



BRAND GUIDELINES



The University of Texas at Austin
McCombs School of Business

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INTRODUCTION

The McCombs School of Business is unlike any other business school. We are an institution built by the bold, for the bold. Perseverance, drive, and a welcoming sense of encouragement are at the center of everything that we do, teach, and say. It's in our blood and it's in our brand. So it's important that our messaging has a consistent and elevated tone that matches who we are and what we stand for.

These are guidelines that will help ensure that our voice is true and inspiring for all audiences.



BRAND OVERVIEW

BRAND POSITIONING

After a quantitative and qualitative research effort, we have aligned on a platform for the McCombs School of Business. This phrase is not a tagline but rather encapsulates the essence of the institution. The platform is the North Star that all communication should ladder up to. It is influenced and formed by the support pillars that provide the framing through which we can understand the essential truth. Tone words inform our brand voice, and may be dialed up or down depending on the context of messaging. Taken together, the platform, supporting pillars, and tone words provide the road map for constructing the McCombs School of Business brand.

PLATFORM

MAKE IT HERE

SUPPORT PILLARS

HUMAN CENTERED

IDEAS LAUNCHED

**INDIVIDUALS
INTERSECTED**

FUTURE FOCUSED

TONE WORDS

PROGRESSIVE

DYNAMIC

DOWN-TO-EARTH

ENTERPRISING

OPTIMISTIC

RATIONALE

Our brand rationale defines who we are as an institution. The more familiar you are with the rationale, the easier it will be to create truthful and compelling messages for the brand:

In the state of Texas, in the city of Austin, we do things a little differently. We're a bolder kind of business school — unafraid to stray from the traveled path. When the world looks for changemakers, we raise our hands. And when business needs something different, we raise the bar. We invite the commotion, the collaboration, the push for better thinking. We don't follow the lead; we lead the charge for change. So if you're looking to blaze the world's next path, make your way here. Because what starts here changes the world. Make moves from the ground floor to the head of the boardroom. Make something new. Make something bigger. Make room for everyone to have a seat at the table. If you want the business world to change, we'll greet you with open arms and three simple words: **MAKE IT HERE.**

MAKE IT HERE

PILLARS

It all starts with a central truth.

While “**Make It Here.**” is our rallying cry, our brand pillars are our core beliefs that define who we are and how we think and speak. They’re a distillation of values, a shedding of buzzwords and business jargon to identify what truly drives us and makes us unique. At the end of the day, all of our messaging should reflect these values, and we encourage all new messaging to be reviewed against these pillars as a litmus test for brand consistency.

HUMAN CENTERED

VALUES / INSIGHTS

PUTTING PEOPLE AT THE HEART OF WHAT WE DO

We are in the business of human capital and humanity. In a place like Texas, where the state motto is literally “friendship,” we know how important it is to place people at the center of all we do. It’s with this in mind that we focus not only on those that make business run, but also those who business serves. At Texas McCombs, we don’t just teach accounting, marketing or finance; we cultivate within our students, faculty, and staff the spirit and tenacity to make significant contributions to humanity and the world, no matter their final destination.

HOW IT TRANSLATES INTO MESSAGING

Our message should feel real. From one human to another. Avoid technical business jargon and clichés, and overly clever and forced language. Our message should feel inspiring but natural.

IDEAS LAUNCHED

VALUES / INSIGHTS

INNOVATING FOR IMPACT

UT Austin’s legacy of launching new ideas is rooted in the hard work, determination, and creativity required to see those ideas to fruition. At Texas McCombs, we’re part of a built-in community of innovators, both curious about and excited by the challenge of bringing new theories to life — and they’re some of the best in the world at ensuring those ideas make a significant impact. By leveraging the university’s resources, as well as the entrepreneurial ecosystem and nationwide cache of Austin, we thrive on supporting our students, faculty, and staff in creating knowledge and realizing their visions.

HOW IT TRANSLATES INTO MESSAGING

To be a leader, you must have an idea and fearlessly take the first step. Our message should encourage all to pursue their dreams and kick down doors with the utmost confidence.

PILLARS

CONTINUED

It all starts with a central truth.

While “**Make It Here.**” is our rallying cry, our brand pillars are our core beliefs that define who we are and how we think and speak. They’re a distillation of values, a shedding of buzzwords and business jargon to identify what truly drives us and makes us unique. At the end of the day, all of our messaging should reflect these values, and we encourage all new messaging to be reviewed against these pillars as a litmus test for brand consistency.



INDIVIDUALS INTERSECTED

VALUES / INSIGHTS

FOSTERING A COLLABORATIVELY COMPETITIVE SPIRIT

At Texas McCombs, we view business as a team sport that needs a diversified set of skills in order to form a championship lineup. Each of us bring our own strengths and views to the table, which electrifies our bonds and makes the whole greater than the sum of its parts. Our relationships are one of the most valuable ingredients in our collective energy. It is within this context that we find ourselves able to compete and collaborate and, ultimately, become bigger than ourselves.

HOW IT TRANSLATES INTO MESSAGING

There is no mold here. Everyone has a story, a belief, and a dream, and they’re all unique. Our brand is inclusive to all, and should feel welcoming and encouraging, not elite or close-minded.



FUTURE FOCUSED

VALUES / INSIGHTS

PREPARING STUDENTS TO LEAD THROUGH DISRUPTION

We empower our students to stretch beyond the world as it stands today, to feel comfortable in complexity and uncertainty, and to make a positive impact wherever they go. With our exceptional faculty, groundbreaking research, future-forward curriculum, and top-ranked programs, we anticipate changing market needs and prepare our students to be agile leaders in a world we can’t yet imagine. Texas McCombs is a shining example of UT Austin’s promise that “What Starts Here Changes the World.”

HOW IT TRANSLATES INTO MESSAGING

Our leaders are never content with the status quo. Here, we are future-focused and have high hopes for our accomplishments. We look at challenges as opportunities, the unknown as a blank canvas, and the tried-and-true as a prototype for something better. Our voice should reflect a forward-looking attitude drenched in a sense of confidence and optimism, knowing that we have what it takes to change the world for the better.

BRAND VOICE

TRANSLATING OUR BRAND POSITIONING INTO MESSAGING

“**MAKE IT HERE.**” is our brand platform. It speaks to “making it” in business while also inviting our audience to build themselves and their future at Texas McCombs. It’s the central thought that all of our subsequent messaging ladders to. This statement can live alone next to our logo or can be a summary line after a headline or section of body copy. All messaging should work the idea and spirit of “**MAKE IT HERE.**”



We can further the message of “**Make It Here.**” through headlines and supporting copy. Our consistent tone is: **Progressive. Dynamic. Down-to-Earth. Enterprising. Optimistic.** Our message should always encourage inclusion, personal growth, and action.

Headlines should be provocative and succinct statements/series of statements that expand upon the idea of “**Make It Here.**”

Supporting copy in most cases should exist to tell a larger story and expand on specific details outside of the headline. Try to hit on three insights:

1. WHO WE ARE

Define the McCombs mindset, what we believe and what we stand for.

2. WHY IT MATTERS

Explain how this mindset and drive set us apart and make us the best option.

3. WHERE WE’LL GO

Put it all together and showcase how these insights allow McCombs to take you further; give examples of specific outcomes or speak to the endless possibilities that we create for our audiences.

AUDIENCES

Headlines and supporting copy can be written to promote a general brand awareness or can be crafted to address a specific audience. In many cases, our messaging is tailored toward a specific audience, such as prospective or current students (undergraduate, graduate, and/or executive), parents/family members, alumni, faculty, staff, donors, corporate partners, and more.

The following pages show examples of how the brand voice is used in general and for a few specific audiences. As we continue to build out this brand, examples for more audiences will be added.

GENERAL MESSAGING

General messaging is useful to promote brand awareness across all audiences.

While our message may vary, it is important it stays on brand by adhering to these tones of voice.

↑ EXAMPLES

HEADLINES

**MAKE IT UNEXPECTED, INNOVATIVE,
STRATEGIC, BRAVE, HISTORIC, HERE.**

STIRRING UP BUSINESS SINCE 1922.

WE MAKE THE DUST FLY.

Here our headline plays off the idea of “Make It” by exploring all that is possible at McCombs and what sets McCombs apart from other business schools.

BODY COPY

This isn’t a resumé-builder. It’s not where you practice your slide transitions or your elevator pitch. This isn’t a shortcut to the corner office. But you already know that.

At McCombs School of Business, we just don’t do it that way. To us, business isn’t about looks or lingo; it’s about ideas. The ones with the power to shake up an industry. It’s about heart. The heart that’s brave enough to push beyond paths already paved. It’s about that little bit of defiance. The kind that comes naturally to Longhorns.

Here, business is just like life: gritty and bold, noble and honest, human and a lot of hard work. But we promise, once you’re here, you’ll see how business done differently can change the world.

The body copy is bold, and challenges the expected, showcasing the realness that separates McCombs from the crowd. The language is direct, honest, and fresh and steers clear of the cliches that it calls out. It speaks to mindset and outcomes and how they are related.

AUDIENCE: UNDERGRADUATE

Messaging for undergraduates should speak toward outcomes and future worth and have a sense of optimism and inspiration.

NOTE: These examples are not solely limited to use for undergrads. Keep in mind your specific audience and what messages will resonate most with them.

