



McCOMBS SCHOOL OF BUSINESS
The University of Texas at Austin

Graphic Standards Manual



Introduction

The Importance of Visual Brand Identity

The visual identity of an institution functions as an ambassador for that institution. One way to maintain a high level of credibility and integrity is to identify the organization in a consistent manner. Consistent use of this manual will ensure that the Red McCombs School of Business is accurately portrayed as a leading force in business education through its visual materials.

The Logo

The new logo, designed with feedback from a broad range of Business School constituents, is an expression of the strong character and high energy of the School. The star, a positive symbol representing excellence and independence, moves through a solid blue field. It symbolizes both traditional and progressive characteristics unique to the School through its architecturally inspired reference to the Lone Star State, and its abstract, open form – confidently projecting inclusiveness and agility.

The logo is the cornerstone of the visual identity system. Using it consistently is imperative in maintaining and enhancing a favorable impression of the McCombs School of Business.

The Implementation of Graphic Standards

The graphic standards guidelines outlined in this manual will help you employ the logo in a consistent way when representing the McCombs School of Business. This is a carefully considered visual system that is adaptable to various identification and promotional needs.

Given the variety of applications for the logo, many of the guidelines have been designed with relative size relationships and contexts of usage in mind. While the rules accommodate various situations, adherence to the standards is key to establishing a solid visual presence in the marketplace. Please be sure to familiarize yourself with the information in this manual before downloading and using any of the logo files.

The guidelines apply to all visual communications materials for the McCombs School of Business. Questions about application of the logo or suggestions for this manual can be directed to Pam Losefsky, Director of Publications (GSB 2.104, 512/471-3998, pam.losefsky@bus.utexas.edu), or to the design team at Whittington & Company (512/474-9045, design@whittingtonandco.com). This manual may be adapted to suit unforeseen needs.

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Color Usage

Corporate Colors

A rich blue has been chosen as the primary color to represent the McCombs School of Business. It functions in cool contrast to the warm burnt-orange of the University of Texas at Austin, and serves to make a visual link to the corporate community outside of the School. A light-valued grey is the secondary color in the identity.

Designated Pantone® colors and their equivalents for other methods of reproduction are indicated in the diagram to the right. Strict adherence to these color standards will serve to unify the image of the McCombs School of Business.



McCOMBS SCHOOL OF BUSINESS
The University of Texas at Austin

GREY :

Spot Color: Pantone 424

4-Color Process Match: 65% Black



Pantone® 287



Pantone® 424

BLUE :

Spot Color: Pantone 287

4-Color Process Match: C 100; M 69; Y 0; K 11

Black & White

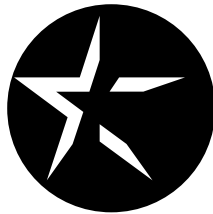
Black and white versions of the logo are available for use when 4- or 2-color printing / reproduction is not an option. There is one acceptable positive form of the logo (black circle instead of blue).

In cases when the logo needs to be placed in a solid field of color, in black, or over a photograph, and the primary blue version of the logo is too dark, an acceptable form of the logo is available in “reverse.”

No deviations from the supplied black and white options are to be used.

Note: The dark rectangles out of which the logo examples are reversed merely serve as an indication of an area of solid color. A rectangular box is NOT part of the presentation of the logo.

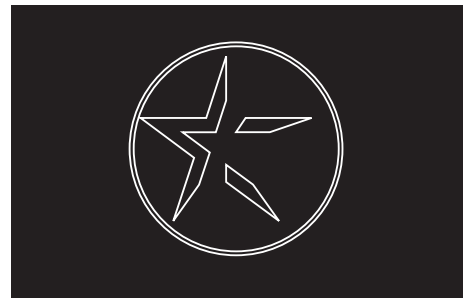
ACCEPTABLE POSITIVE :



ACCEPTABLE REVERSE :



UNACCEPTABLE :



Typography

Brand Typeface

The font family used in the logotype is Scala Sans – a sans-serif font. This font, and its serif version, FF Scala, are the fonts to be used whenever possible for communication materials. Any of these variations may be used for text in School-related materials, except in the case of the logotype. That must always be set in Scala Sans Bold.

