THE UNIVERSITY OF TEXAS AT SAN ANTONIO

COS BRANDING STYLE GUIDE

INTRODUCTION

About the COS Brand and Style Guide

Branding is a communication tool that is utilized in different forms both online and in printed publications. The COS brand is useful for faculty, staff, and students to understand what the college represents in relation to The University of Texas at San Antonio. We collaborate with the university's communication team to ensure we follow branding and marketing guidelines and provide updates to the college's departments, deans, and offices.

When creating a graphic for your flyer, brochure, presentation, form, or website, it's best to follow the rules provided in this branding kit. If you're unsure of where to start, feel free to use one of our flyer templates to start designing your flyer. These flyer templates will be updated on rotation to make sure we continue following UTSA's guidelines and to provide fresh ideas for faculty and staff. It is always a good idea to make visual stories user-friendly and easy-to-read. Avoid overloading a template with too many words or imagery and choose a color palette that follows UTSA's colors of orange, blue, black, and white.

Our Logo

BRAND LOGO

Explaining the Design

The College of Sciences follows the branding and marketing guidelines provided by The University of Texas at San Antonio's communications and marketing team and as listed on the **Marcom website**.

Please make sure you are following UTSA's guidelines for images, logo, font, color, and university name when designing your brochures, flyers, forms, pamphlets, presentations, or webpages for online and/or print form. If you need assistance or have questions about using the brand logo, please email ryan.schoensee@utsa.edu.

PROPER USE

It is important to follow the guidelines provided by the university's communications team on branding and marketing in order to convey a cohesive image and story.

Some common mistakes when designing your marketing tools for COS events include using the wrong logo, using low-resolution imagery, using the wrong university colors, and/or using wrong font styles. To help you avoid these mistakes, we have provided the right tools in this document.

We have also created several flyer and social media templates that can be edited by users to fit the information needed for their events. We recommend using Adobe Spark for free design templates.

Visit the university's **communications and marketing site** for more information on guidelines and UTSA's brand identity.

UTSA Color Palette

The Proper PMS For Print and Hex Codes and Online Use

Blue and orange are the official colors of the university. Our colors are a distinguishing feature of our identity. When creating flyers, social media posts, templates, online forms, etc. please make sure you are using the proper code. **PMS** is used for **print** and **HEX** is used for **online**.

HEX: #f15a22

PMS: 1665

HEX: #0c2340

PMS: 289

Printing Colors

Colors can be printed either with PMS colors or through a 4-color (CMYK) process. Most often, you will be sending files to a vendor with CMYK values. Please use the corresponding CMYK values as opposed to having the vendor (or design software) auto convert your PMS into CMYK. Auto converting or relying on vendors may result in the wrong CMYK formulas. Please note, there is no need to convert CMYK, RGB, or HEX for uncoated printing. You only need to worry about uncoated if you are printing with PMS colors.

On Screen Colors

When creating files to be placed on a website or social media, files should be in RGB. You can also use the HEX colors for HTML elements.

UTSA Fonts

The Proper Typeface for Print and Online

The university's typographic identity is visible across many applications, including print, electronic and web. Type selections have been made that best represent the brand of the university. Additional type suggestions are included to help the campus community achieve coordinated and consistent materials.

Helvetica
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+

Primary Typeface

For publications and materials created for external use, the primary typefaces are the following:
Helvetica Neue LT Std family (condensed and regular width versions in thin, light, roman, medium, bold, heavy, black weights)