↑ EXAMPLES

HEADLINES

**IF YOU WANT THE WORLD TO CHANGE,
YOU'RE GOING TO HAVE TO MAKE IT.**

**THE FUTURE OF BUSINESS NEEDS
SOMETHING DIFFERENT.**

**GET TO THE TABLE AND MAKE ROOM
FOR EVERYONE.**

BODY COPY

A little headstrong. A lot of heart. Like the rest of Texas, what makes McCombs different is the people. The ones with the will to move markets, needles, and the planet forward. It's no easy task, but luckily, we aren't afraid to work hard. We don't follow the trends — we create new ones. At McCombs, we find a way forward, no matter what it takes. Because if there's anything that we understand about the business world, it's this: Nothing will ever change until you make it.

Here our headline message is aspirational. It speaks to grand possibilities and the fortitude and education needed to achieve them, all of which McCombs bolsters. It's bold, conversational, and commanding yet welcoming.

The body copy introduces our younger audience to what it means to be a Longhorn, through exploring the mindset and drive that we champion and the limitless possibilities and opportunities we set out to create for our students.

AUDIENCE: GRADUATE/MBA

Graduate students are already on a path to success and are seeking new insights and opportunities. Our messaging should acknowledge their experience and continued pursuit.

NOTE: These examples are not solely limited to use for graduate/MBA students. Keep in mind your specific audience and what messages will resonate most with them.

EXAMPLES

HEADLINES

**WHEN THE INDUSTRY NEEDS SHIFTING,
COME AND SHAKE IT.**

A BUSINESS SCHOOL WITH A MAVERICK HEART.

DON'T CLIMB THE LADDER. KNOCK IT DOWN.

TO MAKE CHANGE, MAKE ROOM.

BODY COPY

Austin, Texas. The home of Texas McCombs. A center for innovation. If you make it here, you can believe that you'll see it everywhere. From household names like Dell and Whole Foods, to up-and-comers like Bungalo and DocStation, to tech giants like Tesla, Google, and Apple, Austin houses companies that define the intersection of big ideas and bold innovations. It's where risk-takers find their big reward and where independent thinkers meet like-minded makers. Study just steps away from startup success. Pitch the next company that makes every investor's head turn. Be the idea that stops the world in its tracks. You'll have the tools to build it here. Are you ready to see what happens when you do?

Here our headline is bold, to the point, action-oriented, and welcoming. It pairs our future-focused vision with the get-it-done McCombs attitude, all while asking our viewer to take action. The message is more oriented toward those who have experience in a field and want to improve it.

Our body copy speaks to our mindset but also speaks about our backdrop and similar success stories to inspire our reader. It challenges our audience to take the next step that they have been thinking about, and showcases the outcomes that only McCombs can offer.

AUDIENCE: EXECUTIVE EDUCATION / EXECUTIVE MBA

Executive education and executive MBA professionals are rising to the top of their game, but their drive pushes them to reach further. With this audience, we speak to them as champions that are looking for the next, bigger feat.

NOTE: These examples are not solely limited to use for executives. Keep in mind your specific audience and what messages will resonate most with them.

EXAMPLES

HEADLINES

LET'S OUTDO BUSINESS.

**YOU'VE MADE A NAME.
NOW CHANGE THE GAME.**

**YOU'VE SHAPED YOUR BUSINESS.
NOW SHAPE THE WORLD.**

BODY COPY

You've made it. You've made connections, made waves, and made a name for yourself. Now it's time to make change. Let's shake things up and shake hands later. Let's get outside the boardroom and build a table big enough for everyone to take a seat. Let's remove labels, lapels, and best-laid plans. At Texas Executive Education, we turn professionals into executives, and executives into world-shaping leaders of industry.

Here our headline is a spin on an all-too-common phrase in the business world, but one that every executive is familiar with. Here we're taking an active role in asking our reader to join us in redefining business and taking the next step.

Our body copy acknowledges the greatness of our audience but urges them to pursue bigger ventures and outthink themselves and their current status.

WEB COPY

For certain informative web and print pieces, our messaging needs to be organized to make information exciting and digestible.

NOTE: Refer to our [Web Style Guide](#) for more technical/CMS related guidelines.

[View Web Style Guide](#)



↑
EXAMPLES

HEADLINES

MAKE MOVES, GET YOUR MBA.

TAKE YOUR SEAT AT THE TABLE.

WHERE HEART AND HARD WORK COLLIDE.

**SCHOLARLY, CULTURALLY EMBOLDENED
AND DOWNRIGHT LIVELY.**

Here we expand on the idea with quick, concise copy to invite our audience to learn more. Economy of words is important. Make it as impactful and short as possible.

BODY COPY

Whether you're looking for the next step, the next career, or the next breakthrough, the Texas McCombs MBA program is tailored for those who never stop climbing. Discover what's possible when you have the right tools and right experience from the best in the business, all from the heart of the world's most innovative city.

It's good to have a plan. But it takes rolling your sleeves up and never backing down from a challenge to make it real. Our academics are built on a foundation of working harder and smarter to give you the tools and mindset to take on an ever-changing business landscape.

Here our body copy should be simple and straightforward making sure that the language is down-to-earth and relatable, while folding in what makes McCombs and Austin unique.

PRINT OUT OF HOME

↑
EXAMPLES

HEADLINES

NEW TRAILS WON'T BLAZE THEMSELVES.

WE MAKE THE DUST FLY.

BOARDROOM MAVERICKS WANTED.

Our copy for out-of-home materials should be bold and challenging while being as short and concise as possible.

BODY COPY

Boldly taking business where it has never gone before.

Join the front lines of new business frontiers.

Make the business world a better world.

Here are examples of short-form supporting copy. This copy should reinforce the headline while adding clarity to the message.

BRAND TYPE

TYPEFACES

BENTON SANS EXTRA COMPRESSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The main typeface used for the McCombs brand is Benton Sans Extra Compressed. The Extra Compressed version of Benton is used to evoke the idea of vintage signs seen in and around the city of Austin while still keeping it within the overarching UT brand font family.

Benton Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Benton Sans is the supporting typeface for the McCombs brand. It is used for body copy and can be used in place of Benton Sans Extra Compressed when type is too small to be legible.

TYPEFACES

WEB FONTS

1883 Sans Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1883 Sans Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1883 Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1883 Sans is a simple sans-serif and has a variety of weights to add texture and visual hierarchy within all digital applications, web usage, and Canva.

1883 Sans should **NOT** be used for print applications—use Benton Sans instead.

NOTE: We highly recommend that everyone install 1883 Sans. In instances where this is not possible, Arial may be used as an alternative.

[Download our brand fonts](#) →

TYPEFACES

FORMAL USE CASES

GT Sectra

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

This brand platform is designed to utilize Benton Sans and 1883 Sans. However, certain instances may call for a more formal typeface. GT Sectra is our official serif font and can be used in more formal instances and projects. Contact us with questions.

TYPOGRAPHIC STYLES HIERARCHY

HEADLINES

Benton Sans Extra Compressed Black
ALL CAPS

HEADERS & TITLES

Benton Sans Extra Compressed Bold
ALL CAPS

SUBHEAD LOW CONTRAST

Benton Sans Extra Compressed Medium
ALL CAPS

SUBHEAD HIGH CONTRAST

Benton Sans Extra Compressed Regular
ALL CAPS

CALLOUT & STAT SHORT

Benton Sans Extra Compressed Bold
ALL CAPS

Callout & Stat Long

Benton Sans Bold
Sentence Case

Body Copy

Benton Sans Book
Sentence Case

TYPOGRAPHIC STYLES

HIERARCHY USAGE

HEADERS & TITLES

Benton Sans Extra Compressed Bold
ALL CAPS / Size: 40 pt / Leading: 40 pt

HEADLINES HERE

Benton Sans Extra Compressed Black
ALL CAPS / Size: 160 pt / Leading: 140 pt

SUBHEAD HIGH CONTRAST

Benton Sans Extra Compressed Regular
ALL CAPS / Size: 65 pt / Leading: 65 pt

Xim rest, soloritatem iminvelecto dolendi ame sust
iunte pores alia non et, conecat molor alignis eat estecul
luptium eatur aceari qui iusam antia plant volupticipsa
dolorryr resciam e et lat.

Benton Sans Book
Size: 20 pt / Leading: 40 pt

TYPOGRAPHIC STYLES

HEADLINES

**MAKE IT
LIKE THIS**

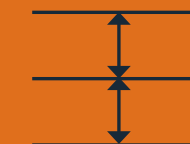
KEEP IT SIMPLE. MAKE IT BOLD. SET IT TIGHT.

OR

**MAKE IT
LIKE THIS**



UNDERLINE FOR EMPHASIS



The underline should be equal to the thickness of the ascenders of the headline.



TYPOGRAPHIC STYLES

HEADLINES DON'TS



MAKE IT
LIKE THIS

DON'T OUTLINE



MAKE IT
LIKE THIS

DON'T PUT A UNDERLINE IN THE
MIDDLE OF A STATEMENT



MAKE IT
LIKE THIS

DON'T USE MULTIPLE UNDERLINES

BRAND COLOR

COLOR PALETTE

The McCombs brand leverages the color palette of The University of Texas master brand. Primarily using burnt orange, white, charcoal and a 60% tint of limestone. Limestone is a secondary color from the master brand that has a more prominent role in the McCombs brand. Burnt orange plays a major role in establishing The University of Texas identity and should be implemented consistently in all web applications and print communications.

The University of Texas secondary color palette can be used sparingly to provide versatility when developing communications materials.

NOTE: Use of color must be consistent across the university. Referring to these Pantone® (PMS), CMYK, RGB and Hex values will eliminate the guesswork.

PMS and CMYK are used exclusively for print, while RGB and Hex values are used for digital applications.

