

Brand Style Guide v.5.2018

THE TEXAS  STATE UNIVERSITY SYSTEM

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Introduction



We often celebrate the richness of Texas by remembering past generations whose physical might and personal grit harnessed the resources of this land and built the state we know today. It is only right and proper to honor the legacy we have been granted, and we do this most sincerely by devoting ourselves to carrying on and building a more prosperous future for the people of this state.

Prosperity is not preordained nor an entitlement. It is a choice. It is a purpose. In order to exist, it must be invested in and cultivated.

We see investments in prosperity all around us in the form of rail lines and pipelines, buildings and blacktop, and even in the stewardship of our natural resources.

The asset most able to generate prosperity, however, is not of physical form. It is intelligence. More to the point, it is an intelligent workforce.

The Texas State University System is creating this asset.

Our System's purpose is to extend and expand prosperity in Texas by producing graduates with the intellectual ability to respond to the dynamics of our state with imagination, innovation and leadership.

Higher Learning. Higher Return.[®]

THE CANOPY

The canopy represents the combined aspirations of our students and our campuses. Its span signifies the System's geographic reach across Texas and its "kinetic curvature" suggests an upward propulsion.

THE FLOW SPACE

The flow space within the mark pays homage to the importance the System places on openness, diversity and pathways to new thought.



THE STAR

The star stands for the System's legacy of high expectations and achievement. Its energy comes from the System's ideals: high-quality, affordable, accessible, productive, contributing.

THE PEDESTAL

The pedestal demonstrates a connection to the soil, a grounded identity, a solid and true character. It provides a foundation on which to build. Its orienting peak signifies a commitment to continuous improvement and a fidelity to the System's core values.

Prosperity. Prosperity is not preordained nor an entitlement. It is a choice. It is a purpose. In order to exist, it must be invested in and cultivated.

PRESENT VALUE

We are graduating 19,000 new professionals for the Texas workforce every year, and with thoughtful investment, can be perfectly positioned and even more responsive to the dynamic needs of our citizens and to the possibilities presented by enterprise.

The degree programs offered by The Texas State University System intersect with the practical requirements of our state.

SUPERIOR PERFORMANCE

The words in The Texas State University System's mission statement set the expectation of performance: high-quality, affordable, accessible, productive, contributing.

We do more—with better result—with less, than any other university system in Texas and perhaps the nation.

FUTURE RETURN

In an age where outcomes matter most, our System is delivering. Our promise to Texas is that we will continue to outperform by preparing our students to think, adapt, imagine and inspire; and provisioning Texas with graduates capable of catalyzing new generations of prosperity.

In an age where outcomes matter most, our System is delivering.

The Texas State University System Brand

Primary Logomark

The TSUS logomark is a logotype that was specially developed to convey the personality and voice of the brand. It should be viewed as a graphic element in its own right and not as a piece of text.

The positions, proportions, size and colors used in the TSUS logomark are part of the execution of the brand, and they should not be altered. Please do not attempt to replicate the mark without access to the original elements and specifications.

The main font of Gotham Bold was selected due to its distinct, solid appearance. It works well in large and small applications.

When reversed out of a solid color background, the entire mark should generally be rendered in white as shown.

To maintain consistency across the varied applications of the brand, only the illustrated configurations of the brand mark should be used.

Primary Configuration (Metallic 8002 Pewter)



Primary Configuration (Reversed)



Primary Configuration (Metallic 8603 Bronze)



Primary Configuration (Reversed)



Primary Configuration (Black and White)



Primary Configuration (Reversed)



Primary Configuration (PMS 534)



Primary Configuration (Reversed)



Primary Configuration (PMS 1805)



Primary Configuration (Reversed)



The Texas State University System Brand

Secondary Logomark

The TSUS secondary logomark, or vertical format, was developed to be utilized when space is rare. The formation makes this mark more compact and flexible than the primary, or horizontal, mark.

The same color palette can be applied to this logomark.

Secondary Configuration (Metallic 8002 Pewter)



Secondary Configuration (Metallic 8603 Bronze)



Secondary Configuration (Black and White)



Secondary Configuration (Fully Reversed)



Secondary Configuration (PMS 8002) Partially Reversed



Higher Learning. Higher Return.™

Secondary Configuration (PMS 8603) Partially Reversed



Higher Learning. Higher Return.™

Secondary Configuration (PMS 1805) Partially Reversed



Higher Learning. Higher Return.™

Secondary Configuration (PMS 534) Partially Reversed



Higher Learning. Higher Return.™

Secondary Configuration (PMS 1805)



Secondary Configuration (PMS 534)



Secondary Configuration (Fully Reversed)



The Texas State University System Brand

Clear Space

The white space that contains the elements of the TSUS logomark should be seen as an integral component of the mark. As well, a minimum clear space should be maintained around the mark to ensure the prominence and clarity of the logo. Clear space refers to a distance of "X," as a unit of measurement, surrounding each side of the mark. "X" equals the height and width of the stylized star in the mark. These clear space standards should be maintained with all logomark configurations.

Minimum Size

Minimum size refers to the smallest size at which the TSUS logomark may be reproduced to ensure its legibility.

The minimum reproduction size of the primary horizontal logomark is 1 1/2" in width.