The font is *not* needed if you are downloading and using any of the logo files themselves (see page 10). If additional typesetting in the font is desired, contact Pam Losefsky, Director of Publications (GSB 2.104, 512/471-3998, pam.losefsky@bus.utexas.edu), for information about obtaining the font.

Scala Sans

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ,./<>?;':"[]{}!@#\$\$%^&*()_+ -=

Scala Sans Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ,./<>?;':"[]{}!@#\$\$%^&*()_+ -=

Scala Sans Italic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ,./<>?;':"[]{}!@#\$\$%^&()_+ -=*

Scala Sans Bold Italic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ,./<>?;':"[]{}!@#\$\$%^&*()_+ -=

FF Scala

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ,./<>?;':"[]{}!@#\$\$%^&*()_+ -=

FF Scala Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ,./<>?;':"[]{}!@#\$\$%^&*()_+ -=

FF Scala Italic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ,./<>?;':"[]{}!@#\$\$%^&()_+ -=*

Typography

Nomenclature

Within the logotype, the name of the School will be formally presented as the McCombs School of Business. The logo may be used independently of the School name as a visual mark, but when the name is required, the logotype must appear as follows.

Typesetting

Links to pre-set downloadable logo and logotype files can be found on page 10. Only in rare instances will individuals need to be concerned with typesetting as outlined here. For those instances, the following guidelines apply.

Both lines of the logotype are to be set only in Scala Sans Bold. The “McCombs School of Business” must always be set in capital letters, with extra letterspacing. Conversely, “The University of Texas at Austin” must always be set in upper/lower-case letters at a slightly smaller point size, and with standard letterspacing.

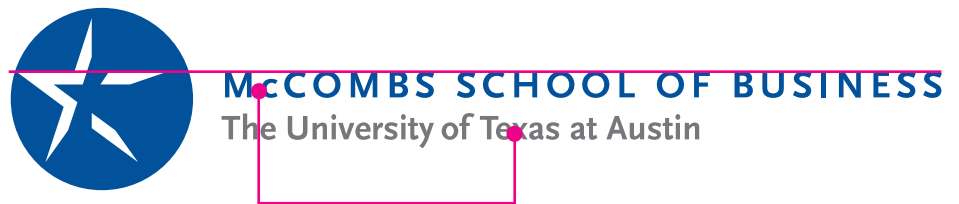
Spatial Considerations

When using the logo or logotype, sensitivity to the surrounding space and proximity of other visual elements must be considered to avoid interference with the integrity of the mark. (See notes accompanying diagram).

Proportions

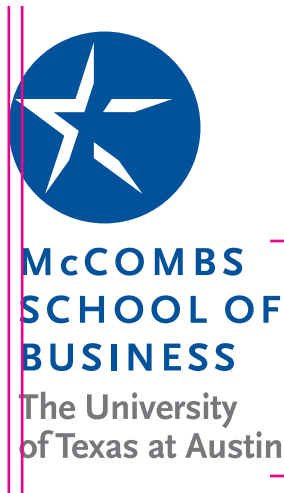
The relationship of scale established between the mark and the name of the school must remain intact for any use of the logo/logotype. Disproportionate configurations will result in a distorted symbol and, potentially, a distorted image.

ACCEPTABLE TYPESETTING, POSITION AND PROPORTIONS:



Font: Scala Sans Bold

The top axis of “McCombs School of Business” must align with the horizontal axis of the star in the logo itself.



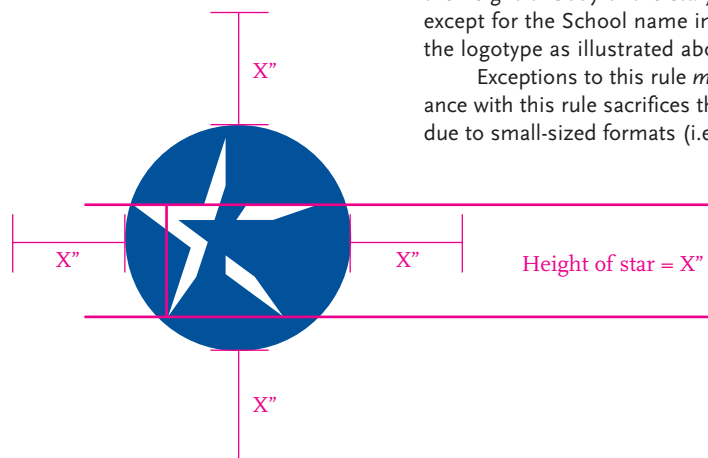
Font: Scala Sans Bold

The type is flush left, and – to be optically balanced with the dark circle shape – is positioned slightly inside the left axis of the circle.

