The University of Texas at Austin
School of Undergraduate Studies

Brand Standards Manual
Version 1.1
April 2015

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I. Introduction

Introduction

The University of Texas at Austin brand is known throughout the world. But a brand is more than a logo, a tagline or a website. It's also about personal experiences and interactions. Our brand is a combination of what people see, feel, hear and think about The University of Texas at Austin when they hear our stories or see the marks that represent UT Austin.

Our brand is built upon a strong history of leadership in combining public access to excellence at undergraduate and graduate levels of education and across an unmatched breadth in faculty, programs and research.

Every time we engage and interact, we're influencing people's perception of the UT brand. That's why consistency is key. The experience from one touch point to another should feel reassuring and familiar. It is important that we speak with a unified vision and voice to continue to build upon the strength of the UT brand.

Identity Foundations
Primary Signature Overview

1) The University of Texas at Austin wordmark is the primary means by which we are recognized and should appear on all university communications. The wordmark has been specially drawn and spaced; do not redraw, change, stack or reposition it.

2) The wordmark may be used as instructed by the guidelines in all print and digital uses without additional approval. Any proposed use of the wordmark on merchandise (such as but not limited to T-shirts, mugs, pens, hats) must have prior written approval from the Office of Trademark Licensing and be produced under a licensing agreement by an approved vendor.

Identity Foundations
Primary Signature Anatomy

1) The university Primary Signature is composed of the three parts: the shield graphic, "Texas," and the official university name.

2) When using the Primary Signature, it must be represented exactly as shown below. If any of these three parts are not present, the Primary Signature lockup is incomplete.

3) The shield in our Primary Signature is an extraction from the university seal. The 18 leaves of the olive and oak represent the 18 colleges and schools of the university. The lines in the book correspond to the opening line of our school spirit song, "The Eyes of Texas."

Clear Space and Minimum Size

1) To maintain our brand's integrity, clarity and consistency, the size and space left around the logo must always be maintained across all forms of communication.

2) Use the shield in the lockup that you are working with to determine the space left around the logo, also called the 'clear space' or 'exclusion zone.' At the top and bottom of the logo, there should be no words or images placed in the area equal to or greater than the height of the shield. To the left and right sides of the logo, there should be no words or images placed in the area equal to or greater than the width of the shield.

3) Minimum size requirements for the reproduction of our logo helps maintain brand presence and legibility. The height of the shield should be 0.375" or larger for print, and 50 px or greater for the web. These rules will apply to all signature types.

0.375" minimum for print
50 px web

Improper Uses

Do not change the footprint of the logo or alter the type in any way.

Do not use the shield in isolation.

Do not use the word TEXAS in isolation.

Do not change the typeface.

Do not change the color.

Do not place the signature on inappropriate colors.

Do not apply special effects.

Do not distort the signature.

Do not use tints of Pantone 159.

Do not apply gradients.

