MARKETING & BRAND MANUAL
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**Important:**

Logos and materials will be updated regularly. The LBJSC Marketing and Brand Manual is only intended for digital format.
BRAND AMBASSADORS

The purpose of LBJSC Creative is to elevate the LBJ Student Center’s brand perception within Texas State University’s brand and increase the marketing effectiveness of programs and services in the LBJ Student Center.

Your organization, office, program or service is a part of the LBJSC. Having a unified visual identity and messaging helps students connect with the LBJ Student Center. We are all Brand Ambassadors!

CREATIVE SERVICES

DESIGN
The design team can create nearly anything you might need in print. Flyers, T-shirts, table tents and composites for organizations are the most common requests and routinely win regional and national awards at design competitions.

PHOTOGRAPHY
The photography team can take high quality headshots and group photos for your office, organization or program. We also work with major programs to assist with event photos. Feel free to schedule an appointment to look through our extensive photo archive when you need an image.

VIDEOGRAPHY
Our video team welcomes video requests, and we make every effort to capture highlights of significant programs, services and special events.

WEB
We manage the LBJSC homepage and will happily make small edits/updates to any of the department pages under LBJSC.

SOCIAL MEDIA
The online communities team is the perfect resource to help share your important services or programs and maintains all LBJSC accounts.
PROCEDURES
REQUEST PROCESS

PUBLICATION REQUESTS
A publication request form is required for marketing jobs big and small. Upon submission, you will be given a request number, which will be your way to track your project in Basecamp. When submitting a marketing request, please select the date of your event/program, and once we have received your request, we will contact you to discuss a projected timeline. Each request is special, so please do not group multiple projects in the same submission.

If your project requires design work, the design team will create three concept drafts for you to choose from. From there, your designer will work with you to produce three rounds of edits to improve the content, style and design. Slow responses on drafts or to questions posted by the LBJSC Creative Team during the project process may result in a “hold” status. This may mean that your project may not meet your deadline or be subject to cancellation.

lbjsc.txstate.edu/services/staff-resources/publication-request

HOW LONG WILL THE DESIGN PROCESS TAKE?
Timelines are based on project type and will vary depending on the scope and complexity of the project. Once you submit, we will put your request in our queue and give it a number. Remember to include all the information we need—don’t get bumped! Any requests missing all the required information will be moved to the end of the queue. Once your project has been reviewed, we will let you know your assigned designer and projected timeline. Be sure to plan ahead: we’d love to work magic, but designers need sleep too. If we don’t think we can complete a project by the desired date, it may be declined. Bummer.

LBJSC DIGITAL SIGN REQUESTS
To have a poster placed on digital signs, a separate request is required. If you would like a poster designed specifically for the digital signs please send in a Publication Request to begin the design process. Once the Publication Request is completed you can then submit a LBJSC Digital Sign Request to have it placed on the screens. Completed submissions must be requested at least 10 business days prior to being placed on the digital signage and will be scheduled for a maximum of 14 calendar days, dependent upon demand. Materials must reference the sponsoring organization/department on the digital flyer and have already received “approved for posting” by the LBJSC Student Involvement Office.

lbjsc.txstate.edu/services/staff-resources/Student-Center-Digital-Sign-Request
WHEN SHOULD I SEND IN A REQUEST?
No one wants to stress about deadlines, and every project is different. We want your program or service to be successful just as much as you do, so planning ahead makes that goal easier. For all requests we will sit down with you to review a timeline. However, a good rule of thumb is four business weeks before you would like your final file.

WHO DO I TALK TO ABOUT USING THE TXST ATHLETIC LOGOS?
Texas State Athletics manages the usage of the TXST Athletic, Primary Athletic, SuperCat, and Secondary Athletic. Here is the link for the information about licensing: brand.txstate.edu/request-a-logo

WHERE SHOULD I PRINT?
Currently, our office offers limited printing (single copies or small photo requests) and some banner printing. For larger scale printing we recommend Copy Cats, the Print Shop and local printers. Approved vendors for promotional goods can be found in SAP.

HOW DO I GET SOMETHING DONE QUICKLY?
Multiple rounds of edits extend production time. Please have all information verified and correct before submitting to move the process along in a timely matter. Include a thorough description of your vision for the project. Include resources and design inspiration in your request. Keep in mind that every edit can extend your completion date three to five days. Most importantly, be flexible and work with your designer.

