



TEXAS

The University of Texas at Austin

The University of Texas at Austin **Brand Book & Toolkit**

Version 1.1

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Brand

Nothing is more critical to marketing success than consistency of branding. A strong, consistent brand results in a virtuous circle of positive associations, more participation, and greater institutional success. Conversely, when any company or organization promotes itself with an array of identities — visual or psychological — it fractures and diffuses its power, confusing audiences and failing to reach its full potential. As our media environment becomes ever noisier and more segmented, and as our competitors become more numerous, diverse and savvy, the need to cut through that noise, stake out our ground, and advance into leadership becomes all the more critical.

The Texas Brand

The University of Texas at Austin has a strong national and international identity, the result of more than 130 years of intentional efforts and unintentional factors — accomplishment, association, reflected glory from the state, athletic success, a landmark tragedy, and being defined by adversarial rivals. But who are we at our core?

This document distills and articulates this identity so that the university's communications professionals can speak with one voice, promoting the overall university brand and harnessing the power of this identity for their own colleges, schools, units and offices.

Brand Essence

It is the operating system, always running in the background, informing every aspect of how the brand functions. It can be found throughout the communications of a company, organization or university — across all platforms, within the communications of semi-autonomous entities under the umbrella brand (in our case colleges, schools and units), and over a long period of time. It is what an organization wants people to feel when they encounter its brand.

For example, Nike's brand essence is "authentic athletic performance." One way they express that is that athletes in their ads are always sweaty. That sweat brings out the authenticity of the athletic experience.

The brand essence of The University of Texas at Austin is **audacity**.

We should strive to convey that idea, while using the word itself sparingly. Audacity is boldness of dreams, a willingness to take big risks, with a constant focus on the future. It is confidence in our ability to play a great role in our collective future. It is audacity that causes us to say "What starts here changes the world." This idea should trickle down to every part of the institution's messaging.

Brand Essence Prompts

How do we infuse our communications and marketing with audacity?

As you do your daily work, ask yourself these questions:

- Does the content itself reveal big-picture thinking? If it is a research story, are you rising above the weeds and communicating the ramifications of the breakthrough?
- Does the photography you are considering say “audacity,” “boldness,” or “future”?
- Does the illustration you are commissioning convey audacity, big-picture thinking, or future-orientation?
- Does the campus executive (dean, VP, director) you are helping communicate paint the big picture for their audience? Is the goal setting audacious? And if so, is that audacity being communicated to key audiences verbally and graphically?
- Are you connecting the dots between “What starts here changes the world” and the subject of your story? (A word of caution: Let's not wear the phrase out. Show how something is changing the world or could change the world, but don't use “change the world” in every headline, article and caption.)

Brand Essence Examples

Student Recruitment

In student recruitment, the idea of audacity might come through in the fact that we want students with the audacity to want to change the world and to overcome obstacles to do so. Leaders change the world, and we train the leaders. Appealing to their desire to be leaders and recognizing the challenges they have conquered to get here is a manifestation of audacity.

Development

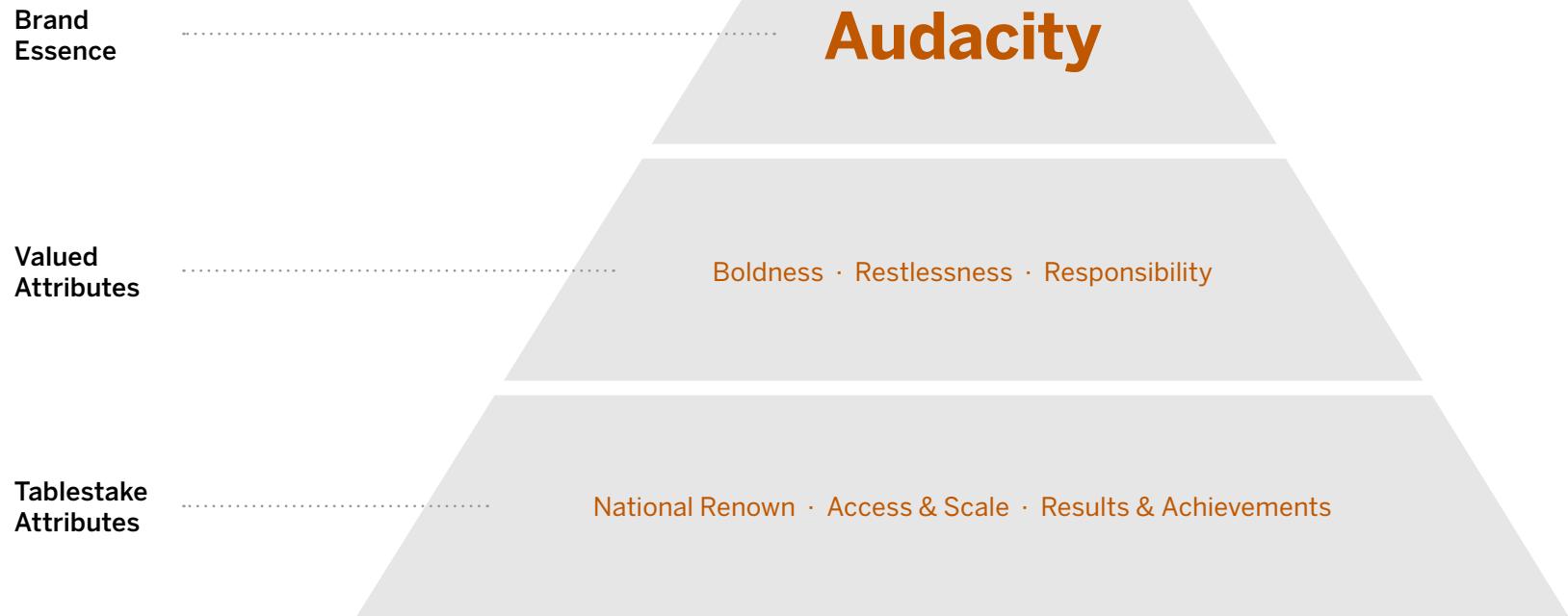
In the realm of development, audacity is easily seen in the fundraising goals we set. In recent history, \$3 billion was clearly an audacious goal for our past capital campaign. Do we have the audacity to top that?

Research

The world of research offers endless opportunities for the expression of audacity. Are we audacious enough to try to provide the breakthrough discovery that cures Parkinson's, Alzheimer's, alcoholism, cancer? To advance batteries so much that it revolutionizes energy consumption? That we can change the game for children's rights, immigrants' rights, victims' rights? What will the next "moonshot" be? What will be our moonshot?

Brand Pyramid

Audacity is a boldness of dreams. The willingness to take big risks. A constant focus on the future. The sheer confidence in our ability to play a great role in our collective future.



Voice & Tone

Writing empowering content requires being aware of voice and tone. The university's voice is audacious, yet warm and inviting. Our tone is intellectual but unpretentious.

Voice and Tone

The following words should inform the tone and examples you select when creating content to promote the university. They are the distillation of our brand essence and differentiate us from competitors.

Bold

Showing an ability to take risks; confident and courageous.

- We are the flagship university of Texas.
- We create ambitious leaders.
- Our physical size is matched by our goals and achievements.

Restless

The inability to rest or relax.

- We're never satisfied with the status quo.
- We declare war on mediocrity.
- We have a sense of urgency and are curious.

Responsible

Having an obligation to do something, or having control over or care for someone, as part of one's job or role.

- We have a spirit of public service.
- We assume leadership.
- We feel responsible to solve problems for Texas and the world.

(Voice and Tone, continued)

Friendly

Kind and pleasant.

- We rose from state of Texas roots.
- We are warm and inviting.
- We would give the shirts off our back to someone in need.

A wink and a smile

A way of getting someone to notice you.

- We have the confidence to put ourselves out there.
- We showcase our flair and creativity.
- We are intrigued by people.

Messaging

In this section you will find key messages sorted by audience. We encourage you to use these messages verbatim or as inspiration to craft your own, always keeping our brand essence — audacity — in mind.

Brand Positioning Statement and Differentiation

What starts here changes the world. The University of Texas at Austin was created 135 years ago to provide the citizens of this state — then little more than a vast frontier — with public access to a first-class education. The audacity of this goal has remained central to the university's unmistakable character ever since. Public access to a first-class education and the tools of discovery have resulted in a culture of ambition and leadership, where physical scale is matched by bold goals and achievements. Texas forges ahead without permission, yet with responsibility and a spirit of public service.

The University of Texas at Austin is different from other universities because of its audacity, which comes from its unique blend of reputation, scale and ambition, combined with the distinctive bold and restless yet warm and responsible spirit of Texas.

Audience Pillars

Diploma Cohort

For prospective and current students, parents, and alumni, The University of Texas at Austin broadens horizons, provides an exciting community, and bestows world-class at a reasonable cost.

Faculty and Staff

For faculty and staff, The University of Texas at Austin bestows respect and provides the opportunity to blaze trails. The depth and breadth of graduate programs, global rankings, and the number of Ph.D.s awarded and research published reflect the university's state flagship status.

External Influencers

For the legislature, foundations and corporations, The University of Texas at Austin provides economic stimulus, an educated workforce, applied research, and basic research to solve societal problems and push the knowledge frontier.

Key Messages For Diploma Cohort

Broaden your horizons, grow in an exciting community, and get a first-class education at a reasonable cost.

Prospective Students

Meet the world, learn how to be a leader, and change the world.

If you're ready to learn how to be a leader, if you're ready to meet the world, if you're audacious enough to believe you can actually change the world, then you belong at The University of Texas at Austin. Work hard, and we promise we will help you succeed.

Meet the world. Become a member of an ethnically, culturally, religiously and politically diverse body of students and faculty. This university is a national leader in promoting diversity in higher education. Texas' nationally renowned graduate programs attract students from all 50 states and more than 100 countries. Located at the crossroads of the American West, South, and Latin America, Texas is where you can meet the world. One of the top cities in which to live in the United States, Austin has a truly cosmopolitan, entrepreneurial and modern feel, especially each spring during South by Southwest.



(Prospective Students, continued)

Learn how to be a leader. Learn critical-thinking skills and form intellectual habits like questioning assumptions, big-picture thinking, and analyzing data before drawing conclusions. Combine all these skills with a spirit of service to become the kind of high-quality leader the world needs. With more than 11 centers that promote independent thinking across many disciplines, you'll join a university where a spirit of entrepreneurship permeates every part of the campus.