Do not outline the signature.
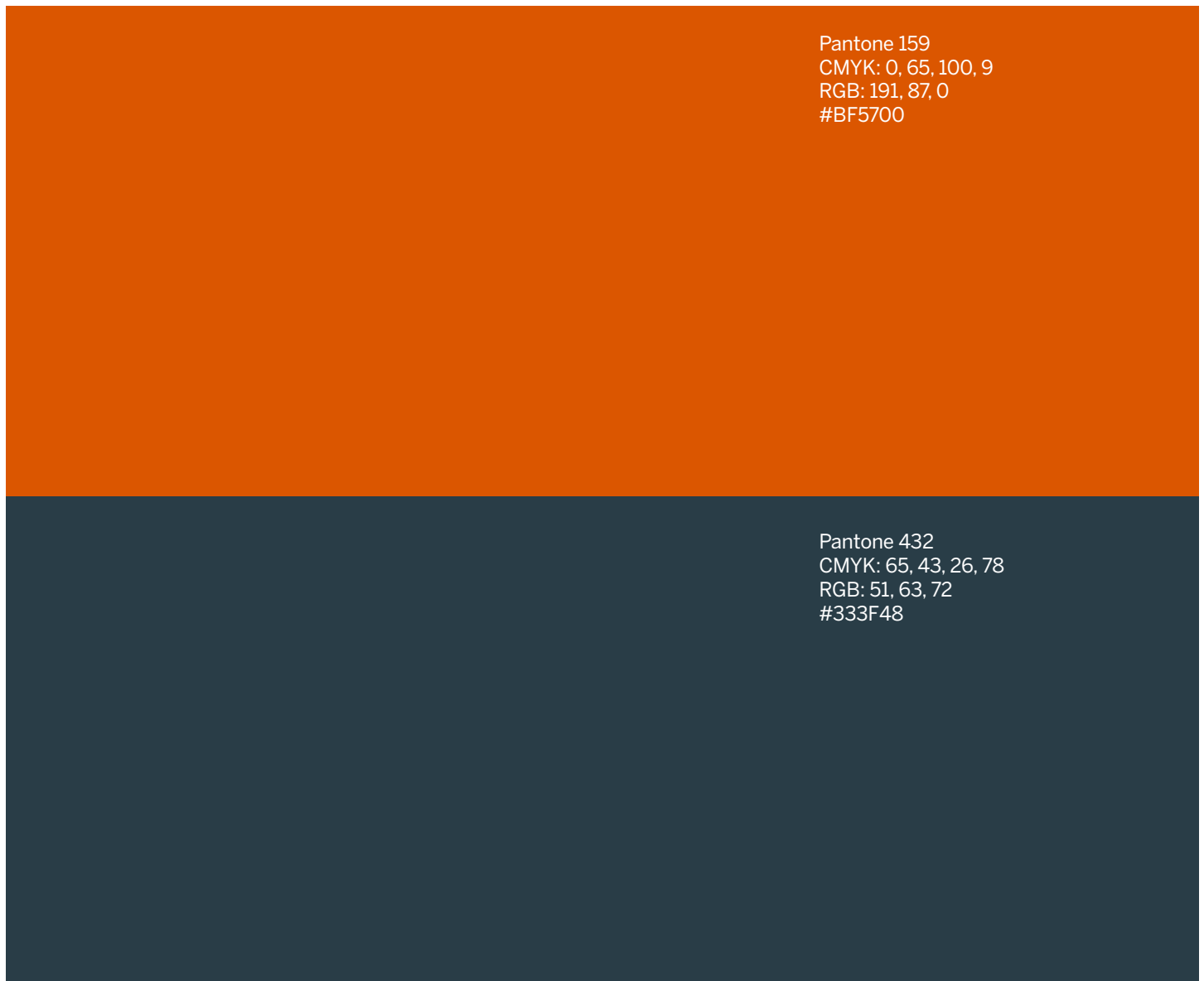

Do not rotate the signature.

Primary Color Palette

1) Color is an important tool for our brand system. Using color in a consistent way reinforces our brand and fosters trust and recognition. Burnt orange and white are the official colors and the primary palette we use to represent The University of Texas at Austin.

The distinctive burnt orange color plays a major role in establishing our identity and should be implemented consistently in all web applications and print communications such as business cards, letterhead and presentations, as well as a broad range of marketing materials.

2) Our primary color is burnt orange Pantone 159. Find the CMYK, RGB and HEX values in the chart below.

3) Our secondary color is gray Pantone 432. Find its corresponding CMYK, RGB and HEX values in the chart below.

Pantone 159
CMYK: 0, 65, 100, 9
RGB: 191, 87, 0
#BF5700

Pantone 432
CMYK: 65, 43, 26, 78
RGB: 51, 63, 72
#333F48

One-Color Reproduction

1) When reproduced in color the wordmark should appear in The University of Texas at Austin's signature color, burnt orange, black or all white for reverses on dark backgrounds.

2) Black, white and gray (a percentage of black or Pantone 432) are the only alternate colors that may be used when the burnt orange cannot be used.

3) The wordmark can be reversed out (white) when the background is burnt orange, black or gray.

70% black shown here.

Typography

1) The university's typographic identity is visible across many applications, including print, electronic and environmental displays. The following type selections have been made to best represent the voice of the university and to maintain a consistent tone throughout various university communications.

2) Our typeface, GT Sectra, is a contemporary serif typeface combining the calligraphy of the broad nib pen with the sharpness of the scalpel knife.

3) Our brand uses the GT Sectra Regular and GT Sectra Regular Italic.

Our tagline, "What starts here changes the world," uses the typeface Benton Sans Bold.

GT Sectra Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GT Sectra Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Benton Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

II. University Configurations

University Signature Types
An Overview

1) This chart shows the various signature types available for use at the university level. Each signature type (Primary, Formal, Informal and Tagline) has a horizontal and a stacked option.

2) One-color Pantone versions of all university-level lockups are available for use. Artwork files are available for Pantone 159 (orange) and Pantone 432 (gray). The two-color version is preferred, and one-color should only be used for one-color spot color printing when two-color is not an option.

Lockups are shown at reduced size here for demonstrative purposes only. When using logo artwork, they must adhere to the minimum size requirements.

	University Primary	University Formal	University Informal	University Tagline
Horizontal				
Stacked				

University Configurations
Primary Signature: Horizontal

1) Shown here is the university's Primary Signature in a horizontal layout. The horizontal version is the preferred primary signature type and should be used rather than the stacked version when appropriate.

2) Do not manually type the Primary Signature. Always use the artwork files that are provided.

Primary Signature
University

Clear Space
and Minimum Size requirements

0.375" minimum for print
50 px web

University Configurations
Primary Signature: Stacked
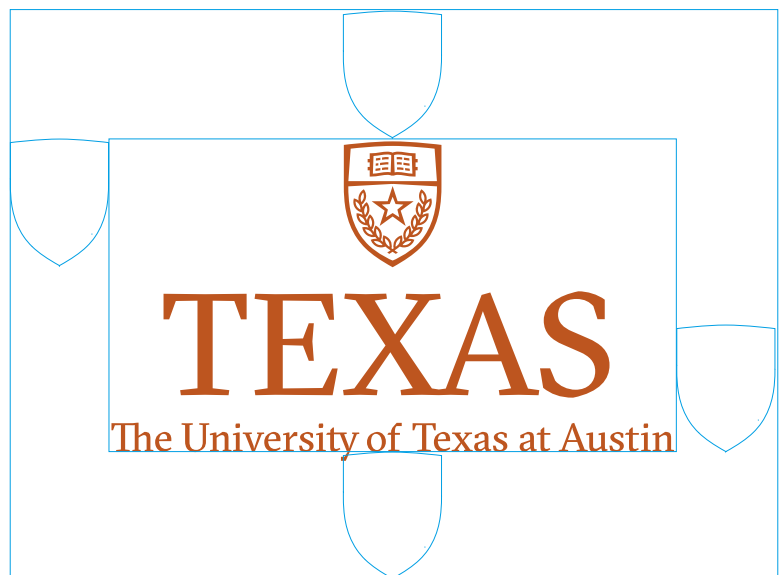
1) Shown here is the university's Primary Signature, in a stacked layout. The stacked version may be used if the primary horizontal signature does not work well within a layout.

