TexasLaw

Visual Guidelines

This document is a guide to the Texas Law visual brand style.

It explains what our brand stands for, how it's expressed and how the creative elements fit together in all our communications.

The following visual guidelines of type, form and color all contribute to stronger brand recognition for Texas Law.

OVERVIEW TO IDENTITY STANDARDS MANAGEMENT

What are identity standards?
Identity standards is a process that uses a common, universal discipline for managing The University of Texas School of Law visual identity throughout Texas Law.

Why do we need identity standards?
Use of this guide will help The University of Texas School of Law communicate how important brand positioning is to success. Identity standards allow the law school to:

- Firmly establish the Texas Law identity and increase overall brand awareness
- Help unify our large and multifaceted organization
- Create more powerful communications that will help gain new students, donors and faculty

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

At a minimum, four components must be included in our communication materials to adhere to our identity standards:
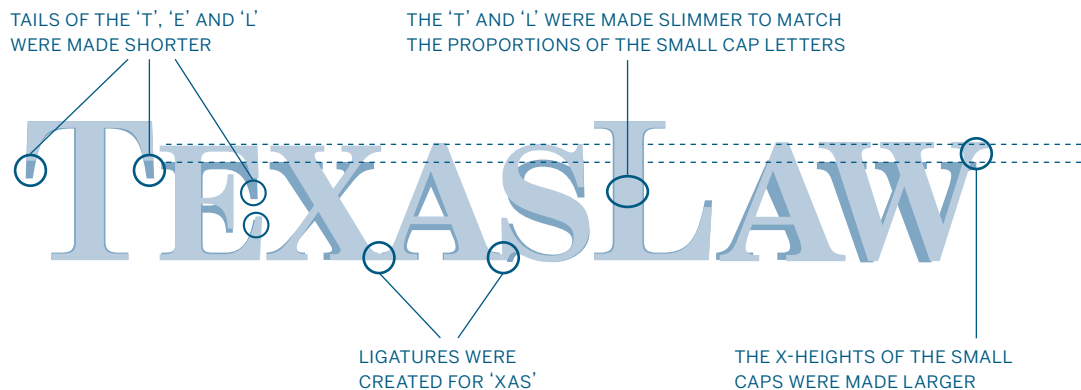
1. The 'Texas Law' logo;
2. A horizontal or stacked wordmark for The University of Texas at Austin;
3. Primary and secondary fonts; and
4. Primary and secondary colors along with accent colors.

This is the new marketing logo for The University of Texas School of Law. The Texas Law logo is the primary means by which we are recognized and should appear on most law school communications. The logo has been specially drawn and spaced and must never be redrawn or changed.

TEXAS LAW

Texas Law was created using Benton Modern as a starting point, then customizing individual letter forms and letter spacing to create a unique logo.

TAILS OF THE 'T', 'E' AND 'L' WERE MADE SHORTER

THE 'T' AND 'L' WERE MADE SLIMMER TO MATCH THE PROPORTIONS OF THE SMALL CAP LETTERS

LIGATURES WERE CREATED FOR 'XAS'

THE X-HEIGHTS OF THE SMALL CAPS WERE MADE LARGER

PRIMARY TEXAS LAW LOGO – HORIZONTAL (PREFERRED)

The primary logo for Texas Law appears on majority of marketing materials for The University of Texas School of Law. Recommended uses for occasions when the official University of Texas at Austin wordmark will appear in another location on the marketing materials (i.e. the back of a brochure, another position in an ad, within language of the text).

TEXASLAW

TEXAS LAW LOGO – HORIZONTAL WITH UT WORDMARK (PREFERRED)

Recommended uses are for occasions when the official University of Texas at Austin wordmark *cannot* appear in another location on the marketing materials.

THE UNIVERSITY OF TEXAS AT AUSTIN
TEXASLAW

TEXAS LAW LOGO – HORIZONTAL WITH UT SCHOOL OF LAW WORDMARK

Recommended uses are for internal campus communications when the official University of Texas at Austin wordmark is seen as unnecessary for the audience who are already familiar with the connection to UT Austin. The preferred lock-up is for the school of law wordmark to appear below, but it is also acceptable to be placed above the Texas Law logo, particularly with sub-brands.

TEXASLAW
THE UNIVERSITY OF TEXAS SCHOOL OF LAW

TEXAS LAW LOGO – STACKED
Recommended uses are for occasions when the horizontal wordmark may not fit. A few examples are social media icons, online ads, vertical posters or print ads. If necessary, it can be combined with the horizontal UT wordmark, keeping in mind the minimum width recommendations for the UT wordmark of 1.75".

TEXAS LAW

THE UNIVERSITY OF TEXAS AT AUSTIN
TEXAS LAW

This stacked version is recommended to be used in times when a single color is needed.

TEXAS LAW

Black, white and gray are the only alternate colors of the Texas Law logo that can be used when PMS 159 and PMS 412 (or CMYK match) cannot be used.

The word "Texas" should appear in 100% black and the word "Law" should be screened to 75% of black to create a hierarchy of the words and emphasize Texas as the UT brand.

TEXASLAW

100% BLACK | 75% BLACK

All three configurations of the Texas Law logo can be reversed out when the background is a color, pattern or image. In most cases, the word "Texas" should appear in 100% white and the word "Law" should be screened to 22% of black to create a hierarchy of the words and emphasize Texas as the UT brand.

TEXASLAW

TEXASLAW

TEXAS LAW LOGO CLEAR SPACE

In order to maintain the integrity and establish the strength of the Texas Law logo, a clear space must be kept around the entire logo. Do not crowd the logo with other text or graphics. No other elements, such as type or graphics, should appear in the area indicated by the dotted lines below.

