



The University of Texas at Austin  
**Moody College of Communication**

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The University of Texas at Austin

I. Introduction and  
University Name

## Introduction

The University of Texas at Austin brand is known throughout the world. But a brand is more than a logo, a tagline or a website. It's also about personal experiences and interactions. Our brand is a combination of what people see, feel, hear and think about The University of Texas at Austin when they hear our stories or see the marks that represent UT Austin.

Our brand is built upon a strong history of leadership in combining public access to excellence at undergraduate and graduate levels of education and across an unmatched breadth in faculty, programs and research.

Every time we engage and interact, we're influencing people's perception of the UT brand. That's why consistency is key. The experience from one touch point to another should feel reassuring and familiar. It is important that we speak with a unified vision and voice to continue to build upon the strength of the UT brand.

## University Name

Our full, legal name is The University of Texas at Austin; capitalize "The" except in cases where the name is used as a modifier. In addition, we also have the great asset to be simply "Texas," which is suggested for use on second and subsequent references. "UT Austin" is also acceptable, if needed for clarity.

Though "university" has been capitalized in the past, campus-wide style now indicates lowercase usage as a common noun.

## Identity Foundations

### Primary Signature Overview

1) The University of Texas at Austin wordmark is the primary means by which we are recognized and should appear on all university communications. The wordmark has been specially drawn and spaced; do not redraw, change, stack or reposition it.

2) The wordmark may be used as instructed by the guidelines in all print and digital uses without additional approval. Any proposed use of the wordmark on merchandise (such as but not limited to T-shirts, mugs, pens, hats) must have prior written approval from the Office of Trademark Licensing and be produced under a licensing agreement by an approved vendor.

---



# TEXAS

The University of Texas at Austin

## Identity Foundations

### Primary Signature Anatomy

1) The university Primary Signature is composed of the three parts: the shield graphic, "Texas," and the official university name.

2) When using the Primary Signature, it must be represented exactly as shown below. If any of these three parts are not present, the Primary Signature lockup is incomplete.

3) The shield in our Primary Signature is an extraction from the university seal. The 18 leaves of the olive and oak represent the 18 colleges and schools of the university. The lines in the book correspond to the opening line of our school spirit song, "The Eyes of Texas."



## Clear Space and Minimum Size

- 1) 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.
- 2) Use the shield in the lockup that you are working with to determine the space left around the logo, also called the 'clear space' or 'exclusion zone.' 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.
- 3) 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.



0.375" minimum for print  
50 px web



# Improper Uses

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



Do not use the shield in isolation.



Do not use the word TEXAS in isolation.



Do not change the typeface.



Do not change the color.



Do not place the signature on inappropriate colors.



Do not apply special effects.



Do not distort the signature.



Do not use tints of Pantone 159.



Do not apply gradients.



Do not outline the signature.



Do not rotate the signature.





## Primary Color Palette

1) Color is an important tool for our brand system. Using color in a consistent way reinforces our brand and fosters trust and recognition. Burnt orange and white are the official colors and the primary palette we use to represent The University of Texas at Austin.

The distinctive burnt orange color plays a major role in establishing our identity and should be implemented consistently in all web applications and print communications such as business cards, letterhead and presentations, as well as a broad range of marketing materials.

2) Our primary color is burnt orange Pantone 159. Find the CMYK, RGB and HEX values in the chart below.

3) Our secondary color is gray Pantone 432. Find its corresponding CMYK, RGB and HEX values in the chart below.

---



Pantone 159  
CMYK: 0, 65, 100, 9  
RGB: 191, 87, 0  
#BF5700

Pantone 432  
CMYK: 65, 43, 26, 78  
RGB: 51, 63, 72  
#333F48

## One-Color Reproduction

1) 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.

2) 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.

3) The wordmark can be reversed out (white) when the background is burnt orange, black or gray.



## Typography

1) The university's typographic identity is visible across many applications, including print, electronic and environmental displays. The following type selections have been made to best represent the voice of the university and to maintain a consistent tone throughout various university communications.

2) Our typeface, GT Sectra, is a contemporary serif typeface combining the calligraphy of the broad nib pen with the sharpness of the scalpel knife.

3) Our brand uses the GT Sectra Regular and GT Sectra Regular Italic.

Our tagline, "What starts here changes the world," uses the typeface Benton Sans Bold.

---

GT Sectra Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

---

GT Sectra Regular Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

---

Benton Sans Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

---

## II. University Configurations









# University Signature Types

## An Overview

1) This chart shows the various signature types available for use at the university level. Each signature type (Primary, Formal, Informal and Tagline) has a horizontal and a stacked option.

2) One-color Pantone versions of all university-level lockups are available for use. Artwork files are available for Pantone 159 (orange) and Pantone 432 (gray). The two-color version is preferred, and one-color should only be used for one-color spot color printing when two-color is not an option.

*Lockups are shown at reduced size here for demonstrative purposes only. When using logo artwork, they must adhere to the minimum size requirements.*

	University Primary	University Formal	University Informal	University Tagline
Horizontal				
Stacked				

## University Configurations

### Primary Signature: Horizontal

1) Shown here is the university's Primary Signature in a horizontal layout. The horizontal version is the preferred primary signature type and should be used rather than the stacked version when appropriate.

2) Do not manually type the Primary Signature. Always use the artwork files that are provided.

---

Primary Signature  
University



---

Clear Space  
and Minimum Size requirements



0.375" minimum for print  
50 px web



## University Configurations

### Primary Signature: Stacked

1) Shown here is the university's Primary Signature, in a stacked layout. The stacked version may be used if the primary horizontal signature does not work well within a layout.

2) Do not manually type the Primary Signature. Always use the artwork files that are provided.