Change the world. In a world of accelerating change, learn how to learn. Innovation, invention and continuous improvement are values in evidence in every field of study at Texas, but the university also applies that spirit of innovation to itself, always bringing fresh thinking to what a college education should look and feel like and what a college graduate in the modern age should know to be able to change the world.

Work hard, and we will help you succeed. You are up for a challenging, big-time collegiate experience, and you belong at The University of Texas at Austin. Texas offers more than 170 fields of study across 18 colleges and schools. And it's hands-on from day one, not just classroom lectures. Texas has been a member of the exclusive Association of American Universities since 1929, and it competes with the country's other top universities for faculty members.

Create memories that will last a lifetime. A big-time collegiate experience means the opportunity to choose from more than 1,000 student organizations that will help you connect to Longhorns with similar interests or try something completely new. And you will never forget the pageantry and the feeling of 100,000 fans cheering the Longhorns to victory over their national rivals.

Get a first-class education at a public university price. Texas has been recognized for decades as one of America's best educational values. With honors programs comparable to any Ivy League education and with exposure to intellectual leaders in every field, Longhorn students still pay less than five other Texas public universities, and far less than many comparable flagship universities across America. When alumni earnings are compared to the net cost of a Texas degree, the return on investment is high.

Parents

Prepare your child for a global future and audacious goals at The University of Texas at Austin. Texas will broaden your student's horizons, give them a nationally respected education at a public university price, and provide a spirited and supportive community for them and you for life.

Prepare your child for the real world. The University of Texas at Austin is big and diverse and prepares students to thrive in a big, interconnected world. Your student will be studying with people from all 50 states and more than 100 countries. They can explore more than 170 fields of study across 18 colleges and schools. Texas offers top-10 programs in accounting; marketing; finance; entrepreneurship; management; petroleum, aerospace, chemical, civil, environmental, mechanical, and computer engineering. According to the Center for World University Rankings, Texas has 18 programs that are top-10 in the world, including mathematics, geology, sociology, communication, psychology, and library science.

Give your child a world-class education at a public university price. For less than \$5,000 per semester, with a remarkable 70 percent of students graduating in four years, and with numerous scholarship opportunities and financial aid packages, a degree from Texas is not only affordable but is an appreciating asset. Five Texas public universities have higher tuition than the state's flagship, Texas. Publications from *Kiplinger's* to *Forbes* have ranked Texas a top-20 value. (tuition.utexas.edu/compare)

Join a life-long spirit community called Longhorn Nation.

When your child comes to The University of Texas at Austin, they and you get access to: more than 400,000 alumni worldwide, including 140 alumni chapters and affinity networks around the world from Abilene to Abu Dhabi; 15 career service centers to support Longhorn students; and employers from around the globe knocking on Texas' door to find high-caliber employees through career fairs, special receptions, and on-campus interviews.

Current Students

Congratulations! You're among the select, and now you are part of The University of Texas at Austin, an iconic, world-renowned institution. Take responsibility for your own education, and we promise we will help you succeed. Make every day count, because you are about to change the world. Once a Longhorn always a Longhorn.

Take it all in. When you walk to class on the Texas campus, you are passing within yards of the first book ever printed with movable type and the first photograph ever taken. You are walking past the first presidential library ever located on a college campus. You're learning about Renaissance masters in one of the largest art museums at any American university. You are tracing the same sidewalks and stairs as astronauts, senators, literary giants, Supreme Court justices, and pioneering surgeons — all Longhorn students before you. Make every day count.

Roll up your sleeves. Texas does not admit just anyone. It is a selective public research university. You'll have the opportunity not just to absorb knowledge but to help in the creation of that knowledge — you get to do real research.

Work hard, make every day count, and we promise we will help you succeed. If you are here, it is because you have shown great responsibility, discipline and leadership to this moment. A Texas diploma is valuable because people know that a degree from here is 100 percent earned. (The only honorary degrees we give are

to sitting U.S. presidents.) What makes Texas world-class is the quality of its faculty. They care about you, and if you put in the effort, they will help you succeed. You will have professors here who will change the course of your life and whom you will never forget.

You are going to change the world. At Texas, students want to change the world and have fun doing it. It's where students design solar cars and race them. Where the research of law students actually helps exonerate people who are wrongly imprisoned. Where students have big hearts and ride bicycles 4,000 miles from Austin to Alaska to benefit cancer survivors and research. There is genius and responsibility inside of you; Texas is designed to find that genius and sense of service and pull it to the surface.

You're a Longhorn for life. Wear a Longhorn T-shirt on the streets of London, Tokyo or New Delhi, and you quickly will discover just how far Texas' reputation reaches. Anywhere you go in the world, you'll find fellow Texas Exes who can help you get established and with whom you can gather and celebrate our shared traditions. You're always welcome back on the Forty Acres. This will always be your home.

Alumni

You are audacious leaders in every field, and we are proud of you. The University of Texas at Austin helped make you that way. You are the university's secret weapon: its most powerful ambassadors and role models to students and to your communities. The more selective Texas becomes, the more valuable your diploma is. You have the power to help young people have a university experience that can shape their future and the future we all share.

You are audacious leaders in every field. The University of Texas at Austin helped make you that way, and we are proud of you. You have won Nobel Prizes, Pulitzers and Oscars and have built business empires in transportation, computers and energy. It is harder to find a field where Longhorns have not had a major impact than one in which they have.

You are powerful ambassadors and role models. You are Texas' secret weapon. You help us recruit and retain top students who will be our future leaders. You enrich the student experience with scholarships, internships and mentoring. And you advocate on behalf of the university at the State Capitol, in your representative's hometown office, in your newspapers' Letters to the Editor, and across your backyard fence.

Make Texas your cause and help a new generation. The more world-class Texas becomes, the more valuable your diploma is. You have the power to shape the future and help young people experience the university that changed your life. When you give to your college or school or to the university as a whole, you're giving a new generation the chance that others gave you. You're giving back and paying it forward. By contributing to a scholarship or opportunity fund, you are passing the tools of success to those who need them next.

Key Messages For Faculty and Staff

By being part of a high-impact university, you are making a difference in the world. Be proud! Texas is proud of you.

Faculty

A university is only as great as its faculty. From the beginning, The University of Texas at Austin went all in on faculty excellence: It was the first AAU university in Texas by more than 50 years. Your graduate programs and publications put you in select company, validated by national and global rankings. You are a top-five producer of Ph.D.s, and you have the audacity to believe your work can change the world. Texas provides you the freedom to blaze trails, follow your curiosity, and experiment. You understand that freedom and intellectual power come with great responsibility, so you focus on projects that solve urgent problems and will have a big impact as you collaborate with diverse peers within the university and at other first-class institutions across the United States and the world.

Unleash your intellectual power by joining a world-renowned faculty that is solving our most urgent problems. If you have an entrepreneurial spirit and believe your research and teaching



(Faculty, continued)

can change the world, then you belong at Texas. We are reinventing undergraduate education. The “sage on the stage” is no longer the best practice in higher education. Instead, we are putting our students’ experience at the center of teaching. We all learn better by doing, and students are no exception. At Texas, our faculty members are embracing and driving this historic shift toward active learning, and we are accelerating research through extensive interdisciplinary collaboration.

Blaze trails, follow your curiosity, and experiment. Being a faculty member at Texas means never losing your curiosity. History professor H.W. Brands has written 25 books two of which were finalists for the Pulitzer Prize. But he’s not afraid of uniquely modern platforms: he is tweeting one haiku per day in an attempt to cover all of American history chronologically, from 15,000 B.C. to the present. Bob Metcalfe, professor of innovation, who co-founded the Ethernet, is so passionate about helping entrepreneurial faculty members get their ideas to market that he gave \$100,000 to establish a center for commercialization. Laura Lashinger was a nurse, but she wanted to know more about the root causes of a disease, and didn’t want to wait for other scientists to figure it out. She went to graduate school to study nutrition and cancer, and now is an influential professor in Texas’ Department of Nutritional Sciences.

Collaborate, accelerate discovery, and raise your profile at

The University of Texas at Austin. Texas gives you entrée to top investigators both inside and outside the university so you can perform research at the highest level. “Bridging Barriers” is a bottom-up program designed to bring disparate research teams together to work toward solutions to societal problems, do basic research that sets the stage for practical solutions to problems that don’t yet exist, and answer questions in the humanities and social sciences that will enrich every part of society. Texas’ reputation and capacity attracts nearly \$600 million in research grants each year.

Staff

You are making a difference in the world because you are critical to an institution that makes a difference. You make this place run. Without you, we educate no one and discover nothing. You are Longhorns, through and through. You are heroes. You are the police officers who run toward danger, the counselors who help students through dark times. You are the advisors who keep students on track. You keep our family's most precious members fed, housed, safe and healthy. You keep our lights on (and our air conditioners running!). You keep this campus beautiful and state-of-the-art. You are the first ones here in the morning and the last ones to leave at night. To give this institution the most productive years of your life is noble.

Share your ideas. Faculty members are experts in their areas, but you are the experts on this university and how it works. You have a voice. Question assumptions. Try new ways of doing things, big or small. Look for ways we can be more effective and efficient in our mission. It was a staff member who had the idea of lighting the Tower orange. It's a good thing he shared it.

Stand up for Texas. Because of your intellect and your numbers, you are among the university's most powerful advocates. Whether talking to your neighbors, your relatives, or your legislators, you can help the wider community understand the university's value and its challenges.

Experience Texas. Working at Texas is more than a job — it's a way of life. The biggest benefit of working here is being right in the middle of an incredibly vibrant community. Enrich your life by experiencing all parts of it. Go to its games. Visit its museums. Attend student and faculty performances and exhibitions. Befriend professors and students — pick their brains and let them pick yours. You are part of a community that is large, diverse, caring and united in a cause.

Key Messages For External Influencers

The University of Texas at Austin provides economic stimulus, an educated workforce, applied research, and basic research to solve societal problems and push the knowledge frontier.

