

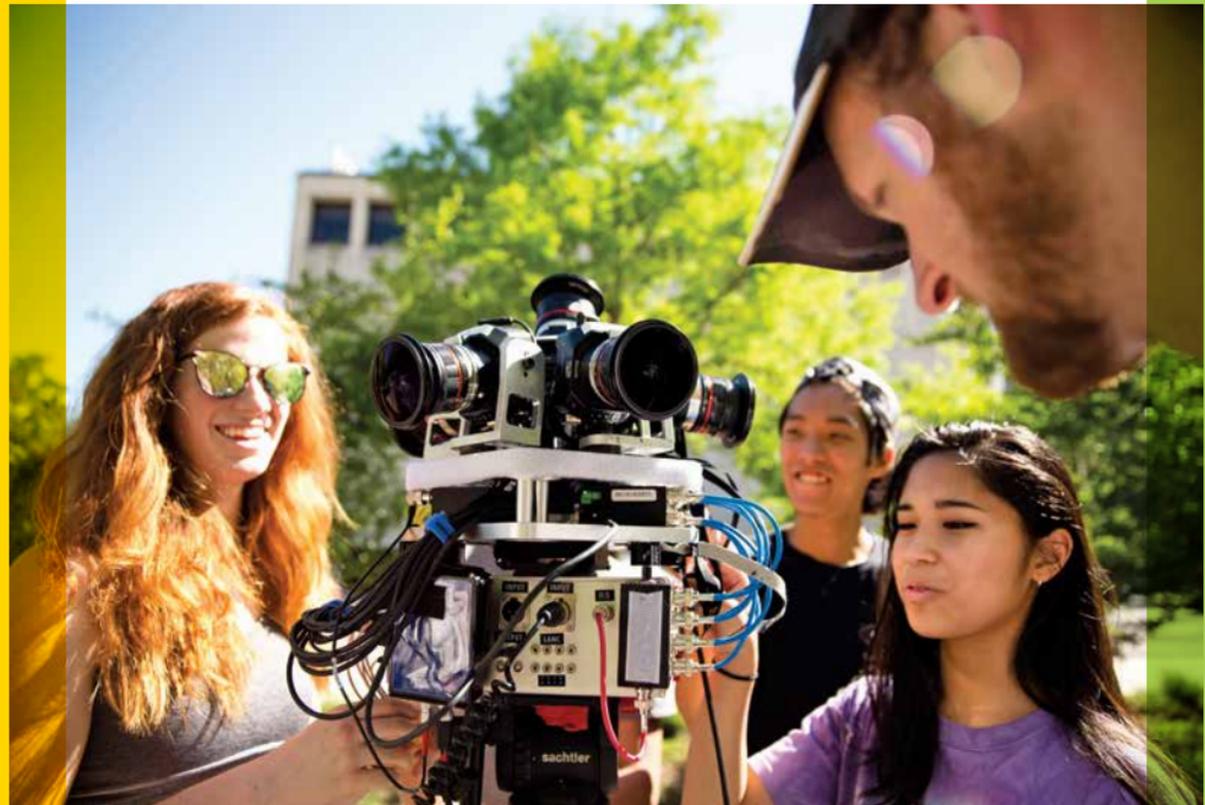


The University of Texas at Austin
Moody College of Communication

Brand Book

Messaging & Positioning

Version 1.0



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brand

A brand is a living experience. It is not a soundbite, silhouette or catchy hashtag. It is the feeling those words and images create, the ongoing narrative that people add to, grow with and share.

At its core, our brand is the *perception* of who we are, the *promise* of what we do, and the *belief* in where we aspire to be.



The University of Texas at Austin
Moody College of Communication



the value of communication

Communication is our most fundamental skill. It is humanity's root behavior, a connective fiber that weaves relationships, binds organizations and unites cultures.

Verbal and written, overt and discreet, scientific and artistic, communication connects people and places. Rapid changes in technology have transformed how we tell stories. With today's right-now culture, we stream more data, across more wavelengths, viewed on more screens than at any other time in history.

And in all that channel-changing, what are people actually trying to find? What do we need? A voice that rings true. A story that touches a soul. An idea that sparks a movement.

And for those who are called to lift their voices and change the world, their journeys start at the Moody College of Communication at The University of Texas at Austin.



converging worlds.
Creating Futures.

 The University of Texas at Austin
Moody College of Communication



history

This college is the creation of thought and study born out of need. Before the turn of the 20th century, The University of Texas at Austin made the commitment to examine and practice civilization's most fundamental skill.

