GRADUATE SCHOOL OF BIOMEDICAL SCIENCES
Logo guidelines

THE UNIVERSITY OF TEXAS
MD Anderson
Cancer Center®

UTHealth®
The University of Texas
Health Science Center at Houston

Graduate School of Biomedical Sciences

First reference <u>without</u> 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.

2.5"
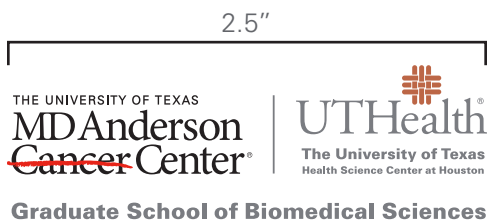
AREA OF ISOLATION
Our logo must be clearly visible. Therefore, it must be placed within a buffer of neutral visual space, called the area of isolation. This clear space surrounds the logo, separating it from any other graphic element. No text, graphics or other visual elements may encroach on this space. The area of isolation equals the height of the M in the logo.
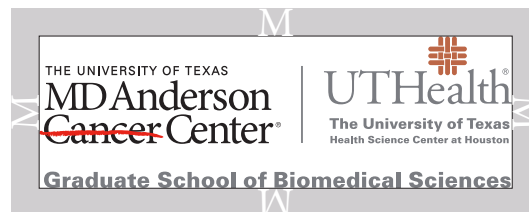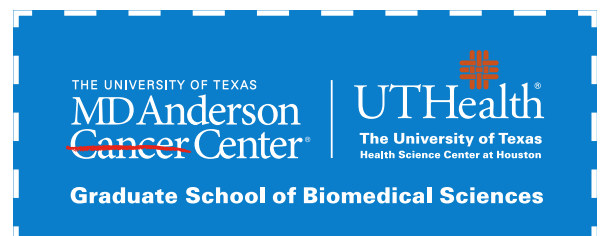

COLOR APPLICATIONS

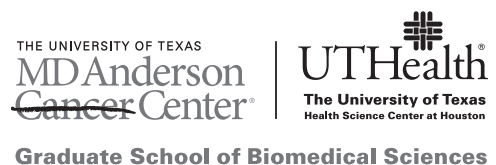Always place the logo over a contrasting color.
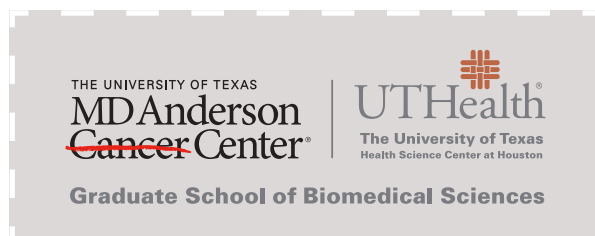
Choose the reverse-color logo when placing it over dark backgrounds.

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

UTHealth Orange	UTHealth Blue	UTHealth Gray
PMS Coated 167C	**PMS Coated** 5405C	**PMS Coated** Cool Gray 9C
PMS Uncoated 167U	**PMS Uncoated** 5405U	**PMS Uncoated** Cool Gray 11U
Hex b86645	**Hex** 50748a	**Hex** 77777a
CMYK 22, 67, 78, 8	**CMYK** 73, 47, 33, 7	**CMYK** 55, 47, 44, 10
RGB 185, 102, 69	**RGB** 81, 116, 138	**RGB** 120, 120, 122

Secondary Colors

Gulf Blue	Mustard Gold	Dark Sage	Dusty Lavender
PMS Coated 295C	**PMS Coated** 7406C	**PMS Coated** 555C	**PMS Coated** 668C
PMS Uncoated 295U	**PMS Uncoated** 7406U	**PMS Uncoated** 555U	**PMS Uncoated** 668U
Hex 002856	**Hex** f4b824	**Hex** 597c69	**Hex** 827390
CMYK 100, 84, 36, 38	**CMYK** 4, 29, 98, 0	**CMYK** 67, 35, 62, 14	**CMYK** 53, 56, 27, 3
RGB 15, 44, 82	**RGB** 244, 184, 36	**RGB** 89, 125, 105	**RGB** 131, 115, 144

Neutral Colors

Light Sage	Sand
PMS Coated 5517C	**PMS Coated** 7529C
PMS Uncoated 5517U	**PMS Uncoated** 7529U
Hex b2c0bb	**Hex** b8a999
CMYK 31, 17, 24, 0	**CMYK** 29, 30, 38, 1
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 Sarif Typefaces
• Garamond family
•Times New Roman family

