

Brand Style Guide

Table of Contents

- 3** Logo
- 4** Group Specific Logos
- 5** Logo Misuse
- 6** Colors
- 7** Typography
- 8** Suggested Use Cases
 - 8** Logo
 - 9** Group Specific Logos
 - 10** Colors & Typgrphy

Logo

The only color options for the LAITS Department logo are:

- gray text with full color icon
- white text with full color icon
- all gray
- all white

The logo should not be shown in any other colors.

Note: the white text with full color icon logo should only be used on a black background.



[Download Logo Assets](#)

Group Specific Logos

Each group within LAITS has its own LAITS logo that includes the group name. All current group specific logos are shown here.

The only color options for the logos are: gray text with full color icon, all gray, or all white. The logo should not be shown in any other colors.

Please do not rotate or modify the logo.

If your group needs a LAITS logo created, please contact
Suloni Robertson:
suloni@austin.utexas.edu



[Download Logo Assets](#)

Logo Misuse

The LAITS Department logo should not be shown in any other color options aside from those shown on the Logo page.

Please do not rotate or modify the logo.

The LAITS icon is not to be used by itself without permission.

DO NOT
use other
colors



DO NOT
change text



DO NOT
alter
formatting



DO NOT
use without
permission



DO NOT
rotate



Colors

The primary color scheme includes dark gray, blue green, lime green, yellow ocher, and bright orange.

Suggested Use Cases:

- Draw attention—headlines, highlight
- Visualizations—graphs
- Imagery—icons, shapes



RGB

109, 105, 104 68, 123, 124 76, 164, 51 210, 145, 12 231, 95, 12

Hex

#6d6968 #447b7c #4ca433 #dca74e #e75f0c

| | | | | |
|---------|---------|---------|---------|---------|
| #898786 | #699697 | #71b66e | #e3b976 | #ea8158 |
| #a7a4a4 | #90b1b2 | #95c792 | #ebcb9a | #efa083 |
| #c4c3c3 | #b4cbcb | #b9dbb7 | #f1dcbb | #f4bfab |

Typography

Typefaces include Roboto Condensed, Roboto Slab, and Helvetica. These fonts can be bolded when needed.

Type in promotional materials should be clean and legible. Overly-altered kerning and small text size can hinder the audience's ability to comprehend our message. Consider the category of promotional material and manner in which it is being shared when selecting font and font size.

Roboto Slab
Roboto Slab
Bold

Roboto Condensed
Roboto Condensed
Bold

Helvetica
Helvetica
Bold

[Download Typography Assets](#)

Suggested Use Cases

Logo

The screenshot displays the website for Texas Liberal Arts Instructional Technology Services (LAITS). At the top, there is a dark orange navigation bar with the word "TEXAS" on the left and a search icon and "GIVE" on the right. Below this is the main header area featuring the Texas Liberal Arts logo, which includes the University of Texas at Austin crest and the text "TEXAS Liberal Arts" and "The University of Texas at Austin College of Liberal Arts". A secondary navigation bar contains links for "ACADEMICS", "STUDENTS", "RESEARCH", "ALUMNI & GIVING", "FACULTY & STAFF", and "ABOUT".

The main content area is divided into several sections. On the left, a sidebar menu is highlighted with a black border, containing the following items: "Support", "Services", "Building & Facilities Services", "Online Courses", "Student Technology Program", "About Us", "Staff Contacts", and "Maps & Directions". Below the menu, the address for LAITS is provided: "LAITS: Liberal Arts Instructional Technology Services, 158 W. 21st Street, Mezes 2.302, B3500, Austin, TX 78712".

The central part of the page features a large banner for "Liberal Arts Instructional Technology Services". This banner is composed of three colored panels: a green panel for "Building & Facilities Services" with an image of a modern building, a teal panel for "Online Course Development" with an image of a laptop displaying a video lecture, and a blue panel for "Student Technology Assistants Program" with an image of diverse students. A dark orange button in the top right corner of the banner reads "Computer Support by Phone, Email, and Walk-up >>". A "More Services >>" link is located at the bottom right of the banner.

Below the banner is a "Featured Articles" section. The featured article is titled "Join us on March 29th as members of LAITS present Summer 2018 Online Courses - a deeper look at online course offerings this summer here at UT." The article image shows a woman on a laptop screen in a virtual outdoor setting with a beach umbrella and a sun. A "MORE" link is positioned below the article text.