

BRAND GUIDELINES

ABOUT THIS GUIDE

As a department within The University of Texas at Austin – Division of Student Affairs, Recreational Sports adheres to brand guidelines established by University Communications, as well as the guidelines within this document. These guidelines unify the department's communication efforts and assist in ensuring a clear, strong, and consistent identity.

BRAND COPY

DEPARTMENT NAME

Primary: Recreational Sports

Informal: UT RecSports or RecSports

FACILITIES

Bellmont Hall (BEL)

Caven Lacrosse and Sports Center at Clark Field (CCF)

Informal: Caven-Clark Field

Gregory Gymnasium (GRE)

Informal: Gregory Gym

Gregory Gym Aquatic Complex (GREAQ)

DESCRIPTION

Serving the campus community since 1916, Recreational Sports promotes physical fitness, healthy habits, and balanced behaviors through an array of recreation facilities, programs, services, special events, and student employment opportunities. Programs offered include Intramural Sports, Fitness/Wellness, Outdoor Recreation, Sport Clubs, Instructional, and Informal Recreation.

TAGLINES

Education Through Recreation

Continuing a University Tradition

Celebrating a University Tradition (Anniversary Years)

VISUAL BRAND

OFFICIAL LOGO



Logo files can be found [here](#)

FORMAL WORDMARK



WEB & SOCIAL MEDIA

WEB

utrecsports.org

HASHTAGS

#utrecsports

#utintramurals

#texercise

#teamrecsports

COLOR

TEXAS BURNT ORANGE

CMYK: 0, 65, 100, 9

PMS: 159

RGB: 191, 87, 0

INFORMAL WORDMARK



RECSPTS

HANDLES

TWITTER: [@utrecsports](https://twitter.com/utrecsports)

FACEBOOK: [/utrecsports](https://www.facebook.com/utrecsports)

INSTAGRAM: [@texasrecsports](https://www.instagram.com/texasrecsports)

YOUTUBE: [utrecsports](https://www.youtube.com/utrecsports)