



Brand Standards and Graphic Identity

IT IS ESSENTIAL

that we project a single and clear image through a consistently maintained brand identity that positions Texas Exes through a set of officially sanctioned identity standards.

THE TEXAS EXES LOGO

The Parent Brand

OFFICIAL LOGOTYPE

The Texas Exes logotype is the primary means by which we are recognized, and as such, it should appear on all Texas Exes communications. The logotype has been specially typeset and spaced, and therefore must never be redrawn or changed. The logotype should also never be stacked or positioned in any way that has not been explicitly designated by the guidelines herein.

OFFICIAL LOGOMARK

A logomark is one visual element in the identity scheme. The consistent application of the logomark coupled with the authorized family of colors and logotype will ensure that the Texas Exes logo is unified and easily recognizable. Inconsistent messaging may cause confusion for constituents, and therefore must be avoided. Effective communications are a result of correct logo usage and must be maintained on all forms of visual communications. When using the secondary logo, where the logotype and logomark are stacked, a bullet must appear in between the words "Texas" and "Exes." This will ensure legibility and consistency of design.



PRIMARY LOGO



ONE-COLOR: PMS 159



ONE-COLOR: BLACK



ONE-COLOR: REVERSED



SECONDARY LOGO
STACKED OR VERTICAL



ONE-COLOR: PMS 159



ONE-COLOR: BLACK



ONE-COLOR: REVERSED



BRAND HIERARCHY

Parent, Sub-Brand, Endorsed Brand, and Beyond.

PARENT BRAND

It is important to maintain the hierarchy of the Texas Exes brand, where all sub-brands, endorsed brands, programs, events and services are based off of the parent brand.



SUB-BRAND

Brand standards allow for only two approved sub-brands: Chapters and Networks. Sub-brands must retain the characteristics of the parent brand as far as logomark and logotype and will vary only for each chapter or network name.

In the past, Texas Exes chapters have had the freedom to develop their own variations on logos for each chapter. **In order to maintain brand consistency, it is very important that each chapter follow the guidelines for sub-brands contained herein.** Maintaining uniformity between each chapter will make the organization more recognizable and increase brand recognition.

The chapter or network name must appear underneath the parent brand typeset in Knockout (49) Liteweight and must be PMS 159 in all 2-color executions.



ENDORSED BRANDS

The only endorsed brand acceptable under these brand guidelines is **Alcalde** and **Flying Longhorns**. **Alcalde** has its own distinct logo but should have the strong and visible endorsement of the parent brand by including the parent brand in layouts that feature **Alcalde** logo.



Alcalde
THE OFFICIAL PUBLICATION OF THE TEXAS EXES



PROGRAMS, EVENTS & SERVICES

All Texas Exes materials relating to sponsored programs, events and services must use the Texas Exes typeface as seen below. The treatment of these programs, events and services will not include the parent brand but should still be prominent displayed. This will help build and maintain brand consistency without diluting the parent brand. The official font face for the Texas Exes (labeled "TXEX") is available per request and is only to be used for official Texas Exes programs, events, and services.

CAMP TEXAS CAREER SERVICES

PROMOTIONAL ITEMS

Promotional items such as banners, flyers, t-shirts, hats, bags, and other swag for specific events or programs can include custom and unique artwork but should still remain "on-brand." It is also important for the parent brand (or sub-brand if chapter or network) to be prominent, but it should not compete with the artwork. Remember, prominent does not necessarily mean large, just recognizable.

USAGE GUIDELINES

Know how and when to use the Texas Exes logo

USAGE

Correct usage of the Texas Exes logo is critical. To identify how and when to use one of the accepted variations of the logo, use the standards presented below.

The Texas Exes logo is available in two versions—primary and secondary. The horizontal alignment of the logo is the primary format. In applications in which the integrity of the horizontal logo would be degraded due to limitations of size, process or quality standards, it is recommended that the vertical alignment or secondary format be used.

The Texas Exes logo (comprised of both the logotype and logomark) should be clearly and prominently displayed on all visual communications. The Texas Exes logo should in no way be incorporated or combined with any other mark, symbol or graphic to create a new mark. After the mark has been registered, the Texas Exes logo should be used only in conjunction with the registration symbol ®. In this reference, placement and readability of the Texas Exes logo is also extremely important. For all use, “prominently displayed” means placing the logo on the cover/at the beginning of visual communication and providing clear space around the logo to ensure readability. It is also important to adhere to sizing requirements by making sure that the logo is not smaller than the minimum size.