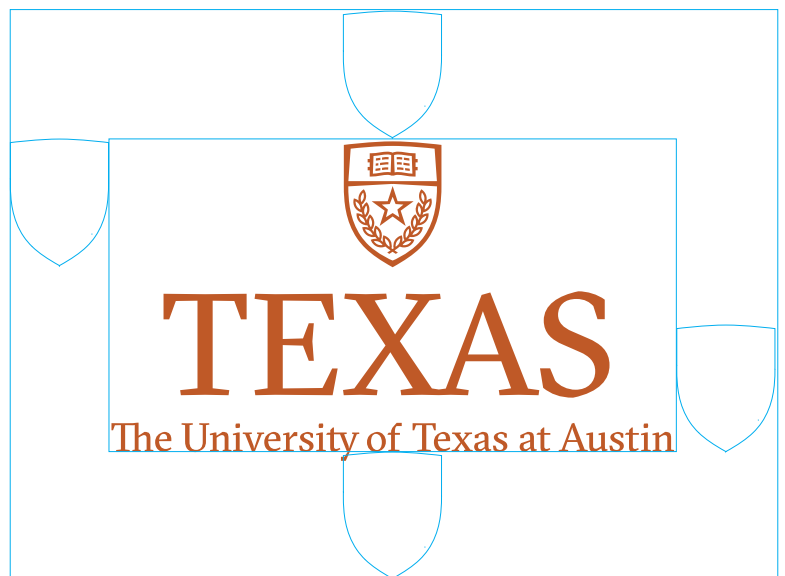
---

University Primary Signature—Stacked



---

Clear Space  
and Minimum Size requirements



0.2875" minimum for print  
38 px web



**TEXAS**  
The University of Texas at Austin

# University Configurations

## Formal Signature: Horizontal

- 1) Shown here is the university's Formal Signature in a horizontal lockup.
- 2) There is a horizontal version as well as a stacked version. Either version may be used, based on the discretion of the user.
- 3) Do not manually type the Formal Signature. Always use the artwork files that are provided.

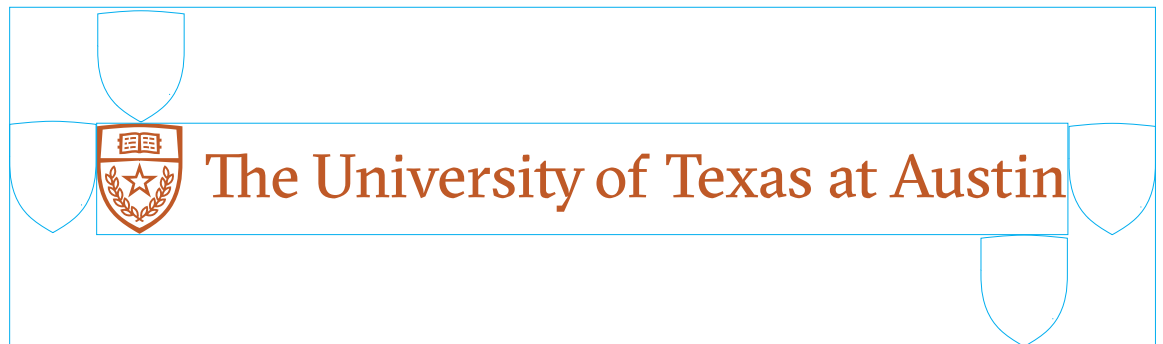
---

University Formal Signature—Horizontal



---

Clear Space  
and Minimum Size requirements



0.25" minimum for print  
32 px web





# University Configurations

## Formal Signature: Stacked

- 1) Shown here is the university's Formal Signature in a stacked lockup.
- 2) There is a horizontal version as well as a stacked version. Either version may be used, based on the discretion of the user.
- 3) Do not manually type the Formal Signature. Always use the artwork files that are provided.

---

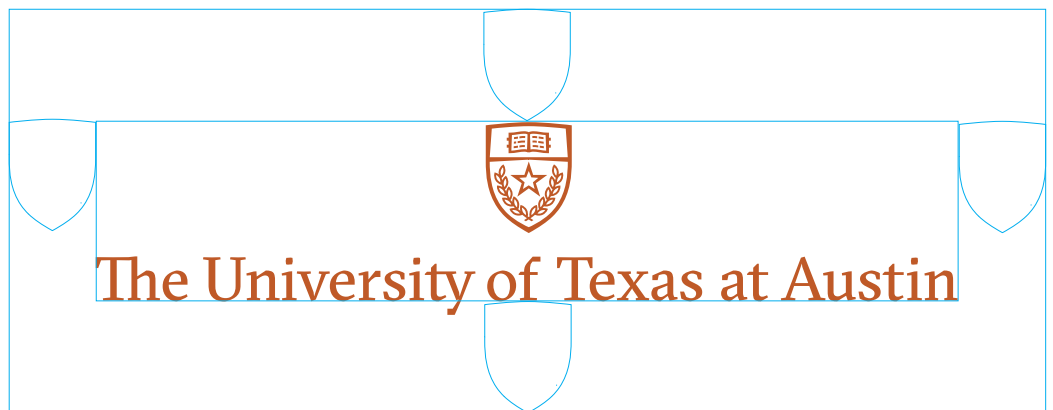
University Formal Signature—Stacked



# The University of Texas at Austin

---

Clear Space  
and Minimum Size requirements



0.25" minimum for print  
32 px web



The University of Texas at Austin

## University Configurations

### Informal Signature: Horizontal

1) Shown here are the university's Informal Signature, in a horizontal version. The Informal Signature does not carry the formal name underneath the Texas/Shield lockup.

2) The Informal Signature should only be used for internal communication, unless otherwise approved by the university's creative director.

3) Do not manually type the Informal Signature. Always use the artwork files that are provided.

