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[Why Texas A M Shouldn't Worry Ball State Fans At All](#)

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March 19, 2013

Dr. A. [REDACTED]  
[REDACTED]  
[REDACTED]  
Texas A&M University  
College Station, TX 77843

Dear [REDACTED],

On September 21, 2012 I sent the original version of this letter (regarding the flawed beveled logo) to the [REDACTED]. On September 25<sup>th</sup> [REDACTED] informed me via email that they would look into the bevel issue and thanked me for my attention to detail. Since everyone is extremely busy during football season I waited until after the Cotton Bowl and emailed [REDACTED] for an update on January 15th. The [REDACTED] replied later that same day and informed me that you and [REDACTED] are dealing with this issue.

Starting with the official SEC announcement back in September of 2011 up to the SEC Championship in Women's Basketball, Texas A&M has accomplished so much that it is overwhelming. Major announcements such as the law school and the federal grant for the biodefense center came the summer before the inaugural SEC football season. Aggies everywhere are proud of how far we have come. Texas A&M has history and traditions that are very unique. Outsiders might not understand our traditions, but we, as Aggies, do.

One thing that many other Aggies and I cannot understand is why marketing continues to push the beveled aTm logo, which is the purpose of this letter. The beveling is geometrically incorrect, unbalanced, aesthetically unappealing, lessens the impact of the Block T, and is just plain confusing. The white aTm logo with gray bevel highlights over a maroon background is not an improvement. Light shining on the angled, beveled surfaces of a white "T" will not appear gray. The purpose of beveling is to create a three dimensional effect – our bevel does not accomplish that. Studies have proven that 3-D renderings executed incorrectly create a sense of discomfort and unease. Is that what we want when people see our logo? Seeing the beveled aTm logo over and over is like reading daily Texas A&M press releases with multiple typographical errors. Some Aggies refuse to buy apparel with the beveled aTm logo. Our logo is important – it is everywhere. The logo is the fundamental building block of our branding and marketing program. I understand what Texas A&M is doing most of the time, but marketing's insistence on the continued use of the beveled aTm logo baffles and frustrates many of us, including myself.

I think that I understand Texas A&M. I am Class of '87 and was in the Corps of Cadets. As a student, my involvement included the following: Ross Volunteers, Corps Staff Public Relations, Muster Committee Subcommittee Chair, Fish Camp Counselor and Co-Chair, Buck Weirus Spirit Award Winner, Sabre Magazine Founder and Editor, Aggievision 87-88 Producer, and Old Main Society Founder and President. In addition to this I helped build four on-campus student bonfires. I have three degrees from Texas A&M; two undergraduate degrees and one graduate degree (MSLD).

In two noteworthy examples I have had very good instincts about what is good for Texas A&M and what isn't. Back in June of 2010 when it looked as if Texas A&M was going to be stuck in the Big 12 I knew that this wasn't the best long-term decision for A&M. As a former student and a fan I wasn't sure what I could do to start a grass roots campaign to support the idea of Texas A&M joining the SEC. After giving it some thought, starting in November of 2010, I made 6,000 SECede bumper stickers that I sent free of charge to Aggies everywhere who were in favor of the SEC.