(Secondary)

Clear Space

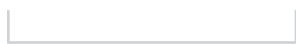
A minimum clear space should be maintained around the mark to ensure the prominence and clarity of the logo. Clear space refers to a distance of "X," as a unit of measurement, surrounding each side of the mark. "X" equals the height and width of the stylized star in the mark. These clear space standards should be maintained with all logo configurations.

Minimum Size

The minimum reproduction size of the secondary vertical logomark is 3/4" in width.



☆ = X



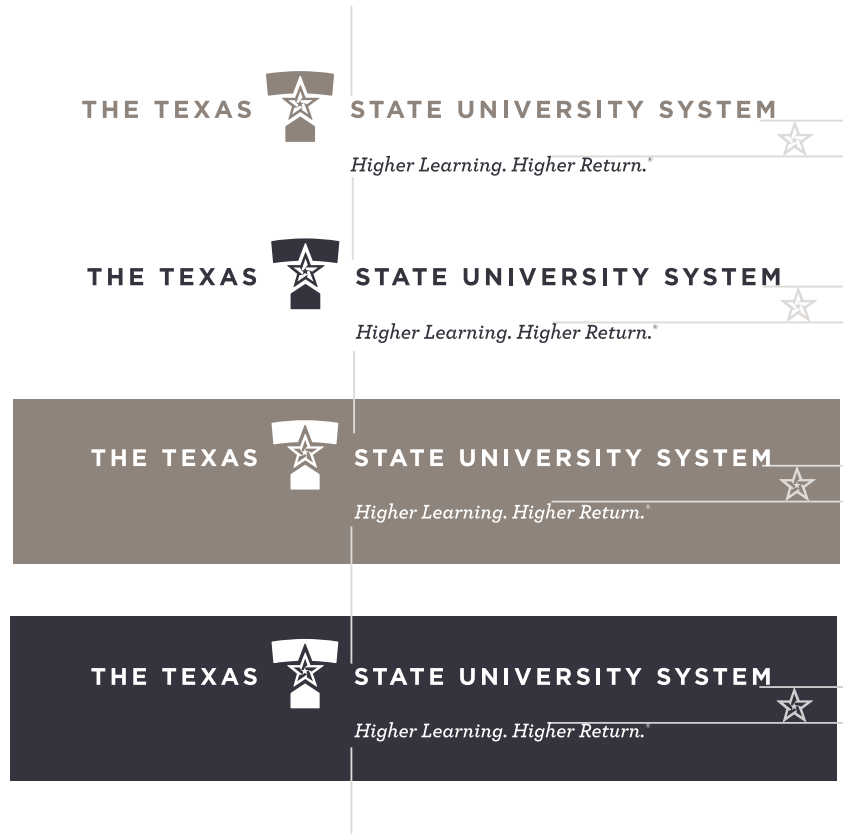
1 1/2 inches



☆ = X



3/4 inches



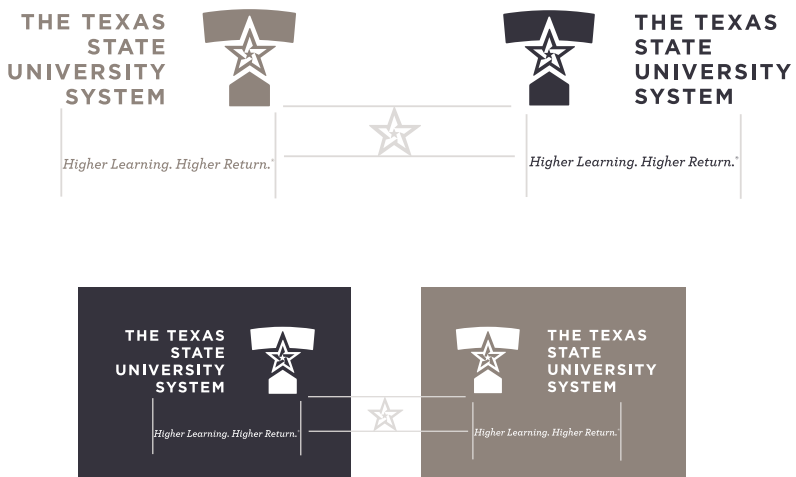
The Texas State University System Brand

Logo and Tagline Lockup

A lockup is a version of the mark that incorporates the approved tagline, “Higher Learning. Higher Return.” — a call to reaffirm that the System is providing the state a higher return on its investment in education in both quality and cost.

As with the TSUS logomark, this tagline should be considered a graphic element and not as text. Please do not render the tagline in a different color or typeface other than Archer Semibold Italic.

When together in a lockup, the tagline and logo should be scaled proportionately, as shown. Please maintain the relationship and proportions of the elements within the lockup.



Clear Space

A minimum clear space should be maintained around the mark to ensure the prominence and clarity of the logo. Clear space refers to a distance of “X,” as a unit of measurement, surrounding each side of the mark. “X” equals the height and width of the stylized star in the mark. These clear space standards should be maintained with all logomark configurations.



