

# Logo guidelines

## First reference without logo present:

The University of Texas MD Anderson Cancer Center UTHealth Graduate School of Biomedical Sciences

**First reference with logo present:** MD Anderson Cancer Center UTHealth Graduate School of Biomedical Sciences

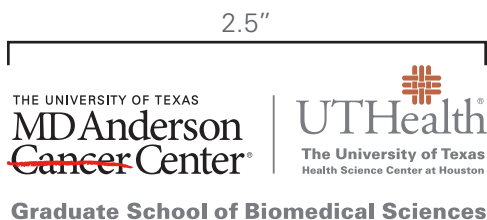
**Second/subsequent reference:** MD Anderson UTHealth Graduate School

**Internal subsequent reference:** MD Anderson UTHealth GSBS

**Limited correspondence (i.e., grant letter) subsequent reference :** GSBS in parenthesis (GSBS)

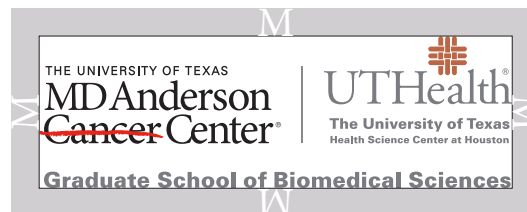
## SIZE REQUIREMENTS

The logo must be at least 2.5" wide.



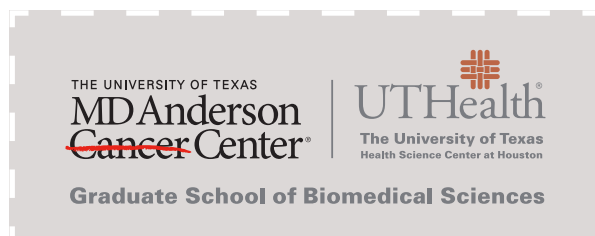
## AREA OF ISOLATION

Our logo must be clearly visible. Therefore, it must be placed within a buffer of neutral visual space, called the area of isolation. This clear space surrounds the logo, separating it from any other graphic element. No text, graphics or other visual elements may encroach on this space. The area of isolation equals the height of the M in the logo.

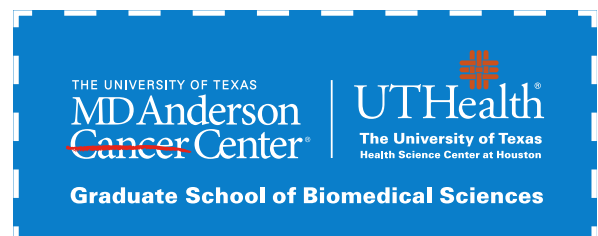


## COLOR APPLICATIONS

Always place the logo over a contrasting color.



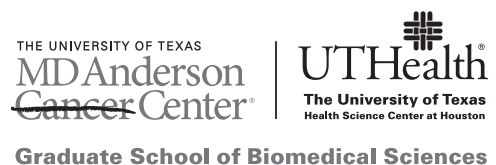
Choose the reverse-color logo when placing it over dark backgrounds.



Always keep the strikethrough red, and never place the logo over a red background.



The greyscale logo is provided for printing in black and white when 4-color printing is unavailable.



# Proposed Color Standards

Our brand colors reflect our distinguished history and our forward-thinking community in health care. Using color is a simple and effective way to ensure that our material reflects a cohesive UTHealth brand.

The UTHealth color palette can be used broadly in type, icons, illustrations, and graphic elements. UTHealth Orange, UTHealth Blue, and UTHealth Grey are our **main, traditional colors** and should be present in all UTHealth printed and digital materials.

The secondary color palette and its tints should enhance and support the brand without overpowering our main, traditional colors. Use of colors outside of the color palette in UTHealth collateral is acceptable where appropriate but strongly discouraged. (Please see the cobranding section of this document.)

Color consistency across all media is vital for a strong brand. Using the appropriate color conversion option is necessary to support the UTHealth image.

A color conversion for all common forms of media is included in the UTHealth color palette swatches (PMS Coated, PMS Uncoated, Hexadecimal, CMYK, and RGB).

The UTHealth color palette is broken up into three sections, each with its own subgrouping of colors.

