

BRAND GUIDELINES

THE MEADOWS CENTER FOR WATER AND THE ENVIRONMENT

View online at BrandGuide.MeadowsWater.org.

PRODUCED BY:

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**THE MEADOWS CENTER
FOR WATER AND THE ENVIRONMENT**

TEXAS STATE UNIVERSITY

MEMBER THE TEXAS STATE UNIVERSITY SYSTEM

HOW TO USE

Consider this document as your friendly guide to the Meadows Center brand. When in doubt, always refer back to your guide in order to maintain consistency and integrity of the Meadows Center brand.

The guidelines presented should be followed for all internal and external communications. The logos, templates, fonts, and other resources included in this document are available for download on the Brand Guide webpage in the staff-only section of our website: BrandGuide.MeadowsWater.org.

Meadows Center Staff should refer and adhere to the Meadows Center Editorial Style Guide for rules regarding terminology, punctuation, abbreviations, and other elements of style.

Read on to find out how you can help build on our success and make sure that our brand shines through in whatever work you're doing.

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CORE MESSAGING

Clear, consistent use of our core messaging reinforces recognition among our partners, supporters, and stakeholders, and provides cohesiveness across our many programs and communications efforts. Incorporate the following core messaging into your content as applicable.

OUR MISSION

Inspiring research and leadership that ensure clean, abundant water for the environment and all humanity.

OUR VISION

A world where all people understand and embrace the value of water and environmental stewardship.

OUR FOUR PILLARS

The Meadows Center fulfills its mission by integrating activities across four pillars of action in powerful ways: research, leadership, education and stewardship. Our work in each of these pillars begins at Spring Lake – one of the largest artesian springs in the world – and ripples outward across Texas and beyond.

BOILERPLATE

Use the following description for press releases and as a brief summary about our organization when space is limited.

The Meadows Center for Water and the Environment at Texas State University was named following a generous gift from The Meadows Foundation in August 2012. The Meadows Center inspires research, innovation and leadership that ensures clean, abundant water for the environment and all humanity.

GENERAL SUMMARY

The Meadows Center for Water and the Environment at Texas State University inspires research, innovation and leadership that ensures clean, abundant water for the environment and all of humanity. Our headquarters are located on the site of an environmentally, culturally, and archaeologically significant resource, Spring Lake, which provides a unique platform and living laboratory at Texas State University.

Since 2002, the Meadows Center has served as a showcase for research, education, stewardship, and environmental leadership projects. We bring together departments and research centers to both engage in scholarly inquiry and provide practical, science-based solutions to complex water-related challenges across Texas and around the world.

PRIMARY LOGO

The Meadows Center has two recognized and approved versions of the primary logo: horizontal and vertical. The primary logo must appear prominently on all communications materials created or sponsored by the Meadows Center. All logos should have the Texas State University tagline included.

GUIDELINES

The vertical logo is preferred for all printed collateral including printed publications, advertising, billboards, posters and flyers. The horizontal logo should be used when space is not at a premium in a layout, for example, website graphics and banners.

Do not change or alter the primary logo. Always use the logo in its approved form. Alterations require full administrative approval, beginning with the Director of University Marketing.

SIZE

On printed materials, the horizontal logo must be at least 1.5 inches wide and the vertical logo must be at least 1 inch wide.

CLEAR SPACE ALLOWANCE

The “area of isolation” is the minimum amount of clear space that must surround the logo. No elements such as typography, other logos, or graphics should intrude into the clear space.

Use .25 inches of clear space when your logo is 1.5 inches to 2.5 inches wide

Use the letter “M” height to determine clear space when your logo is larger than 2.5 inches wide.



VERTICAL



HORIZONTAL

UNAPPROVED LOGO STYLES AND USAGES



THE MEADOWS CENTER
FOR WATER AND THE ENVIRONMENT

TEXAS STATE UNIVERSITY

RESIZED WITHOUT MAINTAINING PROPORTIONS



THE MEADOWS CENTER
FOR WATER AND THE ENVIRONMENT

TEXAS STATE UNIVERSITY

LOGO ON BUSY BACKGROUND



THE MEADOWS CENTER
FOR WATER AND THE ENVIRONMENT

TEXAS STATE UNIVERSITY

LOGO IN UNAPPROVED COLORS



THE MEADOWS CENTER
FOR WATER AND THE ENVIRONMENT

TEXAS STATE UNIVERSITY

LOGO ON A BACKGROUND WITHOUT ENOUGH CONTRAST



THE MEADOWS CENTER
FOR WATER AND THE ENVIRONMENT

TEXAS STATE UNIVERSITY

LOGO WITH A DROP SHADOW



THE MEADOWS CENTER
FOR WATER AND THE ENVIRONMENT

TEXAS STATE UNIVERSITY

LOGO IN OLD BRAND COLORS

PROGRAM LOGOS

There are three approved program logos for use exclusively on materials created by each respective program. These logos may be used in place of the primary logo and should follow the same formatting rules as the primary logo.