WHAT LOGOS DO I NEED ON MY MARKETING COLLATERAL?
The LBJ Student Center logo is required on all marketing collateral for LBJ Student Center programs and services. Please include all sponsoring programs and services. Smaller promotional items will be evaluated by LBJSC Creative to determine if items selected have sufficient space for logos. Exceptions will ONLY be made for items too small for all logos.
Check out our tutorial video. Want to learn how to fill out a marketing request? Follow the steps shown in this handy little tutorial video.

What to submit in your request:
- Publication/event name
- Date of event (if applicable)
- Date you want to distribute: (in-hand date)
- Deliverables: (e.g.: flyer, logo, website, etc)
- Who will print your materials? (if applicable)
- Project overview
- Any text that needs to be included
- Event start time and end time
- Sponsoring groups/required logos
- Mood and personality: (e.g.: friendly, professional, playful, serious, etc)
- Colors
- Images or symbols: (anything that represents your organization)

Ask for advice and trust your designer. Our goal is to help you pick the best options and strategy for your marketing objectives.

Sometimes less is more. Designs, as well as content, should be chosen with the audience in mind. When you are writing copy, keep in mind that your audience is busy; they may not have much time to stop and read.

Plan ahead. Be sure to plan enough time to get your order in and completed on time.

Avoid slowing down the approval process. If you have a request that is approval-only, it will need to go through grammar, spelling and punctuation checks. To get your approval done in three days, double-check logos, logo size and required statements. For promotional items, do not choose items that are too small to have a legible logo.

Avoid slowing down the design process. Avoid having too many people on Basecamp commenting with opposing ideas for the direction of your designs. Respond to drafts as quickly as possible to keep the process moving.

Assign a representative. By selecting a single team member to provide feedback on behalf of everyone, you will help us streamline the editing process and avoid conflicting opinions.
STYLE GUIDE
The LBJ Student Center uses a modified AP Style Guide for editorial style. Below are common style tips for all LBJSC marketing materials.

ACADEMIC DEGREES, DISCIPLINES, MAJORS AND MINORS:
• Lowercase names of degrees, majors, fellowships and the like, except when derived from a proper noun: a master’s degree; a doctorate; a fellowship; a master of business administration; the mass communication major; bachelor of arts in Spanish; studio art major.
• 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.

COMMAS:
• In websites, brochures 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.

NUMBERS:
• The numbers one through nine should be spelled out. Numbers 10 and up should be written numerically until the number one hundred.
• 1st, 2nd, 3rd, 4th, etc, should be spelled out as first, second, third, fourth, and so on.

DATES:
• Month, day and year: Separate the date and year with a comma: September 1, 2016, or Sept. 1, 2016.
• Certain months should be abbreviated as follows: Jan., Feb., Aug., Sept., Oct., Nov. and Dec.
• The date should be written out except when used in block formatting, in which case it may be written as 09.26.2016 with periods instead of dashes.
• Do not add “nd,” “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.

EMAIL:
• Hyphenate and use a lowercase “e” unless it is used at the beginning of a sentence or to be consistent with a capped headline style.

TIME:
• a.m. and p.m. are used lowercase with periods, except in capped fonts. Then, write them as AM and PM.
• Include a space between the time and either a.m. or p.m. 11 a.m.; 8:30 p.m.; 4 p.m.
• 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 and date ranges with en-dashes. 8 a.m. – 5 p.m.; 1–2 p.m.; noon–4 p.m.

DASHES:
• Hyphens (-) should be used only to hyphenate words or surnames. The four-year-old girl; a long-standing agreement; Jane Doe-Smith
• En-Dashes (–) should be used to separate spans of time. 1–2 p.m.; March 9–14; Monday–Thursday
• Em-dashes (—) are used in quote attribution.

TELEPHONE NUMBERS:
• Separate each series of numbers with a period: 555.555.5555
QUICK REFERENCE
Texas State University Brand Guidelines

TEXAS STATE LOGO
Do not use logos that include the words San Marcos.
Alternate color options can be requested at brand.txstate.edu/logos-and-guidelines

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

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

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 brand.txstate.edu/color-palette
PMS = Pantone® Matching System

Primary Palette
Official University Colors

<table>
<thead>
<tr>
<th>Color Code</th>
<th>CMYK</th>
<th>RGB</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS: 872</td>
<td>20/30/70/20</td>
<td>180/152/90</td>
<td>8d734a</td>
</tr>
<tr>
<td>PMS: 504</td>
<td>65/100/100/35</td>
<td>80/18/20</td>
<td>501214</td>
</tr>
</tbody>
</table>

Secondary Palette
Accent Colors (Do not substitute for primary palette.)