2) Do not manually type the Primary Signature. Always use the artwork files that are provided.

University Primary Signature—Stacked

Clear Space
and Minimum Size requirements

0.2875" minimum for print
38 px web

University Configurations
Formal Signature: Horizontal

1) Shown here is the university's Formal Signature in a horizontal lockup.

2) There is a horizontal version as well as a stacked version. Either version may be used, based on the discretion of the user.

3) Do not manually type the Formal Signature. Always use the artwork files that are provided.

University Formal Signature—Horizontal

Clear Space
and Minimum Size requirements

0.25" minimum for print
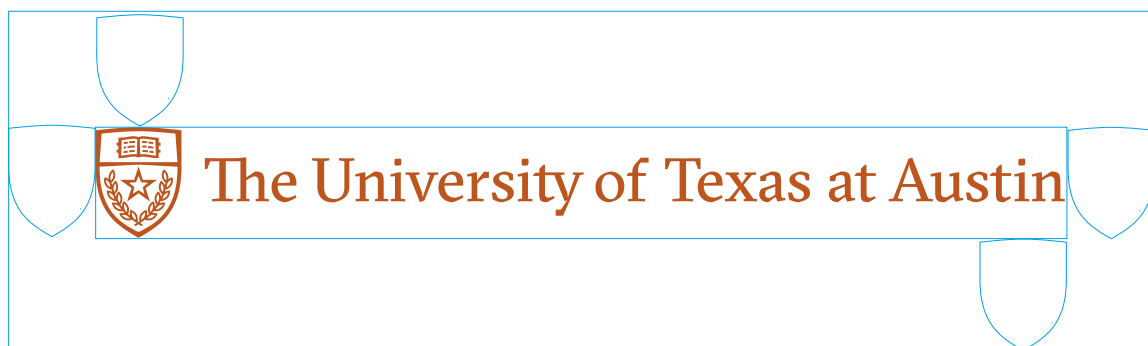32 px web

University Configurations
Formal Signature: Stacked

1) Shown here is the university's Formal Signature in a stacked lockup.

2) There is a horizontal version as well as a stacked version. Either version may be used, based on the discretion of the user.

3) Do not manually type the Formal Signature. Always use the artwork files that are provided.

University Formal Signature—Stacked

The University of Texas at Austin

Clear Space
and Minimum Size requirements

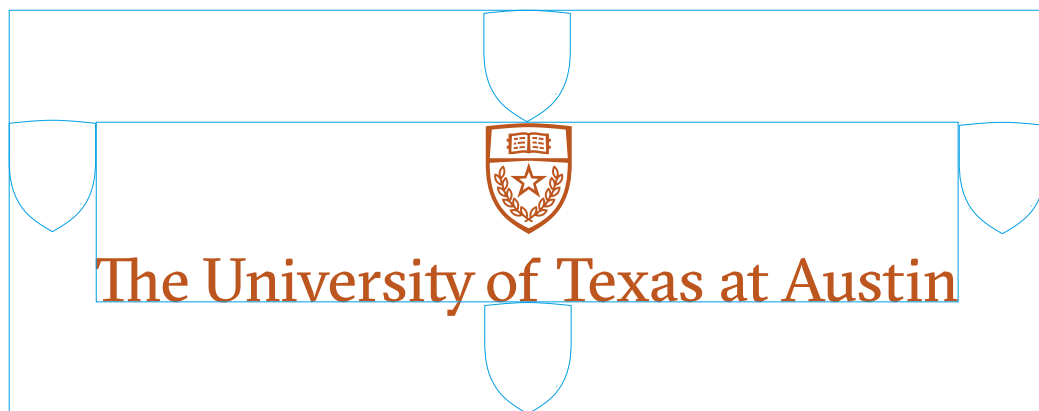0.25" minimum for print
32 px web

The University of Texas at Austin

University Configurations
Informal Signature: Horizontal

1) Shown here are the university's Informal Signature, in a horizontal version. The Informal Signature does not carry the formal name underneath the Texas/Shield lockup.

2) The Informal Signature should only be used for internal communication, unless otherwise approved by the university's creative director.

3) Do not manually type the Informal Signature. Always use the artwork files that are provided.