Visual communications include, but are not limited to:

- ▶ Stationery (letterhead, envelopes, business cards and note pads)
- ▶ Publications (brochures, catalogs, invitations, newsletters, posters, etc.)
- ▶ Presentations and displays
- ▶ Promotional items and advertisements
- ▶ Signage (including buildings and vehicles)
- ▶ Photocopied materials
- ▶ Websites

EXCEPTION

The primary logo may be included on the inside and/or on the back of postcards, greeting cards, invitations, calendars and exhibit announcements/promotions that use an artist’s work on the cover. The Texas Exes logomark may also be used by itself on promotional items such as polo shirts and stickers or on social media channels (i.e. profile image). The mark should never be mingled within other artwork or logos

MINIMUM SIZE REQUIREMENTS

To ensure adequate legibility, do not reproduce the logo smaller than the samples below.



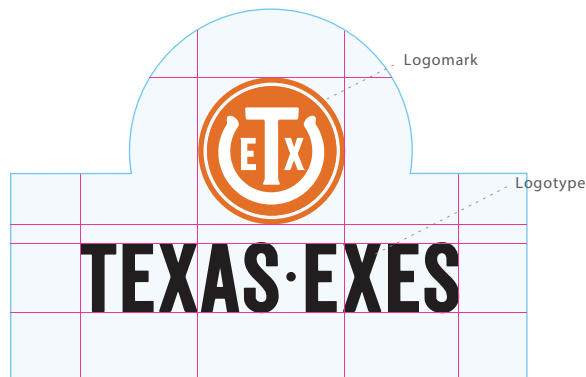
MINIMUM CLEAR SPACE

In order to maintain the integrity and establish the strength of the Texas Exes logotype, a clear space must be kept around the logotype. It is important not to crowd the logotype 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 around the stacked logotype equals the height and width of the "X" in "Texas."

BLUE indicates Clear Space. The blue area must be kept free of other elements.
Grey padding indicates Safe Zone.

MAGENTA indicates type and element alignment and boundaries.

The minimum required Clear Space is defined by the measurement 'X'
(equal to the height of the uppercase letter "X")



EXPIRED LOGOS

No other logos or marks should be used to represent Texas Exes other than those described in this Brand Book. The logos below have been used in the past, but no longer fall within acceptable usage guidelines. Any usage of previous logos is no longer permitted.

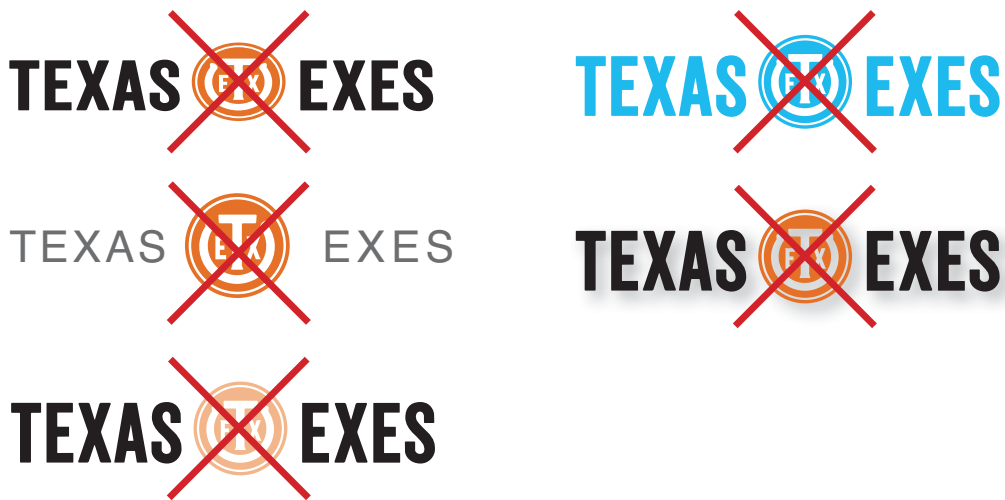


INCORRECT / UNACCEPTABLE USAGE

The examples below show incorrect and unacceptable usage.

1. Do not change the proportions of the logo including but not limited to stretching, squeezing, bending or skewing.
2. Do not change the colors of the logo.
3. Do not change the typeface.
4. Do not apply effects such as drop shadows.
5. Do not screen burnt orange (PMS 159).

DO NOT ALTER THE LOGO IN ANY WAY.



EXAMPLES: DO'S AND DONT'S

Below are a series of “do’s” and “don’ts” of how to use the parent or sub-brand logo in a variety of promotional materials. Although most of these examples contain chapter use case scenarios, the rules are consistent with parent brand usage.