SPATIAL REQUIREMENTS:

In general, no other visual elements or page edges are to come within the distance of “X,” (defined as the height of body of the star), in any direction – except for the School name in the official version of the logotype as illustrated above.

Exceptions to this rule *may* be justified if compliance with this rule sacrifices the integrity of the mark due to small-sized formats (i.e. business cards).



Typography

UNACCEPTABLE CONFIGURATIONS:



McCOMBS SCHOOL OF BUSINESS
The University of Texas at Austin

Problem: Improper alignment



McCOMBS SCHOOL OF BUSINESS
The University of Texas at Austin

Problem: Improper alignment



McCOMBS SCHOOL OF BUSINESS
University of Texas at Austin

Problem: Letterspacing too tight



McCombs School of Business
University of Texas at Austin

Problem: All type is set in lowercase letters



McCOMBS SCHOOL OF BUSINESS
University of Texas at Austin

Problem: Type is set in Scala Sans (plain)



McCOMBS SCHOOL OF BUSINESS
University of Texas at Austin

Problem: Type is set in another font



**McCOMBS
SCHOOL
OF
BUSINESS**

The
University
of Texas
at Austin

Problem: Lines of type are too short



McCOMBS SCHOOL OF BUSINESS
The University of Texas at Austin

Problem: Logo is too small in relation to the type



McCOMBS SCHOOL OF BUSINESS
The University of Texas at Austin

Problem: Logo is too large in relation to the type

Application

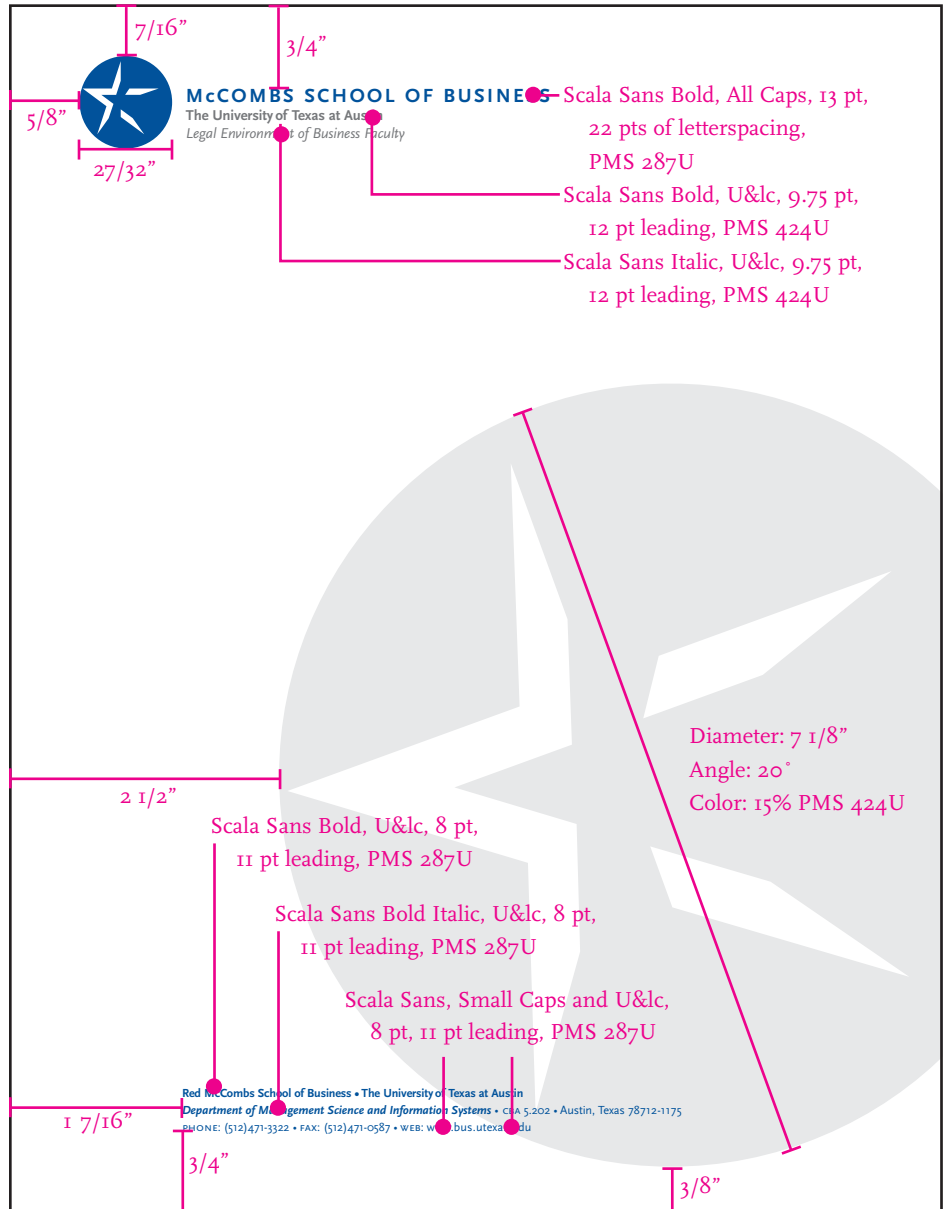
Stationery

The following stationery diagrams are helpful in illustrating the relationships of many parts of the visual system as a hierarchy of information: color, size, position, scale and typography. They serve as a model for the application of the logo and the specification of typography accompanying the logo/logotype.

Avoiding Distortion When Using the Logo

As a general rule, *no* distortions of the logo or logotype are permitted. The colors, shapes and proportions may not be contorted or manipulated so as to change the appearance of the logo. The logo may not be merged, skewed or otherwise combined with other logos, marks, images, text or graphics. It is to be used independently, and in compliance with the guidelines outlined in this manual.

LETTER HEAD :

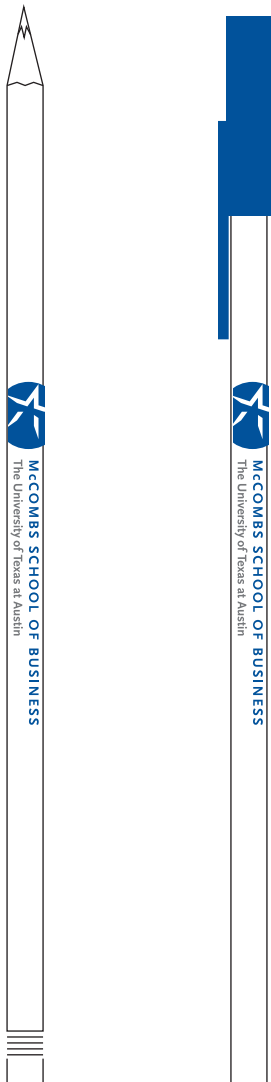
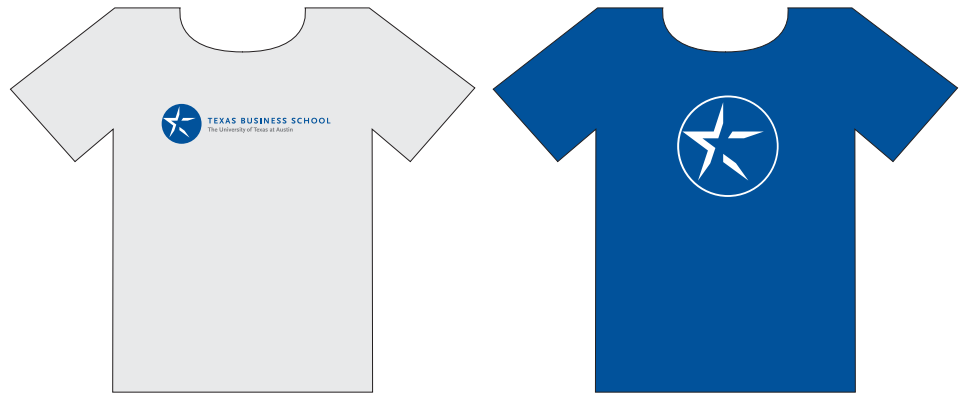


The letterhead is shown at 56%.
 The measurements indicated are for use at 100%.