[View Colors on Brand Wiki](#) →

PRIMARY

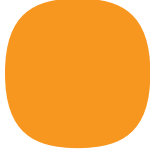
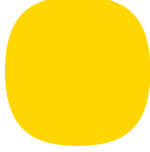

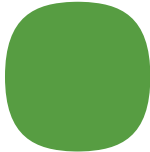
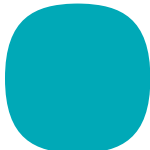
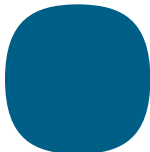
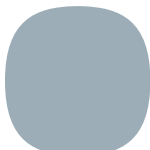

Burnt Orange
 CMYK 0, 65, 100, 9
 RGB 191, 87, 0
 HEX #bf5700
 PMS 159

Charcoal
 CMYK 65, 43, 26, 78
 RGB 51, 63, 72
 HEX #333f48
 PMS 432

White
 CMYK 0, 0, 0, 0
 RGB 255, 255, 255
 HEX #ffffff

Limestone
 Tint 60%
 CMYK 3, 4, 14, 8
 RGB 214, 210, 196
 HEX #d6d2c4
 PMS 7527

SECONDARY

-  **Tangerine**
 CMYK 0, 48, 99, 0
 RGB 248, 151, 31
 HEX #f8971f
 PMS 2011
-  **Sunshine**
 CMYK 0, 14, 100, 0
 RGB 255, 214, 0
 HEX #ffd600
 PMS 116 C | PMS 114 U
-  **Cactus**
 CMYK 40, 0, 89, 0
 RGB 166, 205, 87
 HEX #a6cd57
 PMS 2300
-  **Turtle Pond**
 CMYK 63, 0, 97, 20
 RGB 87, 157, 66
 HEX #579d42
 PMS 2277
-  **Turquoise**
 CMYK 96, 0, 31, 2
 RGB 0, 169, 183
 HEX #00a9b7
 PMS 320
-  **Bluebonnet**
 CMYK 100, 31, 8, 42
 RGB 0, 95, 134
 HEX #005f86
 PMS 7469
-  **Shade**
 CMYK 24, 9, 8, 22
 RGB 156, 173, 183
 HEX #9cadb7
 PMS 7543
-  **Limestone**
 CMYK 3, 4, 14, 8
 RGB 214, 210, 196
 HEX #d6d2c4
 PMS 7527

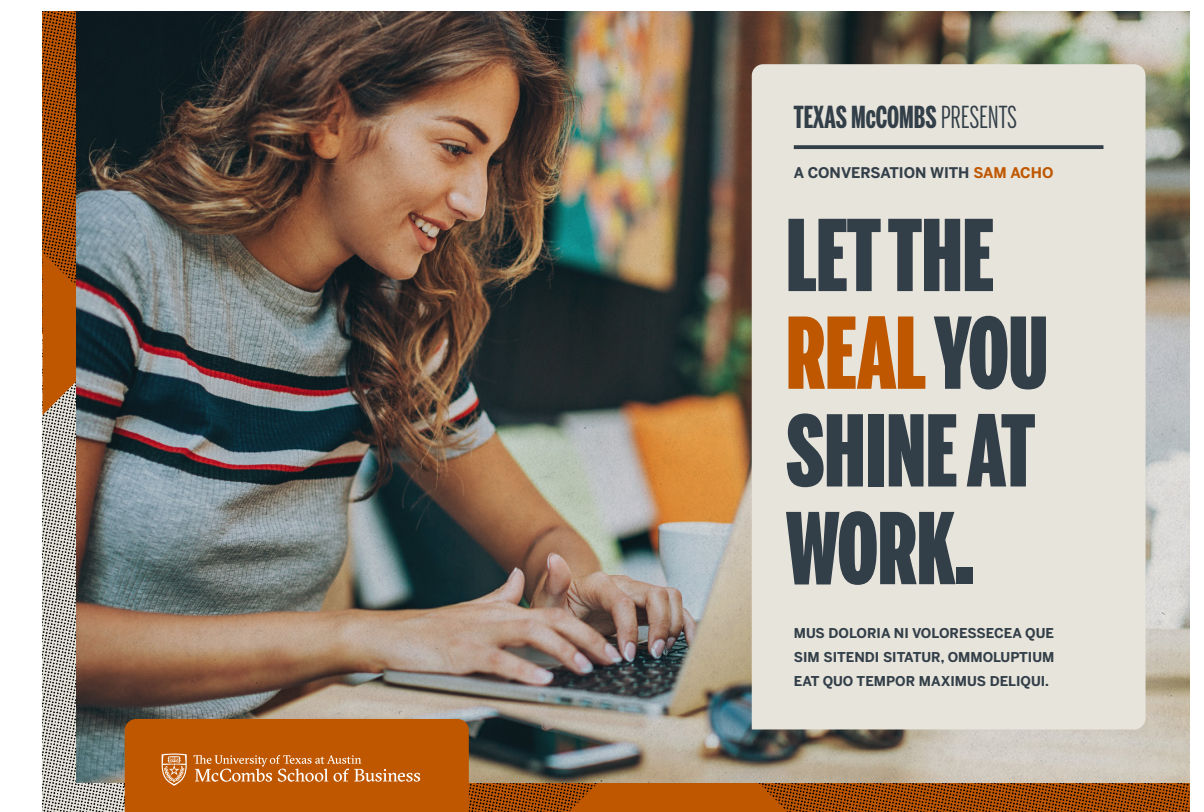


BRAND TOOLS

MOSAIC

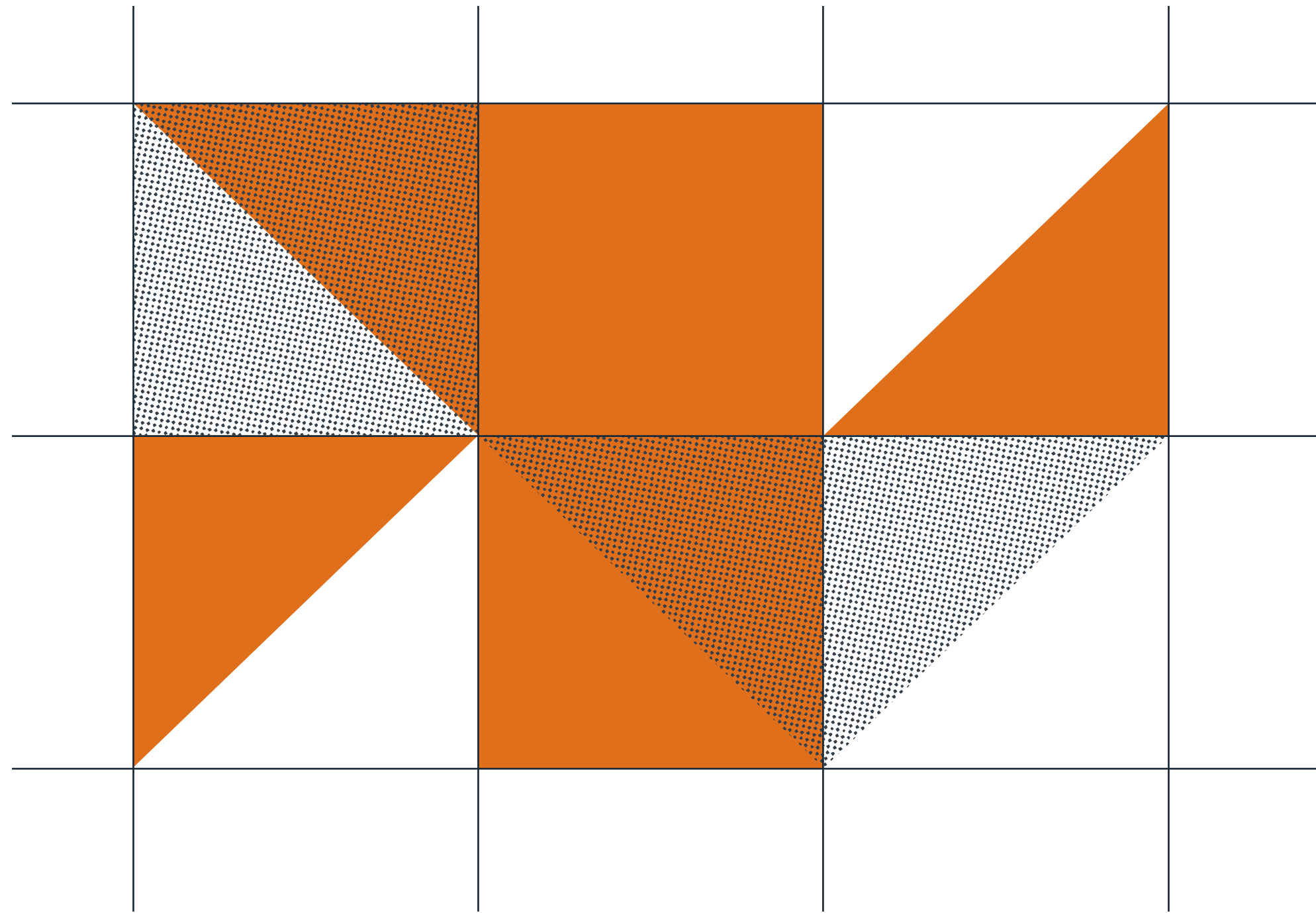
The mosaic is a versatile graphic treatment that evokes the unique way McCombs approaches business as well as the individuality of our students. The mosaic is built on a grid and uses a combination of brand colors, vector halftones, and photography. The mosaic can be used as a background element or a border/edge treatment.

