordinator at Prairie View A&M University. "They are able to police and ensure brand continuity across all projects and know who to call when a department attempts to go rogue. It really adds value to the process."

### Marfield's Online Stationery Store™

*The Right Solution When:*

- Your organization uses business cards, envelopes, stationery, marketing materials, and promo items branded with your logo.
- A growing number of locations or personnel need a streamlined, automated print order process.
- You need your vendor to police and ensure brand continuity.
- Turnover or other changes at your previous print shop(s) resulted in errors, delays, or inconsistent branding.
- You want to offer a vendor that can offer value pricing for customized projects and continue to adhere to brand guidelines.



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