Legislature

The University of Texas at Austin belongs to all Texans. Every Texan should have the audacity to want their state's flagship university to be among America's best. The University of Texas at Austin provides a huge return on the state's investment. It educates leaders, prepares entrepreneurs, and inspires innovators, attracting and creating desirable industries that stimulate our economy and raise our standard of living. More than 13,000 highly educated Longhorn graduates pour into the Texas economy every year. A study in recent years showed that human capital creation, start-up and spin-off companies, operations spending, and payroll at the university, together with the spending of our students and visitors, generated \$8.8 billion in added income to the Texas economy. This constitutes a 15-to-1 return on investment by the state, and is the equivalent in economic activity of creating 133,000 jobs every year. The students enrolled at Texas during one year will



(Legislature, continued)

generate an estimated \$23.5 billion for the state's economy over the course of their careers. And Texas communities will realize \$2.8 billion in savings related to reduced crime, lower unemployment, and increased health and well-being across the state due to benefits associated with the university.

The University of Texas at Austin's research capacity is a powerful engine for progress, both in answering specific questions for business, science and government and in solving societal problems and pushing the frontier of knowledge. Dr. John Goodenough, already famous for developing the lithium-ion battery on which we all depend, had another breakthrough at age 94, which promises to revolutionize batteries all over again. James Tunnell led a team of engineers to produce the first device using three techniques in a single probe to detect skin cancer, making it inexpensive enough to be used widely in clinics and doctors' offices.

Education is the guardian genius of democracy. That is the university's motto. As a matter of state pride, Texas' top research university should be one of the best in America. The University of Texas at Austin is where future leaders are born. A university education produces the well-rounded citizens necessary for a democracy to flourish.

Foundations

A grant to The University of Texas at Austin to advance research in areas from medicine and engineering to the arts and humanities activates a network of dozens of laboratories and thousands of experts who are able to get straight to work on answers you are looking for. The university is a powerful engine for progress, with the intellectual firepower and research infrastructure necessary to make significant advances in your area of interest.

- When the Cockrell Family Foundation wanted to make an impact on engineering education in America, it turned to Texas, endowing its engineering school with approximately \$220 million.
- The Michael and Susan Dell Foundation has given more than \$100 million to Texas, forming first the Dell Pediatric Medical Center then the Dell Medical School, among gifts to numerous other areas of the campus.
- When the LIVESTRONG Foundation wanted to make a major investment in cancer research and patient-centered treatment, it had so much confidence in Texas that it invested \$50 million to create an institute at the brand-new Dell Medical School.
- When the Bill and Melinda Gates Foundation wanted a partner to help elevate computer science education, it came to Texas with a \$30 million grant.

- When the Moody Foundation wanted to breathe new life into communication fields, it gave \$50 million to the College of Communications.
- When the Houston Endowment sought to create a top art museum in Central Texas, it gave Texas \$12 million, helping build a new home for the Blanton Museum of Art.

We're not going anywhere. Since 1883, The University of Texas at Austin has had a history of setting audacious goals and achieving them. When people consider all of the places they could give their money, Texas often emerges as the best choice. People want to know that their hard-earned wealth is going to a place with the mission to make the world a better place and the infrastructure to make it happen.

Texas' entrepreneurial spirit makes it nimble and aggressive in finding the solutions you seek. For 40 years, our IC² Institute has fostered research and education in the art and science of business start-ups. The Dell Medical School is growing rapidly through investments from the community, private donors, and the university itself, and it is being set up to be a world center for neurological research and treatment.

Corporate Recruiters

Recruit your organization's future leaders from The University

of Texas at Austin. Texas graduates can help your enterprise think differently and gain a competitive advantage in your sector because that's the kind of thinking we require of them. Working with diverse partners is part and parcel of leadership in the modern world, and our graduates have learned the value of diversity here.

Hire critical thinkers. A Texas student is taught to question assumptions, analyze data and statistics, and approach problem-solving in a holistic way, collaborating to bring multiple perspectives to bear.

Choose innovators for competitive advantage. The University of Texas at Austin imbues students with an enterprising and inventive spirit. Texas does not do vocational training. We prepare students for a life of rapid change and globalization by teaching them how to learn. Your company can leverage those habits of mind to its benefit.

Logo

Our global brand is most effective when we project a clear and consistent image that positions Texas as one of the leading public research universities in the world. Our visual identity and brand architecture are rooted in academic tradition and excellence. Any college, school or unit associated with the university should adopt the logo configurations, typography, color palette and supporting marks when appropriate.

The Texas Wordmark

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 and should not be redrawn, stacked, rearranged or changed in any way.



Note: Additional configurations of the logo are available. Reference the logo guidelines below for information.

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 Brand, Trademarks and Licensing and be produced under a licensing agreement by an approved vendor.

Read the full logo guidelines [here](#).

What We Call Ourselves

Our full, legal name is “The University of Texas at Austin,” changed from “The University of Texas” in 1967. In addition to “UT,” we also have a great asset in the ability to be known simply as “Texas.” There is power in this brevity that we should be leveraging. Using “Texas” by itself also aligns with and evokes the most popular version of our wordmark.



Preferred terms:

The University of Texas at Austin
UT
Texas
the university

While there will be many instances in which “UT Austin” must be used for clarity, strive to use the above terms instead.

Lastly, “the university” should be used as the generic term, as opposed to “college” or “school.” Though “university” has been capitalized in the past, it is now the campus-wide style to lowercase “university” as a common noun. When a second generic term is needed for variety, “institution” is a good choice.

Capitalize “The” in The University of Texas at Austin except in cases where the name of the university is modifying a word, such as in “the University of Texas at Austin brand.” Here, “the” goes with “brand,” so it is lowercase.

Right: We are proud to be a part of The University of Texas at Austin.

Right: We are proud to work on the University of Texas at Austin campus.

Colors

Fall in love with burnt orange all over again and take advantage of a new and expanded palette that helps bring it to life. Color is a critical tool for our brand system. Using color in a consistent way reinforces our brand and fosters trust and recognition.

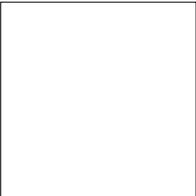
Primary Color Palette

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

Burnt orange and white are the official colors of The University of Texas at Austin. Burnt orange plays a major role in establishing our identity and should be implemented consistently in all web applications and print communications.

Never use tints of burnt orange.

Download the .ASE swatches [here](#).

Color	Pantone®	CMYK	RGB/Hex
	PMS 159	0 65 100 9	191 87 0 #bf5700
	PMS 432	65 43 26 78	51 63 72 #333f48
	--	0 0 0 0	255 255 255 #ffffff

Note: The colors shown on this page and throughout this document have not been evaluated by Pantone®, Inc. for accuracy and may not match the Pantone® Color Standards. Consult current Pantone® books for accurate color.

Secondary Color Palette

While burnt orange is the university's primary color and an integral part of our brand, a secondary color palette has been developed to provide versatility and variety when developing communication materials. The secondary palette was carefully selected to complement and accent our unique burnt orange as well as reflect our bold personality.

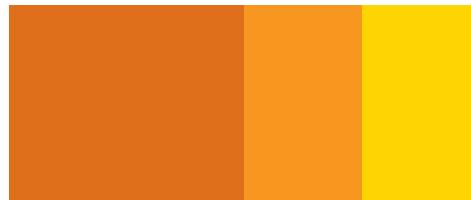
- This lighter orange is a secondary orange that should never be used more prominently than our primary burnt orange.
- Avoid using shades of red or purple, especially in combination with burnt orange.
- Limit the number of secondary colors used in a single piece so they do not create an environment where Texas is not recognizable.

Download the .ASE swatches [here](#).

Color	Pantone®	CMYK	RGB/Hex	
	PMS 2011	0 48 99 0	248 151 31	#f8971f
	PMS 116 C PMS 114 U	0 14 100 0	255 214 0	#ffd600
	PMS 2300	40 0 89 0	166 205 87	#a6cd57
	PMS 2277	63 0 97 20	87 157 66	#579d42
	PMS 320	96 0 31 2	0 169 183	#00a9b7
	PMS 7469	100 31 8 42	0 95 134	#005f86
	PMS 7543	24 9 8 22	156 173 183	#9cadb7
	PMS 7527	3 4 14 8	214 210 196	#d6d2c4

Color Palette Examples

These colors have been selected to work well with each other and to enable a full range of visual combinations. These produce a multitude of combinations, but here are some of our favorites.



Bright



Bold



Neutral



Pop



Holiday



Formal

Gradients

Applying gradients to photos helps to stylize them and underscores the Texas brand by the addition of burnt orange. As seen in these examples, gradients are not merely duotones but apply color more strongly to one side than the other, or dissolve from burnt orange to one of the secondary colors. [Download the gradient here.](#)



Gradient Instructions

Gradients can be tricky, so we've outlined a few steps below to help you create the best effect possible.

- To allow maximum customization the gradient is built in multiple layers instead of as a gradient swatch. The various layers are placed in a bounding box for easy scaling.
- Use the gradient on portraits or textures.
- Don't overuse the gradient. It looks best when used with four-color photography.
- Try to keep the lightest part of the gradient on the person's face to help draw attention to it.

Color Ratio:



Set image opacity.
Opacity varies by image.
This one is set at 65%



Copy/paste the gradient
into your file.



Select the gradient and
scale proportionally.



Use the bounding box to
crop the gradient to the
correct height.



For more customization you
can adjust the individual layers
within the bounding box.

Typography

Texas employs a family of fonts, each with very specific usages. Together, they help telegraph audacity while being optimized for ease of use across the university.

Typeface Family

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.

Our brand typefaces, BentonSans and GT Sectra, are available in multiple weights to allow for maximum flexibility across communications.

BentonSans Light

abcdefghijklmnoprstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BentonSans Regular

abcdefghijklmnoprstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BentonSans Bold

abcdefghijklmnoprstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BentonSans Book

abcdefghijklmnoprstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BentonSans Medium

abcdefghijklmnoprstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BentonSans Black

abcdefghijklmnoprstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

GT Sectra Book

abcdefghijklmnoprstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

GT Sectra Regular

abcdefghijklmnoprstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Digital Fonts

When BentonSans and GT Sectra are not available (email, PowerPoint, online, etc), use the fonts listed below.

