

# Concordia University Texas

BRAND STYLE GUIDELINES



# Introduction

## University Communications

---

### Elaina Jackson

*Ph.D, APR VicePresident,  
Enrollment Management,  
Marketing & Communications*  
office phone: 512.313.5119  
elaina.jackson@concordia.edu

## University Creative Services

---

### Allison Thompson

*Director of Creative Operations  
and Strategic Operations*  
office phone: 512.313.4076  
allison.thompson@concordia.edu

The Concordia University Texas brand is one of our most valuable assets and defines who we are and what we do. A consistent, high-quality brand image is essential to support our reputation as the premier university where the adventure of faith, learning and, life-changing experiences leads to meaningful work. These guidelines explain how the Concordia University Texas brand assets should be implemented to ensure all parts of the University communicate with a unified image and voice.

This guide includes general brand style guidelines for Concordia University Texas and specific directions for implementing University marks and brand-related items.

\*NOTE: For Athletic specific guidelines please visit the [athletic branding guidelines](#).

# Boilerplate Copy

BOILERPLATE COPY IS A  
STANDARD DESCRIPTION  
ABOUT CONCORDIA  
THAT CAN BE USED FOR:

BROCHURES  
FLYERS  
PROGRAM SHEETS  
PRESS RELEASES  
WEBSITE COPY

Founded in 1926, Concordia University Texas is proud to be Austin's leading Christian university, where Christ is honored and students of all backgrounds are welcome. We are guided by our vision to be the premier University where the adventure of faith, learning and life-changing experiences leads to meaningful work.

Concordia Texas is a regionally accredited institution of higher education, offering undergraduate and graduate degrees through a variety of delivery methods. We offer more than 25 majors across seven colleges and schools.

Concordia Texas's campus, unique in its natural setting on a preserve, is conveniently located minutes from both downtown Austin and the Texas Hill Country. Our location provides students with resources and opportunities to learn, explore, and thrive in the best of both worlds — a small school and a big city.

# Identity/ Primary Marks

CONCORDIA UNIVERSITY  
TEXAS HAS THREE  
PRIMARY VISUAL MARKS

Wordmark  
Official Seal  
Spirit Marks

WORDMARK



OFFICIAL SEAL



SPIRIT MARKS



## Wordmark

### PRIMARY MARK

The Concordia University Texas Wordmark shown here is the primary logo for the University.

### Alternate versions include:

- PMS 268 reversed to white and PMS 122 on PMS 268
- PMS 268 as a single color
- 100 percent black

No other color combinations are allowed.

Concordia's wordmark font is Palatino and should only be reserved for the wordmark.

### VERTICAL FORMAT



### HORIZONTAL FORMAT



# Official Seal

## PREFERRED USAGE

The official seal of the University should be reserved for official documents and communications. The seal is not intended to be interchangeable with the Concordia University Texas Wordmark.

The official seal is designed around a protective shield bearing five symbols that represent the ideals and spirituality of Concordia University Texas. Centered in this shield is a cross, a symbol of our Christian tradition and mission. Beginning in the top left quadrant of the shield is the descending white dove with three-rayed nimbus, representing the Holy Spirit. The lamp of knowledge in the upper right quadrant denotes the role of the University in enlightening its students, both intellectually and spiritually. The bottom right quadrant of the shield holds Lutheranism's most recognizable symbol, the Luther Rose, representing the Lutheran faith. The book in the bottom left quadrant has dual meaning. It is a book of knowledge, both of faith (the Bible) and of all worldly knowledge. Across the top of the shield is the Greek inscription, "With God we shall do valiantly," from Psalm 108:13. Together, these elements create a seal that is representative of the University's many roles in the lives of our students, faculty, staff and community – past, present and future.

## Uses include:

- Diplomas
- Commencement Materials
- Presidential Letters

## Alternate versions include:

- PMS 268 reversed to white on PMS 268
- PMS 268 as a single color



# Spirit Marks

## PREFERRED USAGE

The Tornado and CTX logos are primarily Concordia University Texas Athletics identity elements but may also be used as spirit marks.

Spirit marks promote Athletics Department and university-sanctioned teams, school spirit organizations and student organizations.

In academic marketing, the Tornado and CTX must stand alone. They should be used as a singular graphic element and should not be combined with another logo, wordmark, graphic or other visual element.

TORNADO



CTX STACKED



## College and School Wordmarks

**The Concordia University Texas Wordmark is the official university logo** and serves as the umbrella identity for all four colleges and four schools. When choosing how to brand communications, it is always the first choice.

The Wordmark may be customized with the specific name of the college, school or department to emphasize their function as an integral part of the University.

### COLLEGE OF ARTS & SCIENCES



### COLLEGE OF BUSINESS & COMMUNICATION



### COLLEGE OF EDUCATION



### COLLEGE OF HEALTH SCIENCES



### SCHOOL OF HUMANITIES & SOCIAL SCIENCES



### SCHOOL OF NATURAL & APPLIED SCIENCES



### SCHOOL OF FINE ARTS



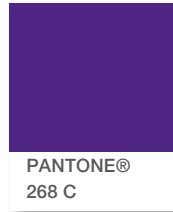
### SCHOOL OF MINISTRY



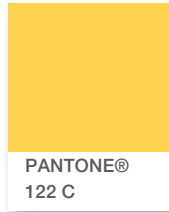


# Color Palette

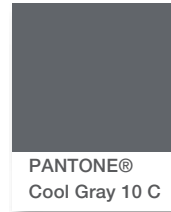
## OFFICIAL CONCORDIA UNIVERSITY COLOR PALETTE



CMYK 82 / 100 / 0 / 12  
RGB 79 / 38 / 131  
Hex # 582d83



CMYK 0 / 17 / 80 / 0  
RGB 255 / 210 / 79  
Hex # ffd24f



CMYK 62 / 52 / 48 / 19  
RGB 99 / 102 / 106  
Hex # 63666a

## SECONDARY COLOR PALETTE



CMYK 64 / 8 / 34 / 0  
RGB 87 / 182 / 178  
Hex # 57b6b2



CMYK 0 / 60 / 100 / 0  
RGB 255 / 131 / 0  
Hex # ff8300



CMYK 26 / 24 / 28 / 0  
RGB 191 / 183 / 176  
Hex # bfb7b0

# Typography

Concordia's wordmark font is Palatino and should only be reserved for the wordmark.

Please find these other typography options for University documents.

## HEADER TYPEFACES

Georgia, Regular, ***Italic***, **Bold**, ***Bold Italic***

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?()\$#

## SECONDARY / BODY COPY TYPEFACE

Helvetica Neue LT Pro

ABCDefghi

12345