Application

Promotional Items

This page provides visual suggestions for the application of the logo on various promotional items. Other layout possibilities are possible, keeping in mind the guidelines outlined throughout this manual.



Application

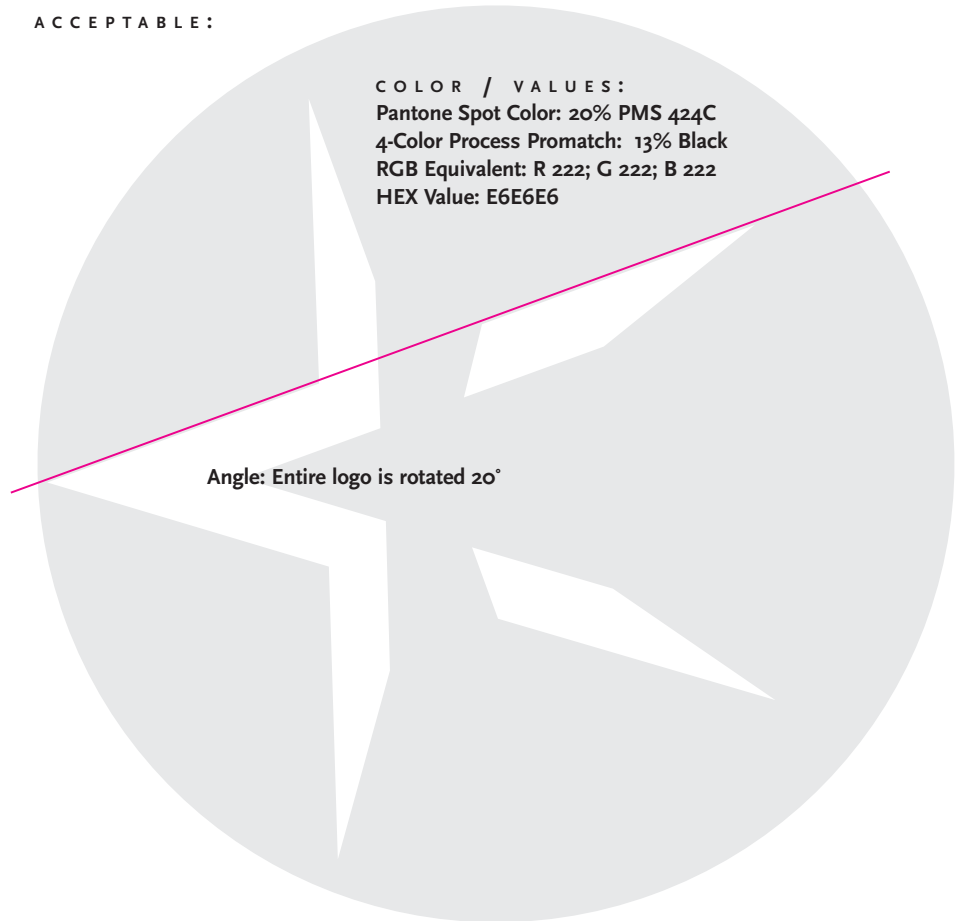
Using the Logo as a Support Graphic

To enhance and intensify the visual presence of the Texas Business School, and to provide some creative variety, the logo may be used as an additional supportive graphic device. It should not, however, be used in this way independently of the logo in its pure form (solid blue / solid black – depending on method of reproduction).

When used as a support graphic, the logo must be “screened back” in value, so that the size is not overwhelming in relation to other elements in the printed piece. Those values are designated to the right. As support imagery, the logo is also tilted at a 20° angle. Text may be overprinted on this support graphic, so that it further recedes.

See the stationery section of this manual, as well as the cover, for visual reference.

