The University of Texas at Austin’s
Jackson School of Geosciences

Brand Standards Manual

Version 1.0, May 2017
Logos

- The Jackson School of Geosciences is represented by the logo below. **No other logo or image should be used to represent the Jackson School.**
- Also available for download are versions for BEG, DGS and UTIG.

To view The University of Texas at Austin’s Brand Standards Manual, please visit: [https://utexas.app.box.com/s/87fnin3cfhjt1ztsyuqnxqy289wwv5d8](https://utexas.app.box.com/s/87fnin3cfhjt1ztsyuqnxqy289wwv5d8)
Color Palettes

- Primary Color Palette: Burnt Orange & White
  - PANTONE 159 | CMYK: 0, 65, 100, 9 | RGB: 191, 87, 0 | #BF5700

- Secondary Color Palette:
  - PANTONE 432 | CMYK: 65, 43, 26, 78 | RGB: 51, 63, 72 | #333F48
  - PANTONE 7469 | CMYK: 100, 31, 8, 42 | RGB: 0, 95, 134 | HEX: #005F86
  - PANTONE 5545 | CMYK: 62, 19, 45, 50 | RGB: 67, 105, 91 | HEX: #43695B
  - PANTONE 130 | CMYK: 0, 30, 100, 5 | RGB: 242, 169, 0 | HEX: #F2A900
  - PANTONE 412 | CMYK: 52, 59, 45, 90 | RGB: 56, 47, 45 | HEX: #382F2D
  - PANTONE 7527 | CMYK: 3, 14, 8 | RGB: 214, 210, 196 | HEX: #D6D2C4

To view The University of Texas at Austin’s Brand Standards Manual, please visit: [https://utexas.app.box.com/s/87fnin3cfht1ztsyuqnxqy289ww5d8](https://utexas.app.box.com/s/87fnin3cfht1ztsyuqnxqy289ww5d8)
• Keep the following guidelines in mind when using the secondary color palette:
  o Limit the number of secondary colors used in a single piece so they do not create an environment where the university is not recognizable.
  o Avoid color combinations of black and orange.
  o Where appropriate, tie secondary colors to the subject. Support colors can help connect the visual design to the subject of your piece.

• One-Color Reproduction
  o When reproduced in color the wordmark should appear in The University of Texas at Austin’s signature color, burnt orange, black or all white for reverses on dark backgrounds.
  o Black, white and gray (a percentage of black or Pantone 432) are the only alternate colors that may be used when the burnt orange cannot be used.
  o The wordmark can be reversed out (white) when the background is burnt orange, black or gray.

Typography (fonts)
• Contact Laura Martin (lmartin@jsg.utexas.edu) for font files.
  o GT Sectra (use for large amounts of text to be read in print)
  o Benton Sans (use for large amounts of text to be read on screen)

Longhorn Silhouette
• The university’s Office of Trademark Licensing must grant prior written approval for all uses of the Longhorn Silhouette

University & School Names
• First reference:
  o “The University of Texas at Austin”
  o “Jackson School of Geosciences”
• Second reference and thereafter:
  o “the university”
  o “JSG” or “Jackson School”

“What Starts Here Changes the World” Tagline
• Do not manually type the Tagline Signature.
• Always use the artwork files provided at http://brand.utexas.edu/visual-identity/tagline
• Do not alter or adjust the tagline to fit other units affiliated with the university.

To view The University of Texas at Austin’s Brand Standards Manual, please visit: https://utexas.app.box.com/s/87fnin3cfhjt1ztsyuqnxqy289wvw5d8
Questions and More Information

Please contact Laura Martin, Graphic Designer & Brand Specialist, Jackson School of Geosciences

- lmartin@jsg.utexas.edu
- (512) 232-8052

To view The University of Texas at Austin’s Brand Standards Manual, please visit: https://utexas.app.box.com/s/87fnin3cfhjt1ztsyuqnxqy289wvw5d8