EXAMPLES

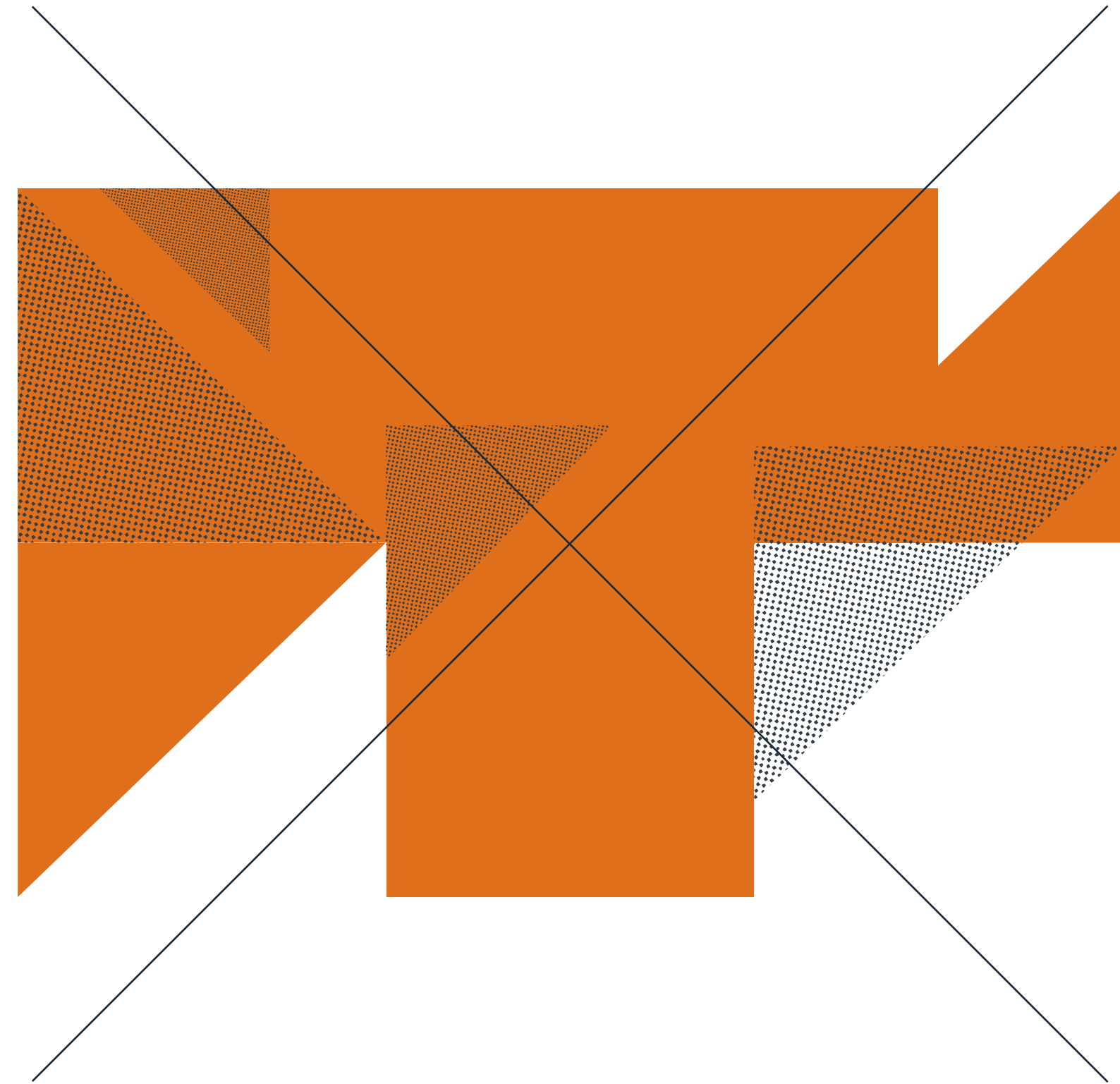


MOSAIC

CONTINUED



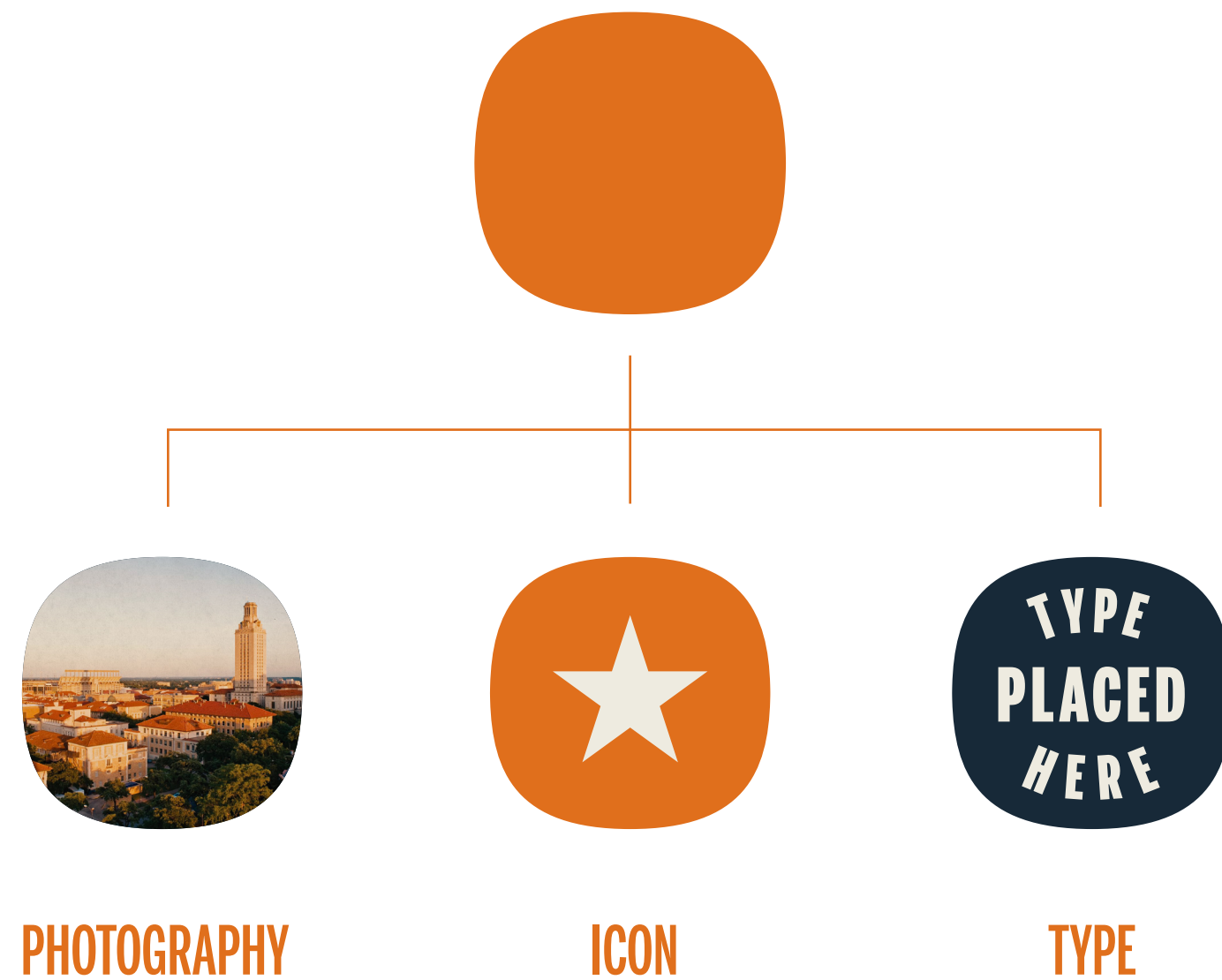
DO ALIGN ALL SHAPES TO A SQUARE OR RECTANGLE GRID



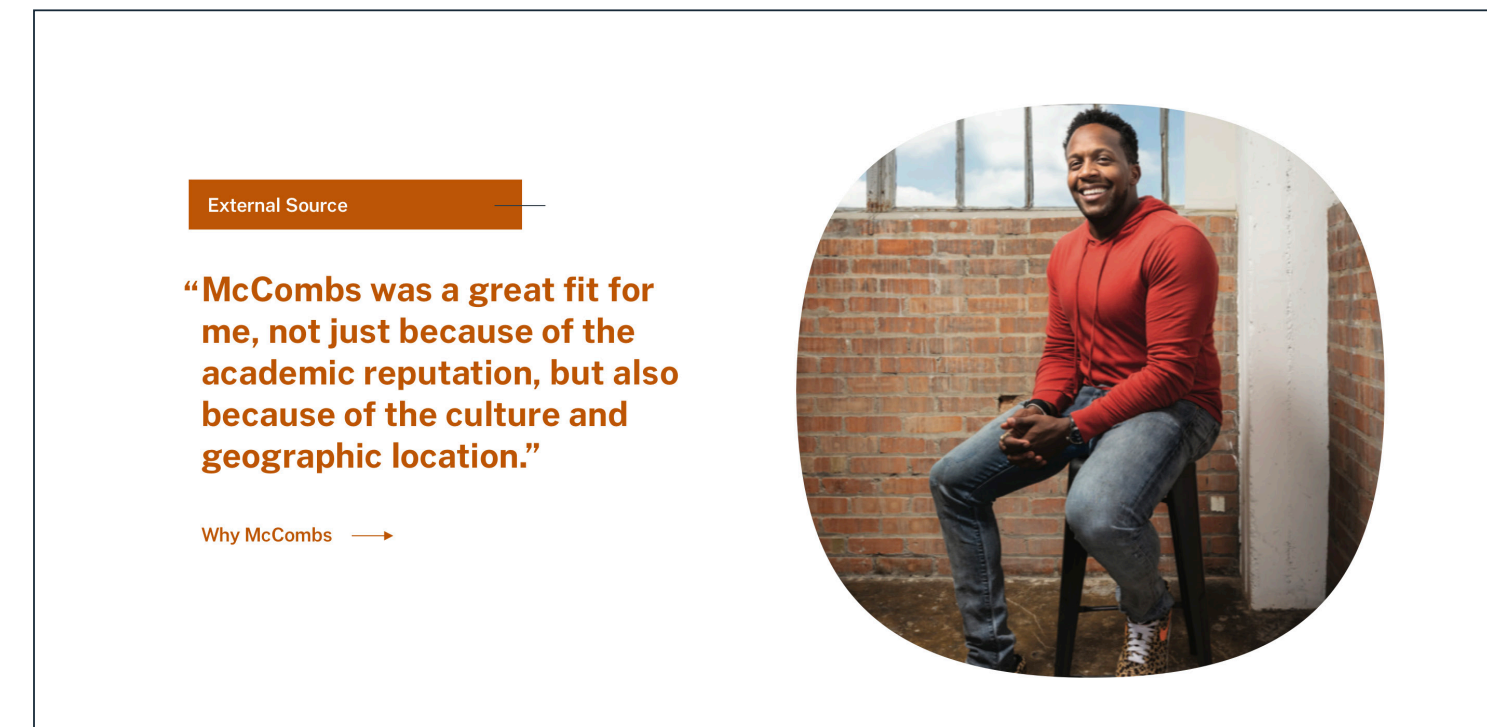
DON'T BREAK ALIGNMENT WITH THE GRID

CONTAINER SHAPE

This slightly altered circle, is a distinctive shape that is used throughout the McCombs brand. It can be used to house photography, icons, and type.



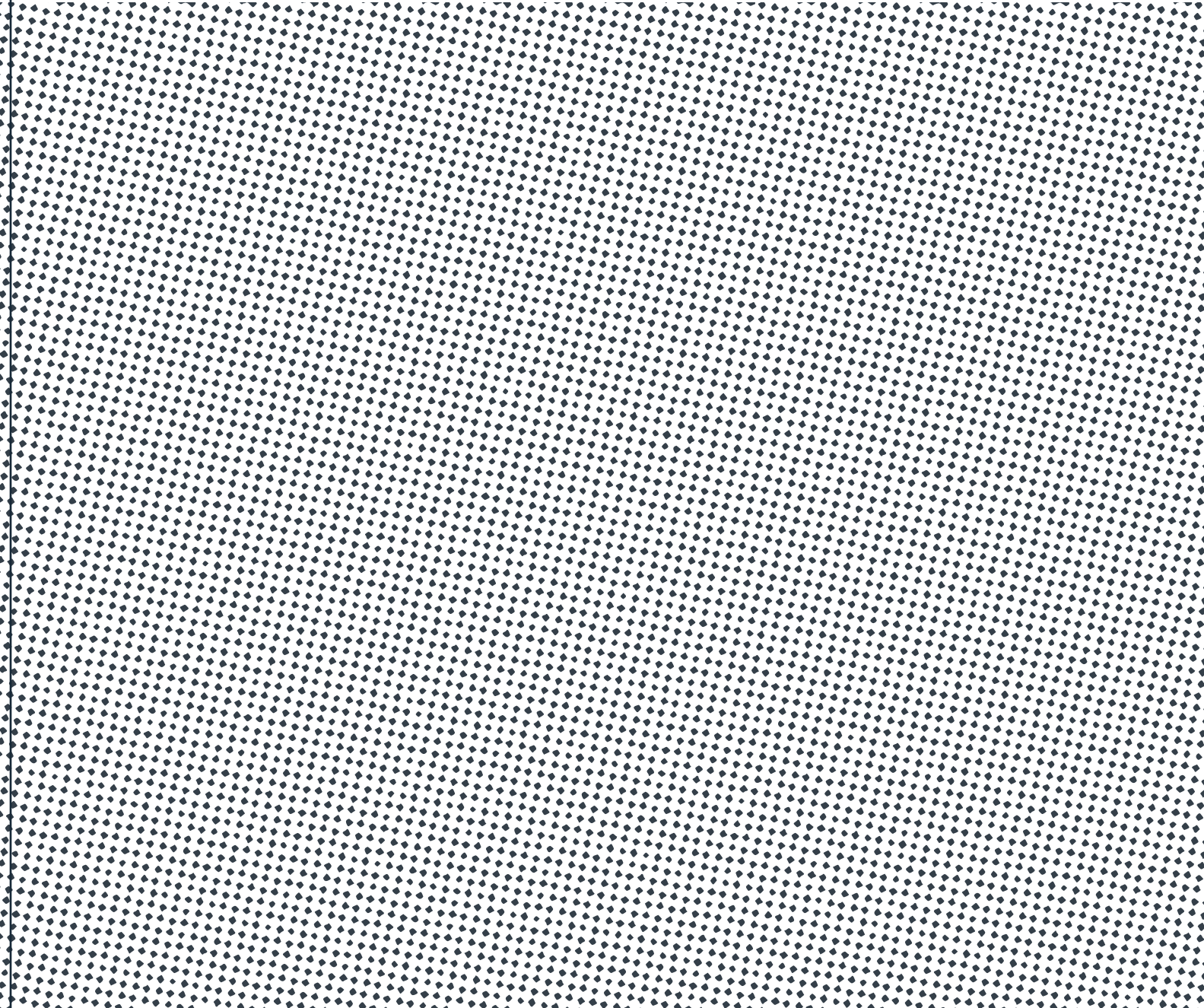
EXAMPLES



A full-page layout for a business overview. At the top left is the McCombs School of Business logo. To its right is the text 'The University of Texas at Austin McCombs School of Business'. Below the logo is the headline 'LORENIS ET ABORIA DUCIPSAE SITIAECTIA DI.' in large, bold, dark blue letters. Underneath is a small orange box labeled 'McCOMBS SCHOOL OF BUSINESS OVERVIEW'. Below that is a paragraph of placeholder text: 'Edist magnam reius aut veliatus. Os volores dolorrum corrorerum harum inis endae videsto bercil ium in nonsece atetest ut este sandist maio.' This is followed by another paragraph of placeholder text. To the right of the main text is a large circular container filled with a photograph of a building. Below this circle is a vertical list of two items, each with a 'NO.1' ranking. At the bottom right, a curved arrow points to a block of placeholder text.

HALFTONE

Halftone textures are used throughout the brand as a nod to Texas culture and small businesses and evoke a sense of nostalgia. The halftone texture can be used as a background element or edge treatment to break up large floods of color.



NOTE: Halftone pattern should be textural. The scale of the pattern should not be so big that individual dots are recognizable.

EXAMPLE



TEXTURE

This satin paper texture brings a warm tangible quality to the McCombs brand. It can be used as a background texture, set within the mosaic pattern, or paired with flat color to create a tone-on-tone look.