PROGRAM LOGO COLORS

The Meadows Center Blue and Glass-bottom Boat Teal colors are approved for use on the Texas Stream Team program logo.

The Meadows Center Blue and Texas State Gold colors should be used for Spring Lake Education and Spring Lake Diving Program logos.

TEXAS STREAM TEAM PROGRAM LOGO



**THE MEADOWS CENTER
FOR WATER AND THE ENVIRONMENT**

TEXAS STATE UNIVERSITY

TEXAS STREAM TEAM

VERTICAL



**THE MEADOWS CENTER
FOR WATER AND THE ENVIRONMENT**

TEXAS STATE UNIVERSITY

TEXAS STREAM TEAM

HORIZONTAL

EDUCATION PROGRAM LOGO



THE MEADOWS CENTER
FOR WATER AND THE ENVIRONMENT

TEXAS STATE UNIVERSITY

SPRING LAKE EDUCATION

VERTICAL



THE MEADOWS CENTER
FOR WATER AND THE ENVIRONMENT

TEXAS STATE UNIVERSITY

SPRING LAKE EDUCATION

HORIZONTAL

DIVE PROGRAM LOGO



THE MEADOWS CENTER
FOR WATER AND THE ENVIRONMENT

TEXAS STATE UNIVERSITY

SPRING LAKE DIVING

VERTICAL



THE MEADOWS CENTER
FOR WATER AND THE ENVIRONMENT

TEXAS STATE UNIVERSITY

SPRING LAKE DIVING

HORIZONTAL

LOGO COLORS

TWO COLOR

The following colors or color combinations are approved for reproducing the Meadows Center logo:

Meadows Center Blue/Texas State Gold

Approved for use on all Meadows branded materials.

Meadows Center Blue/Glass-bottom Boat Teal

Approved for use on all Texas Stream Team program materials.

These colors may also be used in selective instances on Meadows branded materials – check with the Communications Manager before using.



THE MEADOWS CENTER
FOR WATER AND THE ENVIRONMENT

TEXAS STATE UNIVERSITY

MEADOWS CENTER BLUE/TEXAS
STATE GOLD LOGO



THE MEADOWS CENTER
FOR WATER AND THE ENVIRONMENT

TEXAS STATE UNIVERSITY

TEXAS STREAM TEAM

MEADOWS CENTER BLUE/GLASS-
BOTTOM BOAT TEAL LOGO

ONE COLOR

When your project involves printing in only one color (such as on a t-shirt), choose from the following options the one with the highest contrast to the intended background. For example, if printing on a dark-colored shirt, the white/reverse logo below would be the best option for greatest contrast.



THE MEADOWS CENTER
FOR WATER AND THE ENVIRONMENT

TEXAS STATE UNIVERSITY

MEADOWS CENTER BLUE LOGO



THE MEADOWS CENTER
FOR WATER AND THE ENVIRONMENT

TEXAS STATE UNIVERSITY

WHITE/REVERSE LOGO



THE MEADOWS CENTER
FOR WATER AND THE ENVIRONMENT

TEXAS STATE UNIVERSITY

BLACK & WHITE LOGO

PRIMARY BRAND COLORS

Our colors speak volumes about who we are. Using color appropriately is one of the easiest ways to make sure our materials reflect a cohesive brand. Our primary colors, Meadows Center Blue, Texas State Gold, and Glass-bottom Boat, should be visible in all branded communications.

HEX codes are used to create online colors. This ensures consistent color representation across mobile and desktop applications.

RGB is an abbreviation for red, green, and blue. It is a three-color formula used in digital displays such as televisions, computers, video projectors, and multicolor LED displays.

CMYK is an abbreviation for cyan, magenta, yellow, and black. It is a four-color process used in digital, laser, and offset printing methods.

PMS stands for "Pantone Matching System." PMS colors should only be used in offset printing. A printer will refer to the Pantone swatches a designer has chosen to ensure an exact color match.

