UTSA The University of Texas at San Antonio
College of Education and Human Development

COEHD BRANDING & ACCESSIBILITY STYLE GUIDE

Presented by COEHD Communications

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INTRODUCTION

About the COEHD Branding Style Guide

Branding is a communication tool that can be utilized in different forms of publications and online. The COEHD brand is useful for faculty, staff, and students to understand what the college represents in relation to The University of Texas at San Antonio. We collaborate with the university's communication team to ensure we are always following branding and marketing guidelines and providing updates to the college's departments, deans, and offices. To learn more visit: **utsa.edu/marcomstudio**

This branding style guide is here to help you follow these rules for creating a graphic for a flyer, brochure, presentation, form, or website. If you're unsure of where to start, you can use one of our flyer templates to start designing your flyer. These flyer templates will be updated on rotation to ensure we meet UTSA's guidelines and to provide fresh ideas for faculty and staff. Keep in mind to create visual stories that are user-friendly and accessible. Avoid overloading a flyer with too many words or imagery and choose a color palette that UTSA provides. We will review a few of these branding tools that will help create your designs.

Together we are UTSA!

UNIVERSITY, COLLEGE & DEPARTMENT LOGOS:

UTSA College of Education and Human Development

Download Logo Options

Public Galleries > Logos > Department Logos > College of Education and Human Development > Download Zip File

BRAND LOGO

Explaining the Design

The College of Education and Human Development follows the branding and marketing guidelines provided by the University of Texas at San Antonio's communications and marketing team.

Please follow UTSA's guidelines for images, logos, font, color, and university names when designing your brochures, flyers, forms, pamphlets, presentations, or webpages. If you need assistance or have questions about using the brand logo, please email **coehdcomm@utsa.edu**.

PHOTOSHELTER

UTSA's Marketing Resource Library, powered by PhotoShelter, contains high-quality photography of the university's people, places and activities, as well as video B-roll, university and department logos, templates and other graphical elements.

UTSA Photo Library

Use the "Internal Login" to access the full galleries.

To request access, please email Kristin Law, Digital Assest Manager at kristin.law@utsa.edu

PROPER USE

Branding Dos & Don'ts

It is important to follow the UTSA guidelines provided by the university's communications team on branding and marketing to capture a cohesive image and story.

Some common mistakes when designing your marketing tools for COEHD events are using the wrong logo, using low-resolution imagery, using the wrong university colors, and/or using the wrong font styles. We have provided the right tools in this document to follow as you're creating your designs.

Alternatively, COEHD Communications has created templates that can be edited by users to fit the information needed for their events. We also recommend using **Adobe Express**.

Visit the university's communications and marketing site for more information on guidelines and UTSA's brand identity:

utsa.edu/marcomstudio/marketing/utsa-brand

UTSA COLOR PALETTE

The Proper PMS For Print and Hex Codes and Online Use

Blue and orange are the official colors of the university. Our colors are a distinguishing feature of our identity. When creating flyers, social media posts, templates, online forms, etc. please make sure you are using the proper code. **PMS** is used for **print** and **HEX** is used for **online**.

HEX: #f15a22

PMS: 1665

HEX: #0c2340

PMS: 289

Printing Colors

Colors can be printed either with PMS colors or through a 4-color (CMYK) process. Most often, you will be sending files to a vendor with CMYK values. Please use the corresponding CMYK values as opposed to having the vendor (or design software) auto convert your PMS into CMYK. Auto converting or relying on vendors may result in the wrong CMYK formulas. Please note, there is no need to convert CMYK, RGB, or HEX for uncoated printing. You only need to worry about uncoated if you are printing with PMS colors.

On Screen Colors

When creating files to be placed on a website or social media, files should be in RGB. You can also use the HEX colors for HTML elements.

UTSA WEB PALETTE

The Proper PMS For Print and Hex Codes and Online Use

Color combinations such as text on backgrounds must provide sufficient contrast to be accessible for users with visual impairments. To meet current accessibility standards and add versatility to our designs, our primary color palette has been extended for web use. It is important to note that the UTSA logos must only be reproduced in four colors: UTSA Blue, UTSA Orange, black, and white.

#0C2340	#F15A22

#D3430D	#495A70	#DBDEE3	#FFFFFF

UTSA WEB PALETTE

Color Combinations for Optimal Legibility and Compliance

Please note UTSA Blue and Orange are still our primary colors and should be more prominent in your design. The extended palette should be used sparingly and intentionally to support accessibility compliance.

