



TEXAS WOMAN'S
UNIVERSITY

Branding for Student Life

TWU Branding Guidelines



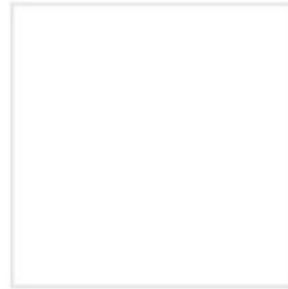
CMYK: 15, 100, 60, 3
Hex: CA1E50



CMYK: 68, 90, 35, 24
Hex: 5C315E



PMS 202c
CMYK: 9, 100, 64, 48
Hex: 850928



CMYK: 0, 0, 0, 0
Hex: FFFFFF



CMYK: 0, 0, 0, 15
Hex: DCDDDE



CMYK: 13, 10, 81, 0
Hex: E3D353

TEXAS WOMAN'S
UNIVERSITY

TWU Branding Guidelines

Museo Sans 900

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Museo Sans 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Museo Sans 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Museo Sans 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

TWU Branding Guidelines

Oakley

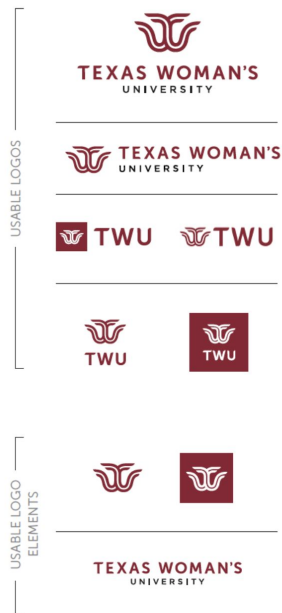


Barn Owl



TWU Branding Guidelines

Correct Logo Usage



Incorrect Logo Usage



- Do not separate elements from other logos (only the fountain mark and TEXAS WOMAN'S centered wordmark may be used independently).



- Do not scale parts of a lockup.



- Do not distort any logos.



- Do not add type (separate from approved formats) or create additional logos with the logo.

TWU Branding Guidelines

TEXAS WOMAN'S UNIVERSITY
DENTON DALLAS HOUSTON

GALLERIES LIGHTBOXES SEARCH CONTACT HELP

HI, N/A LOGOUT

Galleries

- > 008 - Commencement SLIDE SH...
- ✓ Public
 - > Head Shots
 - How To Download
 - Images
 - ✓ Logo Files
 - > Academic Departments
 - > Campus Offices
 - > Centers/Institutes
 - > Colleges and Schools
 - > Programs/Clinics
 - > Venue/Attraction
 - > Invited Galleries

Academic Departments
Collection

Campus Offices
Collection

Centers/Institutes
Collection

Colleges and Schools
Collection

Programs/Clinics
Collection

Venue/Attraction
Collection

Logo Files

Created
29 Aug 2017

Modified
19 Sep 2017

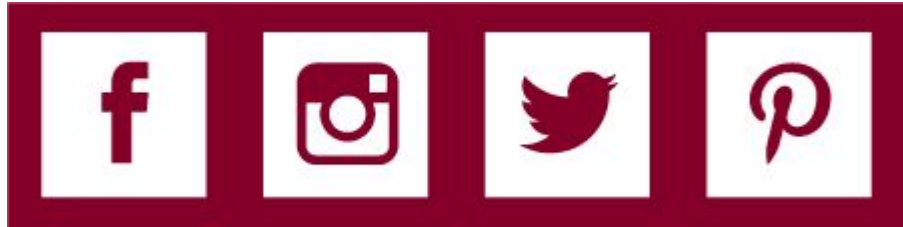
<https://twu.photoshelter.com/galleries>

TWU Design Services

- Plan ahead
- Submit art requests at least 21 days in advance
- Request form can be found on the Design Services page <https://twu.edu/design-services/>
- Materials created by everyone need to follow the brand guidelines

TWU Social Media Guidelines

Which channel should you use? It depends...



TWU Social Media Guidelines

- All university social media accounts **must use the fountain icon provided** and accounts should be registered with Marketing and Communications.
(twu.edu/social-media/how-to-register-your-accounts)
- The social media page should be named “TWU” followed by your department or organization name.

