



# TEXAS LBJ School

The University of Texas at Austin

Lyndon B. Johnson School of Public Affairs

# Brand Style Guide

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# INTRODUCTION

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This is the official Brand Style Guide for the Lyndon B. Johnson School of Public Affairs at The University of Texas at Austin. It serves as a practical reference for best practices in visual identity and messaging that align with the brand standards and core messages of UT Austin. This guide is designed to help everyone affiliated with the LBJ School present a clear, unified voice and make a stronger impact in everything we share.

## Questions?

For questions about branding, messaging or how to apply the guidelines in this booklet, please contact:

[communications@austin.utexas.edu](mailto:communications@austin.utexas.edu)

## UT Brand Guide

For more information on the University of Texas brand image and guidelines:

- [Click here](#) to view the UT Standards Manual
- [Click here](#) to view the UT Brand Book and Toolkit

# **TONE & MESSAGING**

# TONE & MESSAGING

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## The LBJ School Mission

The Lyndon B. Johnson School of Public Affairs is committed to improving the quality of public service in the United States and abroad at all levels of governance and civic engagement. Our goals are to:

- Prepare students and professionals, from a variety of backgrounds, for leadership positions in public service by providing educational opportunities grounded in theory, ethics, analytical skills and practice;
- Produce interdisciplinary research to advance our understanding of complex problems facing society and to seek creative solutions for addressing them;
- Promote effective public policy and management practice by maintaining a presence in scholarly and policy communities and in the popular media;
- Foster civic engagement by providing a forum for reasoned discussion and debate on issues of public concern.

## University Brand Story

[Click Here](#) to view the University of Texas Brand Story, including brand voice & tone.

# TONE & MESSAGING

## LBJ School Brand Pillars

Brand pillars are core themes that express our value proposition. They form the foundation for all content and messaging and ensure consistency, clarity and alignment across audiences.

At the LBJ School, we use brand pillars to ensure consistency and strategic alignment in communications with students, alumni, partners and the public. These four pillars serve as a resource in messaging, presentations, talking points, proposals, media appearances, op-ed and more.

### PILLAR 1:

#### Our Legacy: Developing Public Servants and Leaders

##### Core Messages:

- Founded in 1970, the LBJ School is built on the belief that effective government requires skilled public servants.
- The LBJ School has been Texas' top ranked public policy school for 50+ years.

##### Where to Use:

Historic reflections, alumni spotlights, donor communications, enrollment marketing, accreditation reports.

##### Example:

*"For more than 50 years, the LBJ School has set the standard for public policy education in Texas, preparing skilled public servants and leaders who strengthen communities, shape policy and advance the public good."*

### PILLAR 2:

#### Student Success via Rigorous Training, Interdisciplinary Curriculum and Experiential Learning

##### Core Messages:

- LBJ students don't just study policy — they practice it through coursework, policy simulations, exposure to bipartisan perspectives, research and internships.
- Graduates develop strong analytical, leadership and communication skills to lead across sectors and serve in ever-evolving public service roles.

##### Where to Use:

Enrollment and program marketing, curriculum descriptions, experiential learning program promotion, workforce development and accreditation reports.

##### Example:

*"LBJ students gain hands-on experience in Austin, Washington DC and beyond — analyzing real legislation, advising policy decisions and contributing solutions to organizations that shape the public good."*

# TONE & MESSAGING

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## PILLAR 3:

### Faculty and Research Excellence

#### Core Messages:

- LBJ faculty are distinguished scholars, proven practitioners and leading researchers.
- LBJ faculty bring real world insights into the classroom, research labs and centers.
- Students are mentored through research and experiential learning that addresses urgent policy challenges.

#### Where to Use:

Student and faculty recruitment, research promotion, media expert pitchers, partnership proposals, grant applications, accreditation reports.

#### Example:

*“LBJ students learn from faculty who have shaped policy at the highest levels — from former Pentagon leaders to foreign ambassadors to researchers driving breakthroughs in energy, urban policy and public service innovation.”*

## PILLAR 4:

### Proven Career Success and Lifelong Impact

#### Core Messages:

- LBJ grads step into impactful roles across government, military, nonprofits, corporations, think tanks and academia — shaping policy and strengthening communities.
- They join a powerful professional network with lifelong support through alumni programs, career services, executive education and networking events.