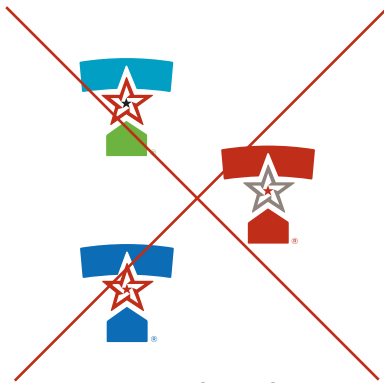
The Texas State University System Brand

Incorrect Applications

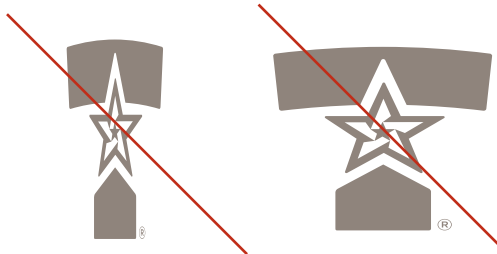
Please avoid altering in any way the electronic logo artwork provided, either by changing the elements' placement and proportion or by using unspecified colors (see "Color Specification," page 13).

When placing the TSUS logomark on a solid dark background, colors within the mark should revert to white as necessary for legibility and impact.

Remember that the white space and clear space around the logotype is part of the mark. Avoid placing the TSUS brand mark over a busy background image.



Do not alter color



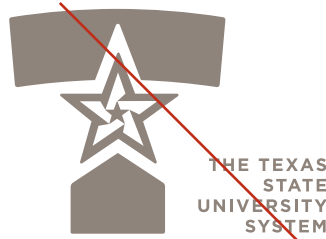
Do not alter shape



Do not place over busy images or graphics



Do not change shape of logo elements



Do not alter proportions of logo elements

1. Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Book Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

Gotham Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Gotham Medium Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890***

Gotham Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Gotham Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890***

The Texas State University System Brand

Typography

The Gotham and Archer font family has been chosen as the primary TSUS brand typefaces. The weights and styles shown should be used wherever possible for corporate communications purposes. These fonts are available to the public and are free to download from various websites online.

Where Gotham or Archer is not available or supported, fonts from the Arial family are also recommended for use with TSUS brand applications.

Arial is the preferred font for HTML text and other online applications for which Gotham and Archer are not supported. Arial and Georgia are the preferred font for PowerPoint slides and word-processing applications where Gotham and Archer are not supported.

2. Archer Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Archer Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

Archer Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Archer Book Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

Archer Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Archer Medium Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

Archer Semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Archer Semibold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890***

Archer Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Archer Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890***

3. Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

The Texas State
University System Brand

Typography, con't.

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

4. Georgia Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Georgia Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Georgia Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Georgia Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

The Texas State University System Brand



Color Specification

The TSUS logomark requires two color palettes: A primary palette consisting of two specific Metallic colors that best represent the brand by not being too “ivory tower” and a supporting secondary palette.





These color reference charts indicate the color formulas for the TSUS logo in any media, whether it’s print, digital or online. It is important to understand the impact a paper stock can have on certain colors - while some colors are consistent when printed on both COATED and UNCOATED stocks, other colors do not look the same and require some adjustment. Please be critically aware when you are printing on either a COATED stock or UNCOATED stock.

Please use this reference guide to maintain consistency of the brand.





Print (Primary Metallics)

	PMS
	Metallic 8002
	Metallic 8603





Print COATED STOCK (Primary and Secondary)

	PMS	C	M	Y	K
	Warm Gray 8	0	9	15	43
	438	0	38	0	100
	1805	0	91	100	31
	534	100	51	0	47

Print UNCOATED STOCK (Primary and Secondary)

	PMS	C	M	Y	K
	Warm Gray 8	0	9	15	43
	440	0	38	0	100
	1805	0	91	100	31
	540	100	51	0	47

Digital, Online or Broadcast

	WEB	R	G	B
	8f847a	143	132	122
	383640	56	54	64
	b92c26	185	44	38
	293e6b	41	62	107

The Texas State University System Brand


Internal Applications- Print

LETTERHEAD

Paper Specifications: Classic Crest
Solar White 70lb Text

Arial or Georgia are recommended
for correspondence.

The designs shown here and on the next
several pages illustrate how the brand
elements can be incorporated into an
organizational paper system. They are
provided for guidance but can be adapted
as needed to suit particular organizational
needs and preferences.

THE TEXAS  STATE UNIVERSITY SYSTEM

Month, Day, Year

Addressee's Name
Addressee's Title
Business Name
Street Address
City, State, Zip Code

Dear Addressee:

When typing a letter, follow this page as a guide. This letter is an example of the typical format for letterhead. The clean, organized structure of the flush-left format gives our business communications a highly professional profile. Type all body copy in 11 point Georgia Regular, upper and lowercase, on 14 points of leading and a 6.5" margin width.

Set the left and right margins of the page at 1". Type the date baseline 2" from the top the page. Skip one line before typing the addressee's name flush left with the date line. Skip three lines between the last address line and the salutation. Then skip two lines between the salutation and the body of the letter.


Do not indent at the beginning of paragraphs, and always skip one line between paragraphs. Having completed your letter, skip two lines before closing. Then skip four or five lines between the closing and the Sender's typed name to allow space for the Sender's signature. Finally, skip one line between the Sender's typed name and the typist's initials.

Sincerely,

Sender's Name

SN:tnv

601 Colorado Street • Austin, TX 78701-8904 • (512) 469-2808 • tsus.edu

THE TEXAS  STATE UNIVERSITY SYSTEM

601 Colorado Street • Austin, TX 78701-8904
tsus.edu

MAILING ENVELOPE

Paper Specifications: #10-style envelope
with square flap.
Accent Opaque White 24lb Text
Text

The Texas State
University System Brand

Internal Applications- Print

BUSINESS CARD

Paper Specifications: Accent Opaque
Smooth White double thick 130lb Cover.
2 PMS metallics on front with one solid
like PMS metallic on back. Bleeds 4 sides.