It started as a vision — a core belief that communication is the base of democracy, the driver of commerce, the stimulus between society and culture. And then came a radio station, a TV signal and eventually a speech and hearing clinic.

At every turn, every shift in media, the Moody College of Communication has loomed large as a pioneer, as a producer of confident, prepared thinkers and leaders who dare toward a new normal, the better answer and boldest solution.



converging worlds. creating futures.

The Moody College of Communication believes in people, their individual talent, and collective power to change the world.

The power of Moody is in its collective community of doers. Together, we push forward. Together, we ignore the boundaries of what is possible.

We know that communicating is all about taking a chance. Every sentence is a dare — a declaration of what is and what could be. And at the Moody College of Communication, we say it's whatever you can dream into being.

Our ideas converge into a communications epicenter, and we empower each other to think big and do bigger. We prioritize the pursuit of bold visions and brilliant solutions that influence how the world connects today and

tomorrow. Intentional in our focus to examine and study communication as the vital force it is, we take a hands-on approach to cultivate the reality we envision and equip ourselves with skills that universally apply in today's culture.

Because in a world where the only constant is change, the fundamentals never go out of style. Human dialogue has never been more necessary.

And the Moody College of Communication believes in people, their individual talent and collective power to change the world.

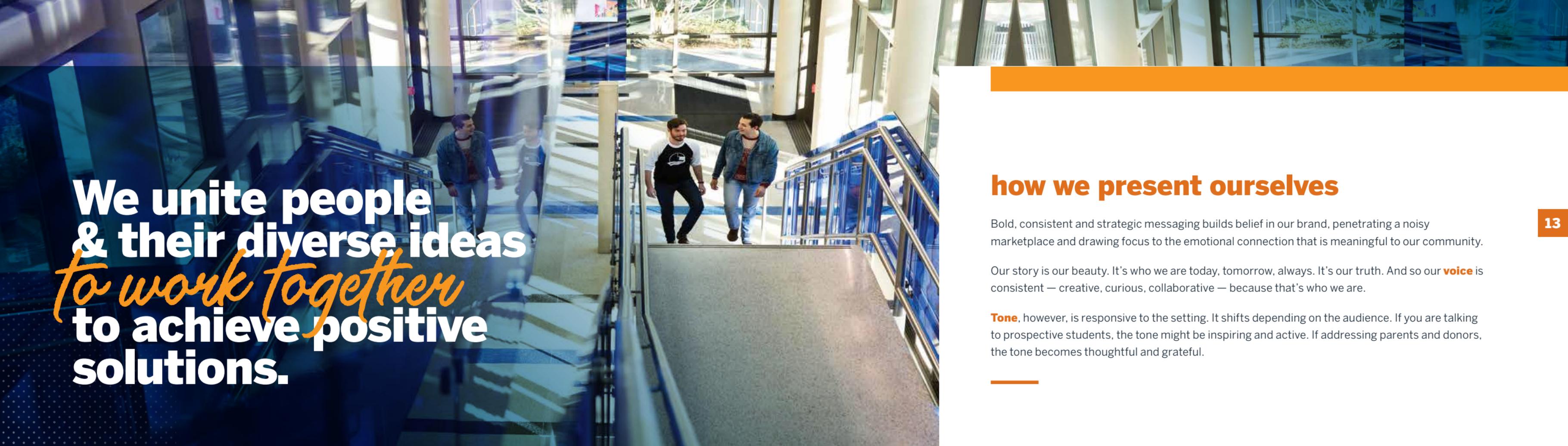


austin

Here in Austin, Texas — distinct because of its vibrancy and diversity — Moody College lives at the cultural intersection of technology, government, media, arts and entertainment.

The university's growth is forever intertwined with the growth and culture of Austin, and so we believe that students also grow in that likeness. At their fingertips is a laboratory for learning with a laid-back flair.

Built around the State Capitol building, and now spreading into the Texas Hill Country and its shimmering rivers and lakes, Austin is a community that injects people with energy, a life force that inspires thought and activity. From its beginnings as a seat of government to its inspiration for technology start-ups and creative artists alike, the city propels ideas forward and then provides reprieve and repose with breakfast tacos and dips in Barton Springs.



**We unite people
& their diverse ideas
to work together
to achieve positive
solutions.**

how we present ourselves

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.

Our story is our beauty. It's who we are today, tomorrow, always. It's our truth. And so our **voice** is consistent — creative, curious, collaborative — because that's who we are.