University Informal Signature—Horizontal

Clear Space
and Minimum Size requirements

0.25" minimum for print
25 px web

Limited to internal communication, unless otherwise approved by the university's creative director.
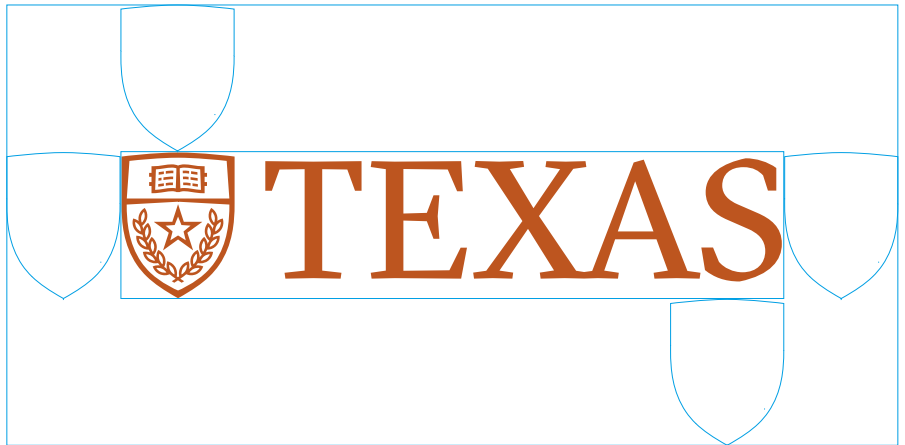
University Configurations
Informal Signature: Stacked

1) Shown here is the university's Informal Signature in a stacked version. The Informal Signatures do not carry the formal name underneath the Texas/Shield lockup.

2) The Informal Signature should only be used for internal communication, unless otherwise approved by the university's creative director.

3) Do not manually type the Informal Signature. Always use the artwork files that are provided.

University Informal Signature—Stacked

Clear Space
and Minimum Size requirements
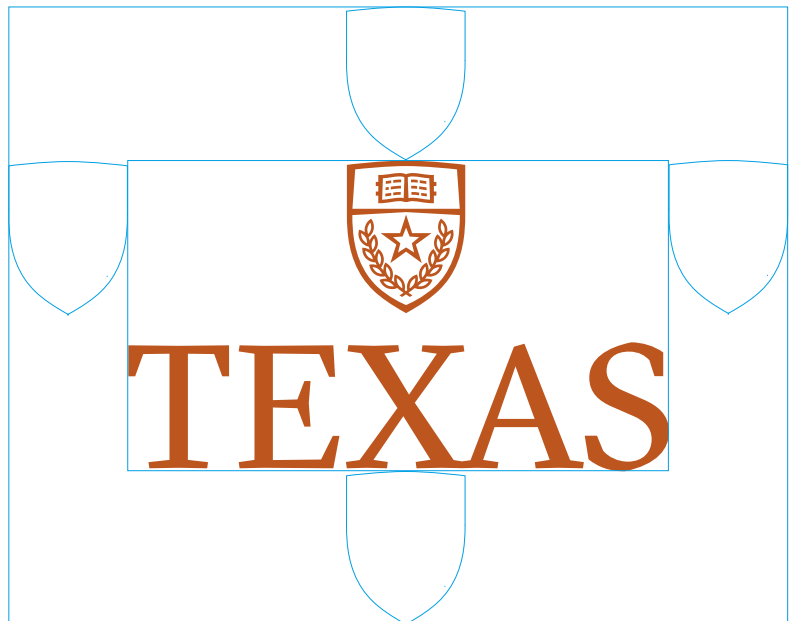
0.25" minimum for print
25 px web

Limited to internal communication, unless otherwise approved by the university's creative director.

University Configurations
Tagline Signature: Horizontal

1) "What Starts Here Changes The World"® is the official tagline of The University of Texas at Austin. People have come to expect that the university is a leader in changing the world, and maintaining the integrity of this tagline through consistent use reinforces our message.

2) The Tagline Signature is the lockup that presents our tagline with our logo. The tagline uses the typeface Benton Sans and is represented in our official secondary color, gray.

3) Do not manually type the Tagline Signature. Always use the artwork files that are provided.

One-color Pantone versions of the Tagline Signature are available for use. Artwork files are available for Pantone 159 (orange) and Pantone 432 (gray). These should only be used for one-color spot color printing when two-color is not an option.

University Tagline Signature—Horizontal

Clear Space
and Minimum Size requirements

0.25" minimum for print
32 px web

University Configurations
Tagline Signature: Stacked

1) "What Starts Here Changes The World"® is the official tagline of The University of Texas at Austin. People have come to expect that the university is a leader in changing the world, and maintaining the integrity of this tagline through consistent use reinforces our message.

2) The Tagline Signature is the lockup that presents our tagline with our logo. The tagline uses the typeface Benton Sans and is represented in our official secondary color, gray.

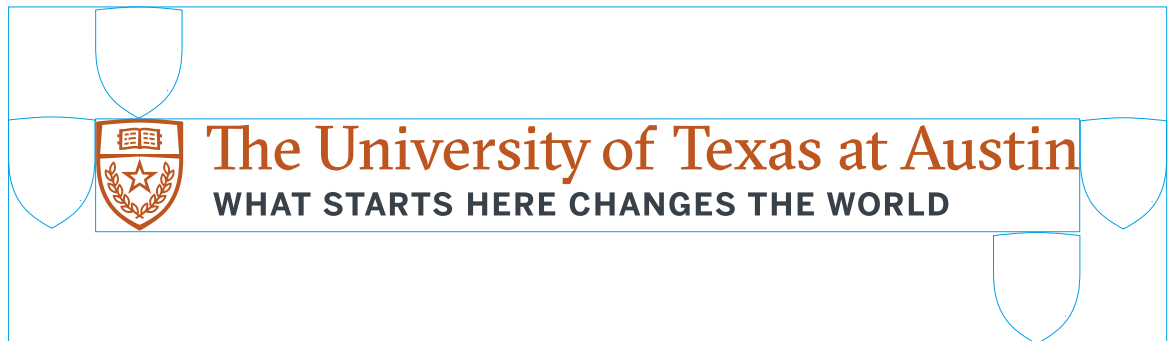3) Do not manually type the Tagline Signature. Always use the artwork files that are provided.