BRIAN MCCALL, PH.D.
Chancellor

(512) 463-3280 DIRECT
brian.mccall@tsus.edu

The Texas State University System
601 Colorado Street * Austin, TX 78701-2407 * tsus.edu

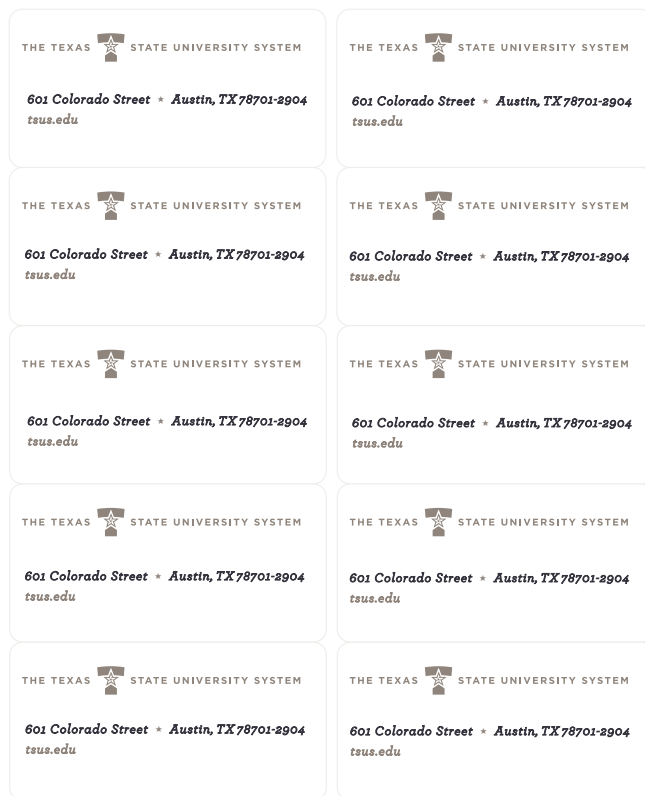
THE TEXAS  STATE UNIVERSITY SYSTEM

Lamar University
Sam Houston State University
Sul Ross State University
Texas State University
Lamar Institute of Technology
Lamar State College-Orange
Lamar State College-Port Arthur

Internal Applications- Print

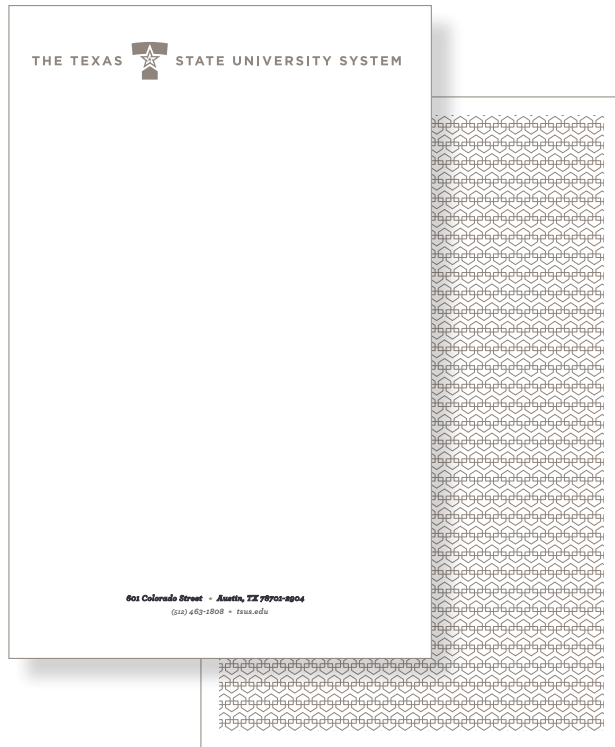
MAILING LABEL TEMPLATE

Paper Specifications: Avery 5163 Label template that can be offset printed or laser compatible for in-house laser printing. The pre-existing package has the 2" x 4" labels set up as 10-up on a 8 1/2" x 11" sheet. Best used on large mailing envelopes.



The Texas State University System Brand

Internal Applications- Print



NOTE PADS

Paper Specifications: Accent Opaque Smooth White 70lb Text

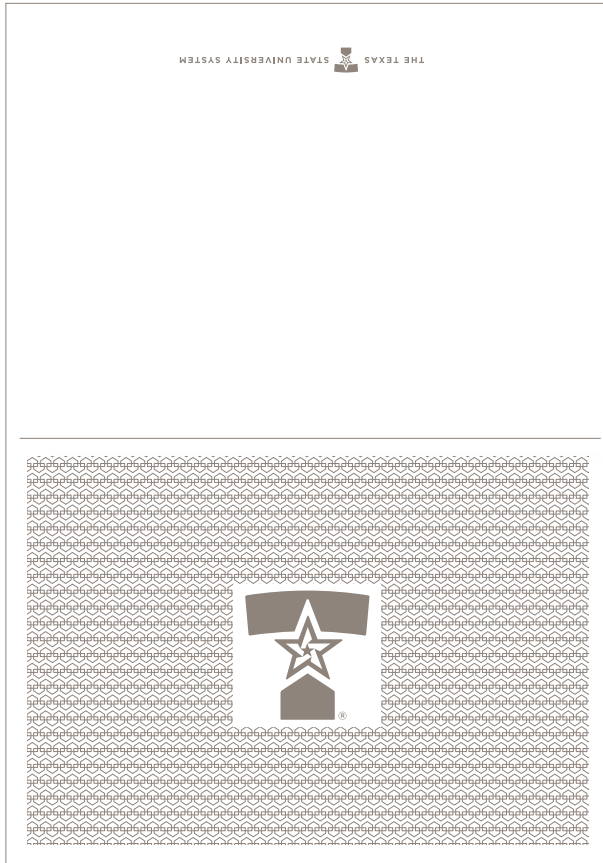
Size: 5 1/2" x 8 1/2"