DON'T



DO



The correct chapter sub-brand logo should be used instead of the parent brand with a type treatment of the chapter name. Furthermore, “Houston Chapter” should always be preceded by “Texas Exes.” Lastly, please ensure proper sizing for legibility.

Type treatments and custom design elements are acceptable in promotional items such as a t-shirt. In both examples, the chapter sub-brand is prominent (recognizable) but separate from the stylistic design of the event. Remember, design elements for a promotional piece of an event or program should not be married to the sub-brand in any “permanent” way. Also always ensure that any design produced is inline with the spirit and ethos of Texas Exes and the UT Community.

DON'T



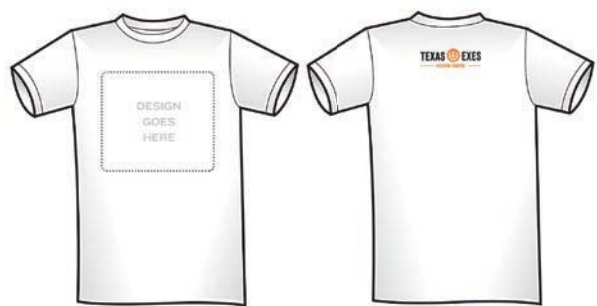
DON'T



DO



DO



EXAMPLES: DO'S AND DONT'S

DO



Although the front design of the shirt should never be used as the sole identifying mark of the Texas Exes New York Chapter, it is acceptable on promotional items such as shirts, hats, mugs, and other items as long as it is accompanied by the official chapter logo. However, to be fully compliant, the front graphic should read "The Texas Exes New York Chapter."

DO



DO



DO



DON'T



The design may look innocent at first, but the proximity and treatment of "Legacy Happy Hours" to the sub-brand suggests a logo design motif. Remember, the sub-brand must remain present but visually separate. Additionally, the font face "TXEX" should be used to identify official programs and events.

DON'T



This design inappropriately melds the primary sub-brand logo with the type treatment too closely and there is no visible hierarchy. Additionally, it exhibits poor use of space within the particular dimensions of this banner.

COLORS & TYPOGRAPHY

OFFICIAL TEXAS EXES COLOR PALETTE

When producing materials on behalf of Texas Exes, it is imperative that all parties abide by the official Texas Exes color palette. Colors shown here are approximate and are not intended for matching. Please refer to Pantone color chips for accurate color matching. Because of its high color density, only use Texas Exes Black in special and limited cases for print.



PANTONE 159
Official Burnt Orange

C 0
M 65
Y 100
K 9

R 203
G 96
B 21

HEX #CB6015



PANTONE Black 6
Texas Exes Black

C 60
M 50
Y 40
K 80

R 25
G 26
B 27

HEX #1A1B1C

TYPEFACES

The typefaces listed below represent the official typefaces of the Texas Exes brand. Veneer and Ziggurat are to be used as a optional display typefaces, while Knockout Liteweight is best suited for headlines and Knockout Junior Middleweight is best suited for body copy. Use Sentinel as optional headline and copy typeface when appropriate.

veneer (*Display*)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

knockout 49 liteweight (*Headline*)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ziggurat black (*Display*)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

knockout 31 junior middle-weight (*Body*)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

sentinel black (*Opt. Headline, All Caps*)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

sentinel book (*Formal Body*)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

FILE FORMATS

The Texas Exes logo is available for both Macintosh computers and PCs from the Creative Services in the Communications Department at Texas Exes in the following formats:

- Adobe Illustrator EPS file for print and silk screening. This file may be imported into a document and enlarged or reduced in size proportionally, but not otherwise altered.
- JPG file for office printing. This file may be imported into a word-processing program, reduced in size and placed on a white background. Note: JPGs may be reduced but should not be enlarged. The JPG reproduces poorly when enlarged.
- PNG file for online usage. This file should be used as is, without rotation or resizing. If you need a version to use on another background color, or if you need a size other than what is offered, please contact the Office of Texas Exes Marketing.

The Texas Exes font “TXEX” to be used for official programs, events, and services is available per request. For chapter use, please email Courtney Ratliff at ratliff@alumni.utexas.edu. For all other uses, email Brett Bowlin at bowlin@alumni.utexas.edu.

BRAND CENTRAL

The Texas Exes Brand Central resource center is available at <http://texasexes.org/about/brandcentral.aspx>. This is a work in progress and we will continue to work on this so that it is a great tool for you to use to find out more about the new brand guidelines and for assistance with any new design project. Please remember we are here to assist you in any way and do not hesitate to contact us with any questions.