MEADOWS CENTER BLUE



PRINT:
PMS: 302 C
CMYK: 100, 25, 0, 50

DIGITAL:
RGB: 0, 84, 129
Hex: #005481

TEXAS STATE GOLD



PRINT:
PMS: 872 M
CMYK: 20, 30, 70, 20

DIGITAL:
RGB: 172, 145, 85
Hex: #6A5638

GLASS-BOTTOM BOAT



PRINT:
CMYK: 48, 8, 34, 20

DIGITAL:
RGB: 110, 160, 150
Hex: #6EA095

SECONDARY BRAND COLORS

The following secondary colors may be used in branded layouts or collateral design. They should always be used to support and complement our primary colors.

STRAHAN CENTER COURT



PRINT:
CMYK: 48, 8, 34, 20

DIGITAL:
RGB: 110, 160, 150
Hex: #6EA095

RIVER JUMP



PRINT:
CMYK: 48, 0, 10, 0

DIGITAL:
RGB: 146, 215, 232
Hex: #BFF3FD

GREEN HILLS



PRINT:
CMYK: 71, 8, 100, 50

DIGITAL:
RGB: 43, 114, 90
Hex: #DB6450

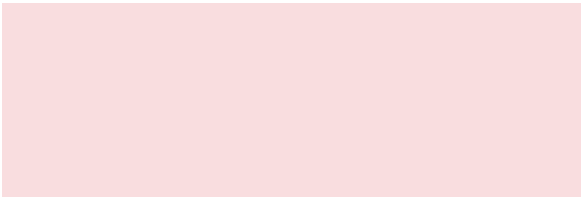
WILD RICE GREEN



PRINT:
CMYK: 68, 0, 71, 18

DIGITAL:
RGB: 58, 159, 104
Hex: None

BLIND SALAMANDER



PRINT:
CMYK: 0, 14, 5, 1

DIGITAL:
RGB: 249, 221, 221
Hex: None

EAT 'EM UP PEACH



PRINT:
CMYK: 0, 69, 65, 0

DIGITAL:
RGB: 43, 114, 90
Hex: #DB6450

TYPOGRAPHY

Typography is a key part of our visual identity. The following three font families should be used when developing materials for the Meadows Center.

HALIS GROTESQUE

- Primary brand font
- Recommended for large display copy like headlines, subheadlines, and callouts
- Always use in ALL CAPS
- Typeface used throughout the Calico template

FONT LICENSING INFORMATION

Download available for Meadows Center staff in the staff-only section of our website.

ALTERNATE FONT

Brandon Grotesque is a free alternative to Halis Grotesque and is available through Adobe Fonts.

DOWNLOAD INSTRUCTIONS:

- Make sure you have [Adobe Creative Cloud](#) installed and that you're logged in
- Go to this [Adobe Fonts Brandon Grotesque](#) page and click activate fonts
- The fonts should be available across your desktop apps, including Microsoft products like Word and PowerPoint (you may need to restart your apps to see the font)

AB

HALIS GROTESQUE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
YZ1234567890

CD

HALIS GROTESQUE MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
YZ1234567890

EF

HALIS GROTESQUE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
YZ1234567890

123

HALIS GROTESQUE BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
YZ1234567890

NUNITO SANS

- Secondary brand font
- Recommended for paragraph text
- Bold text should only be used to emphasize something of importance. It should not be used for an entire paragraph.

FONT LICENSING INFORMATION

Download available for free from [Google fonts](#).

AaBb

Nunito Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
YZ1234567890

CcDd

Nunito Sans Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
YZ1234567890

EeFf

Nunito Sans Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
YZ1234567890

GgHh

Nunito Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
YZ1234567890

1234

Nunito Sans Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
YZ1234567890

ROBOTO MONO

- Tertiary brand font
- Recommended for small, detail-oriented information like captions, URLs, and call-to-action copy
- Tracking (spacing between letters) of font should be +200

FONT LICENSING INFORMATION

Download available for free from [Google fonts](https://www.google.com/fonts/specimen/Roboto-Mono).

A B	ROBOTO MONO LIGHT
	ABCDEFGHIJKLMNOPQRSTUVWXYZ YZ1234567890
C D	ROBOTO MONO REGULAR
	ABCDEFGHIJKLMNOPQRSTUVWXYZ YZ1234567890
E F	ROBOTO MONO SEMIBOLD
	ABCDEFGHIJKLMNOPQRSTUVWXYZ YZ1234567890
1 2 3	ROBOTO MONO BOLD
	ABCDEFGHIJKLMNOPQRSTUVWXYZ YZ1234567890

ICONOGRAPHY

The Meadows Center has four icons that depict the four pillars of our work. These elements can be used for design on print, or digital materials. They are available for download on the brand guide webpage.