Sans Serif Typefaces

Open Sans & Arial

This font is web friendly and replaces Benton Sans in your web/digital environment. Open Sans can be downloaded for free via [Google Fonts](#).

Serif Typefaces

Charis SIL & Georgia

When GT Sectra is unavailable, please use Charis SIL as an alternative. Native to Windows and MacOS, Georgia is acceptable when neither GT Sectra nor Charis can be used.

Getting Licenses

Licensing restrictions prevent us from distributing the GT Sectra and Benton Sans typefaces for free. However, University Marketing and Creative Services has purchased a number of licenses in limited weights.

Request licenses for BentonSans and GT Sectra [here](#).

Additional licenses can be purchased from [Grilli Type](#) for GT Sectra and [Font Bureau](#) for Benton Sans.

Photography

Photos provide the quickest and strongest emotional connection to the university.

Photographic Style

Our campus has a personality, too, with rolling hills, massive live oaks, stately malls, and architectural gems ranging from the classical Battle Hall to art deco masterpieces like the Texas Memorial Museum. Showcasing our scenic campus reinforces our brand and reminds people of the institution's grandeur and the interesting people who populate it. Photos should be light and airy to give a sense of opportunity and excitement. And as always remember audacity, not just in what we show but in how we show it. Strive for creativity, not the path of least resistance.



Portraiture

Portraits showcase the personality of both the individual and the university. We've provided a diverse selection of students, staff, faculty and alumni for you to use. Note how their postures and expressions exude both confidence and warmth — audacity! **Browse the entire library of portraits [here](#).**



Portraits are grouped by faculty, staff, students and alumni, but can be used interchangeably based on your needs.

Taking Your Own Photographs

Photography, while sometimes expensive, can dramatically increase your communication's effectiveness. It also is a key component of the Texas look and feel. For individual colleges, schools and units that would like to shoot their own photography, we recommend that they adhere to the look and feel of the university photographic style.

For a list of recommended photographers, contact us at texasbrand@utexas.edu.

- Hire the best photographer you can afford.
- Follow the look and feel of Texas' existing photography.
- Seek active and unexpected shots.
- Control the photographic color palette to achieve a bright, airy and modern feel.

Talent Release Form

Be sure to have subjects complete and sign a **Talent Release Form**. This form should be retained on file by the department that will use the images.

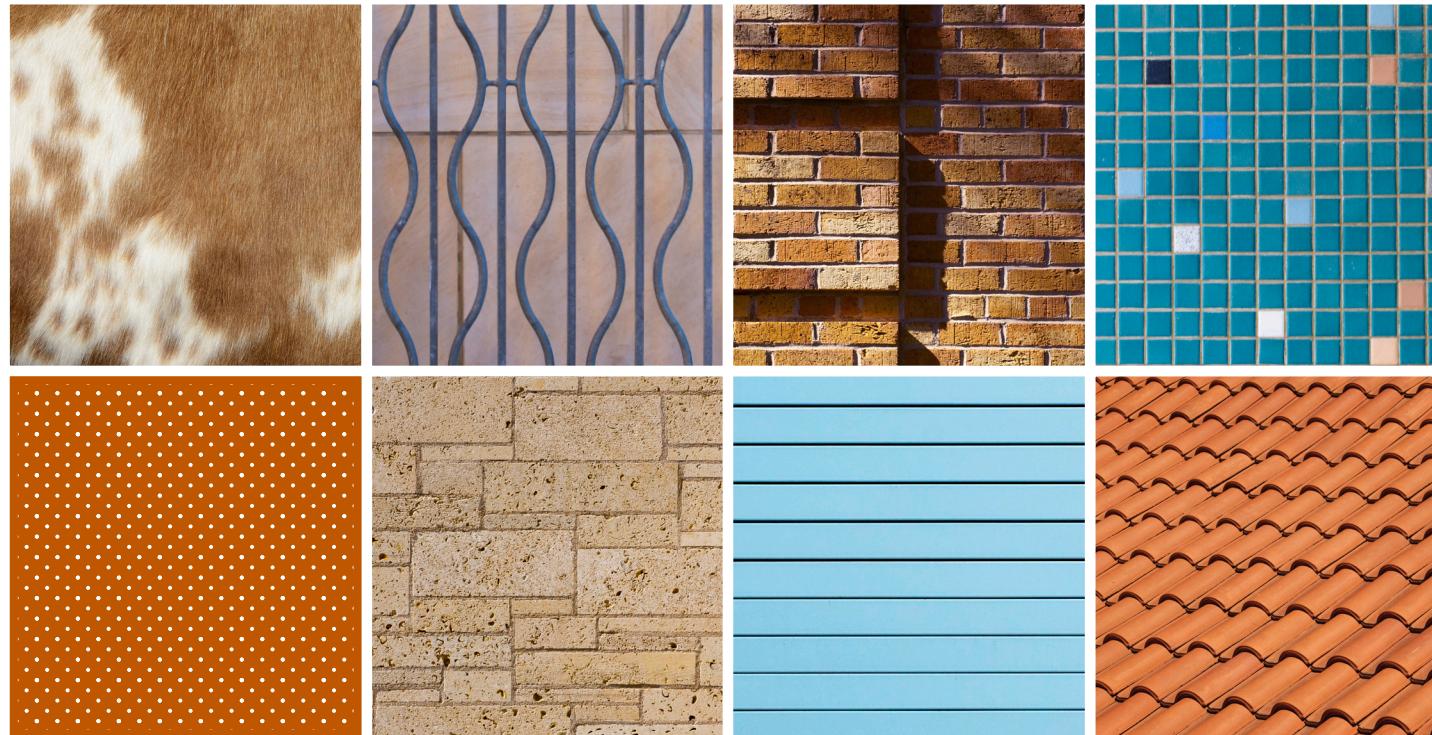
For additional questions about model releases policies contact the **Office of the Vice President for Legal Affairs**.

Textures & Patterns

One of our biggest assets is that we are not just an institution but a place. Using textures and patterns from this place can trigger powerful memories and convey our status as historic and renowned.

Textures and Patterns

From Bevo's fur to our Spanish tile roofs, the Texas campus is a rich mosaic of textures and patterns. The technical dot pattern can be layered with the campus textures to achieve a contemporary and even futuristic feel. **Browse the full set of textures [here](#).**



Usage

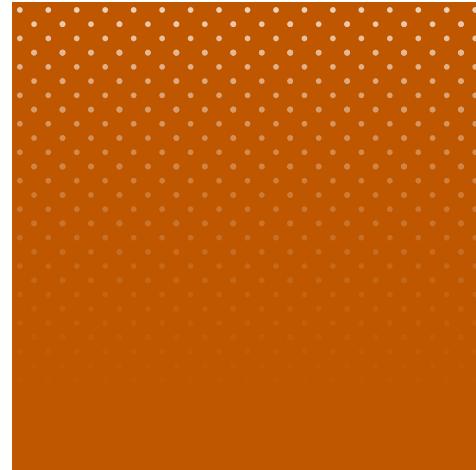
Textures and patterns can be used in full color or under a gradient overlay. Our dot pattern is most often used with a feather gradient applied so it fades away.



Full Color



Gradient Overlay



Feathered

Iconography

Icons should have a consistent look and feel. We've created a style that is consistent, legible and clear.

Icon Style

Our icon style is simple, modern and friendly. Each icon is reduced to its simplest form for fast comprehension and easy legibility. Icons are designed within a square format so they can easily be used together.

Browse the full set of icons [here](#).



Convocation



Disability



Flowers



FAQs



Invitation



Parking



Procession



Regalia



Ring



Camera



Security



Speaker



Shirt



Contact



Tickets



Warning



Weather



Tower

Toolkit & Templates

This toolkit is designed to help create a sense of unity across the colleges, schools and units that make up The University of Texas at Austin. It includes guidance and creative samples for a wide variety of common deliverables.

Requirements to Use the Toolkit

Creative Identity

The creative vision for the toolkit focuses heavily on our brand essence: Audacity. The design is bold, but responsible. It will help drive a consistent message that The University of Texas at Austin is the flagship university of Texas and one of the top academic and research institutions in the world.

Portraits of students, alumni, staff and faculty show our pride and sense of restlessness. Please refer to the photography section to view the available images.

Brand Requirements

Heavy use of burnt orange, a prominently featured Texas logo, and a clear call to action are required on all assets. Headlines and body copy should align to our messaging.

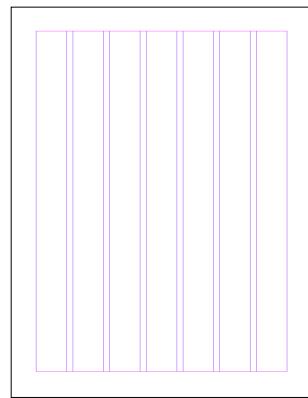
If part of the tagline is used in a headline (i.e. "Start Changing the World Today,") the entire tagline must appear somewhere in addition.

The tagline should be followed by a TM mark in all instances.

(Requirements to Use the Toolkit, continued)

The Grid

Grids are used to organize space, text, images and other design elements in a layout. They allow for customization that still maintains a consistent overall vision. A seven-column grid establishes order and harmony within the various templates.



Grid



Grid in use

Sizes

As with all templates, sizes often will need to be customized to meet publisher or printer specifications.

Template Files

These files are built using Adobe Creative Cloud. Familiarity with Adobe InDesign, Illustrator and Photoshop is required to use the templates. InDesign CC and .idml files are available. InDesign files have paragraph styles and color palettes for ease of use.



Print Ad Templates

Description

This template is for a sample print ad. Several options for print ads are available to choose from.

Production Notes

File type: Adobe InDesign CC
(Adobe InDesign .idml files are also available)

Size: 8.5" x 11"
(Sizes will need to be customized to meet publisher or printer specifications)

Color: CMYK

Download the print ad templates [here](#).
Ads in the Messaging Examples folder have approved content and can be used by all stakeholders.

Print Ad Templates – Generic



All pages are within the print ad template:
09-17-V01-WSH_Print_Ads_8.5x11_TEMPLATE

Photos are not included in the templates.

Print Ad Templates – Messaging Examples

Ads in the Messaging Examples folder have approved content and can be used by all stakeholders.