TWU Social Media Guidelines

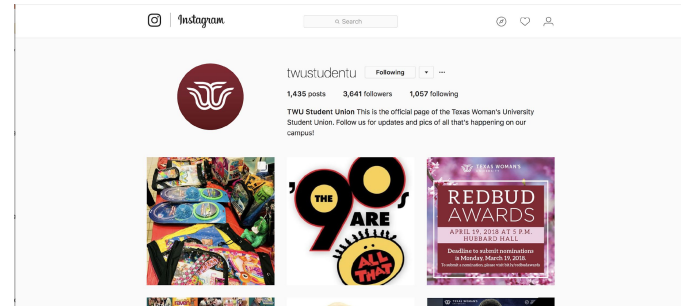


Taken directly from
Abbreviated Logo Lockup



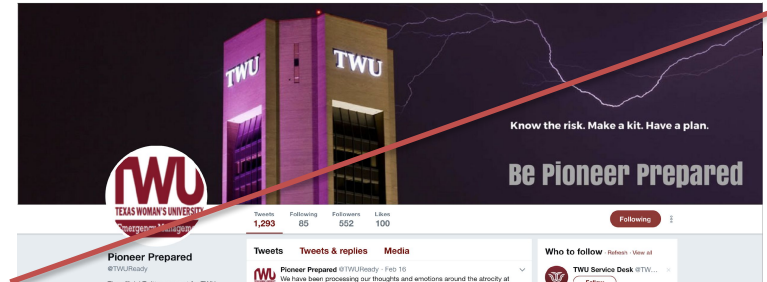
1/8 of diameter padding around

TWU Social Media Guidelines



TEXAS WOMAN'S
UNIVERSITY

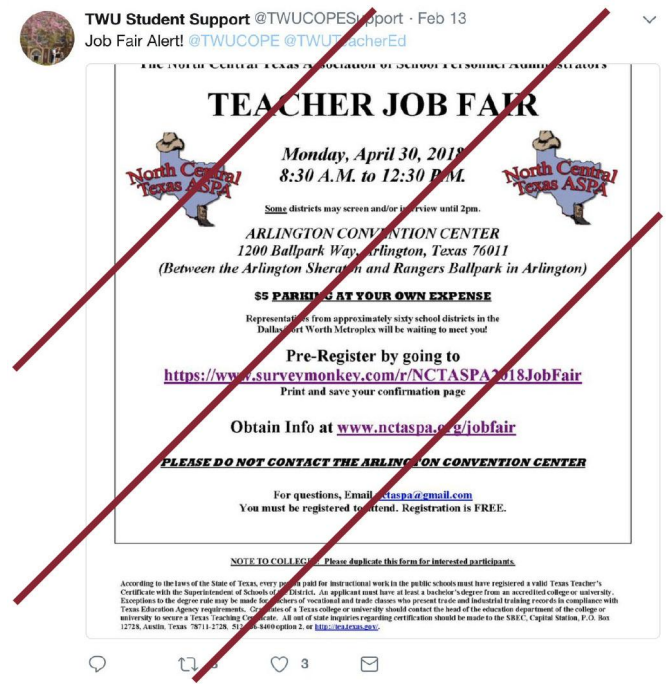
TWU Social Media Guidelines



TEXAS WOMAN'S
UNIVERSITY

TWU Social Media Guidelines

1



2



TWU Dal Student Life Retweeted

TWU Alum Association @TWUAlumni1901 · Feb 14

Happy Valentine's Day! What's your #TWUlove? Meet your spouse at TWU? Maybe you are in love with our beautiful campus? Perhaps there's a professor that will always have a special place in your heart? Tweet your #TWUlove at us! #CampusWithAHeart



TWU Social Media Guidelines

- When adding hashtags, use a technique called 'CamelCase' in which you capitalize the first letter of every word.
- Examples: #TXWomans, or #CampusWithAHeart.
- Include shortened links through bit.ly

TWU Social Media Guidelines

- Color Contrast Checker
webaim.org/resources/contrastchecker

TWU Social Media Guidelines

- Content & Branding Guidelines

twu.edu/social-media/general-content-and-branding-guidelines/

TWU Social Media Guidelines

Crisis Communications

- Follow the University's lead and share official statements
- Be aware that emails/communications to social media managers may request "radio silence" during certain situations

A Word about Content

- Never use a metaphor, simile or other figure of speech which you are used to seeing in print.
- Never use a long word where a short one will do.
- If it is possible to cut out a word, always cut it out.
- Never use the passive where you can use the active.
- Never use a unfamiliar phrase, a scientific word or a jargon word if you can think of an everyday English equivalent.
- Break any of these rules sooner than say anything outright barbarous.

Resources

- Photoshelter (for pics and logos)
<https://twu.photoshelter.com/galleries>
- Marketing's internal resource page (links to visual identity manual, social media guidelines and more)
<https://twu.edu/marketing-communication/resources/>
- Guide to resize images for social media
<https://sproutsocial.com/insights/social-media-image-sizes-guide/>