RESEARCH



EDUCATION



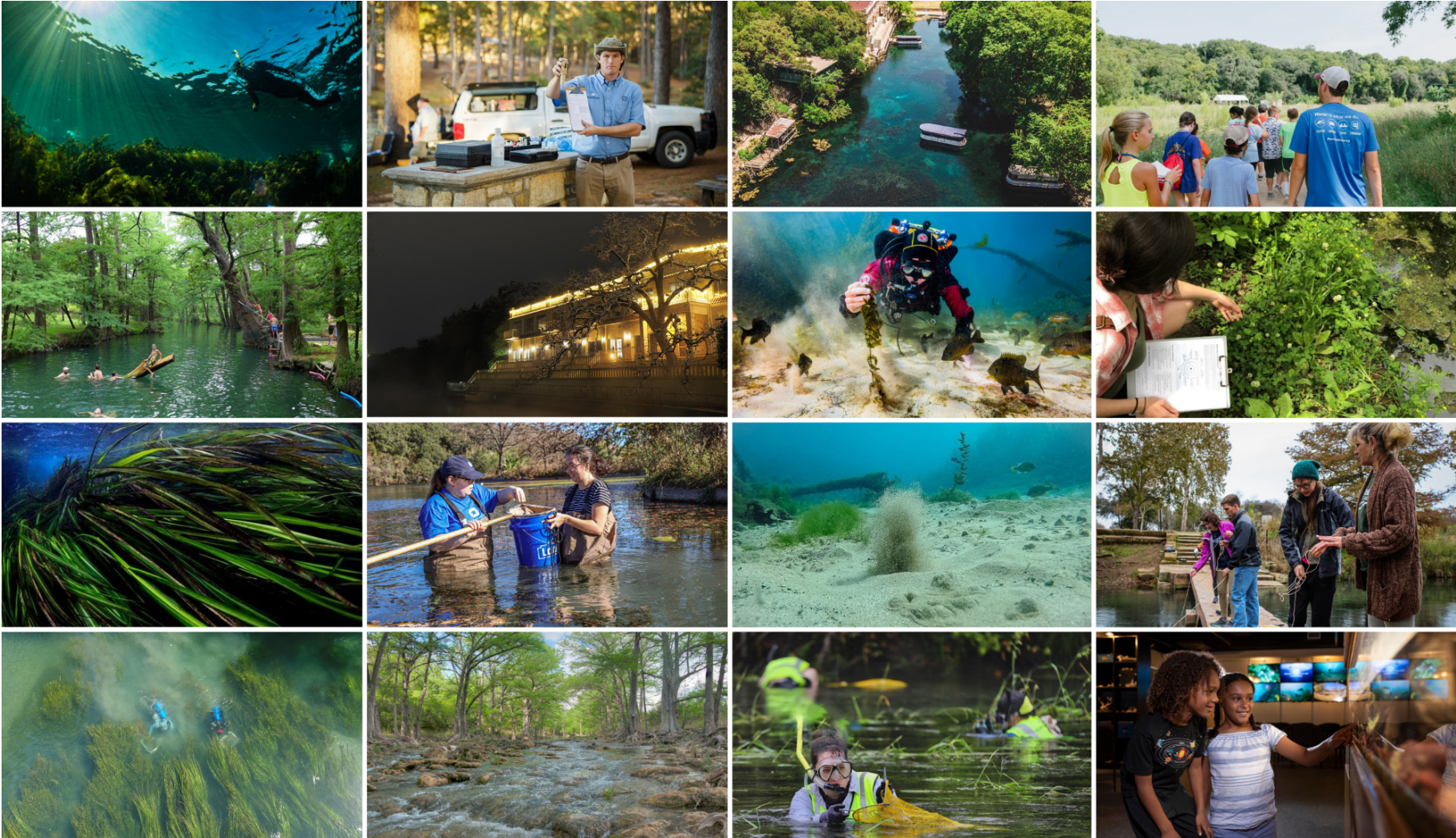
STEWARDSHIP

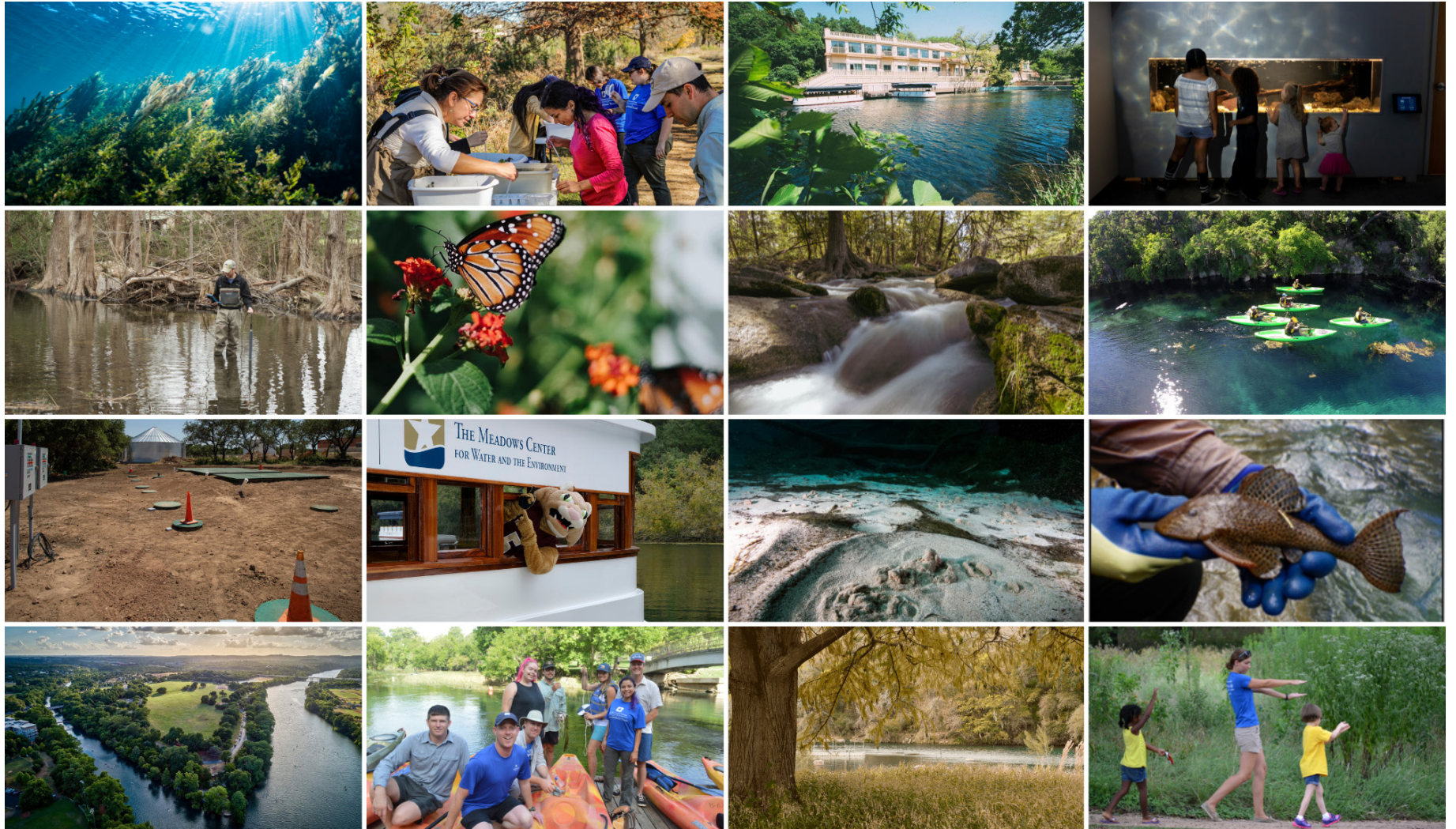


LEADERSHIP

STOCK PHOTOS

We curate a large, diverse collection of images that are available for staff to use. The collection includes everything from events and educational tours to river basins and underwater shots of Spring Lake. Meadows Center staff can access the photo collection in the “Stock Photos” folder in the Share Drive.





PRINT AND DIGITAL TEMPLATES

We have several ready-made templates to assist Meadows Center staff as they create event flyers, one pagers, presentations, agendas, and reports that are consistent with our branding. These are meant to be used as a starting point and modified as needed based on content.

HOW TO USE TEMPLATES

Many of the templates utilize a web-based program called [Canva](#). You may need to create an account to get started—don't worry, they're free! For tutorials and trainings, subscribe to Canva's "[Design with Canva](#)" playlist on YouTube. Other templates are created in Microsoft Word and Microsoft PowerPoint. Also, be sure to review the Meadows Center Brand Guidelines before beginning your template work.