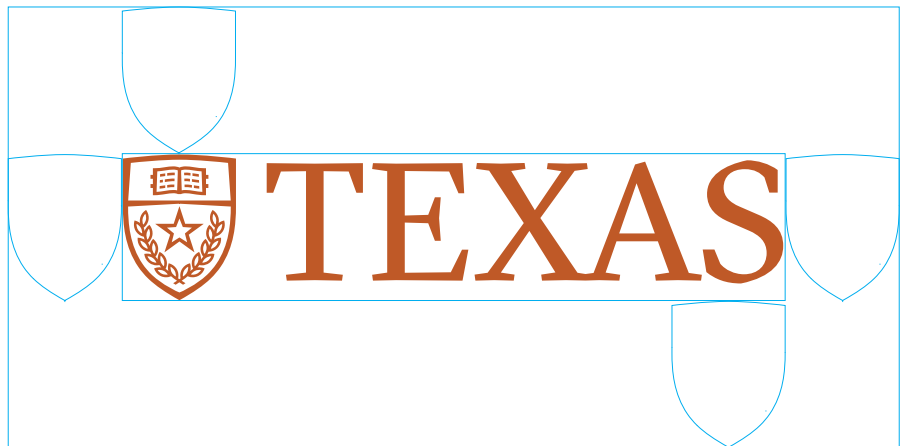
---

#### University Informal Signature—Horizontal



---

#### Clear Space and Minimum Size requirements



0.25" minimum for print  
25 px web



Limited to internal communication,  
unless otherwise approved by the  
university's creative director.

## University Configurations

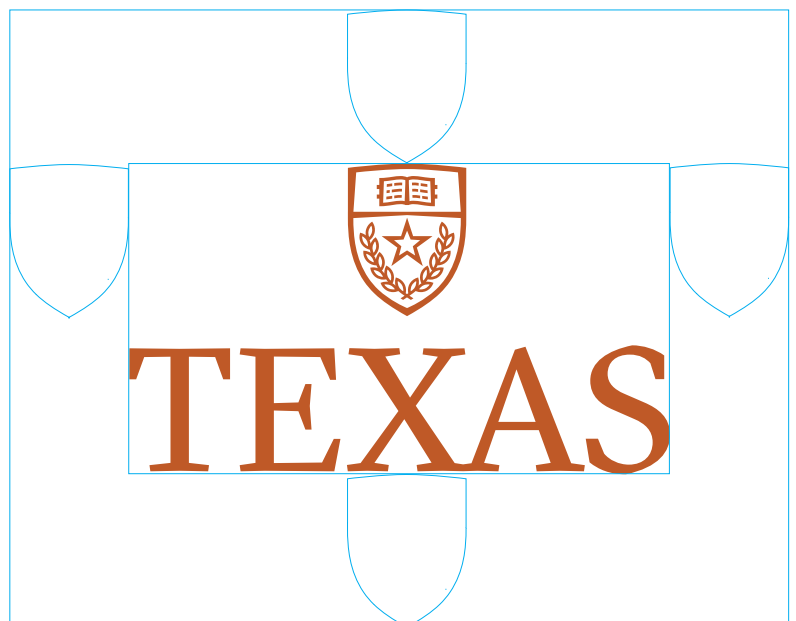
### Informal Signature: Stacked

- 1) Shown here is the university's Informal Signature in a stacked version. The Informal Signatures do not carry the formal name underneath the Texas/Shield lockup.
- 2) The Informal Signature should only be used for internal communication, unless otherwise approved by the university's creative director.
- 3) Do not manually type the Informal Signature. Always use the artwork files that are provided.

University Informal Signature—Stacked



Clear Space  
and Minimum Size requirements



Limited to internal communication,  
unless otherwise approved by the  
university's creative director.

0.25" minimum for print  
25 px web



## University Configurations

### Tagline Signature: Horizontal

1) "What Starts Here Changes The World"® is the official tagline of The University of Texas at Austin. People have come to expect that the university is a leader in changing the world, and maintaining the integrity of this tagline through consistent use reinforces our message.

2) The Tagline Signature is the lockup that presents our tagline with our logo. The tagline uses the typeface Benton Sans and is represented in our official secondary color, gray.

3) Do not manually type the Tagline Signature. Always use the artwork files that are provided.

*One-color Pantone versions of the Tagline Signature are available for use. Artwork files are available for Pantone 159 (orange) and Pantone 432 (gray). These should only be used for one-color spot color printing when two-color is not an option.*

---

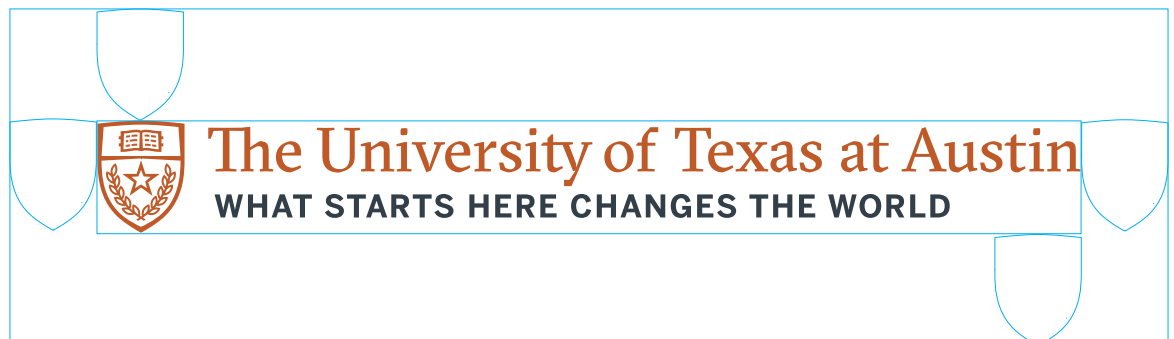
#### University Tagline Signature—Horizontal



**The University of Texas at Austin**  
**WHAT STARTS HERE CHANGES THE WORLD**

---

#### Clear Space and Minimum Size requirements



0.25" minimum for print  
32 px web



**The University of Texas at Austin**  
**WHAT STARTS HERE CHANGES THE WORLD**

## University Configurations

### Tagline Signature: Stacked

1) "What Starts Here Changes The World"® is the official tagline of The University of Texas at Austin. People have come to expect that the university is a leader in changing the world, and maintaining the integrity of this tagline through consistent use reinforces our message.

2) The Tagline Signature is the lockup that presents our tagline with our logo. The tagline uses the typeface Benton Sans and is represented in our official secondary color, gray.