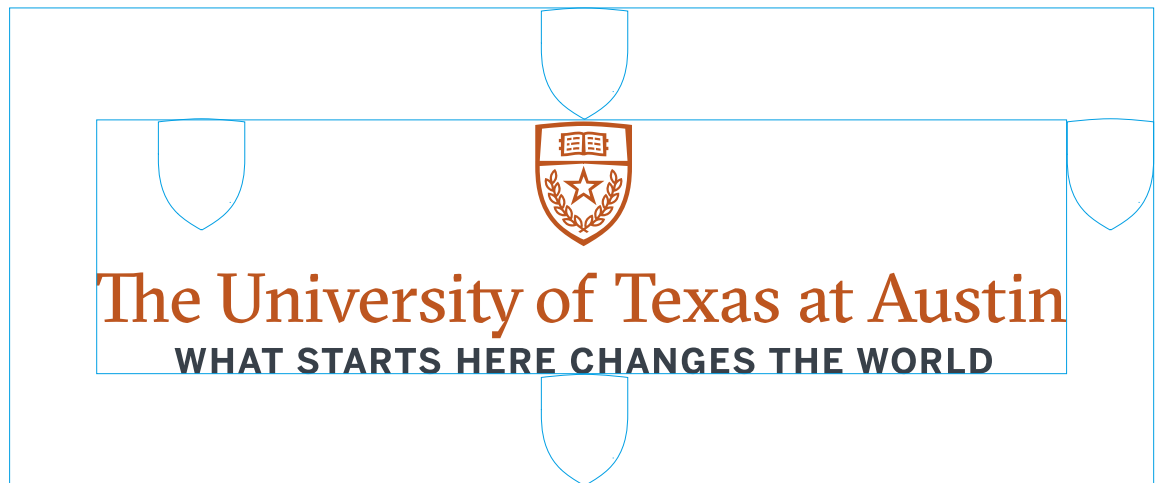*One-color Pantone versions of the Tagline Signature are available for use. Artwork files are available for Pantone 159 (orange) and Pantone 432 (gray). These should only be used for one-color spot color printing when two-color is not an option.*

University Tagline Signature—Stacked

Clear Space
and Minimum Size requirements

0.25" minimum for print
32 px web

III. Other University Symbols

Other University Symbols
University Seal and Spirit Mark

1) The University of Texas at Austin seal is an important element in our visual identity. Its use is reserved for official communications from the Office of the President as well as business cards and stationery for all schools and units and official university documents, certificates, awards and plaques. The seal may not be used on any other materials, banners and signs, etc. without prior written approval from the Office of Trademark Licensing.

The seal should only appear in burnt orange, black, or white. Exceptions to this may include foil stamp for official documents. For inquiries on other exceptions, please contact the university's creative director.

2) The Longhorn Silhouette represents the spirit of the university and is one of the most widely recognized university marks in the world. The Office of Trademark Licensing must grant prior written approval for all uses of the Longhorn Silhouette.

University of Texas at Austin Seal

Longhorn Silhouette

IV. School of Social Work Configurations

School of Undergraduate Studies Configurations
Introduction

1) The university wordmark should appear conspicuously on all school and departmental communications. Using the university wordmark with individual schools, departments, administrative units or schools shows the relationship between them.

2) Logos for the School of Undergraduate Studiesshould follow a standardized and consistent visual hierarchy. This recommended signature supports The University of Texas at Austin's brand while providing a clear and strong unit or group identifier.

3) There are five types of signatures shown below: Primary, Formal, Branded, Informal Branded A, and Informal Branded B. The following pages will explain each version in greater detail

and provide guidelines for their usage.
Lockups are shown at reduced size here for demonstrative purposes only. When using logo artwork, they must adhere to the minimum size requirements.

	Formal	Primary	Branded	Informal Branded A	Informal Branded B
School	The University of Texas at Austin / School of Undergraduate Studies	TEXAS / The University of Texas at Austin / School of Undergraduate Studies	TEXAS Undergraduate Studies / The University of Texas at Austin / School of Undergraduate Studies	TEXAS Undergraduate Studies / The University of Texas at Austin / School of Undergraduate Studies	TEXAS Undergraduate Studies / The University of Texas at Austin / School of Undergraduate Studies
School Department/ Program	The University of Texas at Austin / First-Year Experience / *School of Undergraduate Studies*	TEXAS / The University of Texas at Austin / School of Undergraduate Studies / *First-Year Experience*	TEXAS Undergraduate Studies / The University of Texas at Austin / School of Undergraduate Studies / *First-Year Experience*		

School of Undergraduate Studies School-level Configurations

School of Undergraduate Studies Configurations: School Level
Formal Signature

1) The example here shows how the Formal Signature is represented at the school level.

2) The Formal Signature is made up of three parts: the shield; the formal university name; and the official school name.

3) Do not manually type the Formal Signature. Always use the artwork files that are provided.

One-color Pantone versions of the Formal Signature are available for use. Artwork files are available for Pantone 159 (orange) and Pantone 432 (gray). The two-color version is preferred, and the one-color version should only be used for one-color spot color printing when two-color is not an option.