BACKGROUND COLOR	TEXT COLOR		
#0C2340	#F15A22	#DBDEE3	#FFFFFF
#F15A22	#0C2340		
#D3430D	#FFFFFF		
#495A70	#FFFFFF	#DBDEE3	
#DBDEE3	#0C2340	#495A70	
#FFFFFF	#0C2340	#D3430D	#495A70

Text Legibility

Unfortunately, our UTSA bright orange does not provide sufficient contrast for readability, please limit its use with text unless it is combined with UTSA blue. Do use it, however, as part of your design in other elements where the text is not present.

The following color combinations have been approved to provide optimal legibility and maintain compliance.

UTSA FONTS

The Proper Typeface for Print and Online

The university's typographic identity is visible across many applications, including print, electronic and web. Type selections have been made that best represent the brand of the university. Additional type suggestions are included to help the campus community achieve coordinated and consistent materials.

Primary Typeface

For publications and materials created for external use, the primary typefaces are the following:

- Helvetica Neue LT Std family (condensed and regular width versions in thin, light, roman, medium, bold, heavy, black weights)

Internal Typeface

For internal publications and when the primary typeface choices are unavailable, it is acceptable to use the following:

- Helvetica, for sans-serif
- Times New Roman, for serif

Web Typeface

For web copy, use the following:

- Arial

Helvetica
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+

NOTE:

UTSA allows creative flexibility in the selection of body text/body copy fonts for publications. Type selections should be easy to read and complement the UTSA font.

ACCESSIBILITY

Why It Matters

Accessible means a person with a disability is afforded the opportunity to acquire the same information, engage in the same interactions, and enjoy the same services as a person without a disability in an equally effective and equally integrated manner, with substantially equivalent ease of use.*

EQUAL ACCESS

Provides equal access to information

ENSURES COMPLIANCE

Helps ensure compliance with legal requirements (ex.: ADA in the U.S.

USER EXPERIENCE

Improves overall user experience for everyone, not just those with disabilities

*U.S. Department of Education's Office for Civil Rights

ACCESSIBILITY STANDARDS

Font & Text Size

- Text should be legible to individuals with visual impairments. Use high contrast between text and background (e.g., black text on a white or light background).

- Text should be large enough to read from a distance, typically at least 12 pt for body text and 18 pt for headers.

- Most sans serif fonts are considered accessible. Serif fonts have articulations protruding from the edges of the characters, making them difficult for learners with visual impairments to read.

Examples of Accessible Fonts (Sans Serif)

Arial	Futura
Verdana	Lato
Helvetica	Bodoni
Tahoma	Lucida Sans

Examples of Non-Accessible fonts (Serifs)

Times New Roman	Palatino
Baskersville	Caslon
Georgia	Bodoni
Courier New	Cormorant

Color Contrast

- Use high contrast between text and background (e.g., black text on a white or light background).

- Ensure sufficient contrast between text and background colors to meet WCAG (Web Content Accessibility Guidelines) standards. For example, avoid combinations like light yellow text on a white background.

Good Contrast / Bad Contrast	**Good Contrast** / Bad Contrast
Good Contrast / Bad Contrast	**Good Contrast** / Bad Contrast
Good Contrast / **Bad Contrast**	**Good Contrast** / **Bad Contrast**

Good Contrast   Bad Contrast

Images via Austin Peay State University.

ACCESSIBILITY STANDARDS

QR Codes & Short Links

- If a QR code is included in the flyer, ensure the code is large enough to be scanned easily by individuals with limited vision or motor skills. The code should be placed in an accessible location, such as near the bottom or corner of the flyer and does not obstruct important information.

- For individuals who cannot use a QR code, short links (e.g., bit.ly or custom shortened URLs) needs to be included on the flyer as well (example below). These links should be short, simple, and easy to type.

- If the flyer is being shared electronically (e.g., as a PDF or email), embedded hyperlinks should be used for any URLs. The link should be clear and descriptive of the destination.