3) Do not manually type the Tagline Signature. Always use the artwork files that are provided.

*One-color Pantone versions of the Tagline Signature are available for use. Artwork files are available for Pantone 159 (orange) and Pantone 432 (gray). These should only be used for one-color spot color printing when two-color is not an option.*

---

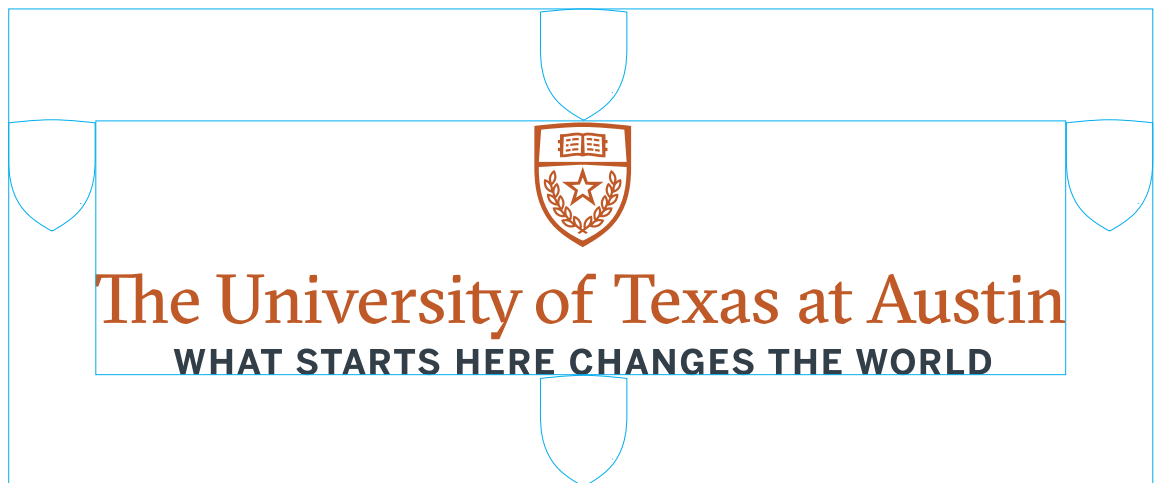
#### University Tagline Signature—Stacked



**The University of Texas at Austin**  
**WHAT STARTS HERE CHANGES THE WORLD**

---

#### Clear Space and Minimum Size requirements



0.25" minimum for print  
32 px web



**The University of Texas at Austin**  
**WHAT STARTS HERE CHANGES THE WORLD**

---

## III. Other University Symbols

## Other University Symbols

### University Seal and Spirit Mark

1) The University of Texas at Austin seal is an important element in our visual identity. Its use is reserved for official communications from the Office of the President as well as business cards and stationery for all schools and units and official university documents, certificates, awards and plaques. The seal may not be used on any other materials, banners and signs, etc. without prior written approval from the Office of Trademark Licensing.

The seal should only appear in burnt orange, black, or white. Exceptions to this may include foil stamp for official documents. For inquiries on other exceptions, please contact the university's creative director.

2) The Longhorn Silhouette represents the spirit of the university and is one of the most widely recognized university marks in the world. The Office of Trademark Licensing must grant prior written approval for all uses of the Longhorn Silhouette.

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The University of Texas at Austin Seal



---

Longhorn Silhouette



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Moody College of Communication

IV. Brand and Style Guide



## Introduction

Bold, consistent and strategic messaging builds belief in our brand, penetrating a noisy marketplace and drawing focus to the emotional connection that is meaningful to our community.

For the full brand story, messaging and positioning, including aesthetic look and feel, please consult the Moody College Brand Book. [Download](https://tinyurl.com/yblcpr8) PDF at: <https://tinyurl.com/yblcpr8>



# Style Guide

## Donor Name Requirements

When a donor provides a gift to the college, it is critical to adhere to naming and usage rules, which are conditions of the gift agreement. Moody College is fortunate to have these donors, and naming guidelines are created to preserve the integrity of donors and their generosity. Please follow accordingly:

### Moody Gift

Always refer to the college as the “Moody College of Communication” (first reference) or “Moody College” (subsequent references)

“Moody” is not acceptable as a standalone proper noun.

The Moody College name must be included in all marketing materials and externally facing communication including email signature, letterhead, signage, advertising and merchandise.

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All Moody College entities (including departments, schools, centers, institutes and programs) must acknowledge the Moody College of Communication in all external communications – preferably by using one of the approved logos.

### Stan Richards School of Advertising & Public Relations

Use full name (first reference) or Stan Richards School (subsequent references)

Do not use “Richards School” to avoid confusion with the business

“SRS” is never acceptable for marketing or external communications

### Michael & Tami Lang Stuttering Institute

Use full name (first reference) or “Lang Stuttering Institute” (subsequent references)

### Wofford Denius UTLA Center for Entertainment & Media Studies

Use full name (first reference) or “Denius UTLA Center” (subsequent reference)

### First Reference

When referring to schools and departments in bodies of text, use full names on first mention:

Moody College of Communication  
Stan Richards School of Advertising & Public Relations  
Department of Communication Sciences & Disorders  
Department of Communication Studies  
School of Journalism  
Department of Radio-Television-Film

### Subsequent References

Use these abbreviated names on subsequent mentions:

Moody College (no article)  
Stan Richards School  
Communication Sciences and Disorders  
Communication Studies  
Journalism  
Radio-Television-Film

Use “college,” “department,” or “school” if it is clear which is being referenced.

### Acronyms and Abbreviations

Avoid acronyms and abbreviations in externally-facing communications, such as brochures, postcards or advertisements.

Examples to avoid:

MCoC, MC, Moody  
SRS  
CMS  
Comm. Studies  
CSD  
J-School  
Journalism School  
RTF

### Guidelines and considerations – not rules

The Associated Press Stylebook is the university’s primary style guide because the majority of our writing is intended for external audiences – prospective students and their parents, donors and prospective donors, government officials, business leaders, news reporters and editors and the public at large.