Alternative Sans-sarif 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
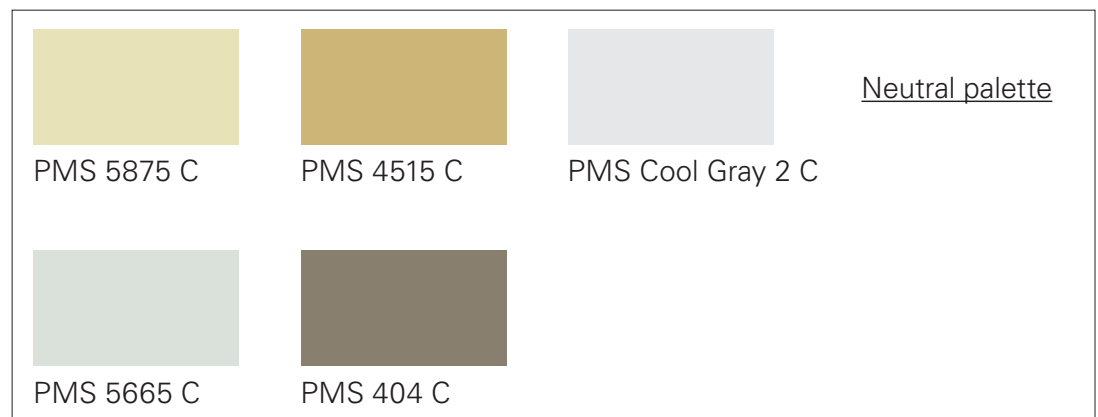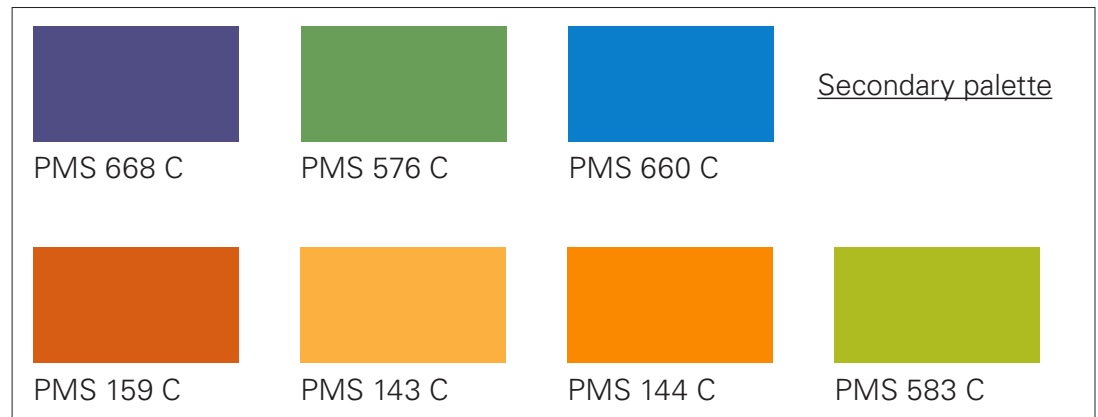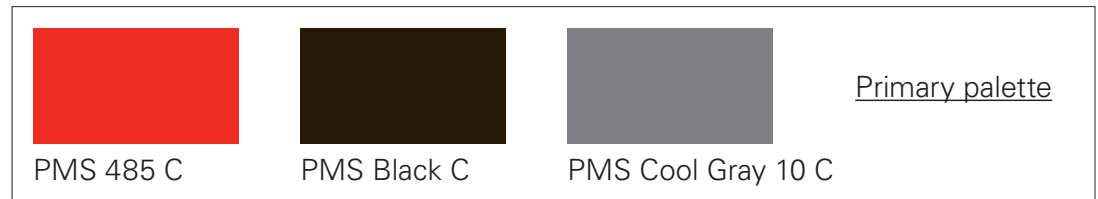C14 M2 Y15 K7
R186 G197 B185
HTML BAC5B9

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

PMS 485 C	PMS Black C	PMS Cool Gray 10 C	Primary palette

PMS 668 C	PMS 576 C	PMS 660 C	Secondary palette
PMS 159 C	PMS 143 C	PMS 144 C	PMS 583 C

PMS 5875 C	PMS 4515 C	PMS Cool Gray 2 C	Neutral palette
PMS 5665 C	PMS 404 C		

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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 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.

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

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