ACCEPTABLE :



UNACCEPTABLE :



Problem: Primary blue logo is used on an angle



Problem: Reversed version of the logo is used on an angle. *Note: The dark rectangle out of which the logo is reversed merely serves as an area of solid color. A rectangular box is NOT part of the presentation of the logo.*



Problem: Support version is used in straight-forward orientation reserved for primary blue logo

Digital File Formats

Logo Selection Chart

This hyperlinked chart is designed to allow access to the exact logo file needed for specific reproduction methods. Your choice depends on the type of reproduction needs you have.

After viewing the options in the chart, simply click on the file name to proceed to the web page where you can download that file.

File Selection Tips

To narrow down the choices, first decide if you need to use the star symbol by itself, or the star symbol with the name of the School (logotype).

For basic use on PC inter-office documentation, choose from either the “Spot Color” category (to have the logo appear in color), or the “Black & White” category (to use on black and white documentation such as laserprints).

To include the School logo on your web site, choose from one of the “Web” categories.

Note: The dark rectangles out of which the “reversed” black and white logo examples appear merely serve as an indication of an area of solid color. The artwork in the digital file does not contain any type of background. The logo must be placed over a solid color or dark photograph to be visible.

FILE OPTIONS

Star Symbol (Mark)	MAC	PC
SPOT COLOR	MSBMark(PMSblue)mac.eps	MSBMark(PMSblue)pc.eps
	MSBMark(PMSgrey)mac.eps	MSBMark(PMSgrey)pc.eps
4-COLOR PROCESS	MSBMark(4C_blue)mac.eps	MSBMark(4C_blue)pc.eps
	MSBMark(4C_grey)mac.eps	MSBMark(4C_grey)pc.eps
BLACK & WHITE	MSBMark(BW)mac.eps	MSBMark(BW)pc.eps
REVERSED	MSBMark(BWrev)mac.eps	MSBMark(BWrev)pc.eps
WEB (UNIVERSAL FORMAT, IN BLUE)		MSBMark(web).gif



Logotype (Horizontal “a”)	MAC	PC
SPOT COLOR	MSBLogotype_a(2C)mac.eps	MSBLogotype_a(2C)pc.eps
	MSBLogotype_a(4C)mac.eps	MSBLogotype_a(4C)pc.eps
BLACK & WHITE	MSBLogotype_a(BW)mac.eps	MSBLogotype_a(BW)pc.eps
REVERSED	MSBLogotype_a(BWrev)mac.eps	MSBLogotype_a(BWrev)pc.eps
WEB (UNIVERSAL FORMAT, IN 2-COLOR)		MSBLogotype_a(web).gif



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McCOMBS SCHOOL OF BUSINESS
The University of Texas at Austin




McCOMBS SCHOOL OF BUSINESS
The University of Texas at Austin

Digital File Formats


Logotype (Horizontal “b”)	MAC	PC
SPOT COLOR	MSBLogotype_b(2C)mac.eps	MSBLogotype_b(2C)pc.eps
4-COLOR PROCESS	MSBLogotype_b(4C)mac.eps	MSBLogotype_b(4C)pc.eps
BLACK & WHITE	MSBLogotype_b(BW)mac.eps	MSBLogotype_b(BW)pc.eps
REVERSED	MSBLogotype_b(BWrev)mac.eps	MSBLogotype_b(BWrev)pc.eps
WEB (UNIVERSAL FORMAT, IN 2-COLOR)		MSBLogotype_b(web).gif



McCOMBS SCHOOL OF BUSINESS
The University of Texas at Austin




McCOMBS SCHOOL OF BUSINESS
The University of Texas at Austin




McCOMBS SCHOOL OF BUSINESS
The University of Texas at Austin


Logotype (Vertical “v”)	MAC	PC
SPOT COLOR	MSBLogotype_v(2C)mac.eps	MSBLogotype_v(2C)pc.eps
4-COLOR PROCESS	MSBLogotype_v(4C)mac.eps	MSBLogotype_v(4C)pc.eps
BLACK & WHITE	MSBLogotype_v(BW)mac.eps	MSBLogotype_v(BW)pc.eps
REVERSED	MSBLogotype_v(BWrev)mac.eps	MSBLogotype_v(BWrev)pc.eps
WEB (UNIVERSAL FORMAT, IN 2-COLOR)		MSBLogotype_v(web)pc.eps



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