TEXTURE BACKGROUND – BURNT ORANGE



TEXTURE BACKGROUND – LIMESTONE

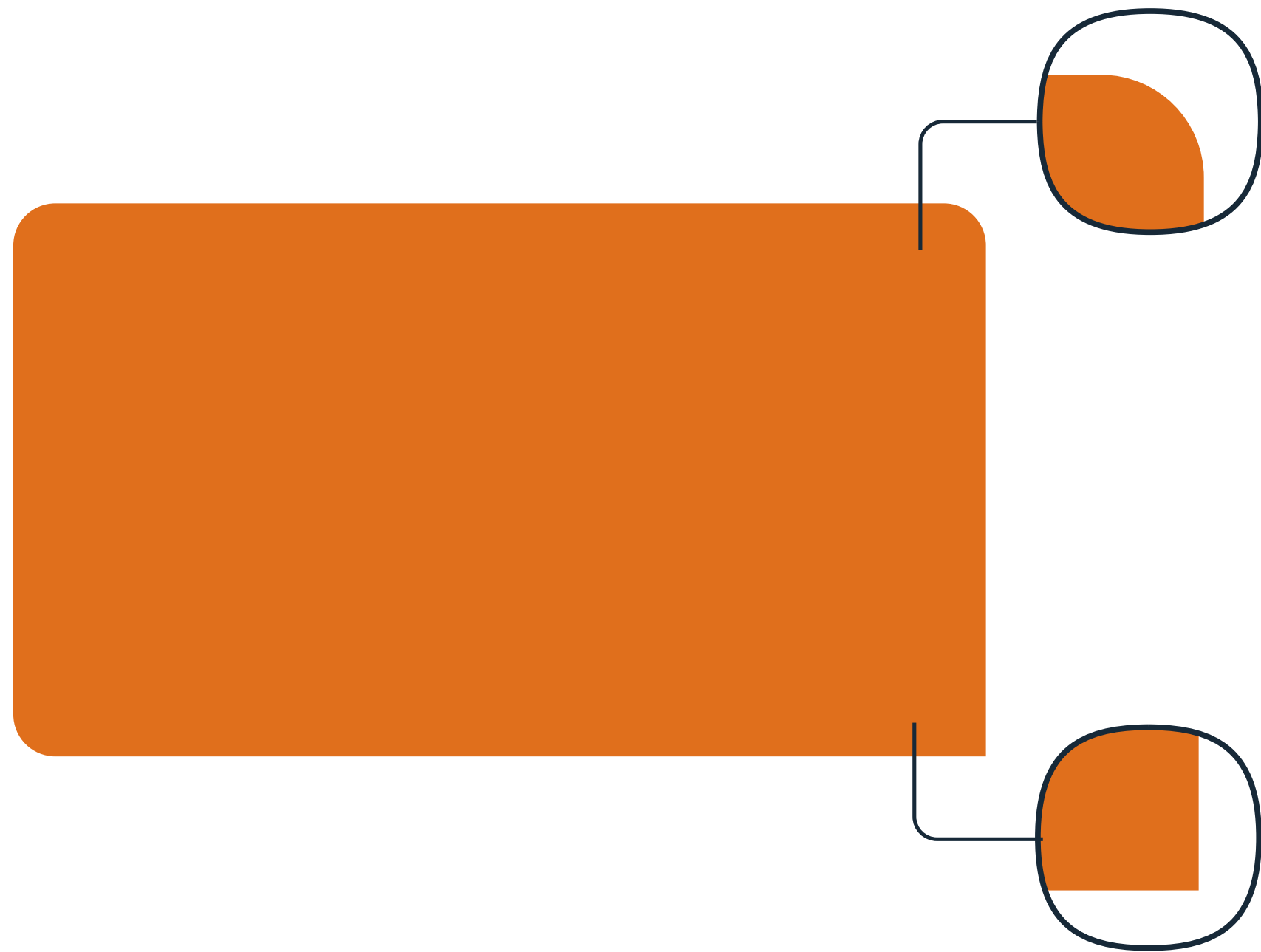
EXAMPLES



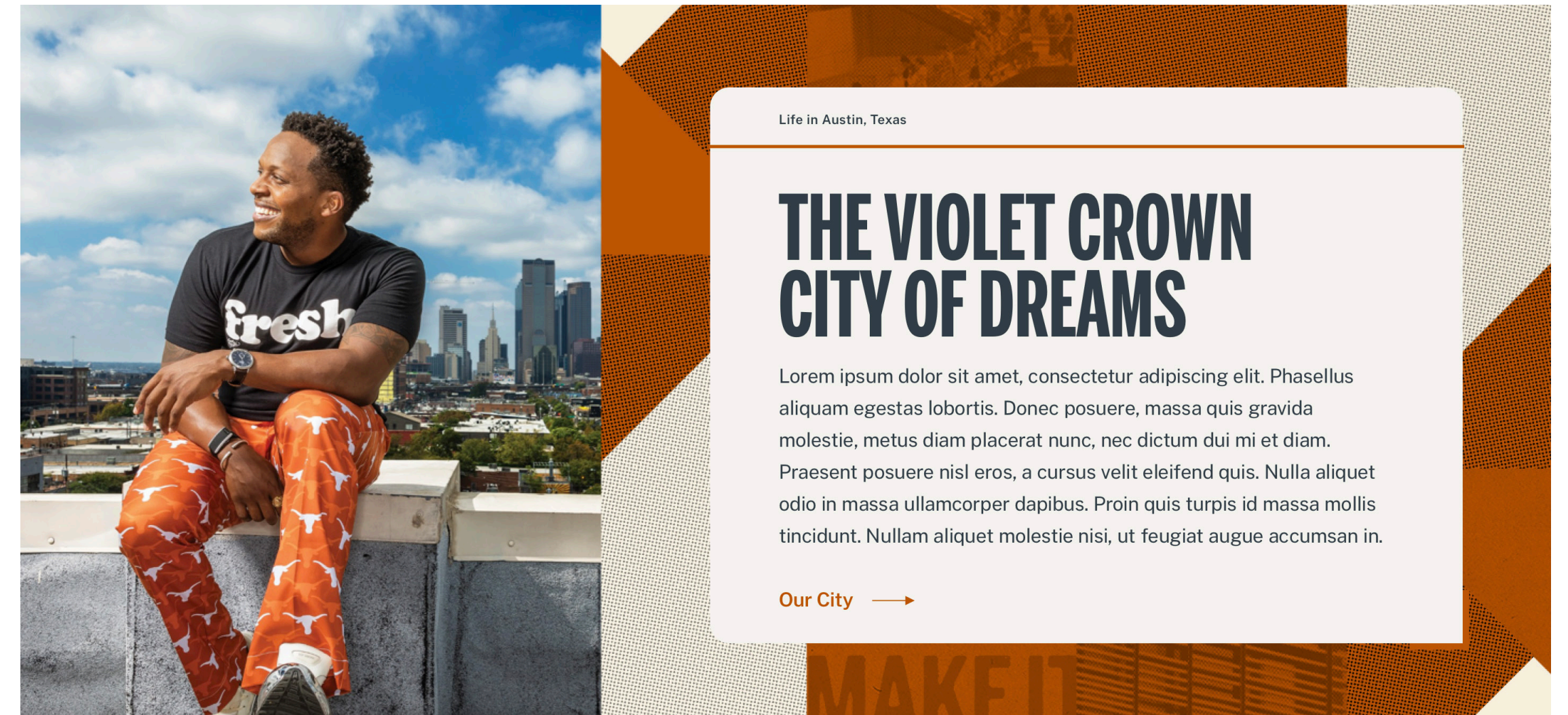
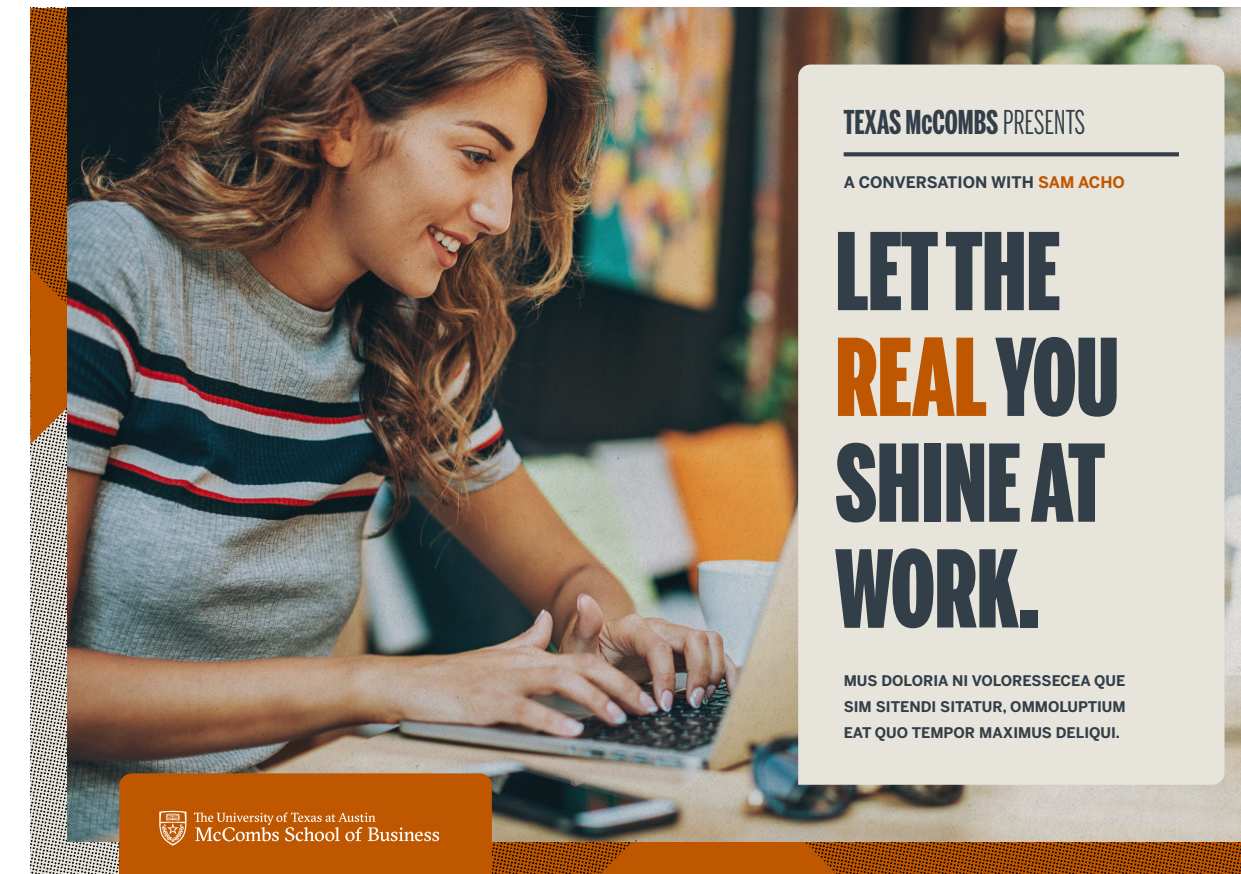
CARDS

These container shapes bridge old and new. Meant to evoke vintage ticket stubs as well as modern UI design, these cards are used to create separation from the background and house content such as event information, body copy, logos, etc.

Cards have 3 rounded corners and 1 squared corner. This provides directionality and can be flipped or rotated based on the composition.



EXAMPLES



BADGES & BUTTONS

These design elements can be used as wayfinding or small design details.

BADGES

1. Used to reinforce the college or program names
2. Icon or graphic at the center
3. Concentric type on the outside

NOTE: Badges should NOT be used as a replacement for logos. Always include the proper school or program logo.