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A complete breakdown and ranking of all 130 college football ... Georgia, Alabama, Ohio State and Texas are some of the nation's best jobs, ... Ball State enters the 2019 season with a streak of five consecutive ... The program averaged only 10,288 fans per game in 2018. ... But Littrell shouldn't be the last.. NFL players shouldn't be in rush to agree to a new deal that includes ... Ball State's attendance increased 27.1%, from 7,789 to 9,899 per contest. ... to average at least 15,000 fans per game once every two years. ... The rest of the top five: Penn State (106,707), Alabama (101,722) and Texas A&M (98,802).. Remember in high school when you were totally and completely enamored with a fellow student of the female persuasion? In your eyes, she .... University, Clemson, "Ball State vs Clemson (9/5/1992)" (1992). Football Programs. 217. ... teams, is a five-time All-American in track and is ... be in either sport, and I shouldn't be satisfied until ... ranked Texas A&M club and the Razorbacks' first ... When watching a football game fans usu- ... worry about it.. Matt Norlander's annual extravaganza of looking at all 353 teams is back for ... So here I am again for you, college hoops fan, to help guide you along ... Admon Gilder is the transfer to note in Spokane after a solid stint with Texas A&M. ... Ball State: With nearly 70% of the team's minutes returning, hopes are .... Despite the fact that the Texas State Bobcats and Texas A&M Aggies are a ... This will be a fun game to watch for A&M fans, with a showcase of ... Ranked 5th in the Sun Belt conference, nearly every single starter is ... However, when it comes to how A&M will be able to move the ball, they shouldn't worry.. Good Bull Hunting: for Texas A&M fans ... Texas A&M doesn't need Texas to take care of it! ... Oklahoma and Texas A&M and Texas Tech and Oklahoma State. ... a 1000-tweet thread reply about all of the reasons we shouldn't play them. ... And then I'm the guy who's supposed to figure out if the ball got past .... Billion-Dollar Ball considers these and many other issues in a compelling account of ... At the time, Penn State was being touted by the media as a model for balancing ... Why shouldn't we collect millions and be on ESPN's College GameDay? ... With that, all the patience and hope appeared to leak out of the Texas fans.. The loss all but guarantees Oklahoma will not be playing in the national ... Future Opponents' Performances: Texas A&M is the toughest game on the ... Especially if you are the same room as a Cardinals fan. ... the shutdown against Texas, the game against Ball State – it seems they are ... Don't worry, we'll keep it easy.. Coming into their showdown on Saturday, the Aggies had won all seven previous meetings since joining the SEC, the longest win streak for Texas A&M in the .... As if LSU fans needed any more reason to be upset at the SEC's officiating this ... Coach O on time clock during ball spike of Texas A&M game.. All it took was a simple signal and appropriate timing (and a gullible ... I ask myself the same questions that every other fan does about where we are as a ... college football game between Ball State and Texas A&M, Saturday, Sept. ... Perhaps I shouldn't feel that way, since the same thing would happen in virtually any ... Texas A&M quarterback commit Tate Martell announced via Twitter that he plans ... The nation's top-ranked dual-threat quarterback posted a Monday afternoon tweet that made a few Texas A&M fans cringe. ... Shouldn't be major news, right? Every high school athlete should be entitled to take all of their official visits, right?. You are currently browsing the tag archive for the 'Texas' tag. ... only that their body of work shouldn't give anybody any reason to declare them the best ... If you live in a state where the predominant fan base pulls for one of two ... Three this week – Boise State, Utah, and Ball State – and as many as five just two weeks ago.. Your Ball State Fighting Football Cardinals head down to the Lonestar ... in the eyes of Aggie fans the world over, be the Macrificial Lamb for the grand ... the crowd in attendance takes a moment to appreciate all things Texas. ... Why Texas A&M Shouldn't Worry Ball State Fans At All Eat Like the Cardinals.. Get a summary of the Ball State Cardinals vs. Texas A&M Aggies football game.

He didn't inherit enough talent to expect a big increase in victories any time soon, but ... good shot at starting the season 2-0, but fans shouldn't get their hopes up beyond that. ... Ohio '95) Lynch (Ball State '02) Offensive Line Billy Wide Receivers George ... With a .657 winning percentage that matches Texas A&M's Dennis .... Texas A&M 101: All SEC fans need to know about the new 13th member - Jon ... Texas A&M shouldn't expect much leeway in SEC - David Barron, Express-News ... Present bright, future brighter for Ball State football program - St. Myer, Star-Press ... Good reason to worry about the Georgia - Florida game - Buck Belue, .... Houston Texans seven-time Pro Bowl and four time All-Pro wide receiver ... while Kansas and Ball State wanted him for both basketball and football. ... In 2007, Richmond Webb was inducted into the Texas A&M Hall of Fame and ... I think that that's something that shouldn't be looked at as just a low point in our season.. COLLEGE STATION, TX - SEPTEMBER 12: Fans of the Texas A&M Aggies cheer ... start of their game against the Ball State Cardinals at Kyle Field on September 12, ... shouldn't have to worry too much about Spiller beating them with his legs. ... Your browser does not currently recognize any of the video formats available.

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