## Secondary Typography

### Saltery Script Font

Moody Colleg uses the same primary typefaces as The University of Texas at Austin – BentonSans (san-serif) and GT Sectra (serif) for print plus Libre Franklin (san serif) and Chris SIL (serif) for web. These typefaces have been selected to maintain a consistent tone across university-wide print, web and environmental applications.

To capture Moody College's brand personality, we specifically recommend using Benton Sans (san serif) as the primary typeface with Saltery Rough (script) as a secondary typeface used sparingly for emphasis.

---

GT Sectra Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Saltery Rough

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890*



**converging worlds.**  
*Creating Futures.*

---

Moody College of Communication

V. Configurations

# Moody College of Communication Configurations









## Introduction

1) The university signature should appear conspicuously on all college and departmental communications. Using the university signature with individual colleges, departments, administrative units or schools shows the relationship between them.

*Signatures are shown at reduced size here for demonstrative purposes only. When using the artwork, the signatures must adhere to the minimum size requirements.*

2) Signatures for the Moody College of Communication 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) Three types of signatures shown below: Branded, Informal Branded A, and Formal. The following pages will explain each version in greater detail and provide guidelines for their usage.

	Primary	Branded	Informal Branded A	Informal Branded B	Formal
College	X				
College Department	X				
College Office	X	X	X	X	X
College Research Center/ Bureau/Institute	X	X	X	X	X

# Moody College of Communication Configurations: College Level

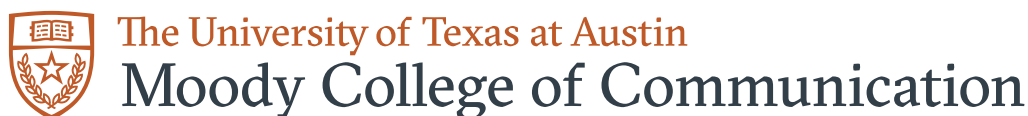
## Formal Signature

- 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 printing when two-color is not an option.*

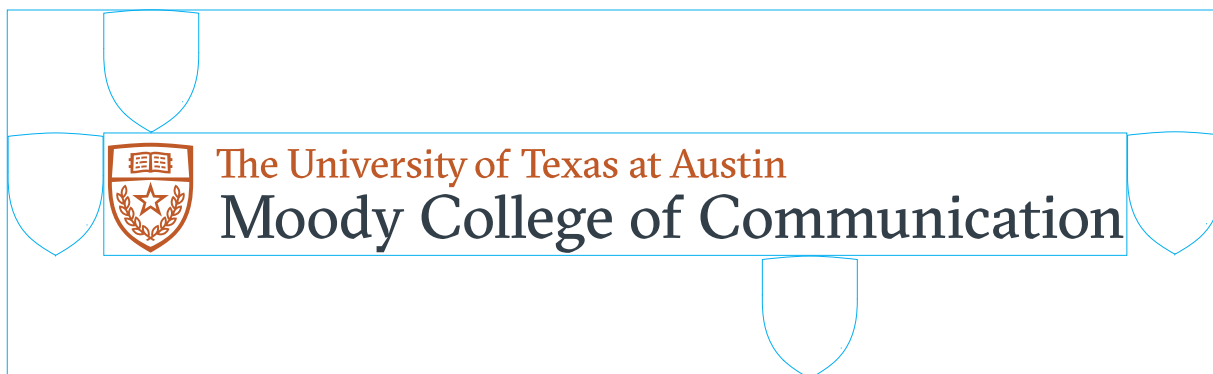
---

Formal Signature  
College



---

Clear Space  
and Minimum  
Size requirements



0.25" minimum for print  
33 px web



# Moody College of Communication 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 college's shorthand name; the formal university name; and the official college 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 college's communications director. The department or program name will need to meet specific criteria in order to be approved for the Branded Signature use.*

---

Branded College Signature



---

Clear Space  
and Minimum Size requirements



0.25" minimum for print  
33 px web



# Moody College of Communication Configurations: College Level

## Informal Branded Signature: Type A

1) The example here shows how the Informal Branded Signature Type A is represented 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 Informal Branded lockup (element 1) should be more prominent than the official name (element 2).

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 the university's creative director.*

---

Informal Branded Signature Type A  
and accompanying official lockup



---

Alternatively, a department level lockup can be used as the second element in the informal branded signature.





# Moody College of Communication Configurations: College Level

## Informal Branded Signature: Type A

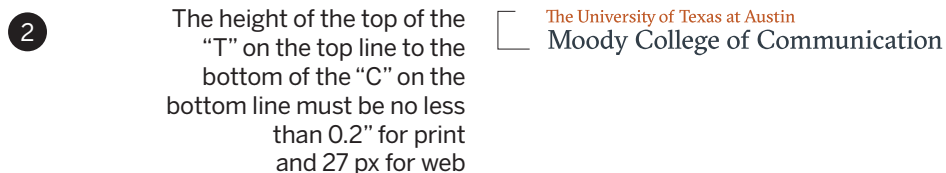
1) Shown here are clear space requirements as well as minimum size requirements and size relationship between the two elements of the Informal Branded Signature Type A.

The Informal Branded lockup (element 1) should be more prominent than the official name (element 2).

*The Informal Branded Signature may be shown without the shield only if approval is granted from the university's creative director.*

---

Clear Space  
and Minimum Size requirements



# Moody College of Communication Configurations: College Level

## Informal Branded Signature: Type B

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

---

Informal Branded Signature Type B  
and accompanying official lockup

1 **TEXAS** Moody

2  **The University of Texas at Austin**  
**Moody College of Communication**

---

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

2  **The University of Texas at Austin**  
**Communication Studies**  
*Moody College of Communication*

# Moody College of Communication Configurations: College Level

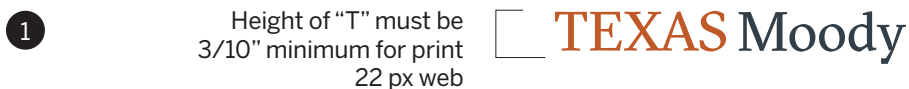
## Informal Branded Signature: Type B

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

---

Clear Space  
and Minimum Size requirements



# Moody College of Communication Configurations: College Level

## Informal Branded Signature: Examples

- 1) Shown here are examples of acceptable usages 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 Informal Branded lockup (element 1) should be more prominent than the official name (element 2).