## Traditional UTHealth Colors

## Secondary Colors

## Neutral Colors



**UTHealth Orange**

**UTHealth Blue**

**UTHealth Gray**

**Gulf Blue**

**Mustard Gold**

**Dark Sage**

**Dusty Lavender**

**Light Sage**

**Sand**

**PMS Coated**  
167C

**PMS Coated**  
5405C

**PMS Coated**  
Cool Gray 9C

**PMS Coated**  
295C

**PMS Coated**  
7406C

**PMS Coated**  
555C

**PMS Coated**  
668C

**PMS Coated**  
5517C

**PMS Coated**  
7529C

**PMS Uncoated**  
167U

**PMS Uncoated**  
5405U

**PMS Uncoated**  
Cool Gray 11U

**PMS Uncoated**  
295U

**PMS Uncoated**  
7406U

**PMS Uncoated**  
555U

**PMS Uncoated**  
668U

**PMS Uncoated**  
5517U

**PMS Uncoated**  
7529U

**Hex**  
b86645

**Hex**  
50748a

**Hex**  
77777a

**Hex**  
002856

**Hex**  
f4b824

**Hex**  
597c69

**Hex**  
827390

**Hex**  
b2c0bb

**Hex**  
b8a999

**CMYK**  
22, 67, 78, 8

**CMYK**  
73, 47, 33, 7

**CMYK**  
55, 47, 44, 10

**CMYK**  
100, 84, 36, 38

**CMYK**  
4, 29, 98, 0

**CMYK**  
67, 35, 62, 14

**CMYK**  
53, 56, 27, 3

**CMYK**  
31, 17, 24, 0

**CMYK**  
29, 30, 38, 1

**RGB**  
185, 102, 69

**RGB**  
81, 116, 138

**RGB**  
120, 120, 122

**RGB**  
15, 44, 82

**RGB**  
244, 184, 36

**RGB**  
89, 125, 105

**RGB**  
131, 115, 144

**RGB**  
178, 192, 187

**RGB**  
184, 169, 152

# Typography Standards

Together, UTHealth's fonts—Adobe Garamond, with its classic, institutional feel, and Univers, with its clean lines and wide range of faces—create a traditional, academic, and bold grouping. Approved fonts play a vital role in establishing the visual brand of our university. The correct use of the typography is important in maintaining a consistent and professional image and supporting the UTHealth brand.

## Readability

In printed or digital collateral, UTHealth aims to captivate and engage our audience. Readability plays an important role in the messages we communicate and how easily they are received. Font size, weight, spacing, and color are all factors that influence readability. High contrast between text and background colors should be a priority. (Please see ADA color contrast checker here: <https://webaim.org/resources/contrastchecker/>)

## Headline and Body Copy

Both Adobe Garamond and Univers can be used as headline typefaces. For readability, it is recommended to use Univers in body copy where appropriate.