<table>
<thead>
<tr>
<th>Color Code</th>
<th>CMYK</th>
<th>RGB</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS: 415</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PMS: 5565</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PMS: 302</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PMS: 3278</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PMS: 575</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PMS: Black 7</td>
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<td></td>
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</tr>
</tbody>
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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.

Adobe Garamond Font Family
Example: Adobe Garamond Regular
AaBbCc0123 abcdefghijklmnopqrstuvwxyz
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
AaBbCc0123 abcdefghijklmnopqrstuvwxyz
The entire family may be used (bold, italic, etc.). Arial may be used as an alternate font if Univers is not available to you.
<table>
<thead>
<tr>
<th>STATEMENT</th>
<th>WORDING</th>
<th>USE AND GUIDELINES</th>
</tr>
</thead>
<tbody>
<tr>
<td>System Statement Graphic</td>
<td>MENTION THE TEXAS STATE UNIVERSITY SYSTEM</td>
<td>Use on front cover of all documents or publications. Use on the front or back cover or inside front or inside back cover of documents with more than six pages. 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. • minimum size: 1.5 inches</td>
</tr>
<tr>
<td>Tobacco-free Statement</td>
<td>Texas State University is a tobacco-free campus.</td>
<td>Use on any type of publication that will involve people being present on campus, including posters, invitations and programs. Do not use on pull-up banners or backdrops.</td>
</tr>
<tr>
<td>Accommodation Statement 1</td>
<td>This information is available in alternate format upon request from the Office of Disability Services.</td>
<td>Use on brochures, or documents with more than six pages. • may be placed anywhere in publication that will be easily seen</td>
</tr>
<tr>
<td>Accommodation Statement 2</td>
<td>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.</td>
<td>Use on all printed material announcing university-sponsored events.</td>
</tr>
<tr>
<td>Equal Opportunity Statement</td>
<td>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.</td>
<td>Use on all printed material used for recruitment, legal publications and catalogs. • used on Texas State home page • eight-point type minimum • may be placed anywhere in publication that will be easily seen</td>
</tr>
</tbody>
</table>
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.
- 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.

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

Accessibility checklist:  
www.webaim.org/standards/508/checklist
THE PRIMARY LBJSC LOGO
For use on any projects relating to or sponsored by the LBJSC. Minimum size: 1.5” wide. The LBJ Student Center Logo must be included on all marketing collateral for LBJ Student Center programs and services. Exceptions: Logos that include @lbjsc or LBJ Student Center.

THE SECONDARY LBJSC LOGO
For use on any projects relating to or sponsored by the LBJSC. Minimum size: 1.5” wide. The LBJ Student Center Logo must be included on all marketing collateral for LBJ Student Center programs and services. Exceptions: Logos that include @lbjsc or LBJ Student Center.

COLORS
- PMS: 872 METALLIC
  CMYK: 20/30/70/20
  RGB: 180/152/90
  HEX: 8d734a
- PMS: 504
  CMYK: 65/100/100/35
  RGB: 80/18/20
  HEX: 501214

TYPEFACES
- ADOBE GARAMOND
- UNIVERS
THE PRIMARY STUDENT INVOLVEMENT LOGO
For use on the front cover of documents or publications, t-shirts, posters. Minimum size: 2” wide. Must be paired with the LBJS C logo and/or the Student Involvement logo. Exceptions: Logos that include @lbjsc or LBJ Student Center.

COLORS
PMS: 872 METALLIC
CMYK: 20/30/70/20
RGB: 180/152/90
HEX: 8d734a

PMS: 504
CMYK: 65/100/100/35
RGB: 80/18/20
HEX: 501214

THE SECONDARY STUDENT INVOLVEMENT LOGO
For use on promotional items only if primary logo does not fit imprint size properly. Minimum size: 1” wide. Must be paired with the LBJS C logo and/or the Student Involvement logo. Exceptions: Logos that include @lbjsc or LBJ Student Center.

