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 Liberal 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></th>
<th>Formal</th>
<th>Primary</th>
<th>Branded</th>
<th>Informal Branded A</th>
<th>Informal Branded B</th>
</tr>
</thead>
<tbody>
<tr>
<td>College</td>
<td><img src="image1" alt="College Logo" /></td>
<td><img src="image2" alt="College Logo" /></td>
<td><img src="image3" alt="College Logo" /></td>
<td><img src="image4" alt="College Logo" /></td>
<td><img src="image5" alt="College Logo" /></td>
</tr>
<tr>
<td>College Office</td>
<td><img src="image6" alt="College Logo" /></td>
<td><img src="image7" alt="College Logo" /></td>
<td><img src="image8" alt="College Logo" /></td>
<td><img src="image9" alt="College Logo" /></td>
<td><img src="image10" alt="College Logo" /></td>
</tr>
<tr>
<td>College Department</td>
<td><img src="image11" alt="College Logo" /></td>
<td><img src="image12" alt="College Logo" /></td>
<td><img src="image13" alt="College Logo" /></td>
<td><img src="image14" alt="College Logo" /></td>
<td><img src="image15" alt="College Logo" /></td>
</tr>
<tr>
<td>Research Center</td>
<td><img src="image16" alt="College Logo" /></td>
<td><img src="image17" alt="College Logo" /></td>
<td><img src="image18" alt="College Logo" /></td>
<td><img src="image19" alt="College Logo" /></td>
<td><img src="image20" alt="College Logo" /></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.

IV. College of Liberal Arts Configurations
College of Liberal Arts
College-level Configurations
College of Liberal Arts Configurations: College Level

Formal Signature

1) The example here shows how the Formal Signature is 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 one-color spot color printing when two-color is not an option.

Clear Space and Minimum Size requirements
College of Liberal Arts Configurations: College Level

Primary Signature

1) The example here shows how the Primary Signature is represented at the school level.

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

College
Primary Signature

---

Clear Space
and Minimum Size requirements

0.25” minimum for print
33 px web
College of Liberal Arts Configurations: College Level

Branded College Signature

1) The example here shows how the Branded Signature is represented at the college level.

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

Clear Space and Minimum Size requirements

0.25" minimum for print
33 px web
College of Liberal Arts Configurations: College Level
Informal Branded Signature: Type A

1) The example here shows how the Informal Branded Signature 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 Signature may be shown without the shield only if approval is granted from Creative Services.

Alternatively, the official department-level signature can be used with the branded signature.
College of Liberal Arts Configurations: College Level
Informal Branded Signature: Type A

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 Signature may be shown without the shield only if approval is granted from Creative Services.

---

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

1) The example here shows how the Informal Branded Signature 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 Signature may be shown without the shield only if approval is granted from Creative Services.

College
Informal Branded Signature Type B
and accompanying official lockup

TEXAS Liberal Arts

The University of Texas at Austin
College of Liberal Arts

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

The University of Texas at Austin
African & African Diaspora Studies Department
College of Liberal 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 B. The Informal Branded Signature may be shown without the shield only if approval is granted from Creative Services.
College of Liberal Arts Configurations: College Level
Informal Branded: 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.

<table>
<thead>
<tr>
<th>College</th>
<th>Informal Branded Signature</th>
<th>Acceptable uses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Informal Branded Signature: Type A</td>
<td>Informal Branded Signature: Type B</td>
<td></td>
</tr>
</tbody>
</table>
College of Liberal 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
College of Liberal 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.
College of Liberal Arts Configurations: Department Level
Signature: Examples

1) Shown here are examples of acceptable usage of the Branded, Formal Signature and Informal Signatures

2) Note that because these pieces carry the Informal Brand-ed Signature, the accompanying official entities’ names are elsewhere on the pieces of communication.

3) When using the Informal Branded Signature, the brand-ed college name should appear more prominently than the accompanying official college name.
V. College of Liberal Arts
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 change the color.

---

Do not combine the academic shield with any other logo or mark.

Do not use the official college 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 with adequate cleatspace)*

Do not use department names with the branded signatures

---

Do not use acronyms in combination with the branded signatures.

Do not stack the academic shield above the branded signatures.

Do not change the footprint of the logo, alter proportions or alter the type in any way.

---

Do not combine any other logo with the academic signature.

The University of Texas at Austin
College of Liberal Arts

The University of Texas at Austin
College of Liberal Arts

The University of Texas at Austin
College of Liberal Arts

---

V. College of Liberal Arts Improper Uses
VI. 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, schools, departments and offices. The imagery should be relevant to the entity.

5) Lockup Avatar. College 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.

---

Shield Avatar

Image Avatar

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

Lockup Avatar

A. Colleges may use this lockup

B. College example
**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 Liberal Arts

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/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 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

Option 2
Lockup Avatar
VII. 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 Liberal Arts Guidelines**  
Allen F. Quigley  
Assistant Director for Branding and Marketing  
512.471.6191  
aquigley@austin.utexas.edu

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

**University Brand Guidelines**  
Kathleen M. Mabley  
Director of Brand Marketing and Creative Services  
512-232-5944  
kmabley@austin.utexas.edu

**University Visual Identity Guidelines**  
Donna Coffelt  
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

Angela Curtis  
Senior Editor  
512-471-0874  
acurtis@austin.utexas.edu