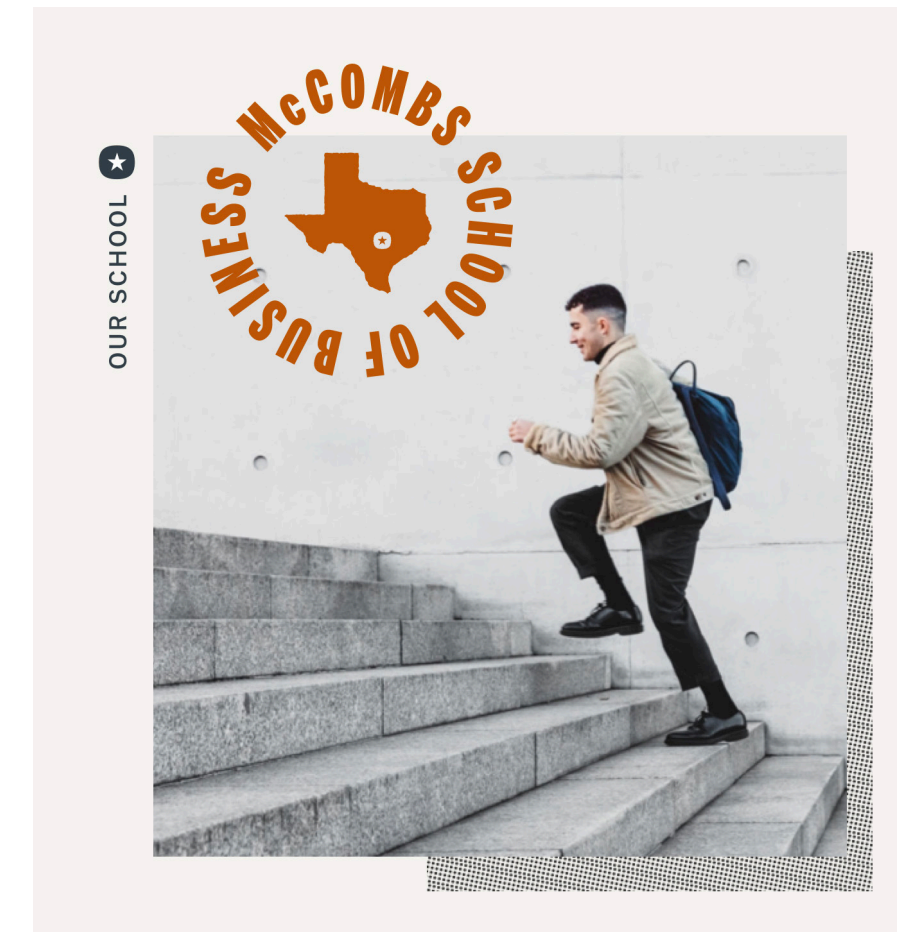


BUTTONS

1. Used for brand messaging
2. Type contained within holding shape

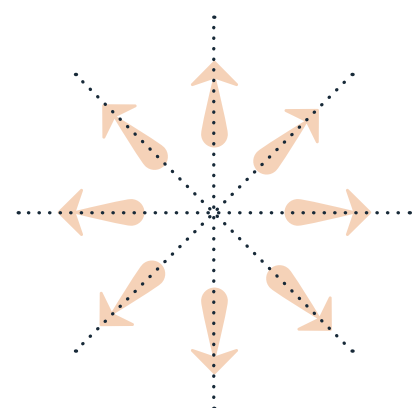
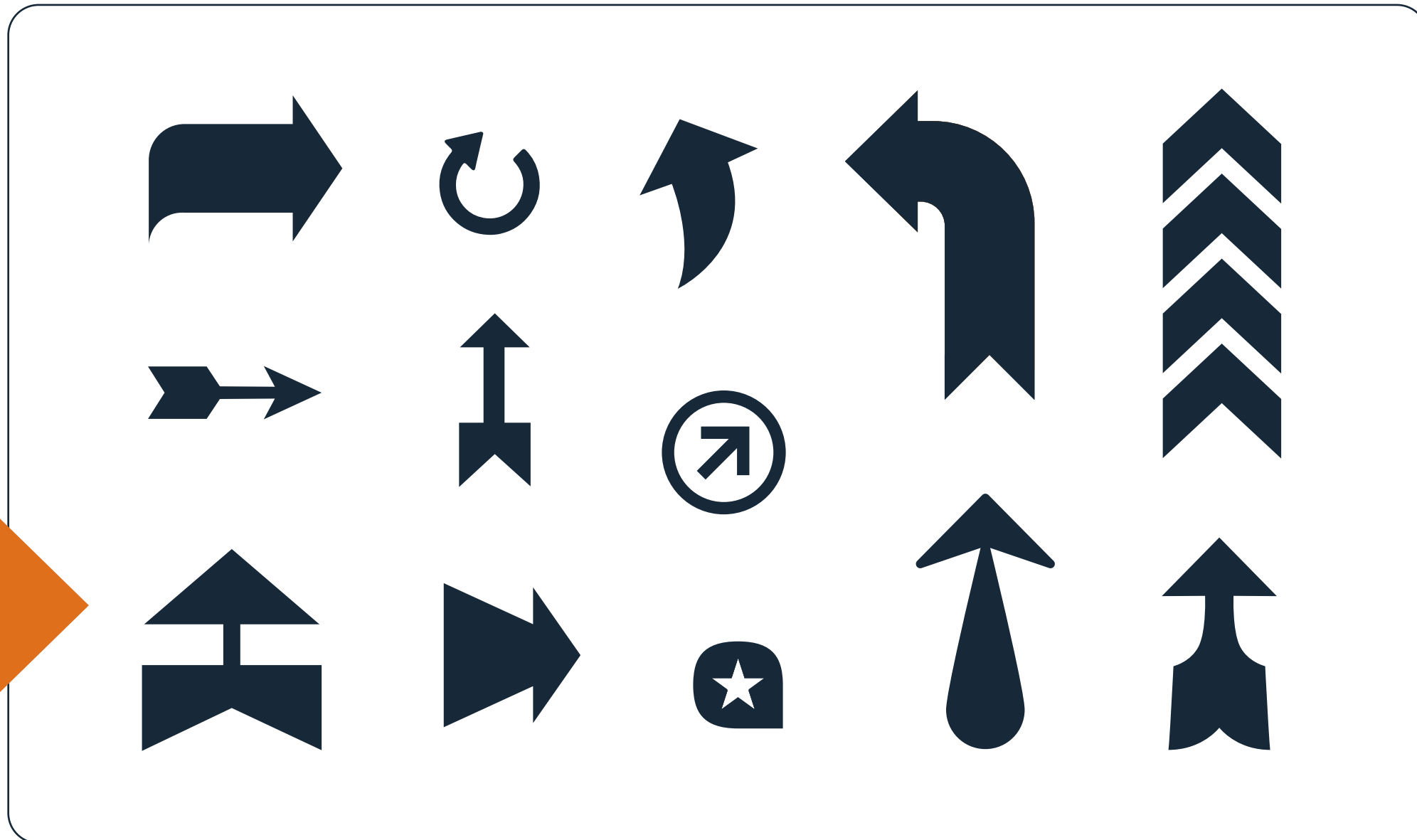


EXAMPLES



ARROWS

A nod to Austin's culture, these arrows pull inspiration from vintage signs and represent the diverse student body and each student's personal journey to success. Arrows can be used to direct a viewer's eye, leading the viewer into content and directing them around a composition. These arrows can be used as a collective or individually. Arrows should only be rotated at 45° increments.



ARROW ROTATION
45°

EXAMPLES



USE AS A BACKGROUND TEXTURE



MIX AND MATCH SIZES AND STYLES



USE AS A CONTAINER FOR
SHORT WORDS OR PHRASES



USE AS A DIRECTIONAL OR WAYFINDING ELEMENT

ARROWS

CONTINUED



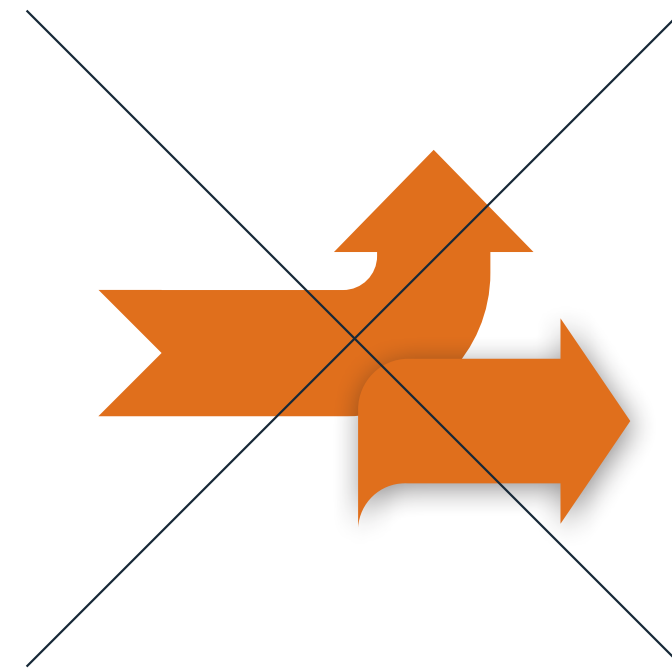
**DON'T PLACE PHOTOGRAPHY
IN THE ARROWS**