Formal Signature
School

The University of Texas at Austin
School of Undergraduate Studies

Clear Space
and Minimum Size requirements

0.25" minimum for print
33 px web

The University of Texas at Austin
School of Undergraduate Studies

School of Undergraduate Studies Configurations: School Level
Primary Signature

1) The example here shows how the Primary Signature is represented at the school level.

2) The Primary Signature is made up of four parts: the shield; "Texas"; the formal university name; and the official school name.

3) Do not manually type the Primary Signature. Always use the artwork files that are provided.

One-color Pantone versions of the Primary Signature are available for use. Artwork files are available for Pantone 159 (orange) and Pantone 432 (gray). The two-color version is preferred, and the one-color version should only be used for one-color spot color printing when two-color is not an option.

Primary Signature
School

Clear Space
and Minimum Size requirements

0.25" minimum for print
33 px web

School of Undergraduate Studies Configurations: School Level
Branded School Signature

1) The example here shows how the Branded Signature is represented at the school level.

2) The Branded Signature is made up of five parts: the shield; "Texas"; the school's shorthand name; the formal university name; and the official school name.

3) Do not manually type the Branded School Signature. Always use the artwork files that are provided.

Branded Signatures are reserved for the School Level, however, a department or program may use the Branded Signature with prior approval from the school's communications director or from Creative Services. The department or program name will need to meet specific criteria in order to be approved for the Branded Signature use.

Branded School Signature

Clear Space
and Minimum Size requirements

0.25" minimum for print
33 px web

School of Undergraduate Studies Configurations: School Level
Informal Branded Signature: Type A

1) The example here shows how the Informal Branded Signature Type A may be shown at the school level.

2) The Informal Branded Signature Type A is essentially the branded signature separated into two elements: 1) the shield with "Texas" and the school's shorthand name, and 2) the official university and school name. These elements may be separated so to give a greater visual presence to the school name.

3) When using the Informal Branded Signature Type A, the accompanying official name must appear somewhere on the piece of communication it is being used for. The official name should be less prominent than the Informal Branded lockup.

4) Do not manually type the Informal Branded Signature. Always use the artwork files that are provided.

The Informal Branded Signature may be shown without the shield only if approval is granted from Creative Services.

Informal Branded Signature
and accompanying official lockup

TEXAS Undergraduate Studies

The University of Texas at Austin
School of Undergraduate Studies

School of Undergraduate Studies Configurations: School Level
Informal Branded Signature: Type A

1) Shown here are clear space requirements as well as minimum size requirements and size relationship between the two elements of the Informal Branded Signature Type A.

The official name should be less prominent than the Informal Branded lockup.

The Informal Branded Signature may be shown without the shield only if approval is granted from Creative Services.

Clear Space
and Minimum Size requirements

0.25" minimum for print
33 px web

The height of the top of the "T" on the top line to the bottom of the "C" on the bottom line must be no less than 0.2" for print and 27 px for web

School of Undergraduate Studies Configurations: School Level
Informal Branded Signature: Type B

1) The example here shows how the Informal Branded Signature Type B may be shown at the school level.

2) The Informal Branded Signature Type B is essentially the branded signature separated into two elements: 1) "Texas" with the School's shorthand name, and 2) the shield, and the official university and School name. These elements may be separated so to give a greater visual presence to the School name.

3) When using the Informal Branded Signature Type B, the accompanying official name must appear somewhere on the piece of communication it is being used for. The official name should be less prominent than the Informal Branded lockup.

4) Do not manually type the Informal Branded Signature. Always use the artwork files that are provided.

The Informal Branded Signature may be shown without the shield only if approval is granted from Creative Services.

Informal Branded Signature Type B
and accompanying official lockup

TEXAS Undergraduate Studies

The University of Texas at Austin
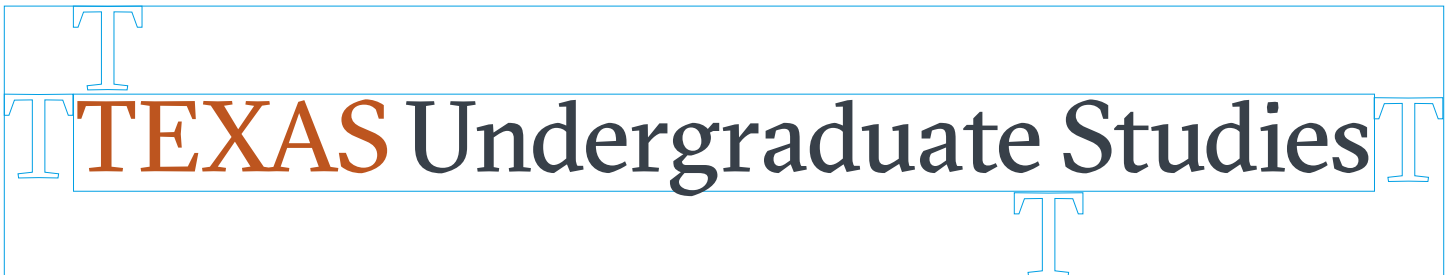School of Undergraduate Studies

School of Undergraduate Studies Configurations: School Level
Informal Branded Signature: Type B

1) Shown here are clear space requirements as well as mini-
mum size requirements and size relationship between the two
elements of the Informal Branded Signature Type B.