---

Informal Branded Signature  
Acceptable uses

Informal Branded Signature: Type A, elements 1 and 2



Informal Branded Signature: Type A, elements 1 and 2



# Moody College of Communication Configurations: College Level

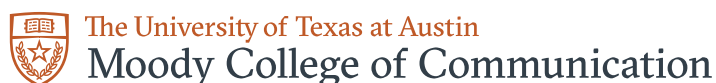
## Summary of Signature Types

The formal logo is used most often to represent the Moody College of Communication. The informal and branded logos utilizing the “TEXAS Moody” name should be used sparingly, primarily for merchandise and spirit events.

- 1) Formal Signature
- 2) Branded College Signature
- 3) Informal Branded Signature: Type A
- 4) Informal Branded Signature: Type B

---

Formal Signature  
College



---

Branded Signature  
College



---

Informal Branded Signature:  
Type A  
College

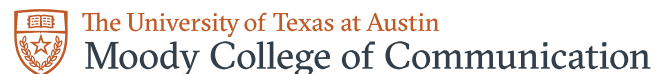


---

The University of Texas at Austin  
Moody College of Communication

---

Informal Branded Signature:  
Type B  
College



---

Moody College of Communication

VI. 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 use the academic shield with any other college/school or retired wordmarks.



Do not replace the shield 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 elements of the branded signatures. (*Social media avatars may be an exception.*)



Do not stack the elements of the branded signatures.



Do not alter the branded signature.



Branded signatures are only at the college level. There are no department level branded signatures..



---

Moody College of Communication

VII. Department, School, Center,  
Institute and Program  
Configurations



## Department and School Logos

### Formal Signature:

- 1) The example here shows how the Formal Signature is represented at the Department or School level.
- 2) The Formal Signature for Departments/Schools is made up of four parts: the shield; the formal university name; the Department or School name; and the Moody College name.
- 3) Do not manually type the Formal Signature. Always use the artwork files provided.



## Center and Institute Logos

### Formal Signature:

4) The example here shows how the Formal Signature is represented at the Center, Institute or Program level.

5) The Formal Signature for the Center, Institute or Program is made up of four parts: the shield; the formal university name; the the Center, Institute or Program name; and the Moody College name.

6) Do not manually type the Formal Signature. Always use the artwork files provided.



## Office and Program Logos

### Formal Signature:

7) The example here shows how the Formal Signature is represented at the Office or Program level.

8) The Formal Signature for Offices or Programs is made up of four parts: the shield; the formal university name; the Office or Program name; and the Moody College name.

9) Do not manually type the Formal Signature. Always use the artwork files provided.



The University of Texas at Austin  
**Business Services**  
*Moody College of Communication*



The University of Texas at Austin  
**Office of External Relations**  
*Moody College of Communication*



The University of Texas at Austin  
**Career Services**  
*Moody College of Communication*



The University of Texas at Austin  
**Student Advising**  
*Moody College of Communication*



The University of Texas at Austin  
**Communication & Leadership**  
*Moody College of Communication*



The University of Texas at Austin  
**Technology Services**  
*Moody College of Communication*



The University of Texas at Austin  
**Moody College Dean's Scholars**  
*Moody College of Communication*



The University of Texas at Austin  
**Undergraduate Education**  
*Moody College of Communication*



The University of Texas at Austin  
**Mentorship Program**  
*Moody College of Communication*

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Moody College of Communication

VIII. Stationery System

# Stationery System

## Business Cards:

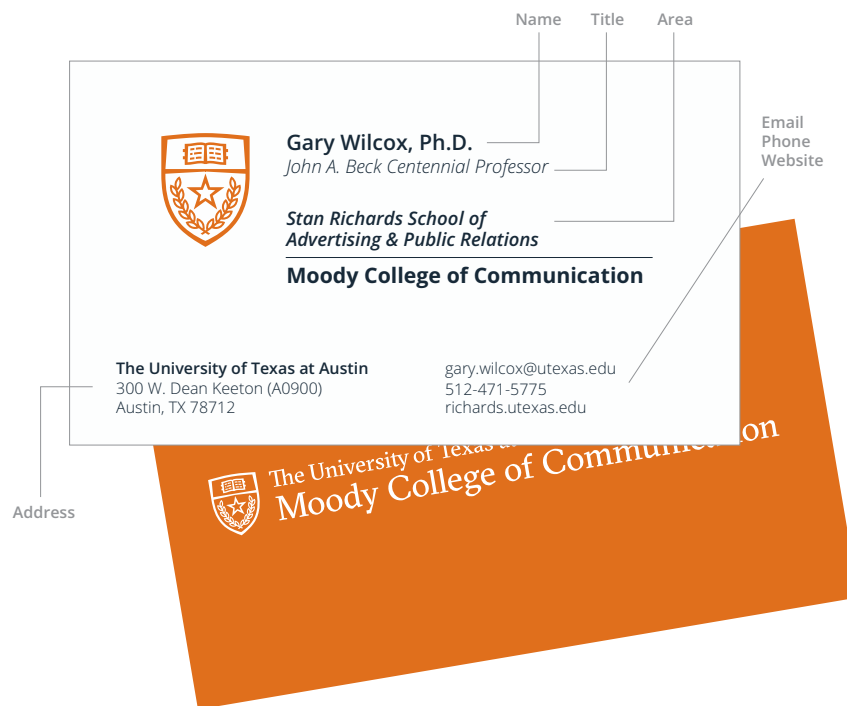
All faculty and staff members in Moody College should use this template for business cards.

Individuals can add up to three lines of titles to accommodate multiple appointments and titles.