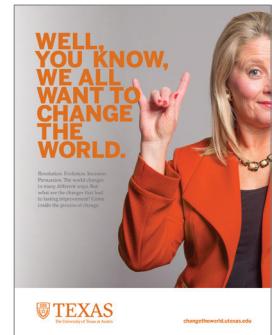
Hero Ad
09-17-V01-WSH_Print_Ads_8.5x11 HERO



External Influencers Ad
09-17-V01-WSH_Print_Ads_8.5x11_EXT_INFL



Prospective Students Ad
09-17-V01-WSH_Print_Ads_8.5x11_PROS_STUD



Faculty Ad
09-17-V01-WSH_Print_Ads_8.5x11_FACULTY



Alumni Ad
09-17-V01-WSH_Print_Ads_8.5x11_ALUMNI



Print Ad Templates – Notes



When using this template, select one of the photos with a gray background or remove the background of your photo in Adobe Photoshop.



When resizing ads, scale the ad proportionally. Do not change the ratio between the headline size and the body copy size.



**2017-2018
SCHOOL PROFILE**

QUICK FACTS

UNDERGRADUATE ENROLLMENT	316
Bachelor of Architecture	226
Bachelor of Science in Architectural Studies	9
Bachelor of Science in Interior Design	945
Bachelor of Architecture/Plan II (dual degree)	8
Bachelor of Architecture/Architectural Engineering (dual degree)	28

NUMBER OF FULL-TIME FACULTY	66
Tenured	33
Tenure Track	
Non-Tenure Track	17

GRADUATE ENROLLMENT

Master of Architecture (First Professional)	
Master of Architecture (Post Professional)	
Master of Architectural Studies	
Master of Landscape Architecture	
Master of Arts in Architectural History	
Master of Interior Design	
Master of Science in Community and Regional Planning	
Master of Science in Community and Regional Planning	
Sustainable Design (dual)	
Master of Science in Community and Regional Planning	
Urban Design (dual)	
Master of Science in Historic Preservation	
Master of Science in Sustainable Design	
Master of Science in Urban Design	
Ph.D. in Planning	
Ph.D. in Architecture	

ASSOCIATED CENTERS & RESEARCH UNITS

- Center for American Architecture and Design
- Center for Sustainable Development
- Lady Bird Johnson Wildflower Center
- University Co-op Materials Resource Center
- and Architectural Conservation Lab

TEXAS Architecture
The University of Texas at Austin
School of Architecture

**2017-2018
SCHOOL PROFILE**

AMERICA'S BEST ARCHITECTURE, DESIGN, & PLANNING SCHOOLS

Recently updated for 2013. DesignIntelligence placed UTSOA in the top 10 (#7) for our undergraduate program, and the graduate Landscape Architecture Program thirteenth. In the Deans Survey, the aforementioned

Interior Design Program was ranked fourth for "excellent faculty, resources, and studio culture." Associate Professor Allan Shaefer was named one of the "30 Most Admired Educators."

In 2012, the undergraduate Architecture Program was ranked second, and the Graduate Architecture Program was seventh. The Deans Survey, the undergraduate Architecture Program was ranked fifth, and 100% of surveyed undergraduate Interior Design students responded "they believe they'll be well prepared for their profession upon graduation."

In 2011, UTSOA was ranked #4 for our undergraduate program in Architecture, and #10 for our graduate program. We were ranked #2 in student satisfaction, and Assistant Professor Cisco Gomez was identified as one of the year's "30 Most Admired Educators."

In 2009, the undergraduate Architecture Program ranked sixth; the graduate Architecture Program

ABOUT UTSOA

Located in Austin, Texas, one of the nation's most dynamic cities, the School and one that is widely recognized for its creative community and entrepreneurial spirit - UTSOA students are uniquely positioned to gain first-hand experience with a rapidly growing and changing built environment. As one of the world's leading public research universities with over 170 fields

SCHOOL OF ARCHITECTURE
310 Inner Campus Drive
Austin, TX 78712-1009
512.471.1922

PHOTO BY JOHN LONGLASTNAME

NUMBER 6 UNDERGRADUATE PROGRAMS

AT A GLANCE UTSOA IS:

- A diverse and vibrant community with a broad range of interests and expertise in the design disciplines.
- Shaped by award-winning faculty experienced in both academic and professional realms.
- Grounded in the Austin region and state of Texas, with international reach and consequence.
- Committed to interdisciplinary teaching and research, both within the School of Architecture and across the university.
- Addressing important societal issues facing the built environment, urbanization, energy and resource consumption, transportation, healthy living, diversity, and equity.

SOA.UTEXAS.EDU

Fact Sheet Templates

Description

This template is for a sample fact sheet. Multiple layouts are included to help you customize the sheet to your specific needs.

Production Notes

File type: Adobe InDesign CC
(Adobe InDesign .idml files are also available)

Size: 8.5" x 11"

Color: CMYK

Download the fact sheet templates [here](#).

Fact Sheet Templates

20XX–20XX

SCHOOL PROFILE

LORUM IPSUM DOLOR SIT AMET CONSECTETUR ELIT

Sed ut perspiciatis unde omnis
incidunt quia dolor et dolore magna aliqua.
ut enim ad minim veniam, quis nostrud
exercitationem ullam corporis
modestia non possimus. Etiam
consequatur Duis aute
qui sunt in culpa qui officia
vel esse vel nisi. Quis autem
liber et dolor magna aliquip
exercitationem ullam corporis
modestia non possimus. Etiam
consequatur Duis aute
qui sunt in culpa qui officia
vel esse vel nisi. Quis autem
liber et dolor magna aliquip
exercitationem ullam corporis
modestia non possimus. Etiam
consequatur Duis aute
qui sunt in culpa qui officia
vel esse vel nisi.

LORUM IPSUM DOLOR SIT AMET CONSECTETUR ELIT

Sed ut perspiciatis unde omnis
incidunt quia dolor et dolore magna aliqua.
ut enim ad minim veniam, quis nostrud
exercitationem ullam corporis
modestia non possimus. Etiam
consequatur Duis aute
qui sunt in culpa qui officia
vel esse vel nisi. Quis autem
liber et dolor magna aliquip
exercitationem ullam corporis
modestia non possimus. Etiam
consequatur Duis aute
qui sunt in culpa qui officia
vel esse vel nisi. Quis autem
liber et dolor magna aliquip
exercitationem ullam corporis
modestia non possimus. Etiam
consequatur Duis aute
qui sunt in culpa qui officia
vel esse vel nisi.



PHOTO BY REBECCA CHODOROW

AT A GLANCE

[COLLEGE]	IS:
[Lorum ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.]	
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[Lorum ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.]	

Lorum ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Lorum ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Lorum ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

YOUR COLLEGE NAME HERE
123 Street Name Here
123-456-7890

YOURWEBSITEHERE.COM


FACEBOOK


TWITTER

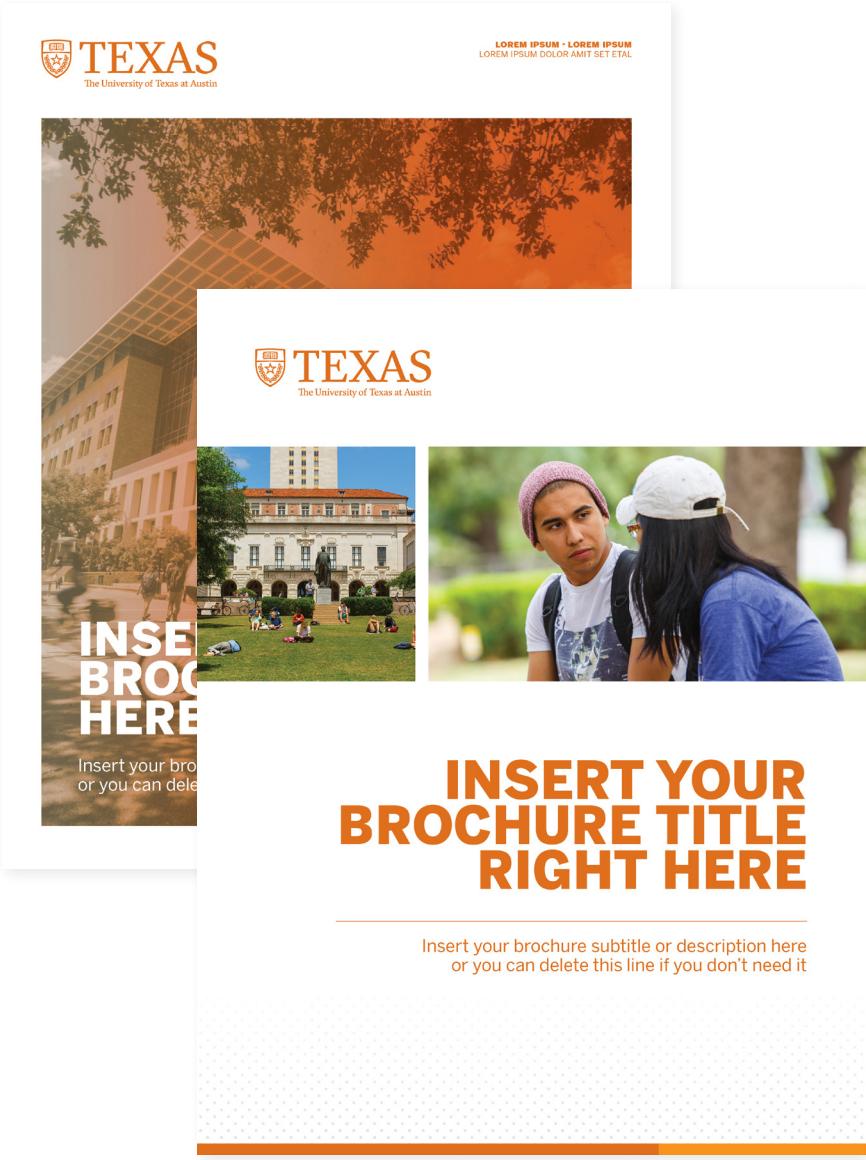

INSTAGRAM


LINKEDIN

SCHOOL PROFILE 20XX-XX

09-17-V01-WSH_Fact_Sheet_8.5x11_TEMPLATE_1

09-17-V01-WSH_Fact_Sheet_8.5x11_TEMPLATE_2



Brochure Template

Description

This template is for a sample brochure. Multiple cover and interior spread options are provided to allow for customization.

