

STUDENT BRANDING QUICK START

Congratulations, you're part of the Texas McCombs brand team. As a student, you play a role in representing the school. Along with the faculty and staff, we need to look and sound like we're all on the same team. This guide and the accompanying materials will help you do that. Visit the [brand wiki](#) to find more details on each of these areas. If you have questions, please email brand@mcombs.utexas.edu.

LOGOS

There are three expressions of the [primary](#) logo (shown below) designed for different purposes. Additionally, there are [secondary](#) versions of all three of the new logos for programs, centers, initiatives, and departments. Do not manually type the logo. Always use the artwork files that are provided in the [download](#) section. Refer to the [guidelines](#) section for additional information.

The formal logo is the preferred form to use whenever possible.



The informal logo and stacked are for digital and promotional materials. These are not allowed for print.



COLOR

The school has an official [color palette](#) that includes burnt orange and white, plus other complementary colors. These colors reinforce our brand recognition. Don't substitute other colors for variety.



TYPOGRAPHY

The [official fonts](#) are the GT Sectra and the Benton type families, which each contain different variations. For presentations, letters, and other daily uses, you may substitute Arial or Georgia.



TRADEMARKS & LICENSING

School and university names and logos are registered trademarks of the university. Faculty and staff may use the logo on print and digital materials. All promotional items must be produced by a UT-licensed vendor and proposals must be submitted on the [Trademarks and Licensing portal](#).

DOWNLOADABLE RESOURCES

School-branded templates are available for video stingers, Word letterhead, and Outlook email signatures on the [wiki resource pages](#). Also on the wiki are instructions for [updating the logo](#) on existing documents.



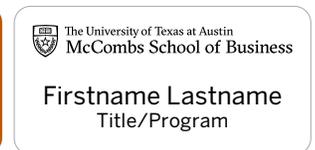
BUSINESS CARDS & STATIONERY

Texas McCombs has created [templates](#) for stationery, envelopes, and business cards. Use the Document Solutions [web portal](#) to order.



NAME TAGS

Texas McCombs [name tags](#) can be ordered in either white on an orange background, or black on a white background.



When ordering any printed materials, please follow the procedures established by your department or program office.