To establish consistent branding for and familiarity with The University of Texas at Austin, the university’s communications office released branding updates and guidelines. Therefore, the college’s previous wordmark (see below, left) is now a “spirit” symbol. It may be used in legacy items and other internal-facing publications and promotions.

To adhere to new university guidelines, please use the updated College of Pharmacy branding. The new wordmark is the appropriate identifier for The University of Texas at Austin College of Pharmacy and available in numerous formats and orientations.

**The Official College Brand**

This is the preferred college brand and should be your first option in most cases. Examples might include t-shirts, posters, signs, or other outward facing materials.

The informal preferred college brand (see left) can only be used if the preferred college brand is
also used somewhere on the page or within the document. They do not have to appear on the same page or side.

Additionally, both the preferred college brand and informal college brand must print in two colors – as is presented above in orange and black. There is a grayscale and knockout (all white) version available for materials with dark backgrounds.

For square-oriented materials, please use the stacked version of the logo (see above, left), which currently appears on the College of Pharmacy’s Facebook, Twitter, and Instagram accounts.

**Formal Wordmarks**

Other versions of the new brand include the Formal University/College Brand (see left). This is recommended for more formal use such as research initiatives, especially those independent in nature or involving collaborations with other University of Texas at Austin research programs.

You may also use the University/College brand (see right) for research initiatives, especially those involving collaborations with research teams from other universities.

To request high-resolution versions of the College of Pharmacy wordmark, email Nick Nobel at nobel@utexas.edu.
Products

Student organizations that wish to produce promotional items for sale and/or distribution must secure written approval of their intended artwork or design prior to contracting with a vendor. Follow the process below for design approval:

1. Gain approval of your faculty advisor.
2. Gain approval of the Pharmacy Council.
3. Email Nick Nobel (nobel@utexas.edu) with images and a brief description of the product.
4. If the design contains certain UT Austin trademarks such as the wordmark, Longhorn, tower, burnt orange, etc. you will need Trademark approval.
5. Upon Nobel’s approval, submit your design to the Trademarks portal (https://portal.trademarks.utexas.edu) for final approval.
6. UT branded items must use an official UT vendor. See the portal for a list of approved vendors.

Give yourself as much time as possible for this approval process. Because design and branding minutiae, the Trademarks office may reject it even with college approval. Please work closely with Nick Nobel with as much lead time as possible to assure a smooth approval process.

Publications

You must obtain approval from your faculty advisor before printing a student organization newsletter, website, email list, or social media account. Please contact Nick Nobel for advisement on how best to promote your organization or event. Often, an Instagram account or monthly newsletter seems like a good idea, but as students you only have so much time and bandwidth to keep distribution constant and consistent. Talk to Nick Nobel about your ideas and he can give suggestions on how best to proceed. There may be something already in place to help, thus avoiding your need to reinvent the wheel.
For all publications, print or digital, be sure to have high resolution files for the appropriate wordmark. Print and digital use different color formats (CMYK vs. RGB), so be sure to make your request as descriptive as possible.

**Letterhead**

Email Nick Nobel for a version of the official letterhead (below) you’d like to use for your student organization. You can also request a custom letterhead with your organization’s name.

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The University of Texas at Austin
College of Pharmacy

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**Prep for Success**

It’s important to remember your organization or event represents The University of Texas at Austin and the College of Pharmacy. Maintaining professional, consistent, and effective branding reflects well on the university, college, and peers. Guidelines and processes are not meant to stymie ambition and enthusiasm, but support it. By maintaining a realistic timeline and open communications with college staff, you can maximize the impact of your organization’s activities, accomplishments, and events.

Furthermore, the college is always eager to promote your events and accomplishments on the website, newsletter, university publications, emails, and social media accounts. Contact Nick Nobel if you have any news or updates about your organization. Provide high quality photos, descriptions, and a call to action, and it will surely reach a much wider audience. If you’re not sure what is and isn’t newsworthy, ask.