



THE TEXAS
STATE
UNIVERSITY
SYSTEM®

BRAND GUIDELINES

LAST UPDATED 10/30/24

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To ensure an iconic and recognizable brand, as well as ease of use for all who might work on it, we have developed a brand toolkit as an extension of this guide.

[DOWNLOAD TOOLKIT](#)

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Welcome to the Texas State University System brand guidelines.

This document is intended for those who are creating marketing materials for the Texas State University System. These guidelines will maintain consistency, but they are not intended to restrict expression. They are meant to inspire and clarify, to unify and define, as we bring this brand to life. This is a living document, meaning the elements outlined here are subject to change.

Please use good judgment in all creative executions and strive to use the brand effectively, using this guide as a tool.



1

BRAND STRATEGY



BRAND STRATEGY

BRAND PURPOSE

“We open doors” is our brand purpose. This is not for outward-facing messaging. Rather, it is the DNA of our brand, an internal blueprint that we can refer back to when reexamining our core values and what powers us forward.

The brand purpose articulates our aspirations for the Texas State University System.

We are committed to a new standard of excellence—one that values collaboration, equality and accessibility.

At the core of TSUS, lies a rich legacy built upon steadfast commitment to service for Texas.

WE OPEN DOORS.

The Texas State University System was born to serve and enrich Texas and Texans through the power of partnership and collaboration. Through immense transformation and growth, the system is, and has always been, a proud hub of opportunity and a catalyst for transformation in Texas communities. Our institutions and our people change lives, break down barriers, empower futures and contribute to a better Texas and a better world.

We believe that a better and brighter future is achieved one open door at a time. And we’re here to unlock them together.

BRAND STRATEGY

BRAND PILLARS

Brand Pillars are our core beliefs and traits that define the who, what, where, how and why of our story. They're a distillation of values, a shedding of buzzwords and business jargon to identify what truly drives us and makes us unique. At the end of the day, all of our messaging should reflect these values, and we encourage all new messaging to be reviewed against these pillars as a litmus test for brand consistency.

Brand Pillars are generally not referenced outside the organization, but they may be used as a framework for message development, and serve to influence all creative work.

OUR PEOPLE

Passionate Trailblazers

From students to system leaders—we are made up of tenacious trailblazers. We fearlessly take on what lies ahead, and achieve greatness—no matter what. Together, we advance and elevate our communities, passing along the knowledge, the learnings and the passions to those who come next.

OUR IMPACT

For Texas, Felt by All

We put Texas first in everything we do—training and building up Texans from all corners of the state, at all walks of life, to take what they learn to better their own Texas communities. But we don't limit these opportunities to Texas. Our research and our teachings have far-reaching implications.

OUR PLACES

Beacons of Opportunity

Renowned for our wide range of academic offerings at approachable prices, our campuses are strategically dispersed across Texas's diverse landscapes and communities to cater to their unique needs. They offer much more than a glimmer of hope—they are economically and socially transformative institutions.

OUR CULTURE

Stronger Together

We can achieve more when we do it together. Our institutions carry equal weight and operate as a collective force for good—bringing together our unique learnings, expertise and resources—boosting our ability to make profound impact across ALL of the unique Texas communities we serve. United, we are stronger than ever in our pursuit of a better Texas.

BRAND STRATEGY

BRAND PERSONALITY

Tone words reflect the personality of our organization and how the brand feels, looks and sounds.

The tone will shift depending on the audience, but all communications should use the following words as a guide.

The Texas State University System has an inspiring, powerful and forward-looking tone. The sentiment is built on hard-working, united values, while the stories are real and impactful, and show what Texas is capable of. This brand allows us to speak about the system as a whole and the amazing institutions within.

Texan

We've got a true Texas spirit—we're approachable, welcoming and genuine. We serve all of Texas—we always have.

Collaborative

Our system was designed to bring people and institutions together. Working together is what makes us thrive.

Tenacious

Our drive to achieve greatness is relentless. We get things done and we make it happen—no matter what.

Transformative

The work we do has a profound impact—it changes lives, empowers futures and propels communities.

Passionate

We are empathy- and passion-driven. We put our heart and soul into everything we do.

BRAND STRATEGY

CREATIVE PLATFORM

This is the foundation on which we build all of our communications and creative activations. It's the central thought that all brand expressions should ladder up to.

This is not a tagline, and should not be locked up with our logo.

It may be used as a headline and as inspiration for all other messaging.

FOR TEXAS. FOR ALL.

