

**TEXAS STATE LOGO**

Do not use logos that include the words San Marcos.

Alternate color options are available for download at [umarketing.txstate.edu/logos](http://umarketing.txstate.edu/logos)

**Primary**

- for use on the front cover of documents or publications
- must always appear with the tagline: *The rising STAR of Texas*

Horizontal



Vertical



must be at least 1.5" wide excluding registration mark

must be at least 1" wide excluding registration mark

**Secondary**

- for use on merchandise or promotional items
- does not have to display the tagline



**EXPIRED LOGOS**

Do not use any of these on documents.



**TEXAS STATE COLORS**

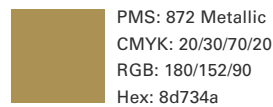
The official university colors are metallic gold and maroon.

The secondary palette may be used in combination with the primary palette, but do not substitute it for the primary palette. For more details, visit [umarketing.txstate.edu/colors](http://umarketing.txstate.edu/colors).

PMS = Pantone® Matching System

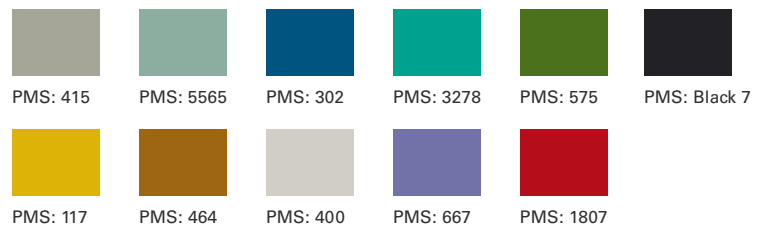
**Primary Palette**

Official University Colors



**Secondary Palette**

Accent Colors (Do not substitute for primary palette.)



**TEXAS STATE FONTS**

The official university typefaces are Adobe Garamond (serif) and Univers (sans serif).

These fonts may be purchased from websites such as [myfonts.com](http://myfonts.com).

**Adobe Garamond Font Family**

Example: Adobe Garamond Regular



The entire family may be used (bold, italic, etc.). Times New Roman may be used as an alternate font if Adobe Garamond is not available to you.

**Univers Font Family**

Example: Univers 55 Roman



The entire family may be used (bold, italic, etc.). Arial may be used as an alternate font if Univers is not available to you.

**SYSTEM LOGO**

You must use the actual artwork. Do not simply type words.

Download from [umarketing.txstate.edu/statements](http://umarketing.txstate.edu/statements).

**Guidelines** (See *Texas State University Statements* for full requirements.) Use this statement on:

- the front cover of all documents or publications
- all advertisements and signage
- first page plus cover of documents with more than six pages