## Typeface Accessibility

To purchase font families, please contact: **Coming Soon**

## Alternative Serif Typefaces

- Garamond family
- Times New Roman family

## Alternative Sans-serif Typefaces

- Avenir family
- Helvetica family
- Arial family
- Calibri family

**Note:** Not all Univers typefaces are shown

### Adobe Garamond Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

### Adobe Garamond Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789*

### Adobe Garamond Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

### Adobe Garamond Semibold Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789*

### Adobe Garamond Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

### Adobe Garamond Bold Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789*

### Univers 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

### Univers 45 Light Oblique

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789*

### Univers 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

### Univers 55 Roman Oblique

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789*

### Univers 65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

### Univers 65 Bold Oblique

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789*

### Univers 75 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

### Univers 75 Black Oblique

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789*

## Color palette

### PMS 485 C

C0 M95 Y100 K00  
R238 G49 B36  
HTML DA291C

### PMS 144 C

C0 M51 Y100 K0  
R237 G139 B0  
HTML ED8B00

### PMS Black C

C00 M00 Y00 K100  
R0 G0 B0  
HTML 000000

### PMS 583 C

C26 M1 Y100 K10  
R183 G191 B16  
HTML B7BF10

### PMS Cool Gray 10 C

C40 M30 Y20 K66  
R99 G102 B106  
HTML 63666A

### PMS 5875 C

C9 M4 Y31 K5  
R210 G206 B158  
HTML D2CE9E

### PMS 668 C

C70 M77 Y7 K23  
R97 G75 B121  
HTML 614B79

### PMS 4515 C

C13 M19 Y62 K28  
R179 G163 B105  
HTML B3A369

### PMS 576 C

C54 M5 Y94 K24  
R120 G157 B74  
HTML 789D4A

### PMS Cool Gray 2 C

C5 M3 Y5 K11  
R208 G208 B206  
HTML D0D0CE

### PMS 660 C

C88 M50 Y0 K0  
R64 G126 B201  
HTML 407EC9

### PMS 5665 C

C14 M2 Y15 K7  
R186 G197 B185  
HTML BAC5B9

### PMS 143 C

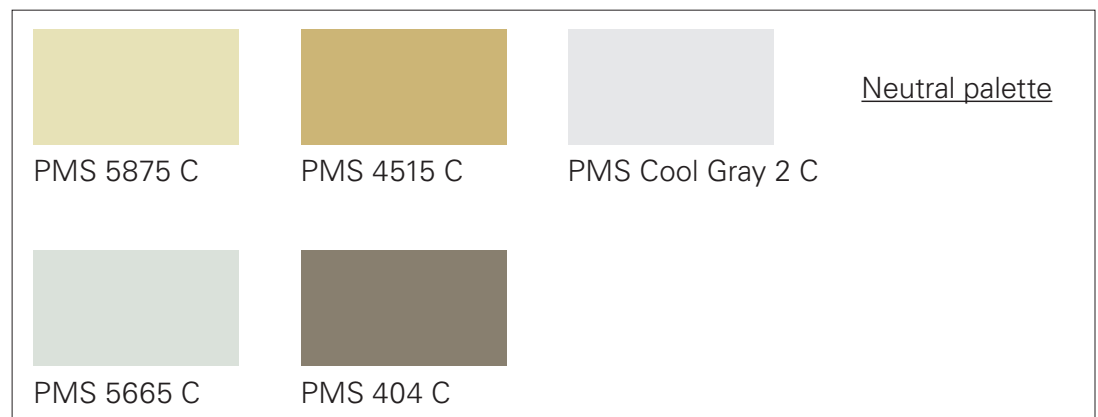
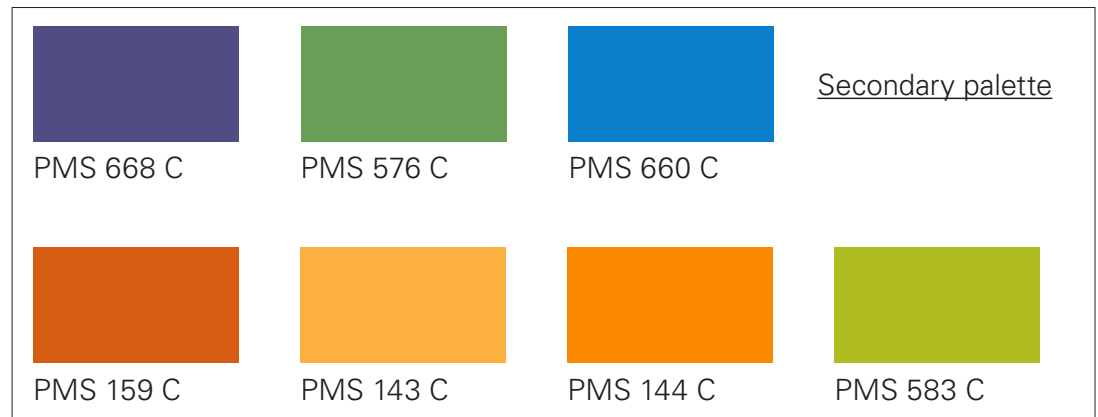
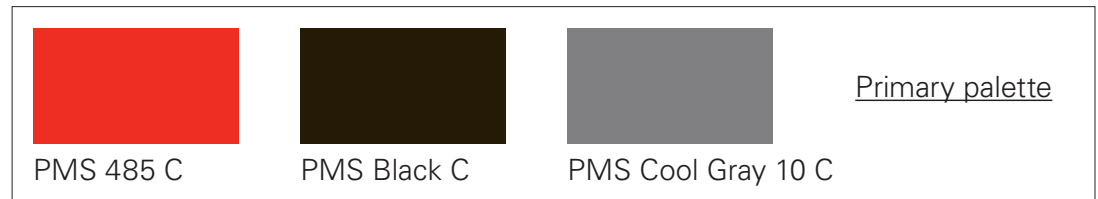
C0 M32 Y87 K0  
R241 G180 B52  
HTML F1B434

### PMS 404 C

C20 M25 Y30 K59  
R119 G110 B100  
HTML 776E64

### PMS 159 C

C1 M72 Y100 K7  
R203 G96 B21  
HTML CB6015



## Typography: how to be bold

Univers and Minion have many different weights. Use these weights to create bold contrast.

Using contrasting weights in the Minion and Univers typefaces can communicate the bold leadership role of our brand.

MD Anderson does not own an institution-wide license for these typefaces. Individual departments can purchase them at [www.myfonts.com](http://www.myfonts.com) or use the system fonts described on the next page.



Minion Pro Regular

*Minion Pro Italic*

Minion Pro Medium

*Minion Pro Medium Italic*

**Minion Pro Bold**

***Minion Pro Bold Italic***



Univers 45 Light

*Univers 45 Oblique*

Univers 47 Light Condensed

*Univers 47 Light Condensed Oblique*

Univers 55 Roman

*Univers 55 Oblique*

**Univers 65 Bold**

***Univers 65 Bold Oblique***

Sample:

# When cancer strikes, we strike back.

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The mission of The University of Texas MD Anderson Cancer Center is to eliminate cancer in Texas, the nation and the world through outstanding programs that integrate patient care, research and prevention, and through education for undergraduate and graduate students, trainees, professionals, employees and the public.

## **System fonts**

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The system fonts Times New Roman and Arial are to be used only when MD Anderson primary typefaces are not available, such as for certain Web uses. They're versatile fonts that are available on most computers.

Use Times New Roman when Minion Pro is not an option, and use Arial in place of Univers.



Times New Roman

Times New Roman

*Times New Roman Italic*

**Times New Roman Bold**

***Times New Roman Bold Italic***



Arial

Arial Regular

*Arial Italic*

**Arial Bold**

***Arial Bold Italic***