The individual's primary appointment should appear on the line above Moody College of Communication.

These templates are the only version allowed for use.

Business cards can be ordered from Document Solutions  
<https://tinyurl.com/y9momn7m>



# Stationery System

## Letterhead:

All Moody College units should use the appropriate formal branded signature in their letterhead.

Units may indicate their office in the upper-left corner area.

This area can be personalized, but the formatting may not be changed.

Name, title and other contact info will not appear on the blank stationary, but should be added at the bottom with the other contents of the letter.

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The image displays three examples of letterhead templates, each enclosed in a rectangular border. Each template features the University of Texas at Austin logo on the left, followed by the unit name and contact information on the right.

- Office of the Dean:** 300 W. Dean Keeton, A0900, Austin, Texas 78712-1069, 512-471-5775, moody.utexas.edu
- School of Journalism:** 300 W. Dean Keeton, A1000, Austin, Texas 78712-1073, 512-471-1845, journalism.utexas.edu
- Annette Strauss Institute for Civic Life:** 2504 A Whitis Ave., R2000, Austin, TX 78712-1538, 512-471-1959, annettestrauss.org

# Email Signatures

In the digital age, an email signature is akin to letterhead and is an official representation of the Moody College of Communication.

Email signature blocks should not contain logos, images, or quotes.

### Required Elements for all:

Moody College of Communication  
The University of Texas at Austin

### Recommended Elements:

(required for Dean's office/Dean's direct reports)  
Format  
Colors

### How to create your signature

Email Signature Specification  
Type Size: 10 pt  
Typeface: Arial  
Colors: Orange (R191, G87, B0 / #bf5700) and Blue (R51, G63, B72 / #333f48)

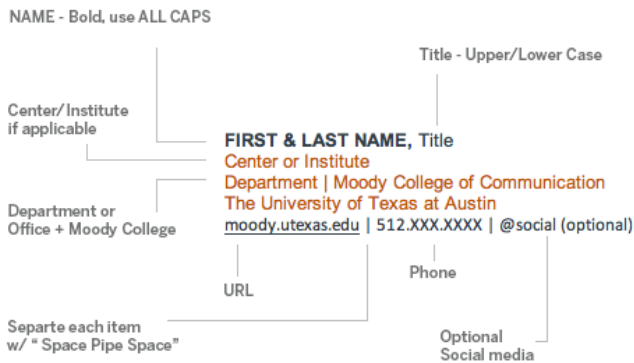
To create a signature in Outlook:

Open Outlook  
Under the Outlook menu, choose "Preferences"  
Under Preferences, choose "Signatures"  
Copy and paste the generic signature into your Outlook  
Change information to personalize for you

Detailed instructions for creating your email signature and a version you can copy and paste can be found at:  
<https://tinyurl.com/yd4a58k5>.

## Examples:

FIRST & LAST NAME, Title  
Center or Institute  
Department | Moody College of Communication  
The University of Texas at Austin  
moody.utexas.edu | Phone number | @social (optional)



Font = 10pt Arial

First Line 1 - UT Dark Blue

Middle Lines - UT Orange

Last Line - UT Dark Blue

 R - 51  
G - 63  
B - 72

 R - 191  
G - 87  
B - 0

**JAY M. BERNHARDT**, PhD, MPH | Dean  
Walter Cronkite Regents Chair | DeWitt Carter Reddick Regents Chair  
Moody College of Communication | The University of Texas at Austin  
[moody.utexas.edu](http://moody.utexas.edu) | 512.471.5646 | [@jaybernhardt](mailto:@jaybernhardt)

**COURTNEY BYRD**, Professor  
Lang Stuttering Institute  
Department of Communication Sciences & Disorders  
Moody College of Communication | The University of Texas at Austin  
[moody.utexas.edu](http://moody.utexas.edu) | XXX-XXX-XXXX | [@utstuttering](mailto:@utstuttering)

**KATHLEEN MABLEY**, Director of Marketing and Communication  
Office of the Dean | Moody College of Communication  
The University of Texas at Austin  
512-232-1417 | [moody.utexas.edu](http://moody.utexas.edu)

## Externally Hosted Websites

### Use of brand bar and inclusion of Moody College of Communication logo

Websites that are hosted outside the moody.utexas.edu domain but are financially affiliated with the Moody College of Communication will include Moody College branding on the website.

1) A brand bar that includes the shield, TEXAS and Moody elements as one image that links to moody.utexas.edu. It is preferred the brand bar be in burnt orange, but dark blue and black versions are available.

- Logo: center logo vertically, float right, padding-right:20px, link to moody.utexas.edu
- Brand bar height: 34px, background-color: UT Orange (#bf5700), UT Blue (#333f48), Black (#000000)

2) The Moody College logo in the footer. If there is no footer, see alternate option for an “about” page.  
Download html code and logo image on wiki at:  
<https://tinyurl.com/y9sk5jks>

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1



**TEXAS Moody** - For use in brand bar

2  **The University of Texas at Austin**  
**Moody College of Communication** - For use footer and/or about or contact page



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Moody College of Communication

