Name and Logo Guidelines

NAME USAGE GUIDELINES

First reference **without** logo present

Cizik School of Nursing at The University of Texas Health Science Center at Houston (UTHealth)

First reference **with** logo present

Cizik School of Nursing at UTHealth

Second/subsequent reference

Cizik School of Nursing or the School of Nursing

LOGO USAGE GUIDELINES

Size requirements

The **minimum size** at which the logo can appear:
2.5″ wide for vertical orientation
3″ wide for horizontal orientation
1″ wide for stacked orientation

2.5″- vertical orientation

3″- horizontal orientation

1″- stacked orientation

Safe area

The logo must be clearly visible, placed within a buffer of visual space, called the **safe area**.

The safe area surrounds the logo, separating it from other graphic elements. Text, images or other visual items may not encroach on this space. The safe area is equal to the height of the **U** in the logo.

Color applications

Always place the logo over a **contrasting color**.

The logo can be printed in **CMYK mixes** or using **Pantone colors 167 (orange) and Cool Gray 11**

Alternate acceptable colors the logo may appear in are **black** and **white/reverse**

When using the color logo, remember to use white or very light shades behind it for best contrast.

When using the reverse-color logo, remember to use only black, gray and navy/very dark blue (or other very dark shades with approval).