Internal Typeface

For internal publications and when the primary typeface choices are unavailable, it is acceptable to use the following:
Helvetica, for sans-serif
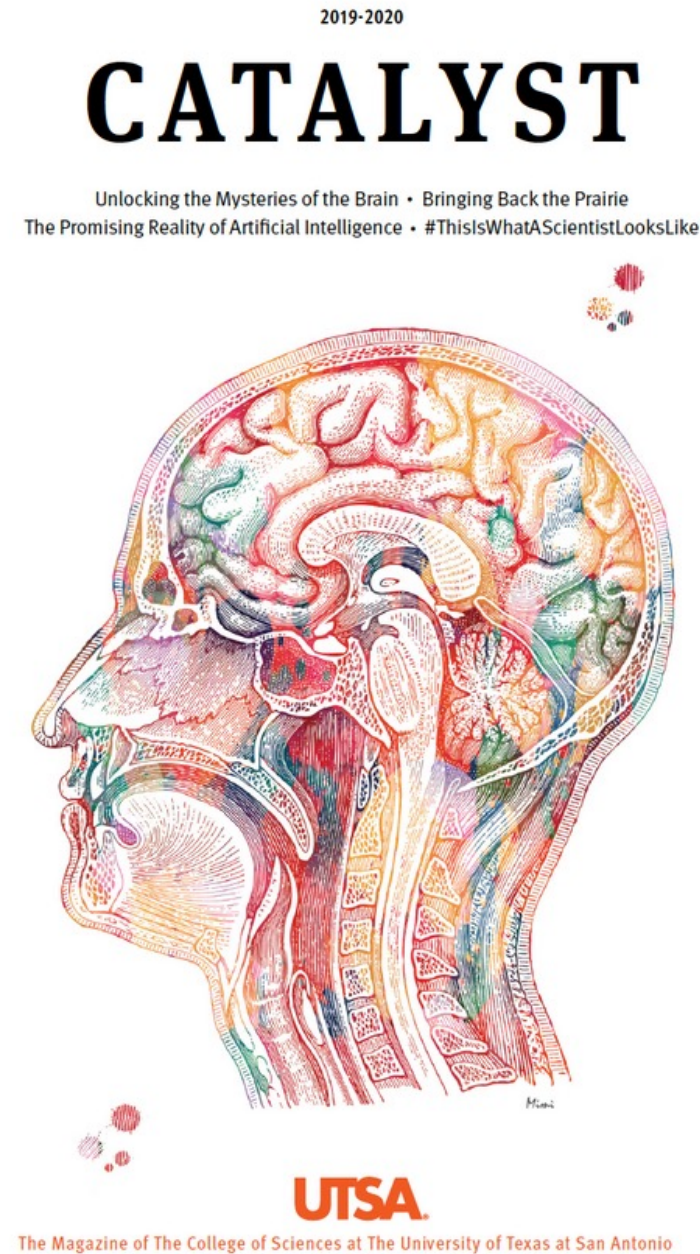Times New Roman, for serif

Web Typeface

For web copy, use the following:
Arial

NOTE:
UTSA allows creative flexibility in the selection of body text/body copy fonts for publications. Type selections should be easy to read and complement the UTSA font.

Examples of COS Branding

Flyer Templates

Email ryan.schoensee@utsa.edu for template access on Adobe Spark.
Custom templates available upon request.
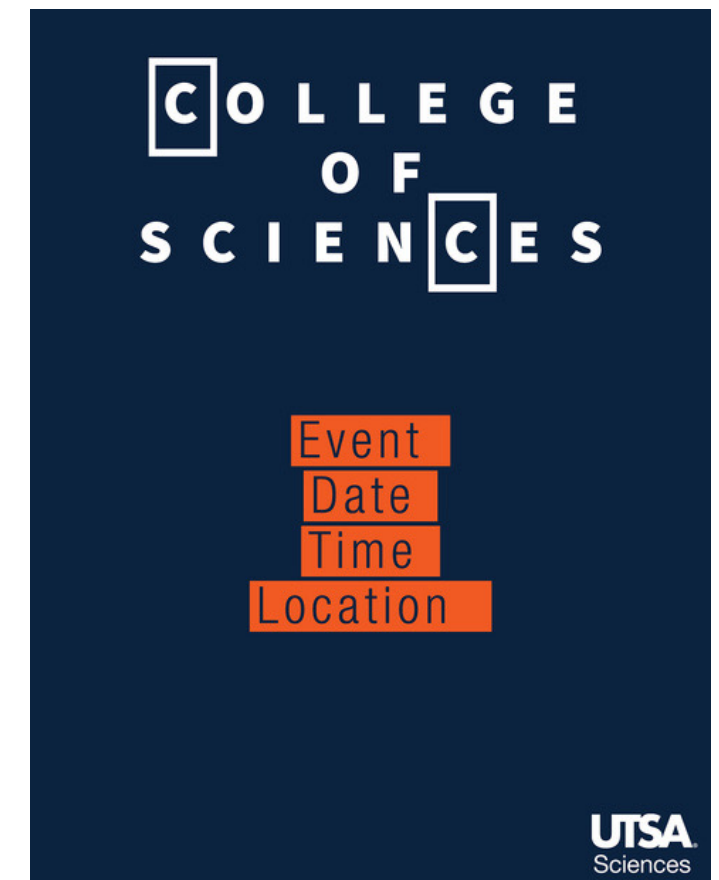
Social Media Templates

Email ryan.schoensee@utsa.edu for template access on Adobe Spark.
Custom templates available upon request.