REGISTER

bit.ly/eceinstitute

← **Call to Action**

← **QR Code**

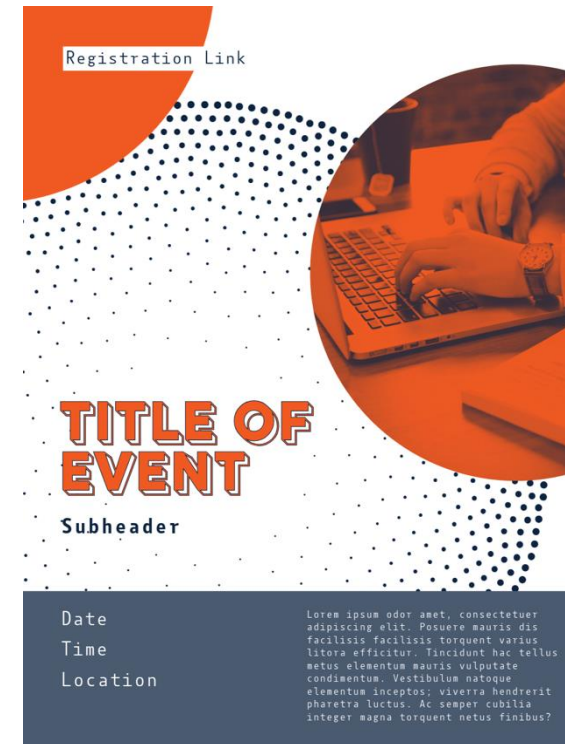← **Short Link + Embedded if Possible**

FLYER TEMPLATES

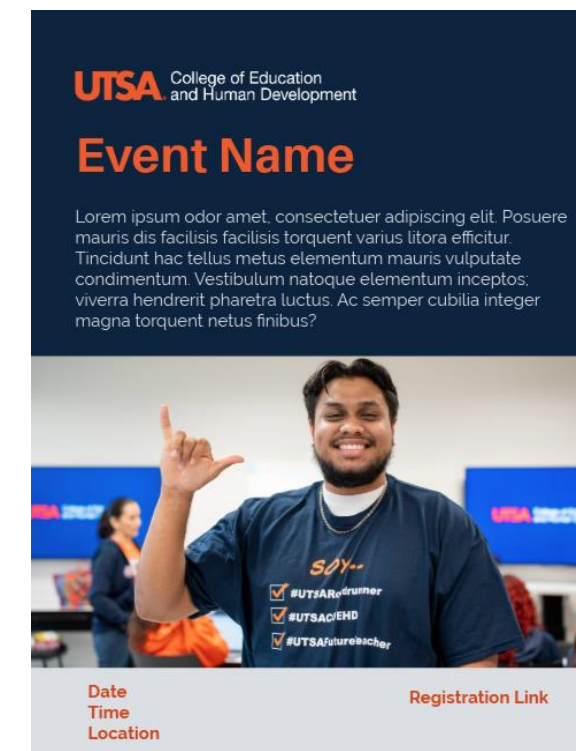## Templates were created using Adobe Express and will need to be edited through this service

Template #1
Remix Link

Template #2
Remix Link

Template #3
Remix Link

Template #4
Remix Link

Template #5
Remix Link

To edit the flyers:

1. **Click on the Remix Link**
2. **Select Continue as Guest**
3. **Click on Remix Link in top right corner**
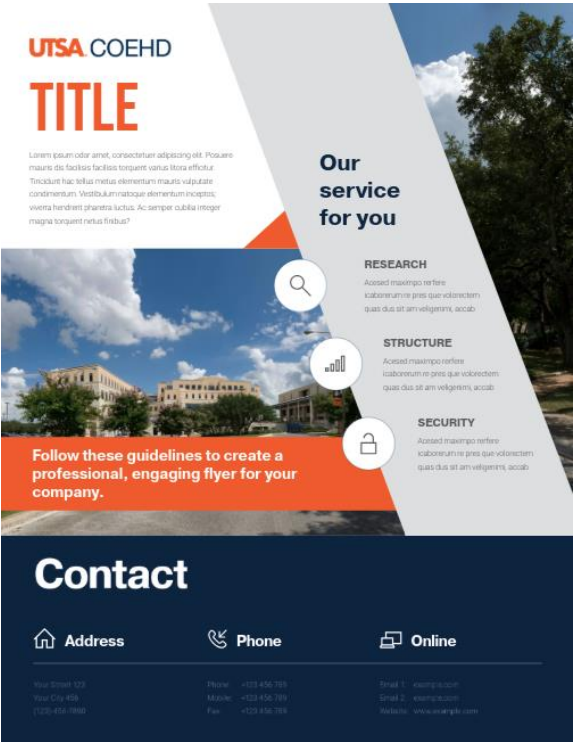4. **Login using UTSA credentials**