Tone, however, is responsive to the setting. It shifts depending on the audience. If you are talking to prospective students, the tone might be inspiring and active. If addressing parents and donors, the tone becomes thoughtful and grateful.



audience & messaging

Moody's archetypal **prospective students** are big-picture thinkers who march to the beat of their own drum. They value their experience in school and enjoy learning. They're open-minded, curious and creative. They're outgoing, helpful and inclusive. They're driven by possibility.

If you want to lift your voice and change the world, your journey starts at Moody.

When **students** attend Moody, they get the real-world experience they need to feel confident. They create portfolios that prepare them to find their dream jobs. They work on exciting projects that pique their curiosity. They appreciate having professors who are top academic experts and experienced in their respective fields, but above all, students thrive in classrooms because our faculty members invest personally in their growth and development.

Committed to their education and connected to their environment, students give life to Moody's culture of creative cooperation. We intentionally focus on examining and studying communication as the vital force it is, and our students carry it off the page, beyond the screen and outside the confines of brick and mortar.





audience & messaging

Moody prioritizes its students by attracting and retaining award-winning, top-of-their-game **faculty**. We take teaching and instruction seriously and emphasize faculty members who invest in their students and push them toward growth because they demand the same of themselves. Through innovative research and real-world practice, our teachers are truly lifelong learners.

Our classrooms are led by doers — thought leaders who speak up, reach out and rise above the static. They inspire, lead and provoke action.

When **alumni** talk about Moody, they feel proud. Because they have experienced the transformative power of classroom collaboration, and then translated theory and craft in the industry, they are ambassadors for life. They understand Moody's lasting impact, because they lived and breathed it, and have been forever changed because of it.

Moody is for the connectors. We believe in people, their individual talent and collective power to change the world.

audience & messaging

The **UT community** of influencers, here on the Forty Acres, all across Texas and the around the world, takes pride in our flagship institution, and we maintain a responsibility to be forward-thinking in our approach, so we can always have the answer when we are asked, "What's next?"

We educate leaders and inspire innovators. More than 90 percent of our graduates are employed within six months of graduation. Their return on investment is significant, and we believe in our ability to produce able and willing minds for the workforce.



A futuristic, mirrored interior with a person in a yellow hoodie walking on a platform. The scene is highly symmetrical, with a central vertical axis. The architecture features blue and grey tones, with a grid-like ceiling and walls. The person is walking away from the viewer on a raised walkway. The overall atmosphere is clean, modern, and high-tech.

**Pursue bold visions
& brilliant solutions
to influence how
the world connects
today & tomorrow.**



make it
playful. fresh. inviting.



color

Color is critical for the Moody College brand. Using color in a consistent way reinforces our brand and fosters trust and recognition.

Moody College uses the same brand colors as The University of Texas at Austin, where burnt orange, charcoal and white remain at the forefront as the **primary** color palette. The distinctive burnt orange plays a major role in establishing our identity and should be implemented consistently in all print and digital applications as the dominant color.

The **secondary** color palette, when combined with burnt orange and white, provides versatility and variety in order to set Moody College apart from other colleges, schools and units.

For official color swatches (Pantone®, CMYK, RGB, and hex values), visit brand.utexas.edu.

color usage

Combine burnt orange with secondary colors in order to create an energetic, fresh and inviting layout. Using color creatively will assist in capturing Moody College's brand personality.

Burnt orange can be combined with **analogous** colors such as the secondary orange and yellow or with **complementary** colors such as blues and greens. Apply these color combinations through the use of color overlays (e.g. apply "multiply" or "soft light" effects with an adjusted opacity) over images and on other graphic elements such as headlines and line treatments.

Avoid using secondary colors more prominently than burnt orange to prevent creating an environment where our brand is unrecognizable.