#### Where to Use:

Enrollment marketing, workforce development initiatives, career services promotion, alumni engagement, donor development, industry and government partnerships, outcome reporting.

#### Example:

*“LBJ graduates drive impact from day one, with lifelong support and professional connections that help them build rich careers, drive change and lead across sectors.”*

**LOGOS**



# LOGOS

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The university wordmark should appear conspicuously on all college/school and departmental communications. Using the university wordmark with individual colleges, departments, administrative units or schools shows the relationship between them. Logos for College, School, Units (CSUs) should follow a standardized and consistent visual hierarchy. This recommended signature supports the LBJ School's brand.

## Part of a System



# LOGOS

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## LBJ Logos

The UT-approved LBJ School logos are the primary means by which the school and its departments are recognized. These logos should appear on all program-specific communications. The logos have been drawn and spaced with specific dimensions and should not be redrawn, stacked, modified or augmented in any way.



## Branded Logo

### Primary-Preferred

This is the logo that should be used in most cases.



# LOGOS

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## Informal Logo

When using the Informal Type A logo, the accompanying official name must appear somewhere on the piece of communication it is being used for. The official name should be less prominent than the Informal Branded logo.



## Formal Logo

This logo should be used sparingly, the Branded Logo is preferred (see page 6).



## Approved Alternates

We recognize that there are some cases where the official logo is not possible. Often this is the case for 1:1 ratio items like social and promotional items. Here is an approved-use alternate.



### Rules for Compact Signature:

The Compact Signature should only be used when space is limited and a full version of a signature will not fit. Promo items (with the exception of shirts, which will be approved on a case by case basis), social media avatars, and digital ads with limited space are examples where a Compact Signature would be appropriate. Brochures, postcards, and other printed pieces with ample space will not be allowed to use the Compact Signature.

\*All uses of the Compact Signature must be approved by the Office of Trademarks and Licensing.

# LOGOS

## Centers & Programs

When using a logo for an LBJ center or program, an LBJ School logo does not have to be used in addition on the same graphic or marketing material.

### Example:

Only 1 logo is used



[Click here](#) to access approved logos for LBJ centers/programs. For digital graphics - use RGB logo versions. for print graphics - use CMYK logo versions. Centers/programs available include:

- Center for Politics Governance
- Center on Municipal Capital Markets
- CSRD
- Extreme Weather Adaptation Lab
- Governor's Center for Management Development
- Impact Factory
- LBJ School Alumni Relations
- LBJ Urban Lab
- LBJ Women's Campaign School
- Patman Center for Civic and Political Engagement
- Prison and Jail Innovation Lab
- RGK Center
- Washington Center

# LOGOS

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## Retired LBJ Logos **\*DO NOT USE\***

These logos have been retired and may no longer be used. Any logo or promotional items using these logos must be retired as well.



## UT Trademarked Logos

All three UT Trademarked Logos have special rules around use that can be found at [umac.utexas.edu](http://umac.utexas.edu). Promotional items featuring a UT trademark MUST have approval through The University for a vendor to actually make the item. Requests for approved use must be submitted to the UT trademarks portal. Please notify LBJ Communications team of intended request prior to submission ([lbjcommunications@austin.utexas.edu](mailto:lbjcommunications@austin.utexas.edu)).



Seal\*\*



Longhorn Silhouette



Tower

\*\*The UT Austin seal is reserved for use by the Office of the President, on business cards, stationery, and formal university documents like certificates and awards. Usage MUST have written approval from the Office of Trademark Licensing.

**COLORS**

# COLORS

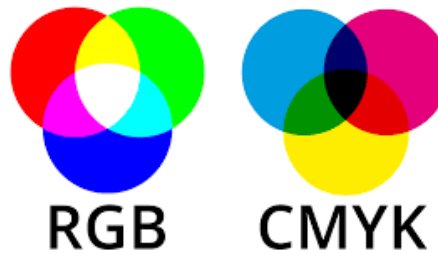
Burnt orange is a uniquely identifiable color and one of UT's strongest and most recognizable brand elements. For the LBJ School, that is no different. Burnt orange should be the most prominent color in the school's official brand palette.



