IDENTITY STANDARDS GUIDE

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It is important that the image of the Department of Computer Science (UTCS) and The University of Texas at Austin is presented in a consistent and professional manner. Every staff and faculty member, student, corporate partner, and alumnus bears the responsibility for developing, strengthening and maintaining the UTCS brand. It is vital that we project a single and clear image through a coordinated identification program that consistently positions the department as a leading computer science department.

The following identity standards of type, form, and color all contribute to stronger brand recognition.
OVERVIEW OF IDENTITY STANDARDS MANAGEMENT

What are Identity Standards?
Identity standards is a process that uses a common, universal discipline for managing the UTCS visual identity throughout the department.

Why Do We Need Identity Standards?
Use of this guide will help our organization better communicate the importance of brand positioning is a key ingredient to communication success.

Identity Standards Allow UTCS to:
• Establish UTCS’s identity and increase overall brand awareness
• Unify our large and multifaceted organization
• Create more powerful communications that will help gain new students and faculty

Components of the UTCS Identity
Our visual identity is built from color, typography, imagery, layout, and design, all of which help create a distinctive UTCS style.

At a minimum, three components must be included in our communication materials to adhere to our identity standards:
• Department of Computer Science wordmark
• Primary and secondary fonts
• Primary and secondary colors along with accent colors
**NOMENCLATURE**

**Department Name in Text**

The consistent use of the department’s name plays a critical part in the department’s identity system. By using the official name of the department, we build greater recognition not only throughout the state, but worldwide.

The recommended designations for the department are:

- **Formal** - The University of Texas at Austin Department of Computer Science (preferred)
- **Second reference** - the department
- **Second reference (alternative)** - UTCS
- Do not capitalize “the” if used before the department name.
- Use lowercase “department” not “Department” when it stands alone.

These conventions cover all department communications—including posters, brochures, T-shirts, etc.—except for official letterhead, which uses the complete name.

When used in copy, the complete name “The University of Texas at Austin Department of Computer Science” should be used upon first mention. Thereafter, “the department” or “UTCS,” when used in parenthesis in the first mention, may be employed to reference the department.

The formal name of the department must be on all legal documents as well as department publications.

**University Name in Text**

The name of the university is The University of Texas at Austin. Do not use the acronym “UT” or “UT Austin” when communicating to outside audiences. Use the complete name of the institution or refer to it generically as “the university.” When writing for strictly internal audiences familiar with the university, it is acceptable to refer to the university as UT Austin. For other guidelines on the use of the university name, word mark and other elements, refer to: http://www.utexas.edu/visualguidelines/.
OFFICIAL WORDMARKS

The Department of Computer Science wordmark is the primary means by which we are recognized and should appear on all department communications. The wordmark may only be reproduced in the proportions, formats, and colors specified in the UTCS Brand Standards Manual. No distortions or modifications of the wordmark or wordmark type are permitted.

These guidelines cover the use of names and wordmarks associated with the department. No distortions or additional images or text are permitted, with the exception of a program or event name that may be placed below or to the side of a wordmark within a specified distance.

When reproduced in color, the wordmark should appear in The University of Texas at Austin’s signature color, burnt orange (PMS 159) and silver gray (PMS 877), and white, black, or all white for reverses on dark backgrounds.

The UTCS wordmark must be reproduced in the colors indicated in the Colors section of this guide. NO OTHER COLORS ARE PERMITTED.

The official wordmarks were updated March 18, 2013.

Primary Wordmark (horizontal, preferred)

Stacked Wordmark

Endorsed Wordmark Stacked

Note: For use on apparel and promotion materials in conjunction with independent use of the university wordmark.
Black/White/Gray Usage

Black, white, and gray are the only alternate colors when the burnt orange (PMS 159) and silver gray (PMS 877) cannot be used.

Both the primary and endorsed wordmark configurations can be reversed out when the background is burnt orange (PMS 159), black, or gray.

Both the primary and endorsed wordmark configurations can be displayed in grayscale using 80% black.

Primary Wordmark (horizontal, preferred)

Primary White Wordmark ("reversed out")

Stacked Wordmark

Stacked White Wordmark ("reversed out")

Minimum Size Requirements

To ensure adequate legibility, do not reproduce the wordmark smaller than the samples below.