Production Notes

File type: Adobe InDesign CC
(Adobe InDesign .idml files are also available)

Size: 8.5" x 11"

Pages: If building a saddle-stitched brochure, the number of pages (including the covers) must be divisible by four.

Color: CMYK

Download the brochure template [here](#).

Brochure Template

The grid displays nine pages of a brochure template, each featuring the University of Texas at Austin logo in the top left corner.

- Page 1:** A large orange header area with placeholder text "INSERT YOUR BROCHURE TITLE HERE PLEASE". Below it is a smaller text area: "Insert your brochure subtitle or description here or you can delete this line if you don't need it".
- Page 2:** A photograph of two students sitting on the grass in front of the UT Tower, with the placeholder text "BROCHURE TITLE GOES RIGHT HERE" overlaid.
- Page 3:** A photograph of two students, one wearing a pink shirt and the other a white shirt, with the placeholder text "INSERT YOUR BROCHURE TITLE RIGHT HERE". Below it is a smaller text area: "Insert your brochure subtitle or description here or you can delete this line if you don't need it".
- Page 4:** A photograph of students on the lawn, with a large orange sidebar on the right containing placeholder text "LOREM IPSUM DOLOR SIT AMET".
- Page 5:** A photograph of students on the lawn, with a large orange sidebar on the right containing placeholder text "LOREM IPSUM DOLOR SIT AMET".
- Page 6:** A multi-column layout featuring several sections with placeholder text. It includes sections like "HELLO! I'M A SECTION TITLE", "DO YOU KNOW?", "WHAT DO I NEED TO KNOW?", and "DO YOU WANT?".
- Page 7:** A photograph of two students in a classroom setting, with a large orange sidebar on the right containing placeholder text "LOREM IPSUM DOLOR SIT AMET".
- Page 8:** A photograph of two students on the lawn, with a large orange sidebar on the right containing placeholder text "LOREM IPSUM DOLOR SIT AMET".
- Page 9:** A photograph of a student walking across the lawn towards the UT Tower, with a large orange sidebar on the right containing placeholder text "LOREM IPSUM DOLOR SIT AMET".

All pages are within the brochure template:
09-17-V01-WSH_Brochure_8.5x11_TEMPLATE

SHORT TITLE TEXT HERE

INSERT SUBTITLE TEXT HERE

Imendig endamus sectis aliqui rem rem aut modis sinveles et venditem inis pre pedit laniatii quibea volerentia preheni hilit, voluptia sa nihil inis molupatris modit, cum vendi simagni ssinus alitem laborep erores doluptr? Imendig endamus sectis aliqui rem rem aut modis sinveles et venditem inis pre pedit laniatii quibea volerentia preheni hilit, voluptia sa nihil inis molupatris modit, cum vendi simagni ssinus alitem laborep erores doluptr?

Ad matis deligua nullumest. Accasid esto tecerae nobis cressiamet aut et autatur atin? Am fugit velesti barchi tauri cus apel et quia cum quia at stonemalat securatis derumenimus venderan. Ernatec temtem lis sate nate volo aut quiam facerite porem foccus fugiam volorectam etus expersp mostem remprecpudae corempu vollqu atquod maio bla nonseq

Insert Another Level of Sub

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- Omnise quameni scatera verit, non erian auta pra dis nonsecto estique cor
- Serum ius, erupudam, qu berlerf erchilit fugiae s
- Bitam, quammentum alici net voluptae espe dunt, v
- To volupta tiisrom incia mo tem sumqui odisque
- Harum volorope quiam v exca voler si odit, essi v
- Que vendipis uta laborel fugit optquamus magna

As re, volest fugatio. At haribus maioruntem quas et accacatis a



Insert Your Report Title Here And It Can Be Up To Three Lines Total

Insert your report subtitle or any additional description text here up to two lines of text or you can delete this line if you don't need it

MONTH • YEAR
LOREM IPSUM DOLOR AMIT SET ETAL

Report Template

Description

This template is for a sample report. Multiple cover and interior spread options are provided to allow for customization.

Production Notes

File type: Adobe InDesign CC
(Adobe InDesign .idml files are also available)

Size: 8.5" x 11"

Pages: If building a saddle stitched report, the number of pages (including the covers) must be divisible by four.

Color: CMYK

Download the report template [here](#).

Report Template – Single Column



All pages are within the report template

09-17-V01-WSH_Report_8.5x11 TEMPLATE 1

Report Template – Double Column

The image displays five distinct report templates arranged horizontally. Each template features a header with the 'UTexas' logo and the text 'LORD OF THE COLOR KING SEJN'. The first template on the left has a dark blue header and a large orange box containing the text 'INSERT YOUR REPORT TITLE HERE AND IT CAN BE UP TO TWO LINES LONG'. The second template has a light blue header and a 'TABLE OF CONTENTS' section. The third template has a white header and a 'SHORT TITLE TEXT HERE' section. The fourth template has a light blue header and a 'SHORT LIST TITLE' section. The fifth template on the right has a light blue header and a 'REPORT TITLE HERE' section.

All pages are within the report template:

09-17-V01-WSH_Report_8.5x11 TEMPLATE 2



Pocket Folder Template

Description

This template is for a sample pocket folder. Two templates are available, solid orange and a version with one of our textured images. Other textures from our texture library can be used to customize the look.

Production Notes

File type: Adobe InDesign CC
(Adobe InDesign .idml files are also available)

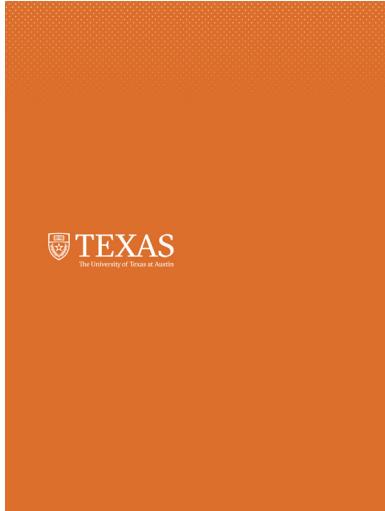
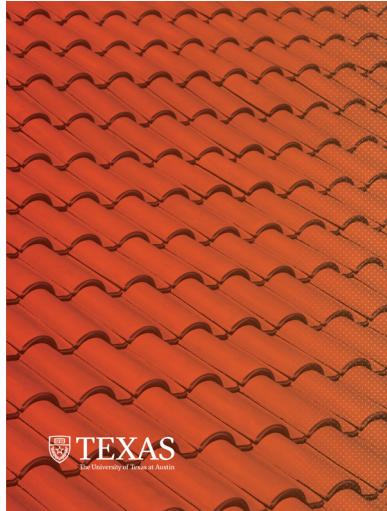
Size: 9" x 12"
Flat Size: 18" x 12"

Color: CMYK/Spot color
(depending on the selected template)

Other: Work with your printer to obtain the proper die-line or template for producing the pocket folders.

Download the pocket folder template [here](#).

Pocket Folder Template



All pages are within the pocket folder template:
09-17-V01-WSH_Folder_9x12_TEMPLATE

Mr. and Mrs. Longhorn
invite you and your guest to join them for

BEVO LONGHORN'S 3RD BIRTHDAY PARTY

in a once-in-a-lifetime opportunity to celebrate
The University of Texas at Austin's favorite steer

FEATURING

Gregory L. Fenves
President & Lifelong Fan
The University of Texas at Austin

Hook 'Em Longhorn
Fellow Mascot & Lifelong Friend
The University of Texas at Austin

WEDNESDAY, JANUARY 24, 2018

6:30–9:30 p.m.
110 Inner Campus Drive
Austin, Texas 78705

Please R.S.V.P.
or email [utlonghorns@gmail.com](#)
and the name of your guest(s).



Casual Attire

Invitation Template

Description

This template is for a sample invitation. Paper choice and production method — digital (more casual) offset (standard), or letterpress (more formal) — printing can help to set the tone for your event.

Production Notes

File type: Adobe InDesign CC
(Adobe InDesign .idml files are also available)

Invitation size: 5" x 7"

Insert size: 4.5" x 6.5"

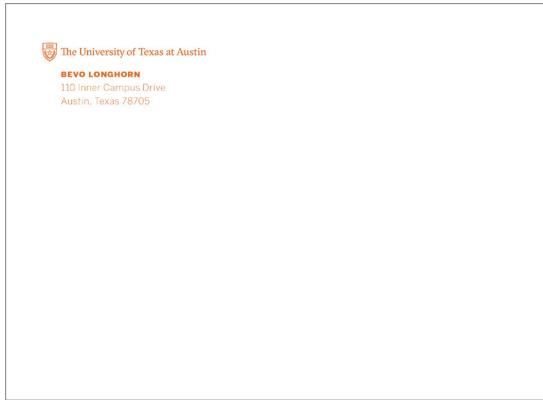
Envelope size: A7

Reply Card size: 5" x 3.5"

Color: CMYK

Download the invitation template [here](#).

Invitation Template



The University of Texas at Austin
BEVO LONGHORN
110 Inner Campus Drive
Austin, Texas 78705

Lorem ipsum dolor sed
consectetur adipiscing elit, sed do eiusmod tempor
INSERT THE NAME OF YOUR EVENT HERE
incidunt ut labore et dolore magna aliqua
ad minim veniam, quis nostrud exercitation ullamco
FEATURING
Speaker Name #1
Lorem ipsum
Lorem ipsum

Speaker Name #2
Lorem ipsum
Lorem ipsum

INSERT EVENT DATE HERE
XX-XX-XX p.m.
1234 Street Address
City, State Zip

Lorem ipsum in reprehenderit in voluptate velit
esse cillum dolore eu fugiat nulla pariatur excepteur sint
occaecat cupidatat non proident, sunt in autem qui

Lorem Ipsum Lorem Ipsum Dolor Sit Amet

MAP

A large, empty rectangular box with a thin gray border, intended for the map section.