Analogous



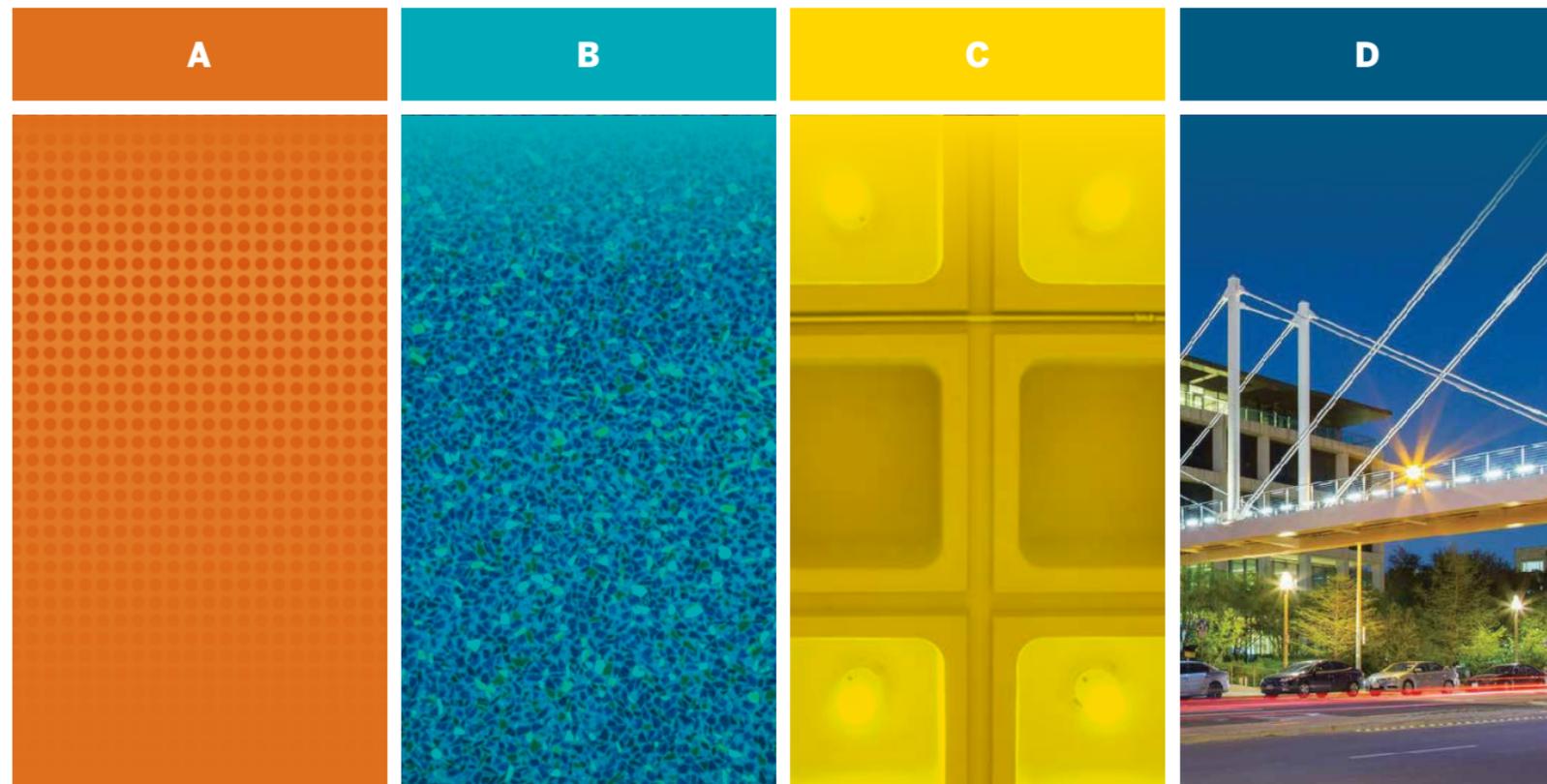
Complementary



PMS 2011 + Multiply 50%



PMS 7469 + Screen 65%



Textures and patterns can be used in full color or under a color overlay. A feather gradient can also be applied so that the pattern fades away.

textures & patterns

One of our biggest assets is that we are not just an institution but a place. Using textures and patterns inspired by our university campus and Moody College (e.g. buildings, bridge, walls, floors) helps convey our brand personality and evoke a “sense of place.”

- A.** These clean, modern dot patterns, consistent with the university-wide brand “look and feel,” help anchor Moody College’s brand to the university’s brand.
- B.** Detailed textures with a bit of “grit” can be paired with complementary brand colors to

