Brand Guide  |  Fall 2018

# The Materials Lab

# Brand

The Materials Lab voice communicates both the science and the design of a material. At the lab, we explain the story of materials: where they came from, how they came to be, and where they are going. Each story we tell must audaciously relay a material's scientific and aesthetic qualities.

sustainable

innovative

artful

# Type

All type should be in Open Sans. Titles on posters should be capitalized and subtitles should be outlined. For font colors, see the color palette guide.

*to scale*

Title: Open Sans Regular, 20pt

Title: Open Sans Light, 20pt

Subtitle: Opens Sans Outline, 0.5 Stroke

Body Text: Open Sans Regular, 12pt

Body Text: Open Sans Light, 12pt

*Caption: Open Sans Light Italic, 11pt*

# Color

The following colors should be used when designing outreach materials. RGB or hex colors should be used for digital materials, and CMYK colors should be used for print. All colors align with those specified in the University of Texas brand book.

RGB: 51, 63, 72

RGB: 91, 86, 79

RGB: 156, 173, 183

RGB: 214, 210, 196

# Logo

All Materials Lab media must use the official university logos.

The University of Texas at Austin
**Materials Lab**
*School of Architecture*

The University of Texas at Austin
**Materials Lab**
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# Social Media

Instagram images should be coordinated by color as well as material type. All images should have as much white as possible and follow a minimalistic composition style; see the examples below. The Instagram avatar as well as the Facebook profile image should be a stand-alone image of a material, creating a logo-like effect, as seen in the image on the bottom.
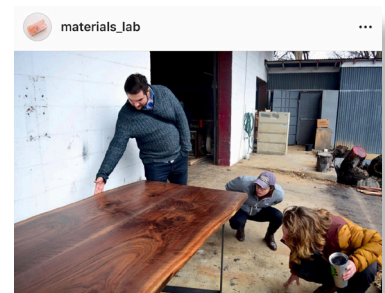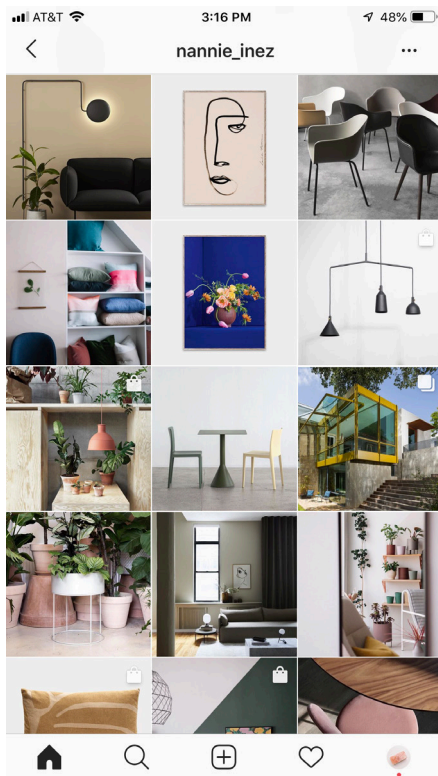


# File Organization

This brand book file, all logos, and poster templates are stored in the UT Box folder under "Mat Lab_Programming" in "Communications." Instagram posts are scheduled and written on the Google drive content schedule and updated and approved throughout the semester. Instagram images for Material of the Week Instagram posts are typically coordinated through the Materials Lab Slack account.