The Texas State University System was created with a purpose: to serve and enrich Texas, its students and its surroundings. From the beginning, the Texas State University System has provided a steadfast foundation for creating opportunities and fostering a passion that drives impact throughout our state and beyond. Fueled by collaboration and partnership, our institutions and the remarkable individuals within them inspire and embolden collective futures. Together, we believe in unlocking a brighter tomorrow—For Texas, For All.

2

BRAND VOICE



BRAND VOICE

TRANSLATING OUR CREATIVE PLATFORM INTO MESSAGING

Our brand voice is what defines us when we speak. It's the way we talk, the perspectives we take and the messages we set forth. Having a unified voice is what allows us to remain distinct and authentic as we communicate to any number of audiences.

All messaging should infuse the idea and spirit of “For Texas, For All” and remain consistent in voice. Our tone should be Texan, collaborative, tenacious, transformative and passionate. Remember to use the brand purpose, brand pillars and brand personality as your guide as you craft messaging. Avoid cliché and jargony words or phrases and overly embellished, complicated or stereotypical southern language.

BRAND VOICE

HEADLINES

Headlines should feel like quick, inspirational thoughts that expand on the idea of “For Texas, For All” and invite the reader to engage more with the Texas State University System. These lines should be smart and to the point. They should be stimulating and quickly articulate a message. It’s crucial that you don’t jam too much information into your headline—if the line is confusing or takes too long to understand, you’ve lost your audience.

EXAMPLES

UNLOCKING POTENTIAL AND SHAPING TOMORROW.

TRAILBLAZING ACROSS TEXAS.

1 STATE. 7 INSTITUTIONS. IMPACT FELT BY ALL.

TOGETHER, WE’RE UNDENIABLE.

WE WORK FOR TEXAS.

CREATING BRIGHTER FUTURES FOR ALL.

OUR STATE. OUR FUTURE.

OPENING DOORS ACROSS TEXAS.

BRAND VOICE

BODY COPY

Body copy is any longer-form messaging that exists to communicate a story or an idea outside of a headline or simple sentence. While our messaging may vary on subject or audience, the way we communicate should remain consistent.

When crafting body copy, make sure to start with an introduction that draws the reader in. It may play off a headline or just introduce a thought or question. As you expand on the message, ensure that your writing remains on tone and to the point, and flows smoothly.

EXAMPLES

TRAILBLAZING ACROSS TEXAS

With a purpose rooted in service and enrichment, the Texas State University System has journeyed far, becoming a pillar of opportunity for Texas and its communities.

TOGETHER, WE'RE UNDENIABLE

Through the power of collaboration and the dedication of its members, the Texas State University System continues to inspire and uplift, fostering a future filled with promise and potential for Texas and beyond.

WE WORK FOR TEXAS

What happens here is fueled by the spirit of Texas and Texans. Across seven institutions, we're creating opportunities to inspire a brighter tomorrow for all.

OPENING DOORS ACROSS TEXAS. CREATING BRIGHTER FUTURES FOR ALL.

Our institutions and the extraordinary individuals within them inspire and embolden collective futures, believing in the promise of a brighter tomorrow for all.

BRAND VOICE

AUDIENCES

Each of our audiences has distinct goals and motivations.

Our messaging approach should adjust to each and strategically tailor copy to meet their needs.

POLICYMAKERS

Advocate for increased funding and resources for the Texas State University System by recognizing its critical role in driving statewide economic growth, educational excellence and community transformation.

DONORS

Increase contributions or renew long-term commitments by recognizing the direct impact of their support in expanding opportunities and driving the future success of the state.

CORPORATE PARTNERS & BUSINESS LEADERS

Seek collaboration and partnership opportunities with the system, viewing it as a critical partner in workforce development and innovation.

EMPLOYERS

See TSUS as a premier talent pipeline, recognizing TSUS graduates as highly skilled, career-ready professionals.

ALUMNI

Feel a strong sense of pride and responsibility in advocating for the system, using their voices and networks to support its continued success.

STUDENTS

Build pride and participation among current students, encouraging them to become active ambassadors of the system's mission and values.

FACULTY & STAFF

Foster a sense of unity and purpose, and feel united and motivated to support the system's strategic goals, seeing themselves as key contributors to its collective success.

INSTITUTION & SYSTEM LEADERS

Become champions of the system, promoting the system's collective impact both within their institutions and in broader public engagements.

TEXAS COMMUNITY

See TSUS institutions as high-quality institutions and key players in the upward mobility of Texas, both socially and economically.

BRAND IDENTITY



BRAND IDENTITY

PRIMARY LOGO

Our primary logo consists of an icon and a word mark, which should always be locked up as a unit.