MEMBER THE TEXAS STATE UNIVERSITY SYSTEM



Must be at least 1.5" wide

STATEMENT	WORDING	USE AND GUIDELINES
<p><b>System Statement</b></p> <p>You must use the actual artwork. Do not simply type words. Artwork can be downloaded from <a href="http://umarketing.txstate.edu/statements">umarketing.txstate.edu/statements</a></p> <p>UPPS 01.04.11   UPPS 06.05.01</p>	<p>MEMBER THE TEXAS STATE UNIVERSITY SYSTEM</p>	<p>Use on front cover of all documents or publications.</p> <p>Use on first page plus cover of documents with more than six pages.</p> <p>Use on all advertisements and signage.</p> <p>The statement may be used on the back of exhibit announcements and promotions, postcards, greeting cards, internal note cards, invitations and calendars with artwork on the front.</p> <ul style="list-style-type: none"> <li>• minimum size: 1.5 inches</li> </ul>
<p><b>Tobacco-free Statement</b></p> <p>UPPS 06.05.01</p>	<p>Texas State University is a tobacco-free campus.</p>	<p>Use on any type of publication that will involve people being present on campus, including posters, invitations and programs.</p> <p>Do not use on pull-up banners or backdrops.</p>
<p><b>Accommodation Statement 1</b></p> <p>UPPS 06.05.01</p>	<p>This information is available in alternate format upon request from the Office of Disability Services.</p>	<p>Use on brochures, newsletters, handbooks, class schedules, magazines and catalogs.</p> <ul style="list-style-type: none"> <li>• may be placed anywhere in publication that will be easily seen</li> </ul>
<p><b>Accommodation Statement 2</b></p> <p>UPPS 06.05.01.04</p>	<p>If you require accommodations due to a disability in order to participate, please contact (sponsoring event phone number) at least 72 hours in advance of the event.</p>	<p>Use on all printed material announcing university-sponsored events.</p>
<p><b>Equal Opportunity Statement</b></p> <p>UPPS 01.04.11   UPPS 06.05.01</p>	<p>Texas State University, to the extent not in conflict with federal or state law, prohibits discrimination or harassment on the basis of race, color, national origin, age, sex, religion, disability, veterans' status, sexual orientation, gender identity or expression.</p>	<p>Use on all printed material used for recruitment, legal publications and catalogs.</p> <ul style="list-style-type: none"> <li>• used on Texas State home page</li> <li>• eight-point type minimum</li> <li>• may be placed anywhere in publication that will be easily seen</li> </ul>
<p><b>The Texas State University System Board of Regents</b></p> <p>UPPS 01.04.11   UPPS 06.05.01</p>	<p>Use in the following order:</p> <ol style="list-style-type: none"> <li>1. chairman</li> <li>2. vice chairman</li> <li>3. remaining members' names in alphabetical order by last name</li> <li>4. the student regent</li> <li>5. the chancellor (note: no city)</li> </ol>	<p>Find the current Board of Regents list at: <a href="http://tsus.edu/regents">tsus.edu/regents</a></p> <p>Use the statement on all publications of more than six pages.</p> <p>Include the names and home cities of the current members as well as the student regent; the chancellor's name is listed at the end without a home city.</p>

In an effort to achieve consistency in university communications, the Office of University Marketing has developed an Editorial Style Guide. The complete guide is available at [umarketing.txstate.edu/resources/editorial-style-guide](http://umarketing.txstate.edu/resources/editorial-style-guide). For your convenience, we've compiled frequently used style rules into this quick reference guide.

### academic degrees

- Lowercase names of degrees, fellowships and the like: *a master's degree; a doctorate; a fellowship; a master of business administration.*
- Capitalize and use periods in degree abbreviations: *B.A.; B.F.A.; M.B.A.; Ph.D.; Ed.D.*
- Use abbreviations on second reference after you have written out the full name of the degree, or after a full name, set off by a comma: *Jane Doe, M.A. '97, won the award.*

### academic disciplines, majors and minors

Do not capitalize the names of academic disciplines or major or minor areas of study, except those derived from proper nouns: *aquatic biology program; bachelor of arts in Spanish; studio art major*

### commas

- In websites and other marketing materials, including advertisements, posters, direct mail pieces, etc., omit the comma before the conjunction in a simple series: *red, white and blue.*
- Clarity is key. If omitting a comma could lead to confusion or misinterpretation, then use the comma.

### dates

- Month, day and year: Separate the date and year with a comma: *September 1, 2016, or Sept. 1, 2016.*
- Do not add "nd," "rd," "st" or "th" to the date.
- When a date appears in the middle of a sentence, follow the year with a comma: *July 4, 1776, is Independence Day.*

### Eat 'em up, Cats

Use an apostrophe, not an opening single quotation mark, before 'em.

### email

No hyphen. Use a lowercase "e" unless it is at the beginning of a sentence or to be consistent with a capped headline style.

### telephone numbers

Separate each series of numbers with a period: *555.555.5555.*

### time

- a.m. and p.m. are used lowercase with periods.
- Do not use :00 for times on the hour: *5 p.m.; 5:30 a.m.*
- Use noon and midnight instead of 12 p.m. and 12 a.m.
- Format time ranges with en dashes: *8 a.m. – 5 p.m.; 1–2 p.m.*

Video and photography used in external communications should be compelling and strengthen the Texas State University brand. Please follow these guidelines when considering video and photos to communicate to your audience.