Ink: 2 PMS metallics on front with one solid like PMS metallic on back.

Padded 100 sheets per pad, backed with chipboard.

The Texas State
University System Brand

**Internal Applications-
Print**

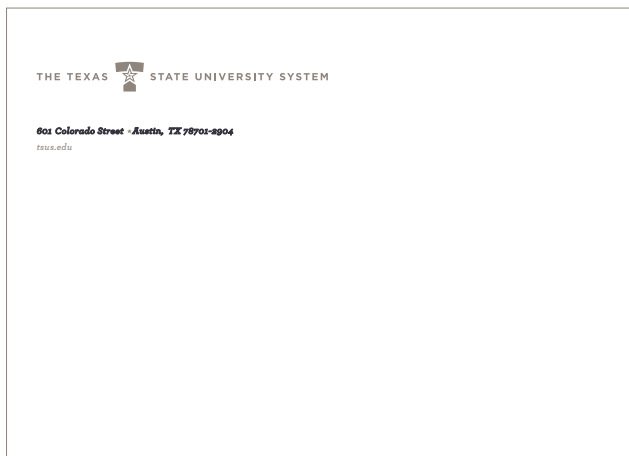


INVITATIONS

Paper Specifications: Accent Opaque
Smooth White 100lb Cover

Size: A-7 Invitational
5" x 7" folded in half

Ink: 2 PMS metallics on front



INVITATION MAILING ENVELOPES

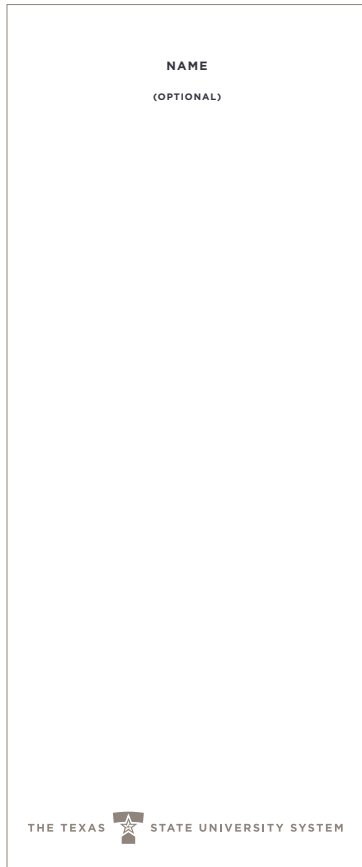
Paper Specifications: Accent Opaque
Smooth White 70lb Text or 24lb Writing

Size: A-7 Invitational 5 1/2" x 7 1/2"
square flap

Ink: 2 PMS metallics

The Texas State University System Brand

Internal Applications- Print



THANK YOU CARDS

Paper Specifications: Accent Opaque
Smooth White 100lb Cover

Size: 3 3/4" x 9"

Ink: 2 PMS metallics on front only

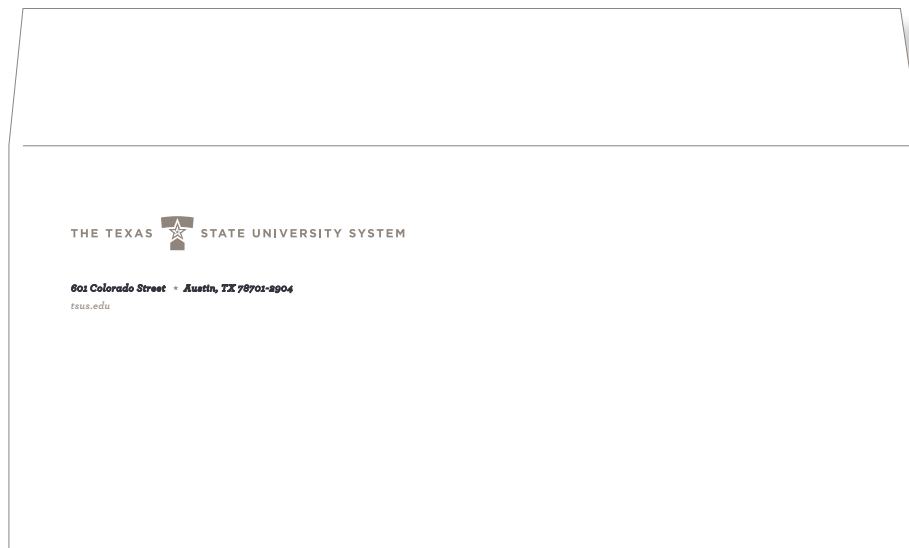
THANK YOU CARD ENVELOPES

For efficiency sake, thank you cards will utilize the same #10 business envelope design that carries the system letterhead.