Event Title

Date:

Time:

Location:

UTSA Sciences

Event Title

Date:
Time:
Location:

UTSA Sciences

Event Title

Date:

Time:

Location:
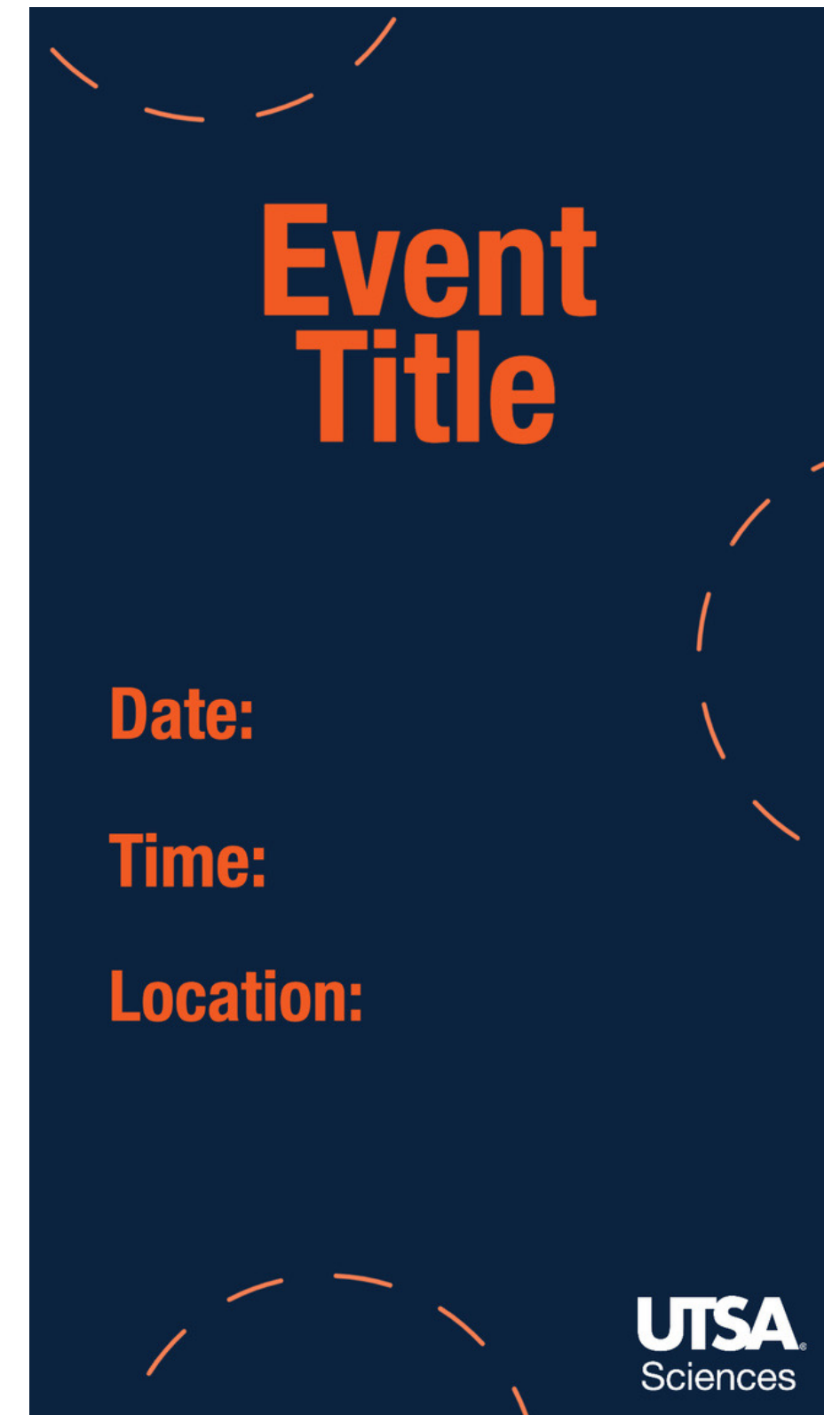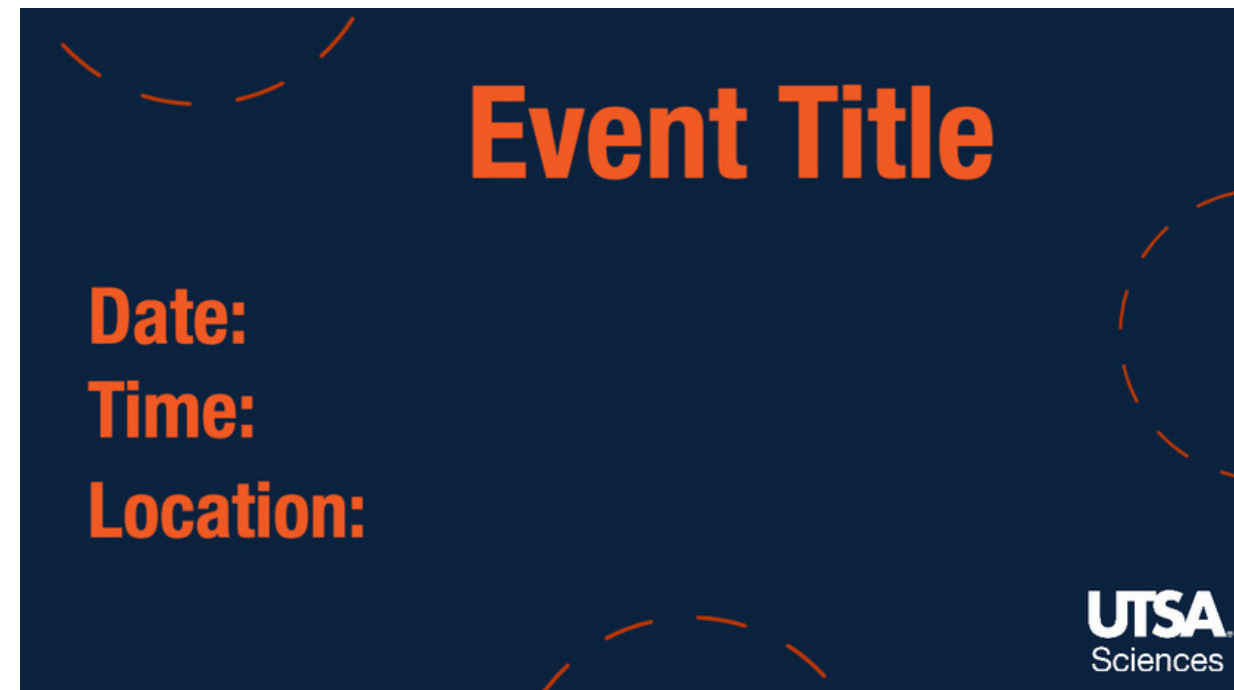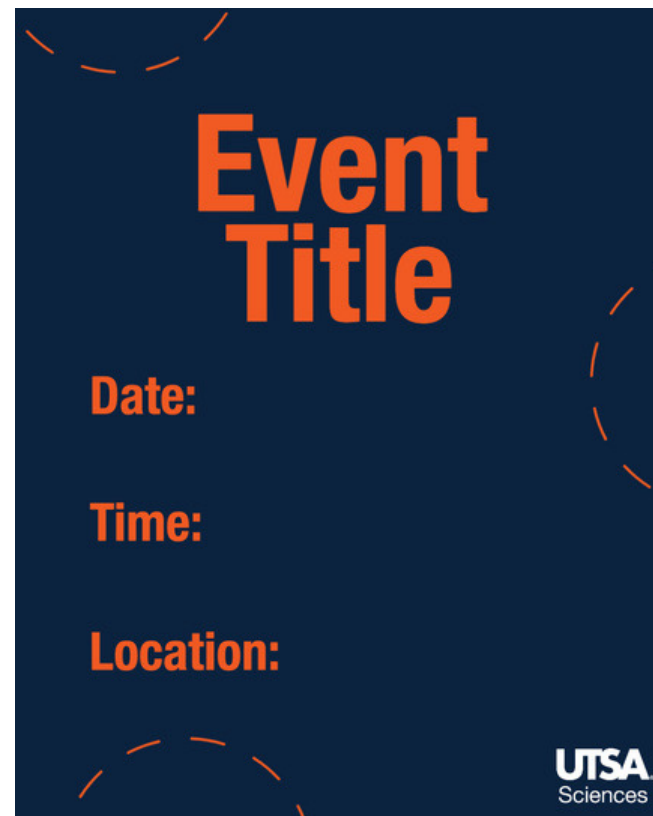
UTSA Sciences

Social Media Hashtags

Use hashtags on social media to increase your reach and connect with the right audience.

General
#UTSA
#BirdsUp
#UTSAAlumni
#Rowdy

College of Sciences
#UTSASciences

Note: Consider creating a hashtag for your department if you do not already have one. For example, the Biology department uses #UTSABiology.

STEM
#WomeninSTEM
#stemeducation
#scienceiscool
#sciencefacts
#research
#science
#stem
Topic-specific such as:
#coding, #chemistry, #tech