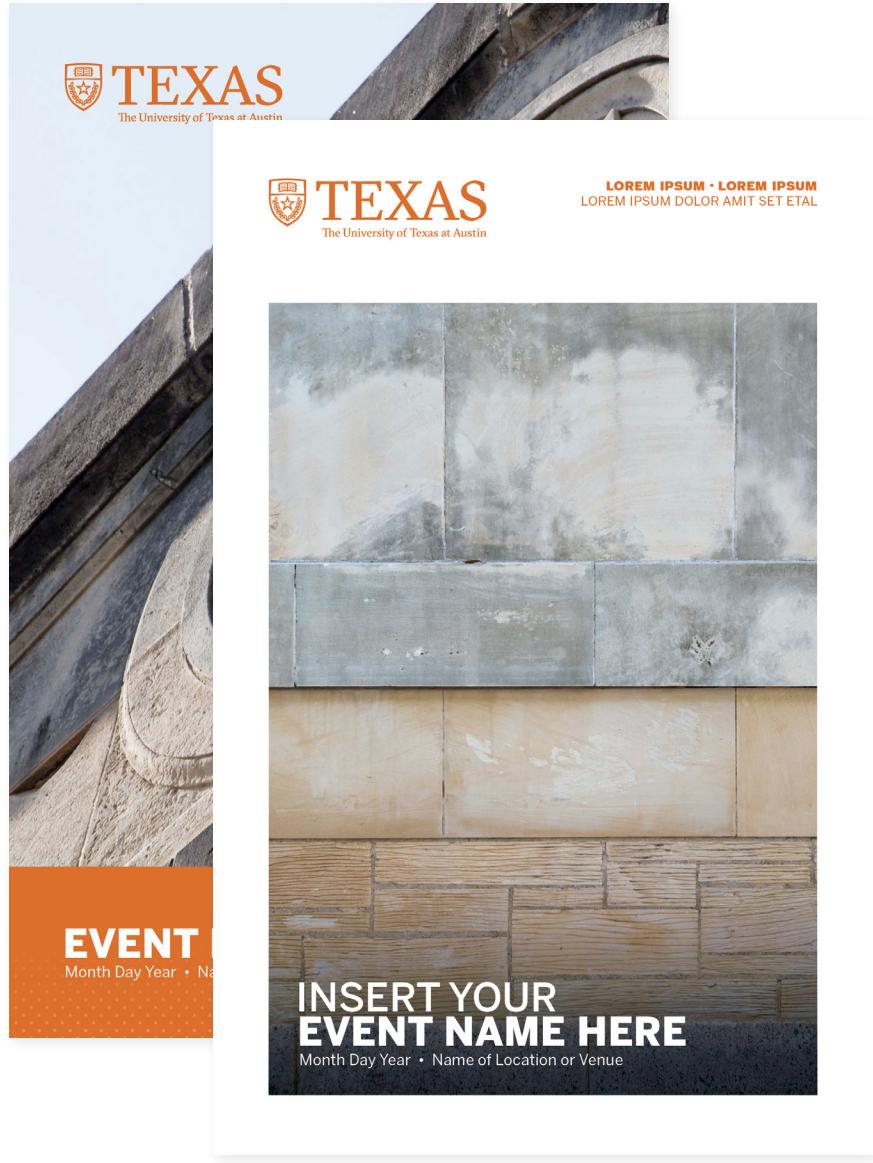
INSERT THE NAME OF YOUR EVENT HERE
Insert date and time of event here

We (I) accept We (I) decline

Name _____
Spouse/Guest _____

OR EMAIL [YOUREMAILADDRESS@DOMAIN.EDU]
WITH YOUR NAME AND THE NAME OF YOUR GUEST

All pages are within the invitation template:
09-17-V01-WSH_Invitation_5x7 TEMPLATE



Program Template

Description

This template is for a sample brochure. Multiple cover and interior spread options are provided to allow for customization.

Production Notes

File type: Adobe InDesign CC
(Adobe InDesign .idml files are also available)

Size: 5.5" x 8.5"

Pages: If building a saddle-stitched program, the number of pages (including the covers) must be divisible by four.

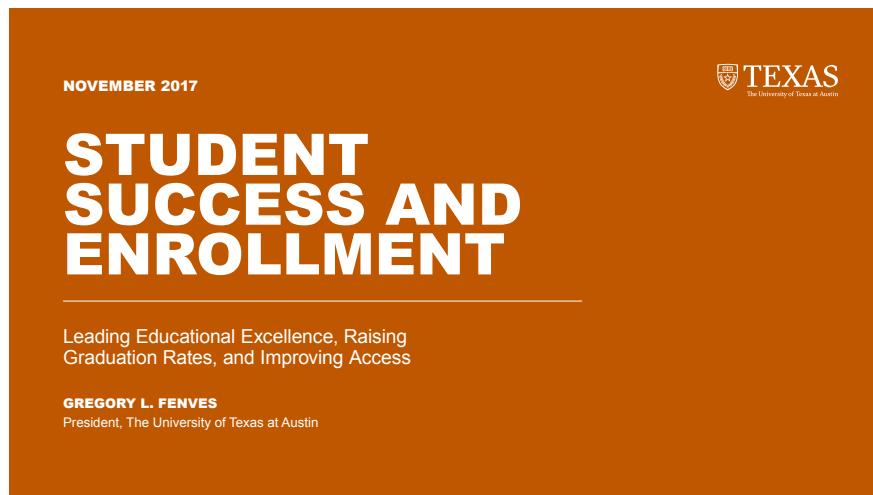
Color: CMYK

Download the program template [here](#).

Program Template



All pages are within the program template:
09-17-V01-WSH_Program_TEMPLATE



PowerPoint Template

Description

This template is for a PowerPoint presentation. Multiple cover and interior master pages are provided to allow for customization.

Production Notes

File type: Microsoft PPT

Size: 16:9

Color: RGB

Download the PowerPoint template [here](#).

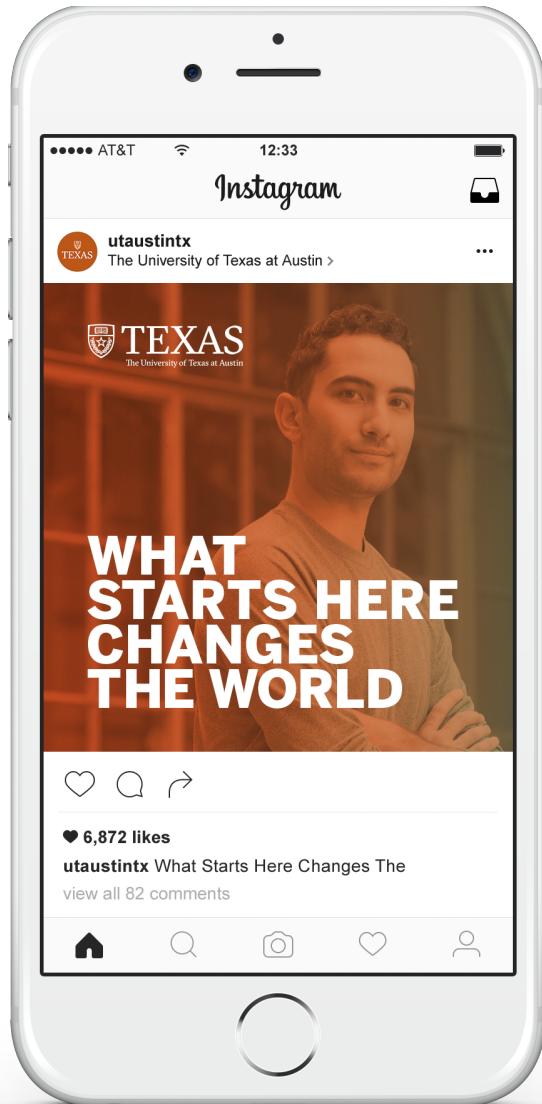
PowerPoint Template



All pages are within the PPT template:
09-17-V01-WSH_PowerPoint_16-9 TEMPLATE

Tips

- Be consistent with your font selection; we recommend Open Sans or Arial.
- Choose a font size appropriate for your presentation context. A one-inch letter is legible from 10 feet, a two-inch letter is legible from 20 feet, and a three-inch letter is legible from 30 feet.
- If you use a light background, use dark text. If you use a dark background, use light text.
- Align text left or right. Centered text is harder to read.
- Don't use paragraphs; use bullets or short sentences, and aim to keep each point to one line.



Social Media Templates

Description

This template is for a social media graphic. Multiple sizes are provided to allow for use on various platforms.

Production Notes

File type: Adobe Photoshop

Size: 1080 x 1080 and 2160 x 1080

Color: RGB

Download the social media templates [here](#).

Additional sizes will be added as they become available.

Social Media Templates – 1080 x 1080



09-17-V01-WSH_Social_
Media_1080x1080_TEMPLATE_1



09-17-V01-WSH_Social_
Media_1080x1080_TEMPLATE_2



09-17-V01-WSH_Social_
Media_1080x1080_TEMPLATE_3

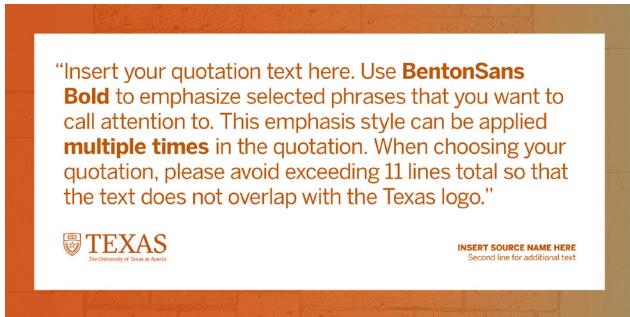


09-17-V01-WSH_Social_
Media_1080x1080_TEMPLATE_4



09-17-V01-WSH_Social_
Media_1080x1080_TEMPLATE_5

Social Media Templates – 1080 x 1080



09-17-V01-WSH_Social_Media_2160x1080_TEMPLATE_1



09-17-V01-WSH_Social_Media_2160x1080_TEMPLATE_2



09-17-V01-WSH_Social_Media_2160x1080_TEMPLATE_3



09-17-V01-WSH_Social_Media_2160x1080_TEMPLATE_4



Banner Ad Templates

Description

This template is for a Banner Ad.

Production Notes

File type: Adobe Photoshop

Size: 300 x 250

Color: RGB

Download the banner ad templates [here](#).

Additional sizes will be added as they become available.