Paper Specifications: Accent Opaque
Smooth White 24lb Text

Size: #10 4 1/8" x 9 1/2" square flap Ink:

2 PMS metallics



The Texas State University System Brand

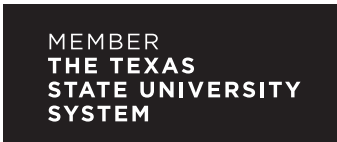
External Applications

Primary Configuration

MEMBER THE TEXAS STATE UNIVERSITY SYSTEM



MEMBER
THE TEXAS
STATE UNIVERSITY
SYSTEM



Secondary Configuration

MEMBER THE TEXAS  STATE UNIVERSITY SYSTEM



 MEMBER
THE TEXAS
STATE UNIVERSITY
SYSTEM



MEMBER INSTITUTION LOGO

A modified logo is to be used by component institutions to identify them as members of The Texas State University System. The member institution logo has a primary configuration (without the T-star) and a secondary configuration (with the T-star).

USAGE REQUIREMENTS

The primary configuration, as represented in this guide with no modifications, must appear on the front or cover of all published documents produced by System component institutions. Exception: When using an artist's work on the cover, the primary configuration may be included on the back of announcements and promotions, postcards, greeting cards, internal note cards, invitations and calendars.

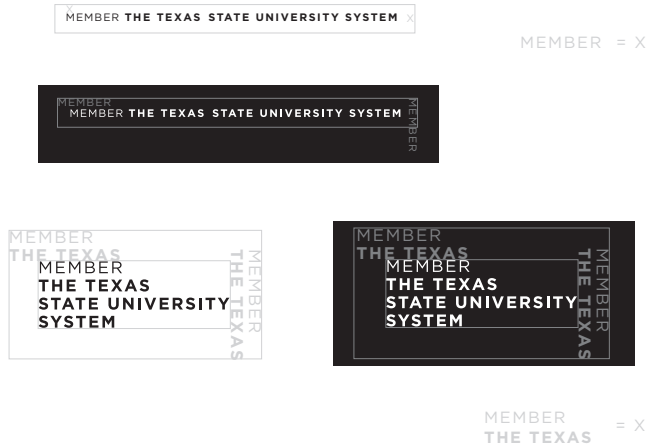
Additionally, the primary configuration must:

Appear on the first page (in addition to the front or cover) of all component institution documents and publications that contain more than six pages; and be clearly displayed on all types of external advertisements and signage.

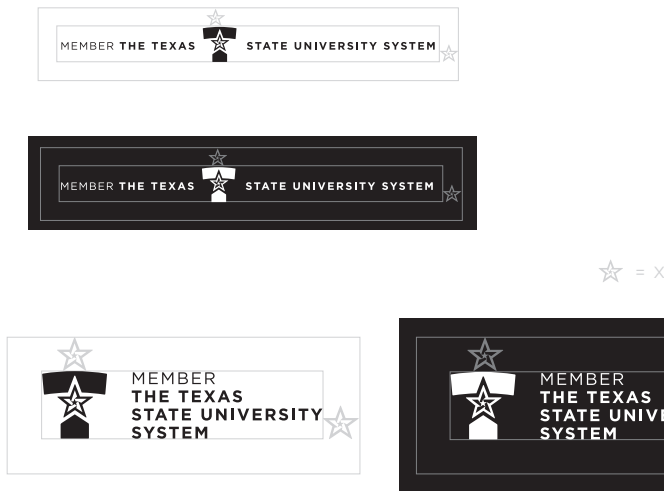
The primary configuration should be considered a graphic element and not text. Please do not render the logomark in a different typeface other than Gotham.

If needed to accommodate publication design, the secondary configuration may be used as an alternative to the primary configuration.

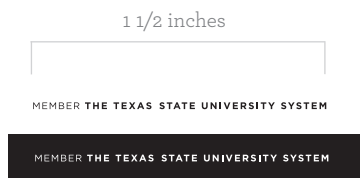
Primary Configuration



Secondary Configuration



Primary Configuration

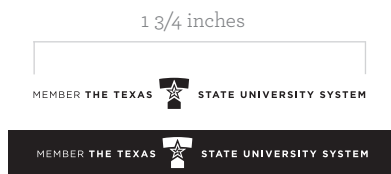


MEMBER
THE TEXAS
STATE UNIVERSITY
SYSTEM

MEMBER
THE TEXAS
STATE UNIVERSITY
SYSTEM

7/8 inch

Secondary Configuration



MEMBER
THE TEXAS
STATE UNIVERSITY
SYSTEM

MEMBER
THE TEXAS
STATE UNIVERSITY
SYSTEM

1 1/2 inches

The Texas State University System Brand

External Applications

MEMBER INSTITUTION LOGO USAGE REQUIREMENTS – CON'T.

Primary Configuration

Clear Space

The white space that contains the elements of the TSUS member institution logomark should be seen as an integral component of the mark. As well, a minimum clear space should be maintained around the mark to ensure the prominence and clarity of the logo. Clear space refers to a distance of “X,” as a unit of measurement, surrounding each side of the logomark. When using the logomark WITHOUT the T-Star, “X” = “denoted text” from logomark. These clear space standards should be maintained with all logomark configurations.