2.625” (horizontal)

2.375” (stacked)
Minimum Clear Space

The clear space around the stacked wordmark equals the height and width of the “C” in “COMPUTER”. The clear space around the horizontal wordmark doubles the height and width of the “C” in “COMPUTER”. Examples are shown below.

Using the “C” as one unit, the wordmark must appear at least one unit away from all other branding, copy, or graphics in the layout.

In order to maintain the integrity and establish the strength of the UTCS wordmark, a clear space must be kept all around the wordmark.

Do not crowd the wordmark with other text or graphics. No other elements such as type or graphics should appear in the area indicated by the dotted lines below.

Wordmark Stacked

Endorsed Wordmark Stacked
Incorrect/Unacceptable Usage

The examples below show incorrect and unacceptable usage.

- Do not change the proportion of the logo.
- Do not change the colors of the logo.
- Do not change the typeface.
- Do not apply effects such as drop shadows.
- Do not place the wordmark in a box or surround it with a rule or border.

Do not alter the logo in any way.

- Do not use the wordmark within a headline, sentence or other text,
- Do not pair the UTCS wordmark with other program or organization names within the clearing space, and
- Do not associate the mark with any entity other than the department.

The preceding examples are not all inclusive. Please contact the UTCS Office of External Affairs if you have questions about the proper use of the wordmark.
COLOR PALETTE

Primary Color Palette

The colors in the primary color palette are complementary colors used for design elements, such as color panels used to highlight text or font accent colors.

<table>
<thead>
<tr>
<th>Color Code</th>
<th>CMYK Values</th>
<th>RGB Values</th>
<th>Hex Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 159</td>
<td>CMYK 0, 65, 100, 9</td>
<td>RGB 203, 96, 21</td>
<td>HEX BF5700</td>
</tr>
<tr>
<td>PMS 877</td>
<td>CMYK 0, 0, 0, 40</td>
<td>RGB 153, 153, 153</td>
<td>HEX 99999</td>
</tr>
<tr>
<td>PMS Black 7</td>
<td>CMYK 0, 0, 0, 80</td>
<td>RGB 51, 51, 51</td>
<td>HEX 333333</td>
</tr>
</tbody>
</table>

Brand Palette (wordmark colors)

The colors of the wordmark (especially the orange) are powerful enough that they do not need to be surrounded by the same color. The use of white space and colors from the primary color palette create the right environment for the wordmark to stand out on its own merits. Design layouts should generally not use a sea of orange or silver gray.

<table>
<thead>
<tr>
<th>Color Code</th>
<th>CMYK Values</th>
<th>RGB Values</th>
<th>Hex Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 130</td>
<td>CMYK 0, 30, 100, 5</td>
<td>RGB 242, 169, 0</td>
<td>HEX f2a900</td>
</tr>
</tbody>
</table>

These primary colors help designers avoid the overuse of the two colors used in the wordmark.

Secondary Color Palette

The secondary palette is for items such as sidebars, charts, graphs, color borders, etc. Colors that work well with the department’s primary colors have been selected to assist in creating a visual consistency throughout the department. Five secondary colors complement the primary colors. Each color may also be used as a tint.

<table>
<thead>
<tr>
<th>Color Code</th>
<th>CMYK Values</th>
<th>RGB Values</th>
<th>Hex Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 606</td>
<td>CMYK 0, 8, 100, 20</td>
<td>RGB 204, 187, 0</td>
<td>HEX ccb000</td>
</tr>
<tr>
<td>PMS 382</td>
<td>CMYK 29, 0, 100, 0</td>
<td>RGB 196, 214, 0</td>
<td>HEX c4d600</td>
</tr>
<tr>
<td>PMS 326</td>
<td>CMYK 87, 0, 38, 0</td>
<td>RGB 0, 179, 164</td>
<td>HEX 00b3a4</td>
</tr>
<tr>
<td>PMS 307</td>
<td>CMYK 100, 16, 0, 15</td>
<td>RGB 0, 104, 179</td>
<td>HEX 0068b3</td>
</tr>
<tr>
<td>PMS Black</td>
<td>CMYK 56, 56, 53, 92</td>
<td>RGB 0, 0, 0</td>
<td>HEX 000000</td>
</tr>
</tbody>
</table>

Events Color Palette

Vibrant colors that work well with the department’s primary and secondary colors have been selected as colors for use to promote department events. Five events colors complement the primary and secondary colors. Each color may also be used as a tint.