## CMYK vs. RGB

There are different color modes for different forms of graphics. It is important to use the correct one so that the colors are properly represented.

**CMYK** is used for printing  
**RGB** is used for anything digital



## Primary Colors

Use these colors primarily before other colors.

### Burnt Orange



#### Print

PMS: 159  
CMYK: 0,65,100,9

#### Digital

RGB: 191,87,0  
HEX: #bf5700

### Charcoal



PMS: 432  
CMYK: 65,43,26,78

RGB: 51,63,72  
HEX: #333f48

### White



PMS: White  
CMYK: 0,0,0,0

RGB: 255,255,255  
HEX: #ffffff

# COLORS

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## Secondary Colors

The colors can be used as accents alongside the primary color palette.

Tangerine



### Print

PMS: 2011  
CMYK: 0,48,99,0

### Digital

RGB: 248,151,31  
HEX: #f8971f

Sunshine



PMS: 114U/116C  
CMYK: 0,14,100,0

RGB: 255,214,0  
HEX: #ffd600

Cactus



PMS: 2300  
CMYK: 40,0,89,0

RGB: 166,205,87  
HEX: #a6cd57

Turtle Pond



PMS: 2277  
CMYK: 63,0,97,20

RGB: 87,157,66  
HEX: #579d42

Turquoise



PMS: 320  
CMYK: 96,0,31,2

RGB: 0,169,183  
HEX: #00a9b7

Shade



PMS: 7543  
CMYK: 24,9,8,22

RGB: 156,173,183  
HEX: #9cadb7

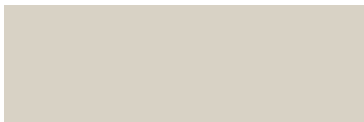
Bluebonnet



PMS: 7469  
CMYK: 100,13,10,38

RGB: 0,95,196  
HEX: #005f86

Limestone



PMS: 7527  
CMYK: 3,4,11,5

RGB: 214,210,196  
HEX: #d6d2c4



# COLORS

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## Color Palette Examples

When using colors from UT's secondary palette, use them sparingly - use 3 colors maximum. UT recommends limiting your palette to give it more impact. Here are some possible examples.

**Bright**

Burnt Orange

Tangerine

Sunshine

**Pop**

Burnt Orange

Bluebonnet

Turquoise

**Bold**

Burnt Orange

Charcoal

Limestone

**Holiday**

Burnt Orange

Turtle Pond

Cactus

**Neutral**

Burnt Orange

Shade

Limestone

**Formal**

Burnt Orange

Limestone

Bluebonnet

**TYPOGRAPHY**

# TYPOGRAPHY

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The consistent use of select typefaces is an important aspect of the LBJ School brand. The following type selections have been made to best represent the voice of the University and to maintain a consistent tone throughout various University communications. Our brand typefaces, BentonSans and GT Sectra, are available in multiple weights to allow for maximum flexibility across communications.

## Sans Serif Fonts

This will be the primary font family used for LBJ School associated designs.

### BENTON SANS

Light  
Regular  
**Bold**  
**Black**

### ARIAL - FREE ALTERNATE

Regular  
**Bold**  
**Black**

## Serif Fonts

### GT SECTRA

Regular  
*Regular-Italic*

### GEORGIA - FREE ALTERNATE

Regular  
*Regular-Italic*  
**Bold**  
***Bold-Italic***

## Special Use

Used for editorial layouts and numerical elements in infographics.