Minimum Size

Minimum size refers to the smallest size at which the TSUS member institution logomark may be reproduced to ensure its legibility.

The minimum reproduction size of the primary horizontal configuration is 1 1/2” in width. The minimum reproduction size of the secondary vertical logomark is 7/8”.

Secondary Configuration

Clear Space

When using the more vertical, secondary configuration logomark, “X” equals the height and width of the stylized “star” from the mark.

Minimum Size

The minimum reproduction size of the secondary horizontal configuration is 1 3/4” in width. The minimum reproduction size of the secondary vertical logomark is 1 1/2”.

External Applications

THE TSUS FOUNDATION LOGOMARK

The logo for The Texas State University System Foundation is an approved modification of the System T-Star brand and is to be used exclusively for the TSUS Foundation. The “emblem” logo is not permitted for any other use and should not be modified for any purpose.

Two-color Configuration



Black/White Configuration



☆ = X

Clear Space

When using the TSUS Foundation “emblem” logomark, “X” equals the height and width of the stylized “star” from the mark.

Minimum Size

The minimum reproduction size of the TSUS Foundation “emblem” logomark is 1 3/4” in width.



The Texas State University System Brand

External Applications

THE CHANCELLOR'S COUNCIL LOGOMARK

Horizontal Configuration

The logo for The Texas State University System Chancellor's Council is an approved modification of the System T-Star brand and is to be used exclusively for the Chancellor's Council. The Chancellor's Council logo has a horizontal configuration and a vertical configuration. The "crest" logo is not permitted for any other use and should not be modified for any purpose.

Two-color Horizontal Configuration



Horizontal Configuration (Metallic 8603 Bronze)



Horizontal Configuration (Metallic 8002 Pewter)



Black/White Horizontal Configuration



White Reversed Horizontal Configuration



☆ = X

Clear Space

When using the Chancellor's Council "crest" logomark, "X" equals the height and width of the stylized "star" from the mark.

Minimum Size

Minimum size refers to the smallest size at which the Chancellor's Council "crest" logomark may be reproduced to ensure its legibility.

The minimum reproduction size of the horizontal configuration is 1 1/8" in width.

1 1/8 inches



The Texas State
University System Brand

External Applications

THE CHANCELLOR'S COUNCIL LOGOMARK USAGE REQUIREMENTS — CON'T.

Vertical Configuration

Two-color Horizontal Configuration



Horizontal Configuration (Metallic 8603 Bronze)



Vertical Configuration (Metallic 8002 Pewter)



Black/White Horizontal Configuration



White Reversed Vertical Configuration



1 inch



Clear Space

When using the Chancellor's Council "crest" logomark, "X" equals the height and width of the stylized "star" from the mark.

Minimum Size

Minimum size refers to the smallest size at which the Chancellor's Council "crest" logomark may be reproduced to ensure its legibility.

The minimum reproduction size of the vertical configuration is 1" in width.

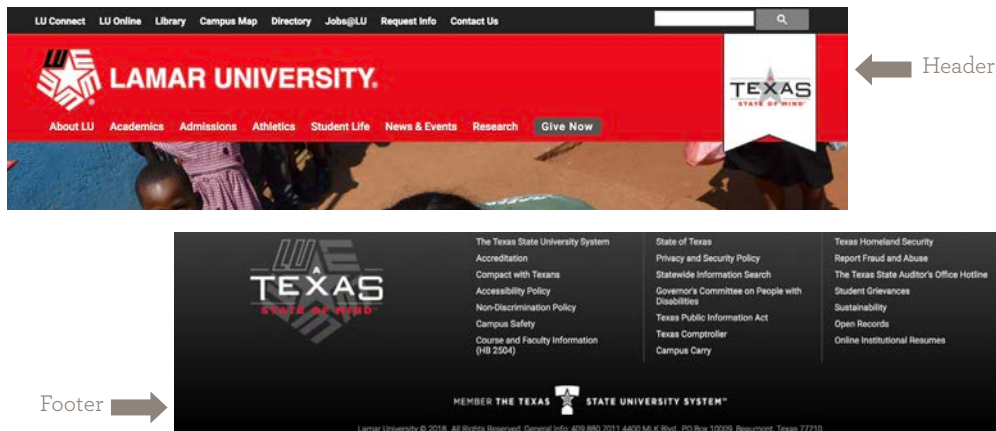
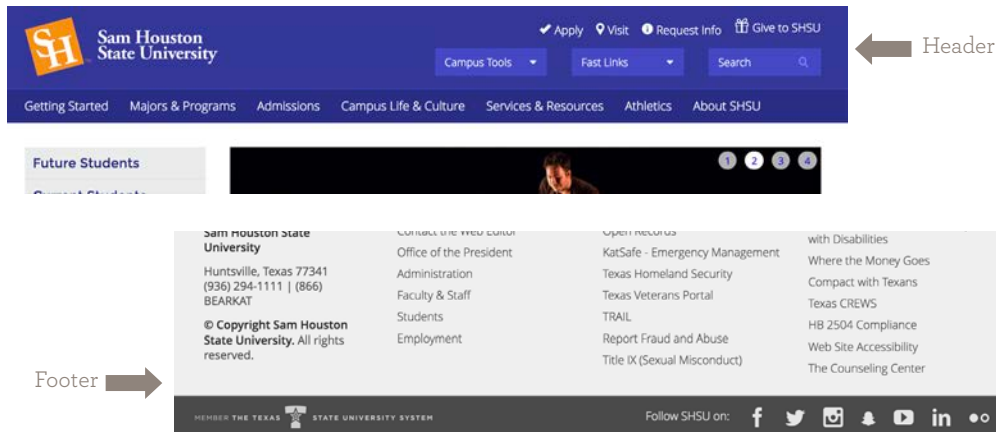
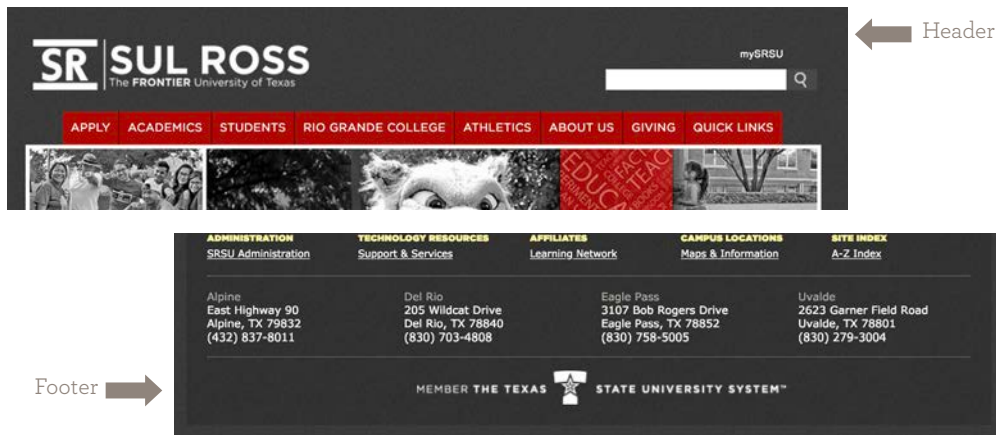
The Texas State University System Brand