### VIDEO BEST PRACTICES

- Videos should be short. Two minutes is long for an internet video.
- Approaching video from a documentary style allows the subjects to tell the story. Visually rich b-roll draws in the audience to effectively communicate the message.
- Avoid interview-only videos. Unless the interviewee is very dynamic it come across as boring.
- Shot design should draw in the viewer to garner interest in the subject matter.
- Color balance should be natural unless a specific mood is being communicated.
- Interview subjects should be well spoken and shed a positive light on the university.
- **Other things to avoid in video:** Other brands displayed (NIKE, PINK, other universities' logos or colors, i.e., burnt orange, red and black.) Forced diversity. Stereotypes.

### BRAND REQUIREMENTS FOR VIDEO

- Videos must display the primary Texas State University horizontal logo and system statement in all university videos displayed on university websites.
- The logo should be displayed for three seconds at the end of the video.
- A black or white version of the logo and system statement may be downloaded at [umarketing.txstate.edu/logos](http://umarketing.txstate.edu/logos).
- Captions and credits should follow branding guidelines using the Univers or Adobe Garamond font family.

### MUSIC

- Music in videos that are published through social media or on the university website must adhere to copyright law. All videos produced for promotion of the university should archive the license agreement with the downloaded music for future reference. If the license with the song title is not available for download a screen shot of the license may be archived.

### PHOTOGRAPHY BEST PRACTICES

- Photos taken for use in Texas State publications and media should reflect the university in a positive manner.
- Consider image resolution (72dpi for web and 300dpi for print).
- Color balance should be natural.
- Photos should invoke a mood or a feeling.
- Photos should not be overly staged, set-up or saturated with students wearing only Texas State University T-shirts.
- **Other things to avoid in photos:** Other brands displayed (NIKE, PINK, other universities' logos or colors, i.e., burnt orange, red and black.) Forced diversity. Stereotypes.

## LEVERAGE THE TEXAS STATE UNIVERSITY BRAND

Making your department's website match Texas State University's web presence provides your visitors with a valuable and recognizable frame of reference. Utilizing the Gato Content Management System (CMS) is the best way to achieve this. Not only will your site automatically look like a Texas State University site, it will also remain current as campus standards evolve and new templates and functionality are offered.

## GATO SUPPORT

Email: [gato@txstate.edu](mailto:gato@txstate.edu)

Phone: 512.245.5566

Contact: [http://gato.its.txstate.edu/contact/get\\_help.html](http://gato.its.txstate.edu/contact/get_help.html)

## KNOW YOUR AUDIENCE

- Find out what your audience needs and center your department's website on those needs.
- Set up Google Analytics to get audience demographics, analyze the strength of your pages and learn what devices your users use to access your site. (Pro Tip: The Gato support team can help you set it all up.)
- Don't assume that users know your department's internal structures and terminology.
- Focus the user's attention on what's important to them. Tell users what is unique and important about your area of expertise, but do so without getting in their way.

## ENCOURAGE USER SUCCESS

- Users shouldn't have to struggle to find what they're looking for.
- Use established conventions in labeling, layout and function that are familiar to your audience.
- Establish a logical hierarchy of information with similar information clearly grouped for easy consumption. All of your site should be available and comprehensible from the main navigation.
- Plan your content strategy! Navigation should present the minimum number of choices necessary with short, yet descriptive labels. Make your URLs brief and use only lowercase lettering.
- Test your site and get feedback from your users and stakeholders whenever possible.

## BE CONSISTENT, CLEAR AND CONCISE

- Make your writing clear, concise, free of jargon and no longer than it has to be.
- Always strive to streamline your content.
- Be consistent across your site in terminology, labels, layout and positioning, style and navigation.
- Use standard Gato CMS functionality and avoid site "hacks."
- Imagery is important to telling our story, but avoid visual clutter that will keep the user from getting what they want. All images should add to the user's experience.

## STRIVE TO MAKE YOUR SITE ACCESSIBLE TO ALL USERS

Access to information for persons with disabilities is an essential component of Texas State University's commitment to provide a barrier-free learning environment. As a public institution, we constantly strive to meet local and national accessibility standards.

Learn more about accessibility:

[www.w3.org/WAI/intro/accessibility.php](http://www.w3.org/WAI/intro/accessibility.php)

Accessibility checklist:

[www.webaim.org/standards/508/checklist](http://www.webaim.org/standards/508/checklist)