*The Informal Branded Signature may be shown without the
shield only if approval is granted from Creative Services.*

Clear Space
and Minimum Size requirements

Height of "T" must be
0.25" minimum for print
28 px web

Height of the shield must be
0.25" minimum for print
33 px web

School of Undergraduate Studies Configurations: School Level
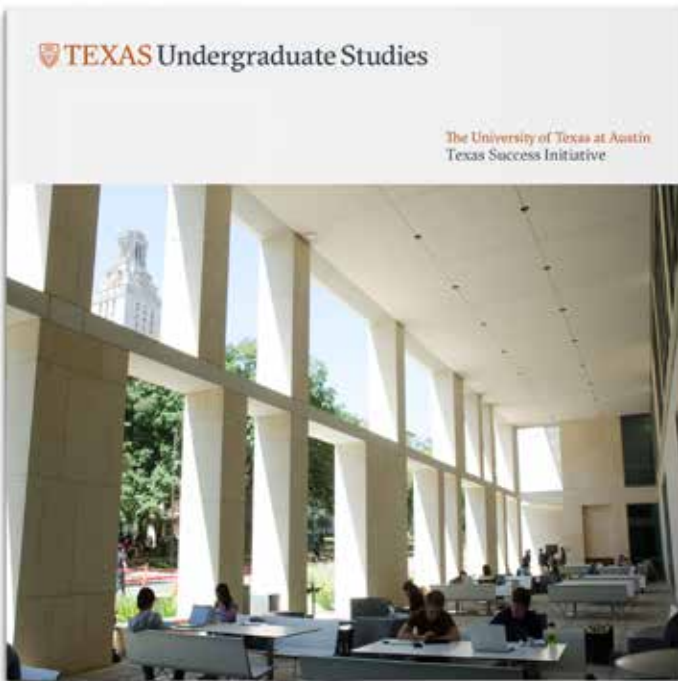## Informal Branded Signature: Examples

1) Shown here are examples of acceptable usage of the Informal Branded Signature.

2) Note that because these pieces carry the Informal Branded Signature, the accompanying official entities' names are elsewhere on the pieces of communication.

3) When using the Informal Branded Signature, the branded school name should appear more prominently than the accompanying official school name.

Informal Branded Signature
Acceptable uses

Informal Branded Signature: Type A

Informal Branded Signature: Type B

School of Undergraduate Studies Configurations: School Level
Summary of Signature Types

1) Primary Signature

2) Branded School Signature

3) Informal Branded Signature: Type A

4) Informal Branded Signature: Type B

5) Formal Signature

Primary Signature
School

TEXAS
The University of Texas at Austin
School of Undergraduate Studies

Branded Signature
School

TEXAS Undergraduate Studies
The University of Texas at Austin
School of Undergraduate Studies

Informal Branded Signature:
Type A
School

TEXAS Undergraduate Studies

The University of Texas at Austin
School of Undergraduate Studies

Informal Branded Signature:
Type B
School

TEXAS Undergraduate Studies

The University of Texas at Austin
School of Undergraduate Studies

Formal Signature
School

The University of Texas at Austin
School of Undergraduate Studies

School of Undergraduate Studies Unit-specific Configurations

Unit-specific Configurations
Department/Program

1) A school department/program name is another tier of information that may be integrated into the various signatures. The examples here show how the school programs are represented within each signature type.
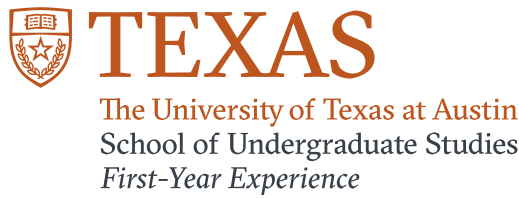
2) Do not manually type the school department/program signatures. Always use the artwork files that are provided.

3) The school department/program signatures should adhere to the same minimum size and clear space requirements mentioned elsewhere in the guidelines.

Size requirements: The height of the shield used in the logo should be 0.25" or larger for print, and 33 px or greater for the web.

Clear space requirements: At the top and bottom of the logo, there should be no words or images placed in the area equal to or greater than the height of the shield. To the left and right sides of the logo, there should be no words or images placed in the area equal to or greater than the width of the shield.

Primary Signature
School Department/Program

TEXAS
The University of Texas at Austin
School of Undergraduate Studies
First-Year Experience

Formal Signature
School Department/Program

The University of Texas at Austin
First-Year Experience
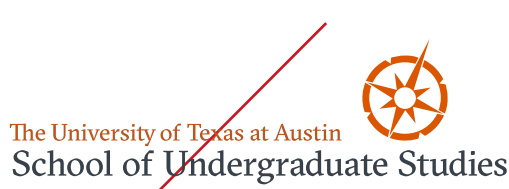*School of Undergraduate Studies*

V. School of Undergraduate Studies
Improper Uses

Improper Uses

Do not combine the official seal with an academic signature.

Do not combine any other logo with the academic signature.

Do not change the color.

Do not combine the academic shield with any other logo or mark.

Do not combine the academic shield with manually typed signatures.