External Applications

WEBSITE CONFIGURATION

To strengthen both the System brand and the brands of its member institutions, placement on member institution websites should be coordinated.

Note: the logo in the footer should be an active link to www.tsus.edu.

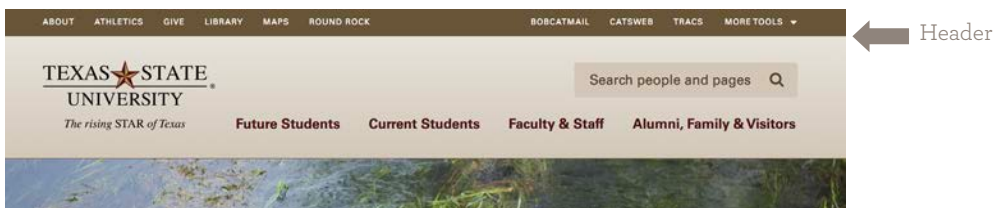


The Texas State University System Brand

External Applications con't.

WEBSITE CONFIGURATION

To strengthen both the System brand and the brands of its member institutions, placement on member institution websites should be coordinated.
Note: the logo in the footer should be an active link to www.tsus.edu.

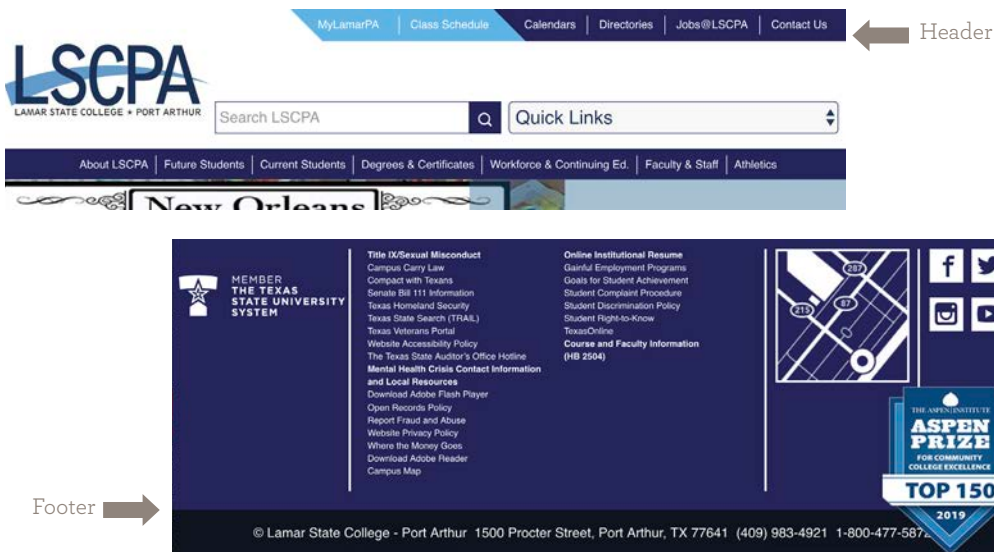


The Texas State University System Brand

**External Applications
con't.**

WEBSITE CONFIGURATION

To strengthen both the System brand and the brands of its member institutions, placement on member institution websites should be coordinated.
Note: the logo in the footer should be an active link to www.tsus.edu.



Additional Elements

MISCELLANEOUS PATTERN DESIGNS

On the occasion there is a need for additional graphic elements, these patterns are provided to complement the brand.

