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I. Cockrell School Configurations
Cockrell School 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 Cockrell School 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 two types of signatures shown below: Formal and Informal Branded. The following pages will explain each version in greater detail and provide guidelines for their usage.

<table>
<thead>
<tr>
<th>School</th>
<th>Informal Branded</th>
</tr>
</thead>
<tbody>
<tr>
<td>The University of Texas at Austin</td>
<td></td>
</tr>
<tr>
<td>Cockrell School of Engineering</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>School Department</th>
<th>Informal Branded</th>
</tr>
</thead>
<tbody>
<tr>
<td>The University of Texas at Austin</td>
<td></td>
</tr>
<tr>
<td>Biomedical Engineering</td>
<td></td>
</tr>
<tr>
<td>Cockrell School of Engineering</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>School Program</th>
<th>Informal Branded</th>
</tr>
</thead>
<tbody>
<tr>
<td>The University of Texas at Austin</td>
<td></td>
</tr>
<tr>
<td>Women in Engineering Program</td>
<td></td>
</tr>
<tr>
<td>Cockrell School of Engineering</td>
<td></td>
</tr>
</tbody>
</table>
Cockrell School Configurations: College Level
Formal Signature

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.
Cockrell School Configurations: College Level
Informal Branded Signature

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

2) The Informal Branded Signature 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. When using the Informal Branded Signature, both parts must be used within the same piece but never stacked together.

3) When using the Informal Branded Signature, 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.
Cockrell School Configurations: College Level
Informal Branded Signature

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.

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

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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
Cockrell School 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
Cockrell Engineering Configurations: College Level
Summary of Signature Types

1) Formal Signature

2) Informal Branded Signature
Cockrell School
Department and Program Configurations
Department and Program Configurations

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

2) Do not manually type the college department or program signatures. Always use the artwork files that are provided.

3) The college department and 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.

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Formal Signature
College Department

The University of Texas at Austin
Biomedical Engineering
Cockrell School of Engineering

Formal Signature
College Program

The University of Texas at Austin
Women in Engineering Program
Cockrell School of Engineering

Informal Branded Signature
College Department

TEXAS Engineering

The University of Texas at Austin
Biomedical Engineering
Cockrell School of Engineering

Informal Branded Signature
College Program

TEXAS Engineering

The University of Texas at Austin
Women in Engineering Program
Cockrell School of Engineering
Special Use-Small Print Configurations
Department and Program

1) For small print areas, Cockrell School departments may use the Special Use Acronym Signatures shown below.

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

Examples of Small Print Area Configurations
II. Cockrell School
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 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 logo or mark.

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 use the branded signature without the formal university name and the official college/dept. name.
III. 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.

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### Shield Avatar

![University option](image1.png)

### Image Avatar

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

![College example](image2.png)

![Department example](image3.png)

### Lockup Avatar

A. Colleges may use this lockup

B. College example

C. Department example

III. Social Media
Social Media
Avatars: Cockrell School of Engineering

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.
Social Media
Avatars: Department and 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 customized version of their branded lockup, as shown below.

Option 1
Image Avatar

Option 2
Lockup Avatar
IV. Colors and Typefaces
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.
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.

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GT Sectra Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GT Sectra Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Benton Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
V. 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.
VI. 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

Cockrell School of Engineering Guidelines
Patrick Wiseman
Director of Communications
512-232-8060
patrick.wiseman@utexas.edu

Adrienne Lee
Assistant Director of Communications
512-471-7541
adriennelee@austin.utexas.edu

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

University Visual Identity Guidelines
Donna Coffelt
512-475-6078
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
512-471-4401
cory.leahy@austin.utexas.edu