The clear space for all configurations of the Texas Law logo equals the height of the "T" in the word *Texas*.

Do not alter the logo in any way.

TEXASLAW

Do not change the proportion of the logo.

TEXASLAW

Do not change the colors of the logo.

TEXASLAW

Do not change the typeface.

TEXASLAW

Do not apply effects such as beveled edges.

TEXASLAW

Do not screen burnt orange.

MINIMUM SIZE USAGE OF THE TEXAS LAW LOGO
To ensure adequate legibility, do not reproduce the Texas Law logo smaller than the samples below.

TEXASLAW

1"

THE UNIVERSITY OF TEXAS AT AUSTIN
TEXASLAW

1.75"

*THE UT WORDMARK REQUIRES
A MINIMUM WIDTH OF 1.75"*

THE UNIVERSITY OF TEXAS SCHOOL OF LAW
TEXASLAW

2"

*THE UT SCHOOL OF LAW
WORDMARK REQUIRES
A MINIMUM WIDTH OF 2"*

TEXAS
LAW

0.75"

*SMALLER IS ACCEPTABLE
WITH THIS STACKED VERSION
IF NEEDED FOR SOCIAL MEDIA*

Many offices within the school of law need to be connected to the Texas Law brand. A sub-brand can be added to the Texas Law logo typeset in Benton Modern Regular and centered below the Texas Law brand at a distance equal to the cap-height of the sub-brand text and measuring from the baseline of the Texas Law wordmark to the x-height of the sub-brand text.

TEXAS LAW
Alumni Association

Alumni Association

DISTANCE FROM
WORDMARK

5"

TEXAS LAW
Career Services Office

1.75"

THE UNIVERSITY OF TEXAS AT AUSTIN
TEXAS LAW
Alumni Relations & Development

THE UNIVERSITY OF TEXAS AT AUSTIN
TEXAS LAW
Human Resources

TEXASLAW
Office of Accounting

TEXASLAW
Financial Aid Office

TEXASLAW
Admissions

TEXASLAW
Human Resources

TEXASLAW
Alumni Relations & Development

TEXASLAW
Technology Services

TEXASLAW
Alumni Association

TEXASLAW
Student Affairs Office

TEXASLAW
Career Services Office

TEXASLAW
Tarlton Law Library

TEXASLAW
Continuing Legal Education

Merchandise/products, even if intended to be given away, must bear a trademarked version of the Texas Law logo per University of Texas System trademark policy. Visit https:trademarks.utexas.edu for more information.

TEXASLAW ™

THE "TM" SHOULD BE ALIGNED TO THE BOTTOM & LOWER RIGHT OF "TexasLaw" ON LOGOS WITH AND WITHOUT A SUB-BRAND

TEXASLAW ™
Admissions

Example merchandise or products that require a trademarked logo:

THE UNIVERSITY OF TEXAS AT AUSTIN
TEXASLAW ™

TEXASLAW ™

TEXASLAW

TEXAS LAW COLOR PALETTE

Texas Law will follow many of The University of Texas at Austin's guidelines on colors. You can use all of these colors plus black and white. Always match to the coated CMYK reference. Tints can be used to expand the palette in design layouts, for example, backgrounds, charts and diagrams.

Colors shown here are approximate and not intended for matching. Please refer to standard Pantone color chips for accurate color matching.

PANTONE 130
0C 30M 100Y 5K
R242 G169 B0
#F2A900

PANTONE 412 @50%
26C 29M 22Y 45K
R108 G99 B101
#6C6365

PANTONE 5545
62C 19M 45Y 50K
R67 G105 B91
#43695B

PANTONE 159
0C 65M 100Y 9K
R191 G87 B0
#BF5700

PANTONE 540
100C 57M 12Y 66K
R0 G48 B87
#003057

PANTONE 7469
100C 31M 8Y 42K
R0 G95 B134
#005F86

Texas Law will follow The University of Texas at Austin's typographic identity, which 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 university and Texas Law.

Benton Sans is a display font used for headlines. Several weight options are available. The display font may also be used for body copy in cases where there is not a lot of content.

Charter is a serif font used for body copy. Three weights are available. Charter can be set at a lower point size and maintain good legibility. It is not recommended that Charter be set at more than 10 points for most publications, but it is not a rule.

When setting text, the recommended point size is 9 pt. on 14 pts. of leading. This may be increased or decreased as space dictates.

Do not electronically expand or condense typefaces.

If you need help obtaining this font, contact Donna Coffelt at dcoffelt@austin.utexas.edu in the University Marketing & Creative Services Department. You will need to provide the following information.
- *College/school/unit name*
- *Director or manager's name*
- *Contact information for the graphic designer (address, phone, and email)*

Benton Sans Light
Benton Sans Light Italic
Benton Sans Book
Benton Sans Book Italic
Benton Sans Regular
Benton Sans Regular Italic
Benton Sans Medium
Benton Sans Medium Italic
Benton Sans Bold
Benton Sans Bold Italic
Benton Sans Black
Benton Sans Black Italic

Charter ITC Italic
Charter ITC Bold
Charter ITC Italic
Charter ITC Black
Charter ITC Black Italic

TEXAS LAW ALTERNATIVE FONTS

Texas Law follows The University of Texas at Austin's typographic identity for cases and applications where Benton Sans and Charter are not available. Approved alternative typefaces for Benton Sans are Arial and Open Sans. Approved alternative typefaces for Charter are Times, Charis and Merriweather.

Arial
Open Sans

Times
Charis
Merriweather