Table of Contents

I. Introduction ...................................................... 3
    Identity Foundations ........................................ 5
    Clear Space and Minimum Size ............................. 7
    Improper Uses ................................................. 8
    Primary Color Palette ....................................... 9
    One-Color Reproduction .................................. 10
    Typography .................................................... 11

II. University Configurations .................................. 12
    University Signature Types ................................. 13

III. Other University Symbols .................................. 22
    Other University Symbols .................................. 23

IV. College of Fine Arts Configurations ...................... 24
    Configuration Introduction ................................ 25
    College-level Configurations ............................. 26
    Unit-specific Configurations .............................. 36

V. College of Fine Arts Improper Uses ......................... 38
    Examples of Improper Uses ................................ 39

VI. Social Media .................................................. 40

VII. Contact Information .......................................... 47
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.
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.
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
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.

<table>
<thead>
<tr>
<th>University Primary</th>
<th>University Formal</th>
<th>University Informal</th>
<th>University Tagline</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Horizontal" /></td>
<td><img src="image" alt="Horizontal" /></td>
<td><img src="image" alt="Horizontal" /></td>
<td><img src="image" alt="Horizontal" /></td>
</tr>
<tr>
<td><img src="image" alt="Stacked" /></td>
<td><img src="image" alt="Stacked" /></td>
<td><img src="image" alt="Stacked" /></td>
<td><img src="image" alt="Stacked" /></td>
</tr>
</tbody>
</table>
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

0.375” minimum for print
50 px web

Clear Space
and Minimum Size requirements
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.

Clear Space and Minimum Size requirements

The University of Texas at Austin

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 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 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.

Clear Space
and Minimum Size requirements

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

0.25” minimum for print
25 px web
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
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.
III. Other University Symbols
III. 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.
IV. College of Fine Arts Configurations
College of Fine Arts Configurations

Introduction

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

2) Logos for the College of Fine Arts should 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, Branded, Informal Branded A, Informal Branded B, and Formal. The following pages will explain each version in greater detail and provide guidelines for their usage.

<table>
<thead>
<tr>
<th>School Research Center/Bureau/Institute</th>
<th>Formal</th>
<th>Branded</th>
<th>Informal Branded A</th>
<th>Informal Branded B</th>
</tr>
</thead>
<tbody>
<tr>
<td>The University of Texas at Austin</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>College of Fine Arts</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The University of Texas at Austin</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Art and Art History</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>College of Fine Arts</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The University of Texas at Austin</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Center for Arts and Entertainment</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Technologies</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>College of Fine Arts</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Lockups are shown at reduced size here for demonstrative purposes only. When using logo artwork, they must adhere to the minimum size requirements.
College of Fine Arts
College-level Configurations
1) The example here shows how the Formal Signatures are represented at the College Level.

2) The Formal Signature is made up of three parts: The shield; The formal University name; and the official college 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 1-color spot color printing when two colors is not an option.

Formal Signature
College

The University of Texas at Austin
College of Fine Arts

Clear Space and Minimum Size requirements

0.25" minimum for print
33 px web

The University of Texas at Austin
College of Fine Arts
College of Fine Arts Configurations: College Level

Primary Signatures

1) The example here shows how the Primary Signatures are represented at the College Level.

2) The Primary Signature is made up of four parts: The shield; “Texas”; The formal University name; and the official college 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 1-color spot color printing when two colors is not an option.

Primary Signature
College

The University of Texas at Austin
College of Fine Arts

Clear Space
and Minimum Size requirements

0.25” minimum for print
33 px web

The University of Texas at Austin
College of Fine Arts
1) The example here shows how the Branded Signatures are represented at the College Level.

2) The Branded Signature is made up of five parts: The shield; “Texas”; the College’s shorthand name; the formal University name; and the official college name.

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

Branded Signatures are reserved for the college level, however, a Department or Program may use the Branded Signature with prior approval from the college’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.
College of Fine Arts Configurations: College Level
Informal Branded Signature: Type A

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

2) The Informal Branded Signature Type A is essentially the branded signature separated into two elements: 1) The shield with “Texas” and the College’s shorthand name, and 2) the official university and college name. These elements may be separated so to give a greater visual presence to the college 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 Signatures may be shown without the shield only if approval is granted from Creative Services.

Informal Branded Signature
and accompanying
official lockup

The University of Texas at Austin
College of Fine Arts

The University of Texas at Austin
Theatre and Dance
College of Fine Arts
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 Signatures may be shown without the shield only if approval is granted from Creative Services.
College of Fine Arts Configurations: College Level
Informal Branded Signature: Type B

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

2) The Informal Branded Signature Type B is essentially the branded signature separated into two elements: 1) “Texas” with the College’s shorthand name, and 2) The shield, and the official university and college name. These elements may be separated so to give a greater visual presence to the college 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 Signatures may be shown without the shield only if approval is granted from Creative Services.

Informal Branded Signature Type B
and accompanying official lockup

TEXAS Fine Arts

The University of Texas at Austin
College of Fine Arts

Alternatively, the official department level signature can be used with the branded signature.

The University of Texas at Austin
Theatre and Dance
College of Fine Arts
College of Fine Arts Configurations: College Level
Informal Branded signature: Type B

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 B.

The Informal Branded Signatures 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
College of Fine Arts Configurations: College 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 college name should appear more prominently than the accompanying official college name.

Informal Branded Signature
Acceptable uses

Informal Branded Signature: Type A

Informal Branded Signature: Type B
College of Fine Arts Configurations: College Level

Summary of Signature Types

1) Primary Signature
2) Branded College Signature
3) Informal Branded Signature: Type A
4) Informal Branded Signature: Type B
5) Formal Signature

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### Primary Signature

The University of Texas at Austin
College of Fine Arts

### Branded Signature

The University of Texas at Austin
College of Fine Arts

### Informal Branded Signature: Type A

The University of Texas at Austin
College of Fine Arts

### Informal Branded Signature: Type B

The University of Texas at Austin
College of Fine Arts

### Formal Signature

The University of Texas at Austin
College of Fine Arts

IV. College of Fine Arts Configurations
College of Fine Arts
Unit–specific
Configurations
Unit-specific Configurations
Department

1) A College Department name is another tier of information that may be integrated into the various signatures. The examples here show how the college departments are represented within each signature type.

2) Do not manually type the College Department signatures. Always use the artwork files that are provided.

3) The College Department 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.

V. College of Fine Arts Configurations

Formal Signature
College Department

Informal Branded Signature: Type A
College Department
V. College of Fine Arts
Inproper 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 place any signature on inappropriate colors.

Do not use the academic shield with any other college/school or retired wordmarks.

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

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 due to space limitations)

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 informal branded signatues

Do not use branded signature without the formal university name and the official college/dept. name.

Theatre & Dance

Fine Arts

V. College of Fine Arts Inappropriate Uses
VI. Social Media
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.
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).
Social Media
Avatars: College of Fine Arts

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

2) Shield in orange on white background is used at college level.

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.
Social Media
Avatars: Department/Program level

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

2) Shield in orange

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.

Option 1
Image Avatar

150x150px

Option 2
Lockup Avatar

150x150px
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

College of Fine Arts Guidelines
Alicia Dietrich
Director of Public Affairs
512-475-7033
alicia.dietrich@austin.utexas.edu

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

University Visual Identity Guidelines
Donna Coffelt
Director of Creative Services
dcoffelt@austin.utexas.edu

University Digital Guidelines
utexas.edu/brand-guidelines/digital-publishing

University Writer's Guidelines
www.utexas.edu/brand-guidelines/writing-style-guide