<table>
<thead>
<tr>
<th>Color Code</th>
<th>CMYK Values</th>
<th>RGB Values</th>
<th>Hex Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 185</td>
<td>CMYK 0,100, 92, 2</td>
<td>RGB 204, 0, 17</td>
<td>HEX cc0011</td>
</tr>
<tr>
<td>PMS 389</td>
<td>CMYK 17, 0, 100, 1</td>
<td>RGB 219, 240, 0</td>
<td>HEX dbf000</td>
</tr>
<tr>
<td>PMS 3265</td>
<td>CMYK 76, 0, 38, 0</td>
<td>RGB 0, 204, 187</td>
<td>HEX 00ccbb</td>
</tr>
<tr>
<td>PMS 3005</td>
<td>CMYK 100, 36, 0, 2</td>
<td>RGB 0, 119, 204</td>
<td>HEX 0077cc</td>
</tr>
<tr>
<td>PMS Violet</td>
<td>CMYK 92, 92, 0, 0</td>
<td>RGB 64, 0, 153</td>
<td>HEX cc5500</td>
</tr>
<tr>
<td>PMS Violet</td>
<td>CMYK 92, 92, 0, 0</td>
<td>RGB 64, 0, 153</td>
<td>HEX 400099</td>
</tr>
</tbody>
</table>
**TYPE**

The department’s typographic identity is visible across many communication applications, including print, electronic, and environmental displays. To communicate in a consistent tone, type selections have been made that best represent the voice of the department. Additional type suggestions are included to help the CS community achieve coordinated and consistent materials.

Do set type:

- in upper and lower case
- using bold and italic for emphasis
- with plenty of surrounding white space
- keep punctuation to a minimum

Do not set type:

- do not condense or expand typefaces
- with additional inter-character spacing
- in other typefaces

Note: UTCS’s wordmark type is written in all capitals. When written in text, the name should appear in upper and lower case letters.

**Display and Headline Typography**

In order to create a cohesive look and feel, Gotham should be used for headers and sub headers. The Gotham typestyle was specifically designed to express a contemporary feel and imply a knowledgeable modern voice. This geometric display font is used for headlines and may also be used for body copy in cases where there is not a lot of content. As with all sans-serif faces, adequate spacing between lines is required to maintain legibility. The typeface is available worldwide in both PC and Mac formats. Do not substitute any variation other than those listed below.

Do not electronically expand or condense typefaces.

**Gotham Light**
**Gotham Light Italic**
**Gotham Book**
**Gotham Book Italic**
**Gotham Medium**
**Gotham Medium Italic**
**Gotham Bold**
**Gotham Bold Italic**

Alternate font: Arial
Body Copy Typography

Gotham Narrow

When setting text, the recommended point size is 9 pt. on 14 pts. of leading. This may be increased or decreased as space dictates. Please note Gotham Narrow can be set at a lower point size and maintain good legibility. It is not recommended that Gotham Narrow be set at more than 10 points for most publications, but it is not a rule.

The Gotham Narrow typestyle, a companion to Gotham, adds a strong representational quality to the words we use. This versatile typestyle is specifically tuned for text settings. It is compact without feeling squeezed.

Do not electronically expand or condense typefaces.

Gotham Narrow Light
Gotham Narrow Light Italic
Gotham Narrow Book
Gotham Narrow Book Italic
Gotham Narrow Medium
Gotham Narrow Medium Italic
Gotham Narrow Bold
Gotham Narrow Bold Italic

Alternate font: Arial Narrow

Mercury Text

The Mercury Text typestyle adds a strong representational quality to the words we use. This typestyle has a classic feel and was specifically created to be legible. The typeface is available worldwide in both PC and Apple Mac formats. Do not substitute any variation other than those listed below.

Mercury Text Grade 1 Roman
Mercury Text Grade 1 Italic
Mercury Text Grade 1 Roman Small Caps
Mercury Text Grade 1 Semibold
Mercury Text Grade 1 Semibold Italic
Mercury Text Grade 1 Semibold Small Caps
Mercury Text Grade 1 Bold
Mercury Text Grade 1 Bold Italic
Mercury Text Grade 1 Bold Small Caps

Alternate font: Adobe Garamond Pro
Web Typography

In Web, Source Sans Pro may be substituted for Gotham Narrow when Gotham Narrow is not available. Times may be substituted for when Mercury Text is not available. These typefaces are widely available on most PCs and Macs.

