Student Promotions 2011-2012

**Goal:** To establish a consistent branding of The University of Texas at Austin College of Pharmacy.

**College wordmark**
- The college wordmark is the appropriate identifier for The University of Texas at Austin College of Pharmacy. The wordmark is available in four different orientations and is the preferred mark for identifying anything related to the college.

- Guidelines for using the wordmark and low-resolution images of the four orientations of the workmark may be found at [http://www.utexas.edu/pharmacy/faculty_staff/wordmark.html](http://www.utexas.edu/pharmacy/faculty_staff/wordmark.html)
- The wordmark may ONLY be printed in black, burnt orange (PMS159), gray (PMS 422), or white. A combination (i.e. orange mark and gray/black text is also acceptable.)
- Student organizations wishing to use the wordmark for producing products should request a high resolution version of the chosen orientation by contacting Vicki Matusik, publications editor, via email at matusik@austin.utexas.edu.
- It is appropriate to use the mark for student organization products, on student business cards, on posters/displays and other opportunities for identifying yourself or your organization as representing the UT College of Pharmacy.

**Products**
- Student organizations wishing to produce promotional items for sale/distribution must secure written approval of their intended art work/design PRIOR to contracting with a vendor. To secure approval for a product design, first gain approval of the design from your faculty advisor. Once you have the faculty advisor’s approval, send an electronic copy (PDF) of your intended design along with a brief description of the product you wish to produce. This information should be emailed to Vicki Matusik, publications editor, at matusik@austin.utexas.edu. Remember to do this prior to giving
your vendor approval for production. If you design DOES NOT have this approval, you will NOT receive funding. Once you have an email from Vicki Matustik verifying your approval, print out a copy of the email and attach it to your funding form when you submit it to the Office of Student Affairs for funding.

- Bevo, the word TEXAS, and certain identifiers for The University of Texas at Austin are trademarked by UT Austin. No one may use these images without review and written permission to reproduce from the UT Office of Trademark Licensing. You can incorporate UT trademarked images into your products, BUT you MUST have approval from Trademark Licensing prior to submitting your artwork for production. Approval from Licensing Trademark does not replace approval from the college publications editor.

- Contact persons at Trademark Licensing are Craig Westemeier, (craig.westemeier@athletics.utexas.edu) or Martita Huntress (martita.huntress@athletics.utexas.edu)

- Plan ahead. Approval from a faculty advisor may be delayed if that faculty member is out of town. Approval can generally be obtained from the publications office within 24 hours. Trademark Licensing requires at least 48 hours for approval. Be sure to allow sufficient time for the approval process.

- Proper process for gaining approval is the same as for other product development. Start with approval from your faculty advisor, then submit the design to the college publications editor. Once you gain approval from the publications editor, submit the design to Trademark Licensing.

- Products produced without prior approval from the college publications editor and (if necessary) Trademark Licensing may not be funded.

**Student Business Cards**

![Business Card Example]

- Students are permitted to produce business cards.
- To assure consistency in our brand, the preferred format is included below. If you already have a supply of student business cards, continue using them, but follow the format above for new orders.
- You may personalize your information and include whatever contact information you choose. Contact information is not required. Your identifier can be your Pharm.D. student status and year or you can include an elected office or student organization affiliation.
Publications

- You must obtain approval from your faculty advisor before printing a student organization newsletter.
- It is recommended that you utilize the services of the publications editor in helping you plan your publication. This office can assist you in determining the best publication format, and the most cost effective manner for producing your communication piece including recommendations for vendors.
- All publications from the college, including student organization publications, should include the college wordmark. You can also obtain a print quality resolutions of the wordmark from Vicki Matustik, publications editor for the college.
- In addition to the wordmark, all publications should include the university tagline “What starts here changes the world.”
- Artwork within the publication should be high resolution to assure quality reproduction.

Research posters

- Any research or professional poster should incorporate the college wordmark as the identifier for the University of Texas at Austin College of Pharmacy. Do not use the college seal. Be aware of the color guidelines and orientation options described earlier. These posters DO NOT require advance permission from the publications office prior to printing.

Organization electronic letterhead

- If your student organization wishes to communicate via electronic letterhead, the correct header for the letterhead is included below. Please contact Vicki Matustik, in the publications office, if you wish to have a header developed for your particular student organization.

![College of Pharmacy Letterhead]

Name of organization • contact information

Promotion of successes

- Your success of our success. When your organization or you individually excel and receive awards or recognition for a job well done, it reflects positively upon the College of Pharmacy. We want to showcase your honors. Please send news of honors and awards to Vicki Matustik via email at matustik@austin.utexas.edu. It will streamline the process if you include as much information as possible, but be sure to focus on the basic news facts of who, what, when, where, and why. To clarify, always include the name of the honoree (and any identifiers such as P-3 student, etc.), what the honor is, when and where it will be or was presented, the name of the awarding institution, and the criteria for receiving the award.
- Advance notice is always good. If you learn that you WILL be recognized, go ahead and send the information to Vicki Matustik with the above information, including the anticipated date of the presentation. If you did not know in advance or forgot, go ahead and send the information as a follow up. Don’t forget to document with pictures, if possible. High resolution is preferred for publication.
- Be sure to include your preferred contact information - email is preferred.
- If you’re insure if your information is newsworthy, don’t hesitate to contact Vicki Matustik. She can advise you.