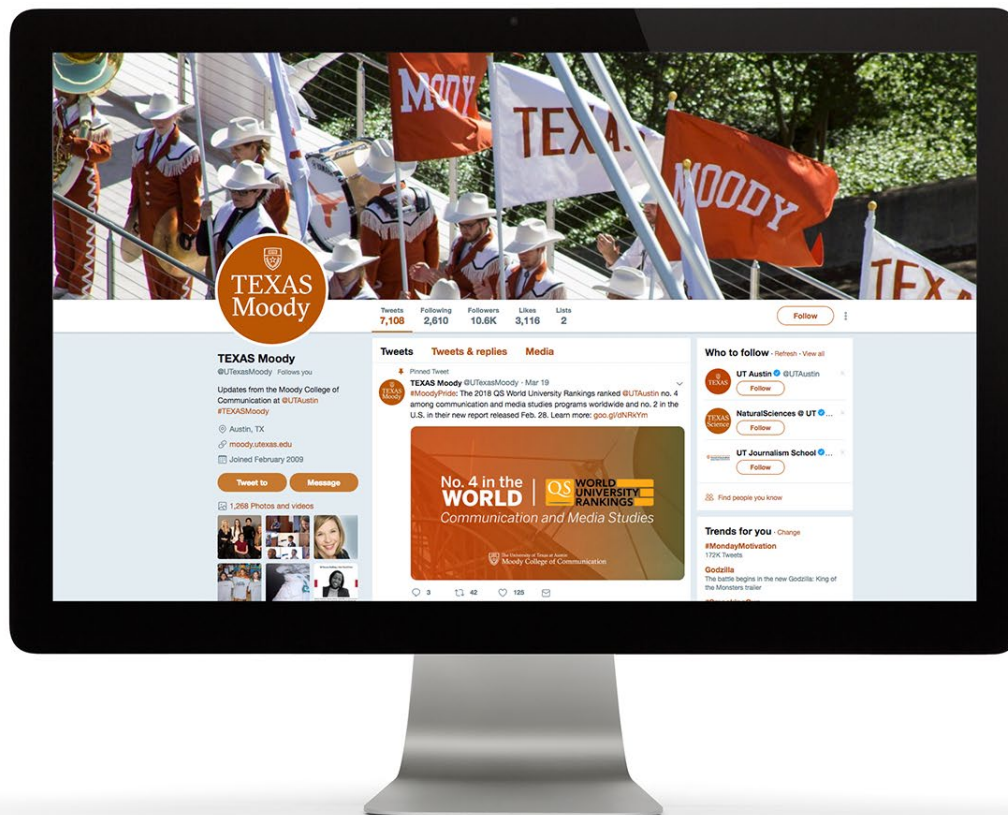
IX. Social Media

# 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](mailto:utsocial@utexas.edu).



# Social Media

## Avatars: Overview

1) A social media avatar is a personalized graphic/illustration or image that represents a user.

2) There are three types of avatars that can be used for social media outlets.

a) **Shield Avatar.** The white shield on orange background is reserved for the university's social media presence.

b) **Image Avatar.** Images may be used by the university, colleges, departments and offices. The imagery should be relevant to the entity.

c) **Lockup Avatar.** Colleges and departments may use lockups for their avatars. Colleges may use the stacked University Informal Signature, or a customized version of the branded lockup, as shown below. The orange background is reserved for the 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.

Lockup Avatars should only be used for social media.

### Shield Avatar



University option

### Image Avatar



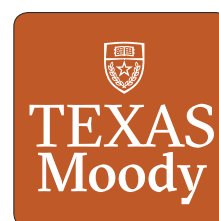
Examples only.  
Any dept. can select an image relevant to a specific area of study or theme.



### Lockup Avatar



A. Colleges may use this lockup



B. College example



C. Department example

## Social Media

### Avatars: Moody College of Communication

A college may use an image or a lockup for its avatar.

1) Image Avatar: An image that identifies the college may be used (i.e. an image of a college building on campus).

2) Lockup Avatar: A college may use the stacked University Informal Signature, 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.

If the Lockup Avatar doesn't read well at a small size, an Image Avatar may be preferred.

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#### Option 1 Image Avatar



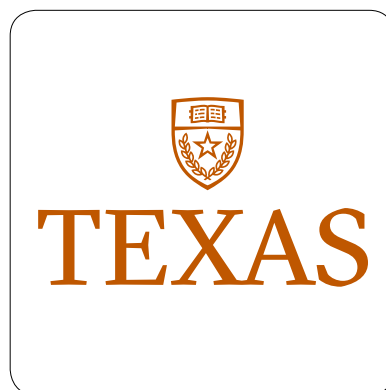
150 x 150 px



32 x 32 px

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#### Option 2 Lockup Avatar



150 x 150 px



32 x 32 px

## Social Media

### Avatars: Department/Program level

A department or program may use an image or a lockup for its avatar.

1) Image Avatar: An image that identifies the department or college may be used.

2) Lockup Avatar: A department or program may use the stacked University Informal Signature, 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.

If the Lockup Avatar doesn't read well at a small size, an Image Avatar may be preferred.

---

#### Option 1 Image Avatar



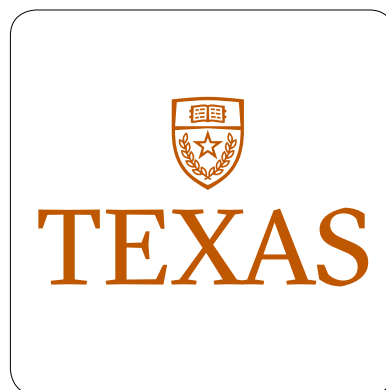
150 x 150 px



32 x 32 px

---

#### Option 2 Lockup Avatar



150 x 150 px



32 x 32 px

---

Moody College of Communication

X. Contact Information

## 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.

### REVIEW & APPROVAL PROCESS

The Dean's Office has brand oversight for the college.

Use of the Moody College name and logo must be reviewed and pre-approved prior to use in all circumstances by the assistant dean for external relations. Additionally, other items

not referenced in this document that are subject to review include:

- Merchandise
- Advertisements
- Signage
- Externally hosted websites
- Publications
- Newsletters
- Marketing collateral

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Contact **Kathleen Mabley**, director of marketing and communication, for approval for all uses of logos and branding prior to commencing design and contacting vendor for production.

Following approval, submit design proofs for approval via email prior to printing and distribution.

A licensed UT vendor must be used to procure merchandise.

Submit requests for merchandise to the Office of Brand, Trademarks and Licensing using the Internal Request Portal. <https://portal.trademarks.utexas.edu/>

Please allow 4-5 business days to review requests before a determination.

### Moody College of Communication Guidelines

Kathleen Mabley  
Director of Marketing and Communication  
512-232-1417  
kmabley@austin.utexas.edu

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### Trademarks and Licensing

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

### University Brand Guidelines

texasbrand@utexas.edu