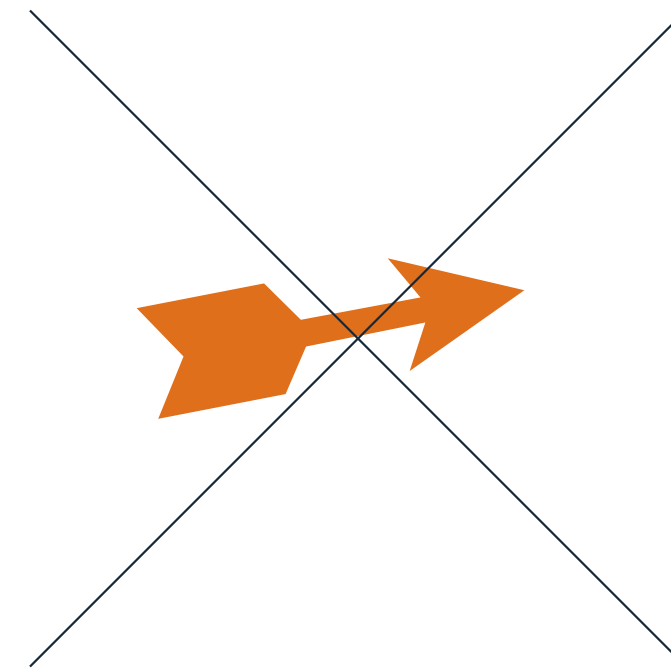
**DON'T PLACE BODY COPY
IN THE ARROWS**



**DON'T COVER FACES
OR TEXT WITH ARROWS**



**DON'T ADD DROP SHADOWS
OR OVERLAP ARROWS**



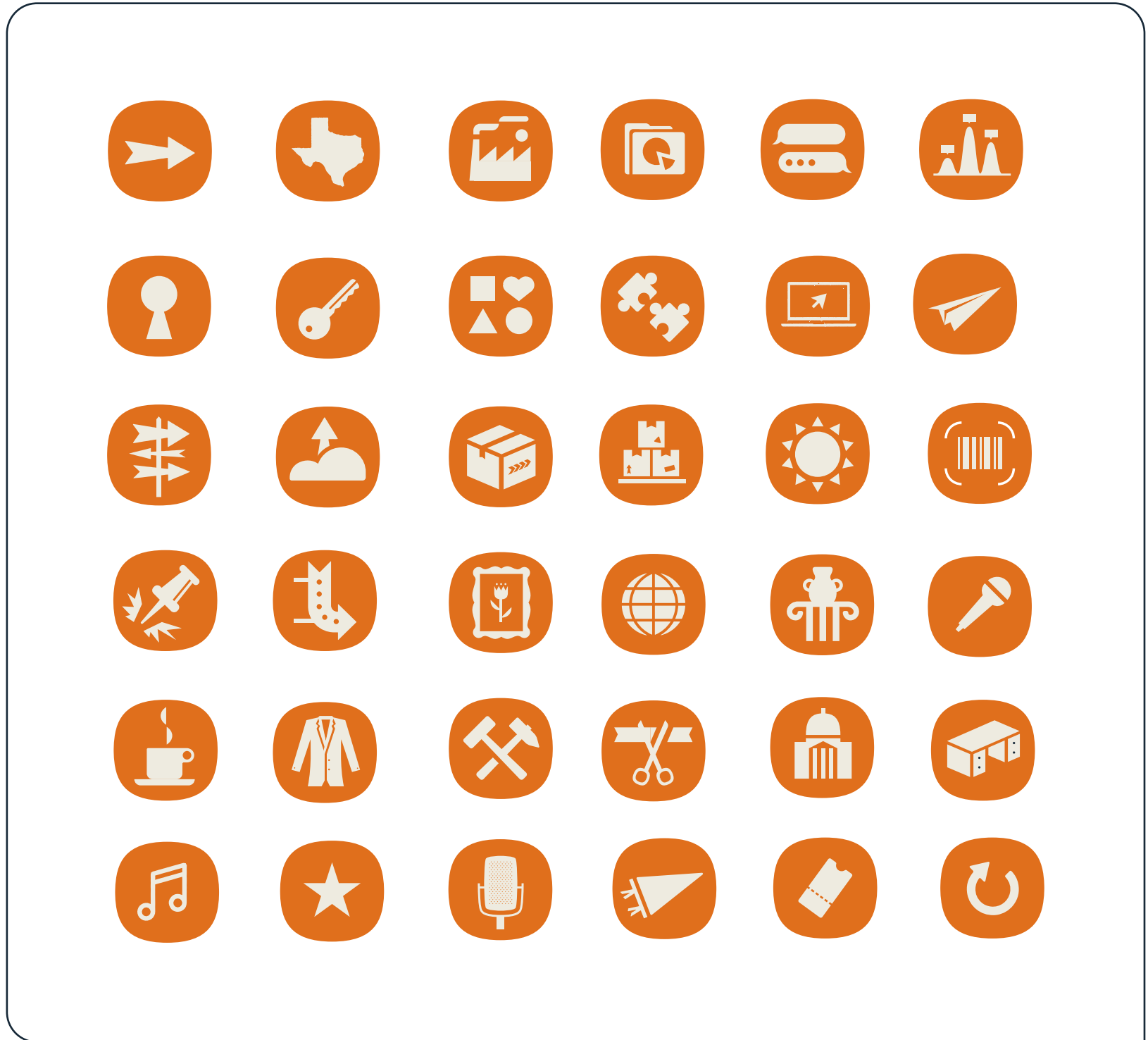
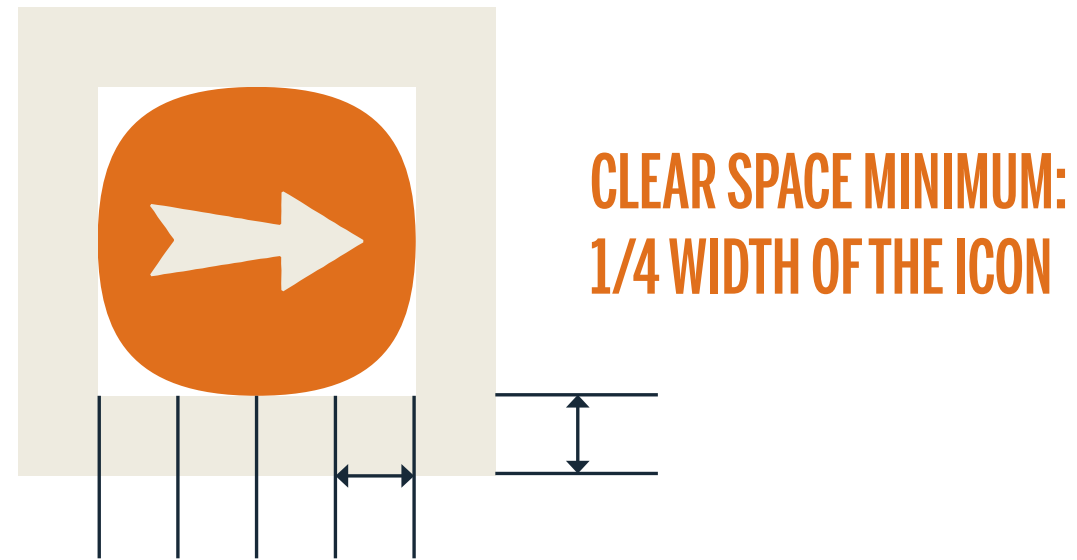
**DON'T ROTATE OUTSIDE
OF 45° INCREMENTS**



**DON'T USE MORE THAN
ONE COLOR**

ICONS

Icons can be used to create a visual change of pace in a type heavy brand. Icons should be used with their container shape. As the Texas McCombs brand evolves and grows icons can be added as needed but should fit within the style provided.



EXAMPLES



DOTTED LINE

The dotted line represents individual journeys and the intersections of people, places, and ideas.

It serves as a connective element, bringing together icons, arrows, and type to tell a story and create movement across a composition.

USE A ROUNDED SQUARE FOR INTERSECTING POINTS

ARROWS SHOULD POINT IN A CONSISTENT DIRECTION TO CREATE MOVEMENT ALONG THE PATH

EXAMPLES



GRAPHIC ELEMENTS SHOULD NOT TOUCH THE DOTTED LINE—GIVE THEM ROOM TO BREATHE

BRAND PHOTOGRAPHY

PHOTOGRAPHY

PEOPLE

When sourcing or creating photography, keep in mind our brand attributes.

Down-to-earth: People should be represented in a way that feels candid and authentic. Capture people in their natural settings on and off campus. Showcase a range of individuals from diverse backgrounds. Clothing should be casual yet professional.

Progressive, Enterprising, Dynamic: Subjects should be active, engaged, and focused on the future. Show the hard work, grit, and determination.

Optimistic: Infuse a sense of warmth and possibility. Highlight collaboration and inspirational moments.

DO:

- Show a range of ages and backgrounds
- Highlight individuals as well as group collaboration
- Warm, natural lighting

DON'T:

- Overly posed or unnatural
- Strong, artificial light



PHOTOGRAPHY PLACES

DO:

- Incorporate images both on and off campus, showing downtown Austin, various businesses and industries, and real world learning
- Incorporate motion to create a sense of energy
- Take photos during golden hour to imbue warmth
- Show meaningful intersections of people and places
- Use straight on framing to tell a story, or overhead views to create a sense of vastness

DON'T:

- Use bland or empty classrooms
- Include photos with too many distracting elements



BRAND EXAMPLES

BRAND EXAMPLES

NEW TRAILS DON'T BLAZE THEMSELVES.

BOLDLY TAKING BUSINESS WHERE IT HAS NEVER GONE BEFORE.

CHANGE IS EVERYWHERE.

WE MAKE THE DUST FLY.

JOIN THE FRONTLINE OF NEW BUSINESS FRONTIERS.

The University of Texas at Austin
McCombs School of Business

MAKE IT UNEXPECTED STRATEGIC BRAVE HISTORIC HERE.

RESEARCHING THE POWER OF CONNECTION.

MAKE IT HERE

THE TEXAS MBA AT McCOMBS

MORE INFORMATION

If you need assistance or have questions regarding the McCombs brand (including logos and this style guide), the Marketing and Communications team is able to help you and your team with whatever you may need.

brand@mcombs.utexas.edu