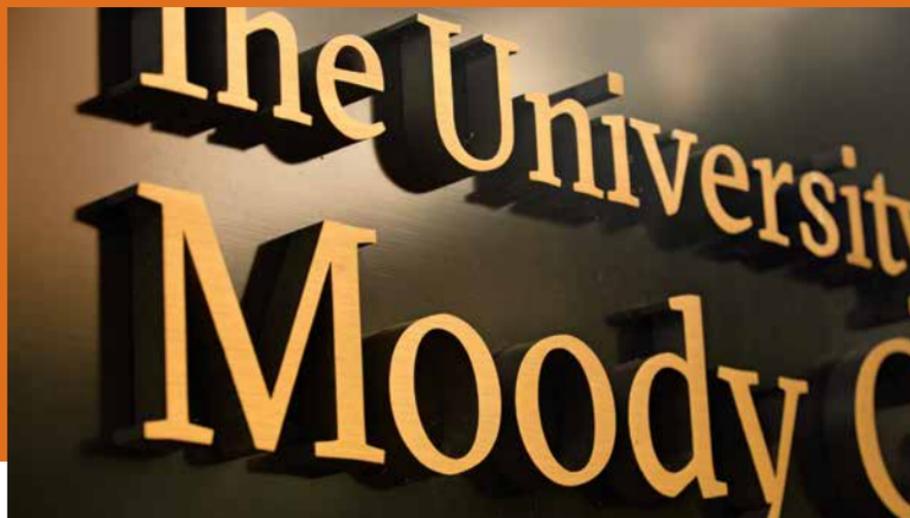
create a subtle background graphic. Maintain authenticity by photographing these textures from Moody College buildings and other places beloved by Moody College students.

- C.** Bold architectural details with sleek lines and smooth curves enhance design in a different way than the grittier textures. Use this style to make a louder statement.
- D.** Lines inspired by Moody College landmarks (e.g. Moody Bridge) are authentic graphics that can be turned into repeating patterns for print and web communications.

typefaces

Moody College uses the same primary typefaces as The University of Texas at Austin — **BentonSans** (sans serif) and **GT Sectra** (serif) for print, plus **Libre Franklin** (sans serif) and **Charis 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 **BentonSans** (sans serif) as the primary typeface with **Saltery Rough** (script) as a secondary typeface used sparingly for emphasis.



BENTONSANS BOLD 9.5/13.5
RIGHT-ALIGNED, BURNT ORANGE

BENTONSANS BLACK 20/19.5
ALL-LOWERCASE STYLE
BURNT ORANGE

BENTONSANS BOOK 8/12.5
BLACK OR CHARCOAL
+ BENTONSANS BLACK 8/12.5
BURNT ORANGE FOR EMPHASIS

typography

For pull quotes, use a larger text size in a heavier weight such as BentonSans Bold. Keep text excerpts concise and interesting.

We treat headlines with **BentonSans Black** in a bright brand color such as burnt orange. An option for headlines is to use an all-lowercase style such as the example above. This headline style communicates an approachability to the Moody College brand.

For body copy, we recommend using **BentonSans Book** (on light-colored backgrounds) and **BentonSans Regular** when the text is knocked out in white (on dark-colored backgrounds).

When a phrase or word needs to be called out or emphasized, use **BentonSans Black** in a complementary text color such as burnt orange. This text style can also be used for section titles.

For more specific typography guidelines and licensing info, visit brand.utexas.edu.

photography

All images representing Moody College in print and digital communications should be **modern, energetic, bright and authentic**. Images should use distinctive Moody College locations as backdrops such as the Moody Bridge or actual locations in Austin frequented by Moody College students, faculty, staff and alumni. Textures are encouraged and should be from a Moody College building or other authentic environments.

For examples and approved images, visit tiny.cc/moodycollegeimages.



brand examples



This is a burnt orange example utilizing energetic, captured photography and inspiring messaging.

The photograph is mirrored over burnt orange on both left and right sides ("soft light" at 50% opacity). A small dot pattern frames two opposing corners to create additional depth within the design.



This is an option with a white background which is less design intensive than the previous example.

Be sure to utilize an invisible grid to ensure geometric symmetry. Messaging, image placement and color use are key to interjecting style.

brand examples



Lorem Ipsum Dolor Sed Amet Elit Consectetur.
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed labore et dolore magna aliqua.

Sed Do Eiusmod Ut Tempor Enim Incidunt.
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Converging Worlds. Creating Futures.

This example is a great way to highlight key facts or figures. Isolate each piece of information within a white box and be sure to keep the layout based on a rigid, invisible grid.

In this instance, style should be applied to the background — the perfect place to utilize textures, patterns and color fields.



This example will have very limited use and should be reserved for bold, attention-grabbing moments like postcards, birthday cards, etc. Find a strong image and mirror it repeatedly to create a similar effect.

Since it employs a strong use of the secondary color palette, it should only be used for communicating to internal audiences.

additional resources

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 at kmabley@austin.utexas.edu.

Submit design proofs for approval via email prior to printing and distribution.

For guidance regarding logo usage, letterhead, business cards, websites, PowerPoint templates and editorial style, please reference the Moody College Brand Standards document on the Marketing and Communications Wiki at tiny.cc/moodycollegebrand. For additional brand guidelines, visit brand.utexas.edu.



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