Do not electronically expand or condense typefaces.

Source Sans Pro Regular
Source Sans Pro Italic
Source Sans Pro Bold
Source Sans Pro Bold Italic

Times Regular
Times Italic
Times Bold
Times Bold Italic
STATIONERY

Presentations

PowerPoint presentation templates are available for download at http://www.cs.utexas.edu/brand-identity/presentations. The templates include a background image and fonts.

Paper Stock

Paper selection is an integral part of the UTCS brand identity. To better unify printed communications for the department, the approved paper stock is limited to two options. One is a dull coated paper; the other is an uncoated stock. They have been selected specifically to provide a certain brightness of white. The dull coated stock is Lustro Dull Coated. The uncoated stock is Mohawk Via Smooth Pure White. Other paper brands may be used as necessary, but it must be white and match the color of white of the above-mentioned stock. Any deviation from these paper stocks must have prior approval from the UTCS Office External Affairs.

Photo Usage

Photography is also an integral part of the UTCS brand identity. Photographs should be reproduced with straight edges and minimum effects. Four color process, black and white, and duotone are all acceptable reproduction effects. Blurred edges, round corners, unusual Photoshop special effects, borders, etc., are generally discouraged.
**APPROVAL PROCESS AND REQUIREMENTS**

The UTCS Office of External Affairs is charged with overseeing the identity and brand of the department. How and when our wordmarks are used is an important part of this responsibility.

Generally, UTCS constituents (students, faculty, research centers, etc.) may use a UTCS wordmark on printed pieces without prior authorization, but they may not make alterations or additions to a wordmark. Wordmarks on promotional items, such as T-shirts, caps and pens, require prior authorization by the UTCS Office of External Affairs.

The UTCS wordmark should only be used for purposes, events and publications that officially relate to the department and the university. No use is permitted other than that explicitly authorized, and no release is permitted to any other third party without the expressed, written permission of the Department of Computer Science.

The wordmark may not be used for the commercial profit of outside organizations or ventures. Such use could be fraudulent and may constitute grounds for prosecution. Examples of acceptable uses include external publications referring to the department in a journalistic capacity; department-related functions with corporate partners; publicity and publications of affiliated research centers; publications, banners, and memorabilia for alumni networks.

**External Wordmark Use**

External wordmark use refers to wordmarks on marketing, publicity, promotional items, advertising or items such as brochures, fliers, newsletters, letterhead, business cards, postcards, information folders, product packaging and promotional items, including T-shirts, caps, pens, stickers, decals, etc. Pre-approval is required for any such use.

Send a final copy of the design to the UTCS Office of External Affairs. Please allow two to four working days for approval.

**Promotional Item Approval Process**

Promotional items such as T-shirts, caps, pens, stickers, and decals, you must obtain pre-approval from UTCS Office of External Affairs when you use:

- the Department of Computer Science wordmark, or
- text using the words “Department of Computer Science”

Approval by the Office of External Affairs is required before a purchase order will be issued. If these procedures are not followed, there is a strong possibility your order will not be printed and/or the vendor’s invoice will not be paid by the department.

Working with your vendor, send a request for approval with a full (front and back) drawing of your design (a .pdf or .jpg as an attachment is preferred) showing placement of official wordmarks and other artwork and text to the UTCS Office of External Affairs. You may submit the request and draft of your product to Staci Norman by e-mail at oea@cs.utexas.edu, by campus mail at D9500. Please allow 8-10 business days for the process.

If the item is approved with changes, the vendor will make the necessary changes and proceed with production. There is no need to submit a revised drawing unless directed by the Office of External Affairs.

If a revised design is required, your vendor should submit the design directly to the Office of External Affairs.
IDENTITY PROGRAM CONTACT INFORMATION

The Office of External Affairs (OEA) is charged with overseeing the identity and brand of the department. We provide guidelines to assist in the delivery of communications to external audiences. Please let us know if we can assist you in making decisions regarding wordmarks or other design elements critical to the UTCS brand.

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