

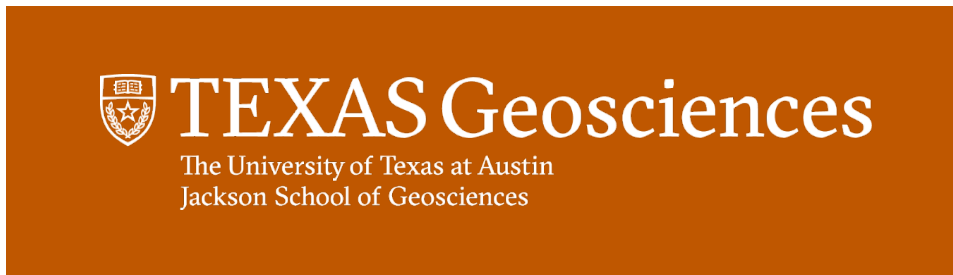
The University of Texas at Austin's
Jackson School of Geosciences

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.



- Clear Space and Minimum Size
 - To maintain our brand's integrity, clarity and consistency, the size and space left around the logo must always be maintained across all forms of communication.
 - Use the shield in the logo that you are working with to determine the space left around the logo.
 - 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.
 - Minimum size requirements for the reproduction of our logo helps maintain brand presence and legibility. The height of the shield should be 0.375" or larger for print, and 50 px or greater for the web. These rules will apply to all signature types.

To view The University of Texas at Austin's Brand Standards Manual, please visit:
<https://utexas.app.box.com/s/87fnin3cfhjt1ztsyuqnxqy289www5d8>

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, 4, 14, 8 | RGB: 214, 210, 196 | HEX: #D6D2C4



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- Keep the following guidelines in mind when using the secondary color palette:
 - Limit the number of secondary colors used in a single piece so they do not create an environment where the university is not recognizable.
 - Avoid color combinations of black and orange.
 - 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
 - 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.
 - 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.
 - 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.
 - GT Sectra (use for large amounts of text to be read in print)
 - 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:
 - “The University of Texas at Austin”
 - “Jackson School of Geosciences”
- Second reference and thereafter:
 - “the university”
 - “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.

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Questions and More Information

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

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

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