Remix Link Will Allow You to Edit The Flyer for Your Needs

FLYER TEMPLATES CONTINUED

Templates were created using Adobe Express and will need to be edited through this service
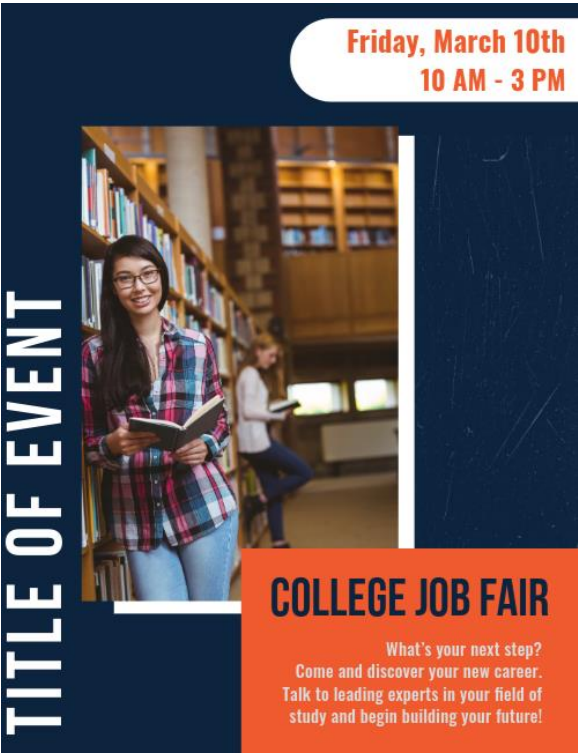

Template #6

[Remix Link](#)

Template #9

[Remix Link](#)

Template #7

[Remix Link](#)

Template #10

[Remix Link](#)

Template #8

[Remix Link](#)

Remix Link Will Allow You to Edit The Flyer for Your Needs

FLYER SUBMISSION & APPROVAL PROCESS

Purpose

This approval process ensures that all flyers distributed or posted on campus adhere to the university's standards for design, branding, and accessibility. Flyers must meet these criteria before being displayed to ensure a consistent and inclusive campus environment.

Step 01: Initial Review

- Flyers must be submitted for approval to COEHD Communications at coehdcomm@utsa.edu at least **5 business days** before distributing or posting.

- The COEHD Communications team will review your flyer within 48 hours and check for adherence to the following:

  ❑ UTSA and COEHD branding compliance

  ❑ Design clarity

  ❑ Accessibility features

Step 02: Feedback or Approval

- If the flyer meets all guidelines, it will be approved for distribution/posting.

- If revisions are needed, feedback will be provided with clear instructions for adjustments.

Step 03: Final Approval & Distribution

- Once adjustments have been made, resubmit an updated flyer for approval.

> **NOTE:**
> *The COEHD Flyer Approval Process document contains further detailed information on how to design an appropriate flyer and accessibility standards.*

*Flyers that are created outside of COEHD do not need approval by COEHD Communications

*Non-compliance with accessibility or branding standards may lead to delays in approval or rejection of the flyer

CONTACT DETAILS

Mailing Address

One UTSA Circle
San Antonio, Texas 78249-1644
Main Building 3.304

Email Address

COEHD Communications and
Development Coordinator
katelyn.juarez@utsa.edu

COEHD Branding Style kit created by Justine Cantu
justine.cantu@utsa.edu

Request Forms

Marketing/Communications Request

Website Updates & Requests

COEHD Communications General Inquiry
coehdcomm@utsa.edu

UTSA. COEHD

OTHER RESOURCES

UTSA Photo Library

- https://utsa.photoshelter.com/galleries/C0000Y9uyAnhZyK0/UTSA-Public-Galleries

Web Accessibility

- https://odl.utsa.edu/enhancing-accessibility/
- https://www.w3.org/WAI/fundamentals/accessibility-intro/

Color Contrast Checker

- https://webaim.org/resources/contrastchecker

UTSA General Templates

- https://www.utsa.edu/marcomstudio/resources/toolkits-templates/general-toolkit/