### BENTON SANS COMPRESSED

Light  
Regular  
**Bold**  
**Black**

### OSWALD - FREE ALTERNATE

Light  
Medium  
**Heavy**

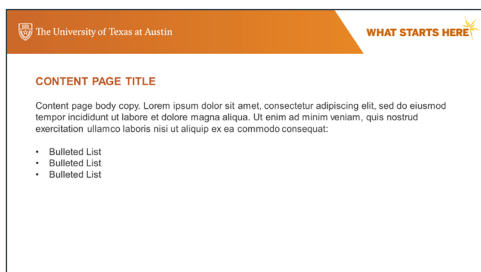
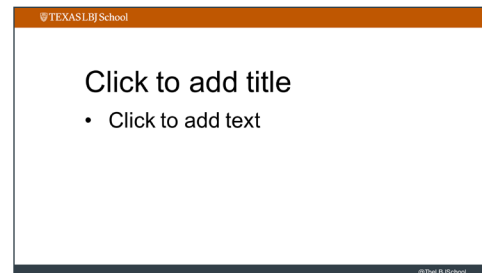
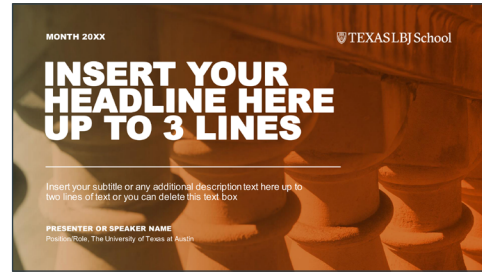
# **TEMPLATES & RESOURCES**

# TEMPLATES & RESOURCES

\*For any additional requests regarding templates or resources, email [lbjcommunications@austin.utexas.edu](mailto:lbjcommunications@austin.utexas.edu).\*

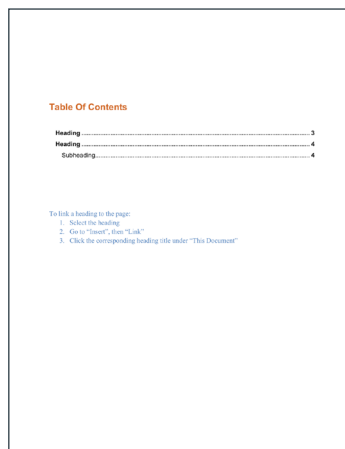
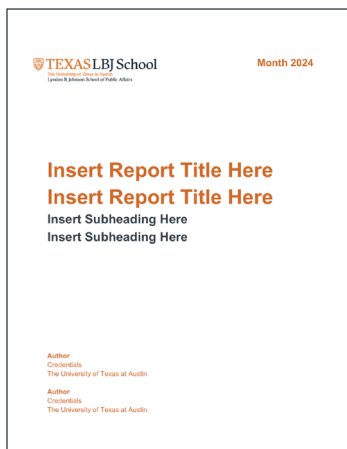
## Powerpoint Templates

[Click here](#) to access to LBJ branded Powerpoint presentation templates.



## Report Templates

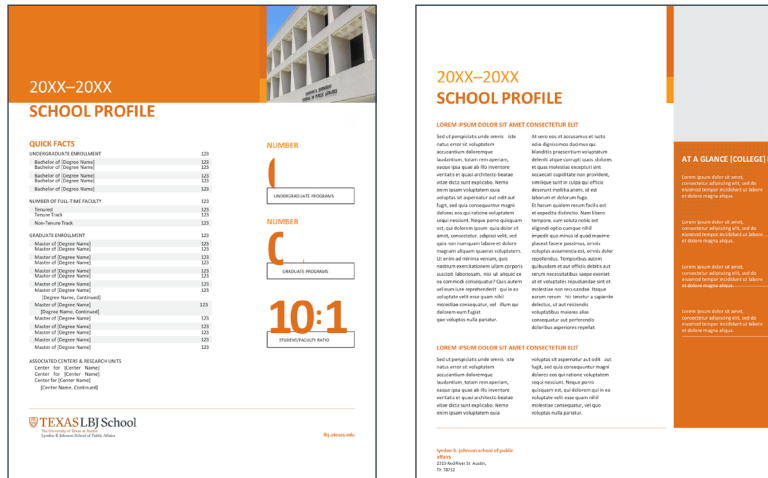
[Click here](#) to access LBJ branded report templates



# TEMPLATES & RESOURCES


## Fact Sheet Templates

[Click here](#) to access LBJ fact sheet templates.



## Accessing Fonts

[Click here](#) to request licences for BentonSans and GT Sectra from UT.

 **The University of Texas at Austin**  
Marketing and Communications

### Font Requests

Use this form to request a license to the University-approved fonts. At this time University Marketing and Communications is able to provide licenses for Benton Sans and GT Sectra.

**Name \***

**Email address \***

**Phone Number \***

**Job Title \***