GOTHAM
BLACK
GOTHAM
BOOK
GOTHAM
BOLD

Student Involvement
BRAND GUIDELINES

LBJ Student Center Marketing
lbjsc.txstate.edu/services/PALM/Marketing
THE PRIMARY SACA LOGO
For use on the front cover of documents or publications, t-shirts, posters. Horizontal Version minimum size: 1.7”. Vertical Version minimum size: 1”. Must be paired with the LBJSC logo and/or the Student Involvement logo. Exceptions: Logos that include @lbjsc or LBJ Student Center.

THE SECONDARY SACA LOGO
For use on promotional items only if primary logo does not fit imprint size properly. Minimum size: 1.2” wide. Must be paired with the LBJSC logo and/or the Student Involvement logo. Exceptions: Logos that include @lbjsc or LBJ Student Center.

COLORS
- SACA Logo: PMS: 3125 C
  CMYK: 84/0/18/0
  RGB: 0/174/199
  HEX: 00AEC7
- Student Association for Campus Activities: PMS: 872 METALLIC
  CMYK: 20/30/70/20
  RGB: 180/152/90
  HEX: 8d734a
- LBJ Student Center: PMS: 504
  CMYK: 65/100/100/35
  RGB: 80/18/20
  HEX: 501214

FONTS
Arial is available for purchase. SACA uses a custom font with limited characters.
THE GEORGE’S PRIMARY LOGO
For use on the front cover of documents or publications, t-shirts, posters. Minimum size: 1.7” wide. Must be paired with the LBJS logo and/or the Student Involvement logo. Exceptions: Logos that include @lbjsc or LBJ Student Center.

THE SECONDARY GEORGE’S LOGO
For use on promotional items only if primary logo does not fit imprint size properly. Minimum size: .4” wide. Must be paired with the LBJS logo and/or the Student Involvement logo. Exceptions: Logos that include @lbjsc or LBJ Student Center.

THE GEORGE’S TAGLINE LOGO
For use on posters and publications. Minimum size: 1.7” wide. Must be paired with the LBJS logo and/or the Student Involvement logo. Exceptions: Logos that include @lbjsc or LBJ Student Center.

COLORS
PMS: 310C
CMYK: 48/0/9/0
RGB: 106/209/227
HEX: 6ad1e3

PMS: 2767C
CMYK: 94/72/51/51
RGB: 15/47/64
HEX: 0f2f40

PMS: 101C
CMYK: 0/0/68/0
RGB: 247/234/72
HEX: f7ea48

FONTS
Freestyle Script is available for purchase. Droid Serif and Bebas Neue are available for download at fontsquirrel.com.

Freestyle Script
MEDIUM

droid serif
REGULAR

BEBAS NEUE
REGULAR
Student Volunteer Connection (SVC)  
BRAND GUIDELINES

THE PRIMARY SVC LOGO
For use on the front cover of documents or publications, t-shirts, posters. Minimum size: 2” wide. Must be paired with the LBJSC logo and/or the Student Involvement logo. Exceptions: Logos that include @lbjsc or LBJ Student Center.

THE SECONDARY SVC LOGO
For use on promotional items only if primary logo does not fit imprint size properly. Minimum size: 1.3” wide. Must be paired with the LBJSC logo and/or the Student Involvement logo. Exceptions: Logos that include @lbjsc or LBJ Student Center.

COLORS

- **PMS: 804C**
  - CMYK: 0/41/63/0
  - RGB: 255/170/77
  - HEX: F9A533

- **PMS: 122C**
  - CMYK: 0/11/80/0
  - RGB: 254/209/65
  - HEX: FFCB4E

- **PMS: 7466C**
  - CMYK: 86/0/32/0
  - RGB: 0/176/185
  - HEX: 00AFBC

- **PMS: 280C**
  - CMYK: 100/85/5/22
  - RGB: 1/33/105
  - HEX: 192E7B

FONTS
Norwester is available for download at fontsquirrel.com. Helvetica is available for purchase.
THE BOBCAT PREVIEW PRIMARY LOGO
For use on the front cover of documents or publications, t-shirts, posters. Minimum size: 1” wide. Must be paired with the LBJSC logo and/or the Student Involvement logo. Exceptions: Logos that include @lbjsc or LBJ Student Center.

THE SECONDARY BOBCAT PREVIEW LOGO
For use on promotional items only if primary logo does not fit imprint size properly. Minimum size: .4” wide. Must be paired with the LBJSC logo and/or the Student Involvement logo. Exceptions: Logos that include @lbjsc or LBJ Student Center.