If you find a template that does not fit your needs, please reach out to the Communications Manager.

LETTER TEMPLATE/ELECTRONIC LETTERHEAD

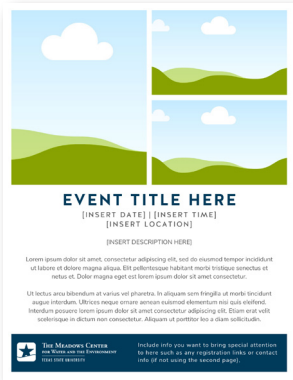
Use of official Texas State University stationery is required for all on- and off-campus letters. Texas State stationery is for use by university employees acting in an official capacity on behalf of the institution. The Meadows Center's main office provides official University letterhead paper for staff.

When preparing a letter that will be printed on official University letterhead paper, use the Meadows Center Letter Template found on the brand guide webpage. For digital/email communications with vendors, students or other external individuals and organizations, use the Meadows Center Electronic Letterhead Template found on the brand guide webpage.

EMAIL SIGNATURE TEMPLATE

A standard email signature template has been developed for the Meadows Center staff. Find instructions to install on the brand guide webpage in the staff-only section of the website.

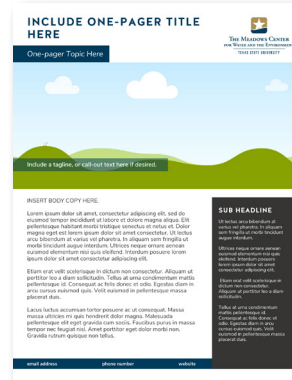
Visit BrandGuide.MeadowsWater.org to learn more about the templates available for staff.



Flyer #1 Template:
[Access Here](#)



Flyer #2 Template:
[Access Here](#)



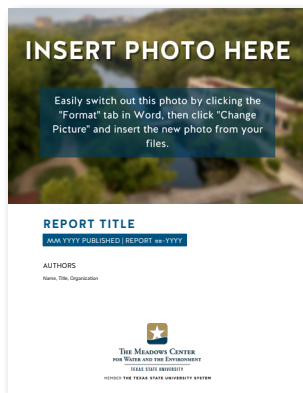
One-Pager Template:
[Access Here](#)



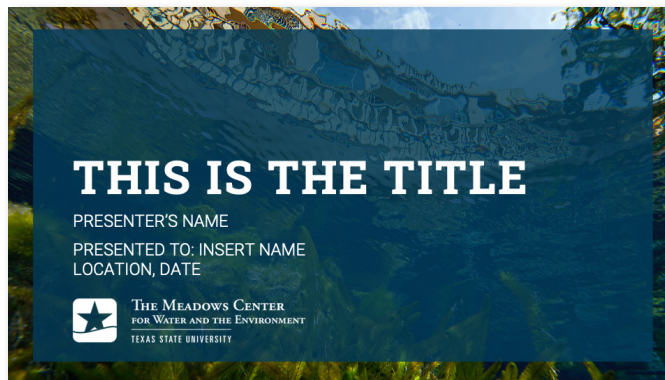
Meadows Agenda Template:
[\(Canva\) Access Here](#) | [\(Word\) Access Here](#)



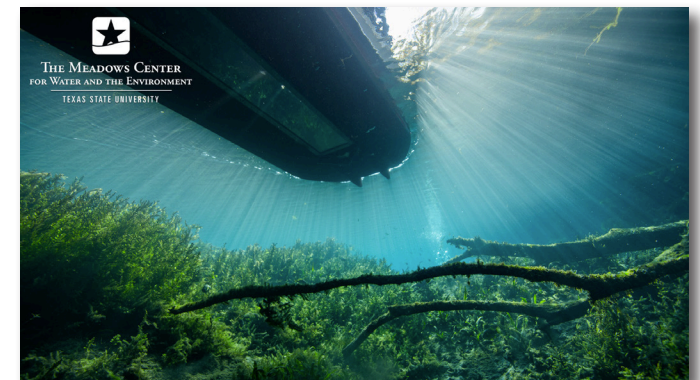
Texas Stream Team Agenda Template:
[\(Canva\) Access Here](#) | [\(Word\) Access Here](#)



Report Template:
[Access Here](#)



PowerPoint Template: [Access Here](#)



Zoom Branded Virtual Backgrounds: [Access Here](#)

QUESTIONS?

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