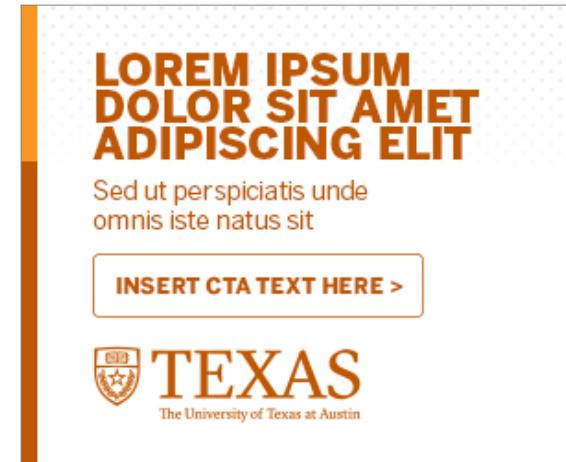
Banner Ad Templates



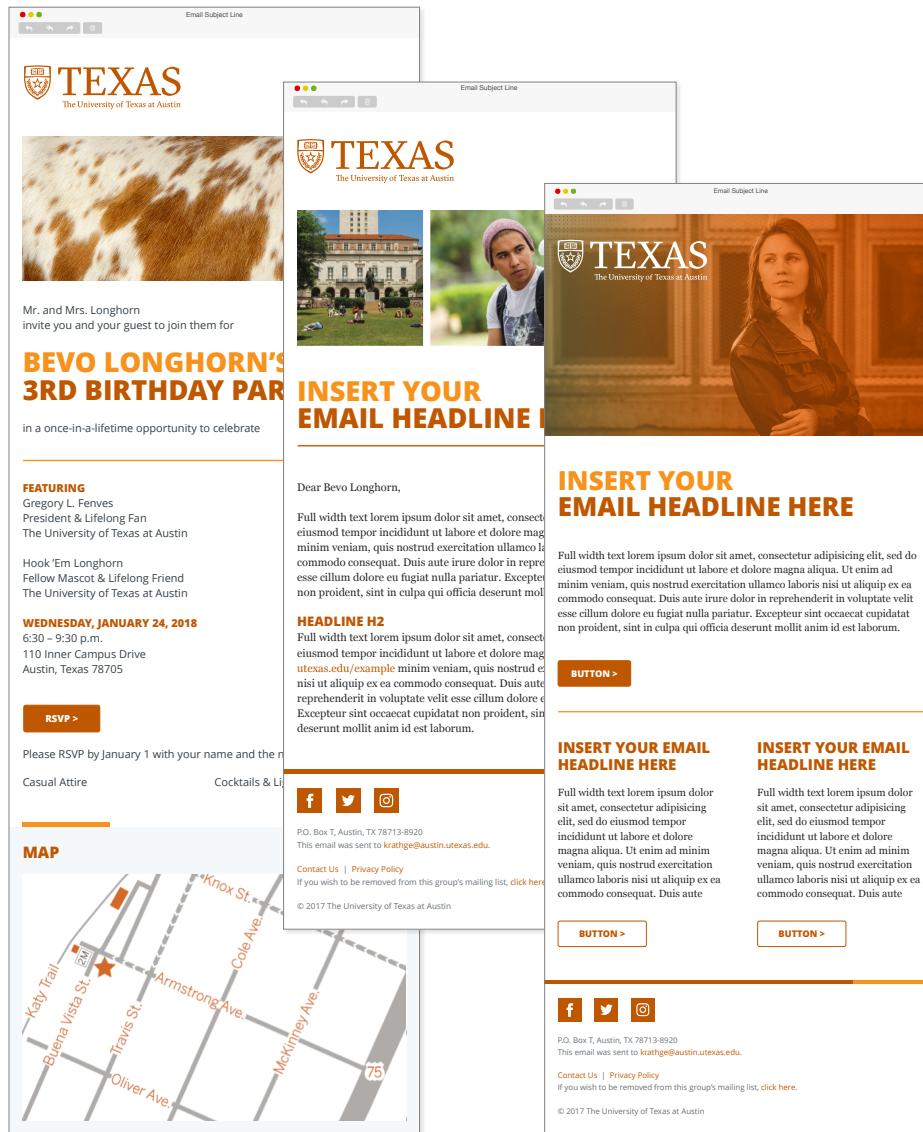
09-17-V01-WSH_Banner_Ad_300x250_TEMPLATE_1



09-17-V01-WSH_Banner_Ad_300x250_TEMPLATE_2



09-17-V01-WSH_Banner_Ad_300x250_TEMPLATE_3



Email Templates

Description

This template is for an email. Multiple options are provided to allow for customization (newsletter, event invitation, etc).

Production Notes

File type: Eloqua template

Size: 600 px wide

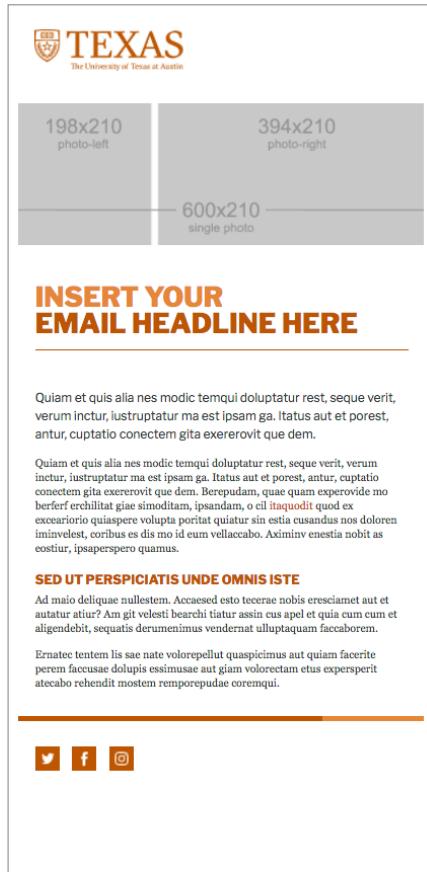
Color: RGB

See next page for instructions on finding email templates.

Email Templates



Texas_FY17-18_CTW-Campaign-Lead-Photo-Plus-3-Stories_TMP



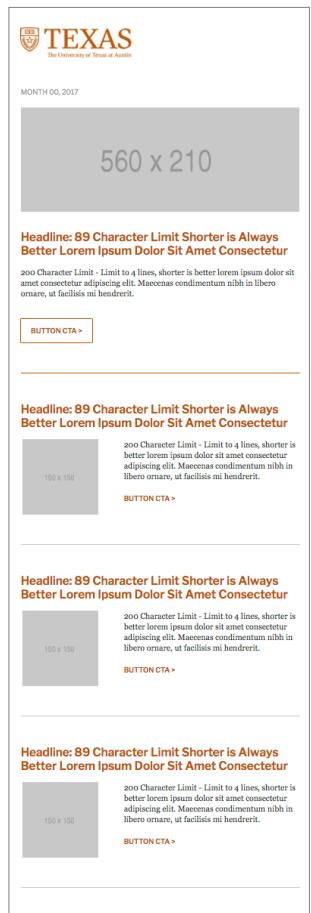
Texas_FY17-18_CTW-Campaign-Lead-Photo-Plus-Text-Template_TMP

How to find Eloqua templates

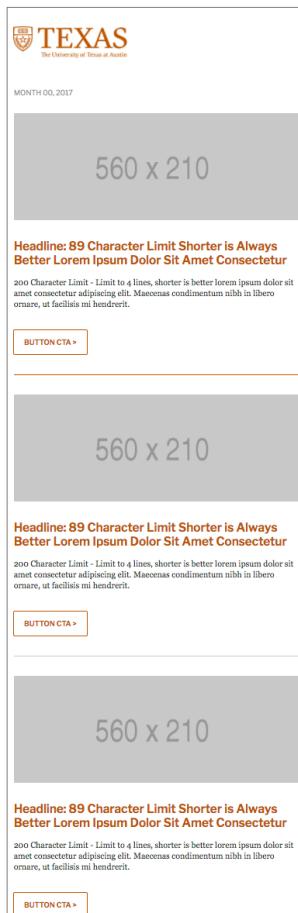
After logging in to Eloqua:

1. Navigate to “Assets” and select “Email” in the dropdown menu.
2. Then select “Create an Email” and “HTML email” in the dropdown menu.
3. Search “UT Brand Campaign Templates”
4. Navigate to “UT Brand Campaign Templates” folder and select a template.

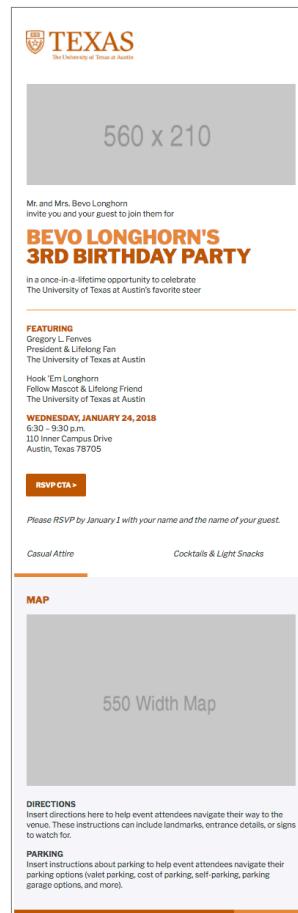
Email Templates



Texas_FY17-18_CTW-Campaign-Lead-Story-25-75-Secondary-Stories_TMP



Texas_FY17-18_CTW-Campaign-Newsletter-LG-IMG-Equal-Size-Stories_TMP



Texas_FY17-18_Campaign-Event-
Invite-Template_TMP



Texas_FY17-18_CTW-Campaign-Newsletter-Lead-Story-50-50-Secondary-Stories_TMP

Additional Resources

University Marketing and Creative Services is available to consult free of charge on the use of this toolkit and, for an hourly rate, will help you implement these tools for your project.

For stationery guidelines, email signature style, and more resources, visit the brand guidelines website at brand.utexas.edu.

For questions about the brand identity and application, please contact University Marketing and Creatives Services at texasbrand@utexas.edu.

To engage University Marketing and Creative Services for your project, please complete this [form](#).



TEXAS

The University of Texas at Austin

University Marketing and Creative Services
The University of Texas at Austin
texasbrand@utexas.edu