Design Overview

Our visual identity and brand architecture are rooted in academic tradition and excellence. Therefore, any item produced by and representative of the McKetta Department of Chemical Engineering should ideally adopt the proper logo configurations, typography, color palette, and supporting marks.

What We Call Ourselves

When referencing the department:
- McKetta Department of Chemical Engineering
- Texas ChE

When referencing the university:
- The University of Texas at Austin
- UT
- Texas
- the university

Colors

Use of color must be consistent across the university. Burnt orange and white are the official colors of The University of Texas at Austin. Burnt orange plays a major role in establishing our identity and should be implemented consistently in all web applications and print communications. Never use tints of burnt orange.

While burnt orange is the university’s primary color, secondary colors can be utilized to provide versatility and variety. Limit the number of secondary colors used in a single piece so they do not create an environment where Texas is not recognizable. Avoid using shades of red or purple, especially in combination with burnt orange.

Primary Color Palette

<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone</th>
<th>CMYK</th>
<th>RGB/Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>Burnt Orange</td>
<td>PMS 159</td>
<td>0 65 100 9</td>
<td>#b15700</td>
</tr>
<tr>
<td>White</td>
<td>PMS 432</td>
<td>65 43 26 78</td>
<td>#333748</td>
</tr>
<tr>
<td>Gray</td>
<td>--</td>
<td>0 0 0</td>
<td>#ffffff</td>
</tr>
</tbody>
</table>

Secondary Color Palette

<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone</th>
<th>CMYK</th>
<th>RGB/Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yellow</td>
<td>PMS 116 C</td>
<td>0 14 100 0</td>
<td>#ff600</td>
</tr>
<tr>
<td>Navy</td>
<td>PMS 7469</td>
<td>100 31 8 42</td>
<td>#005f86</td>
</tr>
<tr>
<td>Blue</td>
<td>PMS 7543</td>
<td>24 9 8 22</td>
<td>#9cad97</td>
</tr>
<tr>
<td>Gray</td>
<td>PMS 7527</td>
<td>100 31 8 42</td>
<td>#005f86</td>
</tr>
</tbody>
</table>
Branding Guidelines

Logo

The department logo is the primary means by which we are recognized and should appear on all departmental communications. The logo has been specially drawn and spaced and should not be redrawn, stacked, rearranged or changed in any way.

When following the guidelines, the logo may be utilized in print and digital formats without additional approval. However, any proposed use of the logo on merchandise must have prior written approval from the Office of Brand, Trademarks, and Licensing and be produced under a licensing agreement by an approved vendor. Please communicate with Texas ChE department staff if you need branding approval for any items or have any questions about the branding approval process.

There are two types of logo signatures: Formal and Informal Branded.

Formal

The Formal Signature is made up of four parts:
The shield; the official university name; the official department name; and the official college name.

Informal

The Informal Signature is essentially the branded signature separated into two elements: 1) The shield with “Texas” and the college’s shorthand name and 2) the official university, college, and department name.

When using the Informal Signature, both parts must be used within the name piece but never stacked together.

Size requirements: The height of the shield used in the logo should be 0.25” or larger for print, and 33 px or greater for the web.

Clear space requirements: At the top and bottom of the logo, there should be no words or images placed in the area equal to or greater than the height of the shield. To the left and right sides of the logo, there should be no words or images placed in the area equal to or greater than the width of the shield.
Branding Guidelines

Typography

The university’s typographic identity is visible across many applications, including print, electronic and environmental displays. The following type selections have been made to best represent the voice of the university and maintain a consistent tone throughout various forms of communication.

Our brand typefaces, BentonSans and GT Sectra, are available in multiple weights to allow for maximum flexibility across communications.

Benton Sans

**Light**
- abcdefghijklmnopqrstuvwxyz
- ABCDEFGHIJKLMNOPQRSTUVWXYZ
- 1234567890

**Regular**
- abcdefghijklmnopqrstuvwxyz
- ABCDEFGHIJKLMNOPQRSTUVWXYZ
- 1234567890

**Book**
- abcdefghijklmnopqrstuvwxyz
- ABCDEFGHIJKLMNOPQRSTUVWXYZ
- 1234567890

**Medium**
- abcdefghijklmnopqrstuvwxyz
- ABCDEFGHIJKLMNOPQRSTUVWXYZ
- 1234567890

**Bold**
- abcdefghijklmnopqrstuvwxyz
- ABCDEFGHIJKLMNOPQRSTUVWXYZ
- 1234567890

**Black**
- abcdefghijklmnopqrstuvwxyz
- ABCDEFGHIJKLMNOPQRSTUVWXYZ
- 1234567890

GT Sectra

**GT Sectra Book**
- abcdefghijklmnopqrstuvwxyz
- ABCDEFGHIJKLMNOPQRSTUVWXYZ
- 1234567890

**GT Sectra Regular**
- abcdefghijklmnopqrstuvwxyz
- ABCDEFGHIJKLMNOPQRSTUVWXYZ
- 1234567890