COLORS
PMS: 872 METALLIC
CMYK: 20/30/70/20
RGB: 180/152/90
HEX: 8d734a

PMS: 504
CMYK: 65/100/100/35
RGB: 80/18/20
HEX: 501214

FONTS
Caecilia and Garamond Premiere Pro are available as Adobe Fonts.

CAECILIA
BOLD
GARAMOND PREMIERE PRO
45 LIGHT
THE CAT CAMP LOGO

For use on any projects relating to or sponsored by Cat Camp. Minimum size: .5” wide. Must be paired with the LBJSC logo and/or the Student Involvement logo. Exceptions: Logos that include @lbjsc or LBJ Student Center.

COLORS

- PMS: 872 METALLIC
  - CMYK: 20/30/70/20
  - RGB: 180/152/90
  - HEX: 8d734a

- PMS: 504
  - CMYK: 65/100/100/35
  - RGB: 80/18/20
  - HEX: 501214

FONTS

Postino is available as an Adobe Font.

POSTINO

REGULAR
Student Organizations Council (SOC)
BRAND GUIDELINES

THE SOC LOGO
For use on any projects relating to or sponsored by SOC. Minimum size: 1” wide. Must be paired with
the LBJSC logo and/or the Student Involvement logo. Exceptions: Logos that
include @lbjsc or LBJ
Student Center.

COLORS
- PMS: 872 METALLIC
  CMYK: 20/30/70/20
  RGB: 180/152/90
  HEX: 8d734a
- PMS: 504
  CMYK: 65/100/100/35
  RGB: 80/18/20
  HEX: 501214

FONTS
Aleo is available for download at fontsquirrel.com.

ALEO
REGULAR
THE PRIMARY BOBCAT BUILD LOGO
For use on the front cover of documents or publications, t-shirts, posters. Minimum size: 1” wide. Must be paired with the LBJSC logo and/or the Student Involvement logo. Exceptions: Logos that include @lbjsc or LBJ Student Center.

THE SECONDARY BOBCAT BUILD LOGO
For use on promotional items only if primary logo does not fit imprint size properly. Minimum size: .4” wide. Must be paired with the LBJSC logo and/or the Student Involvement logo. Exceptions: Logos that include @lbjsc or LBJ Student Center.

EMBROIDERY/ SMALL IMPRINT LOGO
For embroidery or where the imprint is too small for silkscreening. Must be paired with the LBJSC logo and/or the Student Involvement logo. Exceptions: Logos that include @lbjsc or LBJ Student Center.

COLORS
- PMS: 872 METALLIC
  CMYK: 20/30/70/20
  RGB: 180/152/90
  HEX: 8d734a
- PMS: 504
  CMYK: 65/100/100/35
  RGB: 80/18/20
  HEX: 501214

FONTS
Bobcat Build uses a custom font with limited characters.
**THE NTSO LOGO**

For use on any projects relating to or sponsored by NTSO. Minimum size: 2" wide. Must be paired with the LBJSC logo and/or the Student Involvement logo. Exceptions: Logos that include @lbjsc or LBJ Student Center.

**COLORS**

- **PMS: 872 METALLIC**
  - CMYK: 20/30/70/20
  - RGB: 180/152/90
  - HEX: 8d734a

- **PMS: 504**
  - CMYK: 65/100/100/35
  - RGB: 80/18/20
  - HEX: 501214

**FONTS**

Adobe Garamond Pro and Univers LT Standard are available as Adobe Fonts.

**ADOBE GARAMOND PRO**

*Regular*

**UNIVERS LT STANDARD**

*55 Roman*
The Texas State University Information Desk

BRAND GUIDELINES

THE PRIMARY INFO DESK LOGO
For use on the front cover of documents or publications, t-shirts, posters. Minimum size: .75" wide. Must be paired with the LBJSC logo. Exceptions: Logos that include @lbjsc or LBJ Student Center.

THE SECONDARY INFO DESK LOGO
For use on promotional items only if primary logo does not fit imprint size properly. Minimum size: .5" wide. Must be paired with the LBJSC logo. Exceptions: Logos that include @lbjsc or LBJ Student Center.

COLORS
PMS: 872 METALLIC
CMYK: 20/30/70/20
RGB: 180/152/90
HEX: 8d734a

PMS: 504
CMYK: 65/100/100/35
RGB: 80/18/20
HEX: 501214

FONTS
Frutiger LT STD is available for purchase.

FRUTIGER LT STD
65 BOLD