Do not stack the branded signatures.
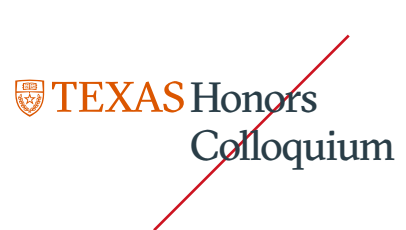*(social media avatars may be an exception)*

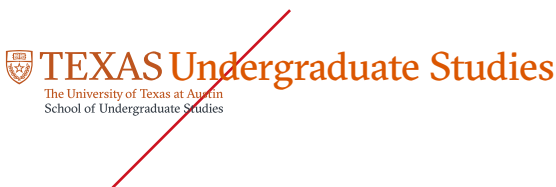Do not stack the academic shield above the branded signatures.

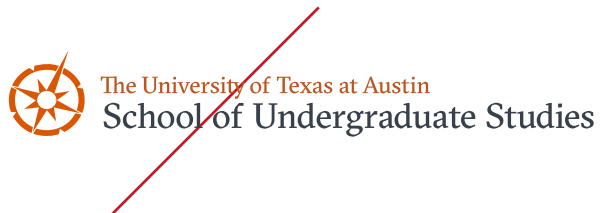Do not use acronyms in combination with the branded signatures.

Do not use department names with the branded signatures.

Do not change the color of the branded and informal branded signatures.

Do not use the official university name signature with any other logo or mark.

VI. Social Media

Social Media
An Overview

1) The following pages include standards for social media that can help ensure a strong and consistent social media presence.

2) More information about social media goals and standards is available from University Communications. If you have questions about UT's social media brand guidelines, contact University Communications at utsocial@utexas.edu.

Social Media
Avatars: Overview

1) A social media avatar is a personalized graphical illustration or image that represents a user.

2) There are three types of avatars that can be used for social media outlets.

3) **Shield Avatar**. The white shield on orange background is reserved for the University's social media presence.

4) **Image Avatar**. Images may be used by the University, colleges, departments and offices. The imagery should be relevant to the entity.

5) **Lockup Avatar**. Colleges and Departments may use logo lockups for their avatars. Colleges may use the stacked primary logo, or a customized version of the branded lockup, as shown below. The orange background is reserved for college level.

Departments and Programs may use a version of the branded lockup as shown below, only if the name works within the character space.

The customized Lockup Avatars should only be used for application in social media.

Shield Avatar
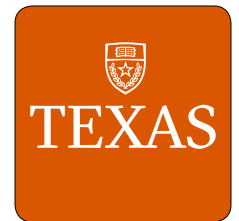
University option

Image Avatar

Examples only. Any dept. can select an image relevant to a specific area of study or theme.

Lockup Avatar

A. Colleges may use this lockup

B. College example

Social Media
Avatars: University level

1) Shield Avatar: The white shield on an orange background may be used for the University's avatar. This color combo is strictly reserved for the University level.

2) Image Avatar: An image that identifies the University may be used as an avatar (i.e. an architectural detail of the University Seal).

Option 1
Shield Avatar

150x150px

32x32px

Social Media
Avatars: School of Undergraduate Studies

1) A college level may use an Image or a Lockup for its avatar.

2) Image Avatar: An image that identifies the college may be used (i.e. an image of a college building on campus).

3) Lockup Avatar: A college may use the stacked primary logo, or a customized version of their branded lockup, as shown below. If using this version, the lockup must always be knocked out of an orange background.

The lockups may not display well at small sizes. For this reason, it may be best to use an image that embodies the college.
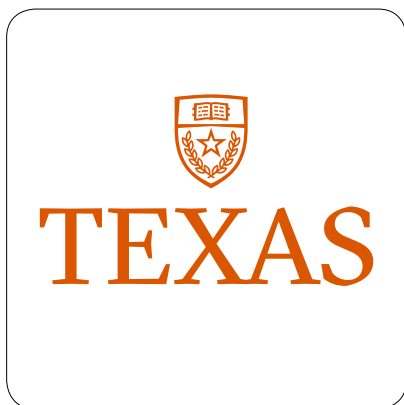
150x150px

32x32px

150x150px

32x32px

Social Media
Avatars: Department/Program level

1) A Department or Program may use an image or a lockup for its avatar.

2) Image Avatar: An image that identifies the department or college may be used.

3) Lockup Avatar: A Department or Program may use the University's primary stacked lockup, or a customized version of their branded lockup if its name works within the character space, as shown below. If using this option, the lockup must always be orange on a white background.

The lockups may not display well at small sizes. For this reason, it may be best to use an image that embodies the Department or Program.

150x150px

32x32px

150x150px

32x32px

VII. Contact Information

Contact Information

University Communications is responsible for managing The University of Texas at Austin brand, plays a coordinating role among the administration and academic offices and is the main resource for all issues relating to the university's institutional brand.

It is suggested that each administrative office appoint an identity coordinator to guide identity use and ensure that all standards in the identity guidelines are maintained. Coordinators are expected to monitor performance of the identity within their offices and to ensure consistency.

Identity Program Contact Information

School of Undergraduate StudiesBrand Guidelines
Alan Grimes
Communications and Design Manager
512-232-8400
alan.grimes@austin.utexas.edu

Trademark Licensing
Craig R. Westemeier
Associate Athletics Director
craig.westemeier@athletics.utexas.edu

University Brand Guidelines
Donna Coffelt
512-475-6078
Director of Creative Services / Creative Director
dcoffelt@austin.utexas.edu

University Digital Guidelines
Bryan Christian
Manager of Digital Experience
512-232-2735
bryan.christian@utexas.edu

University Writer's Guidelines
Cory Leahy
Associate Director and Senior Editor
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