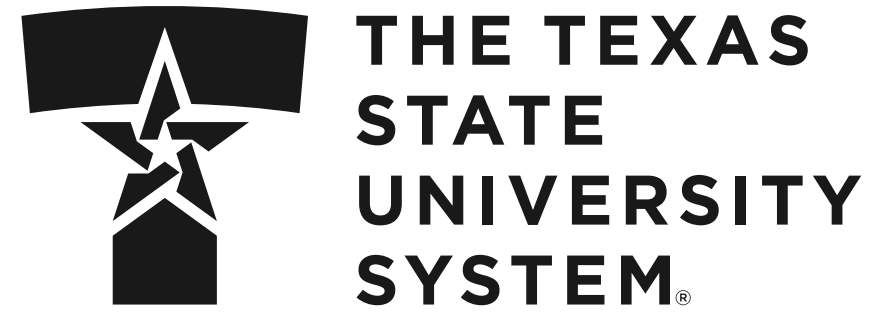
The star in the icon represents the coming together of multiple entities to create a stronger whole. It's a symbol of hope, dreams, enlightenment and excellence, a representation of unity and the state that we serve.

The logo comes in 4 colors: charcoal, white, gold, and black.

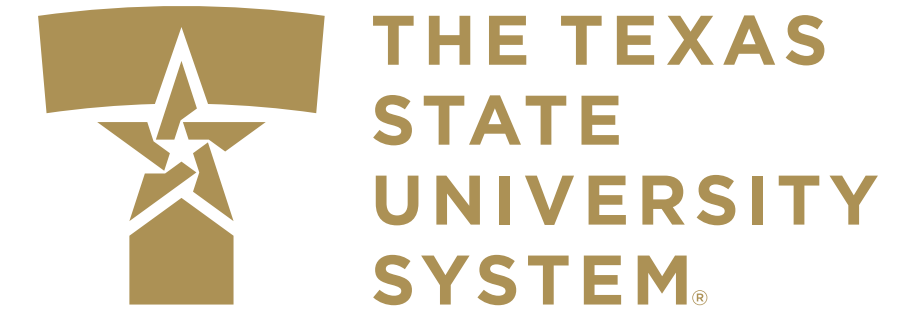
The gold logo should be reserved for official leadership communications.

The charcoal logo is preferred over the black, which should only be used when printing limitations dictate—for example, producing single ink color merchandise or black and white only prints.

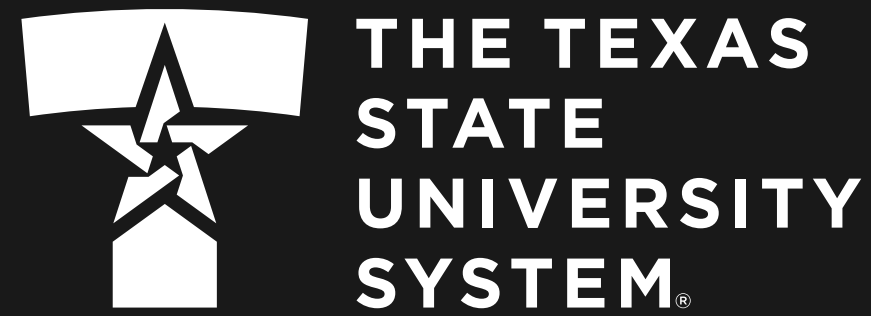
CHARCOAL



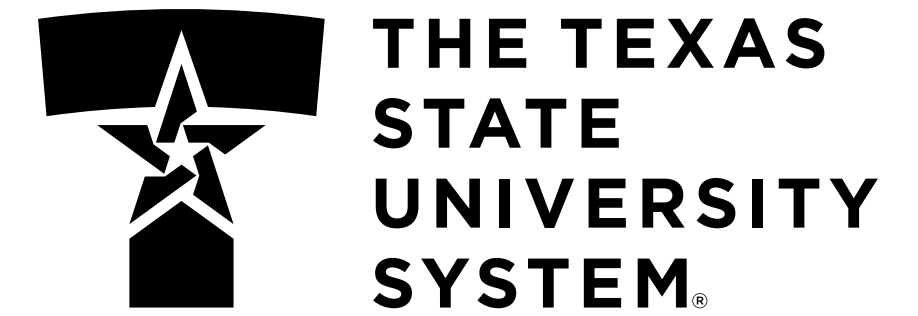
GOLD (OFFICIAL COMMUNICATIONS ONLY)



WHITE



BLACK (1-COLOR PRINT ONLY)



BRAND IDENTITY

SECONDARY LOGO

The secondary logo may be used when space constraints call for a more horizontal layout.

CHARCOAL



WHITE



GOLD (OFFICIAL COMMUNICATIONS ONLY)



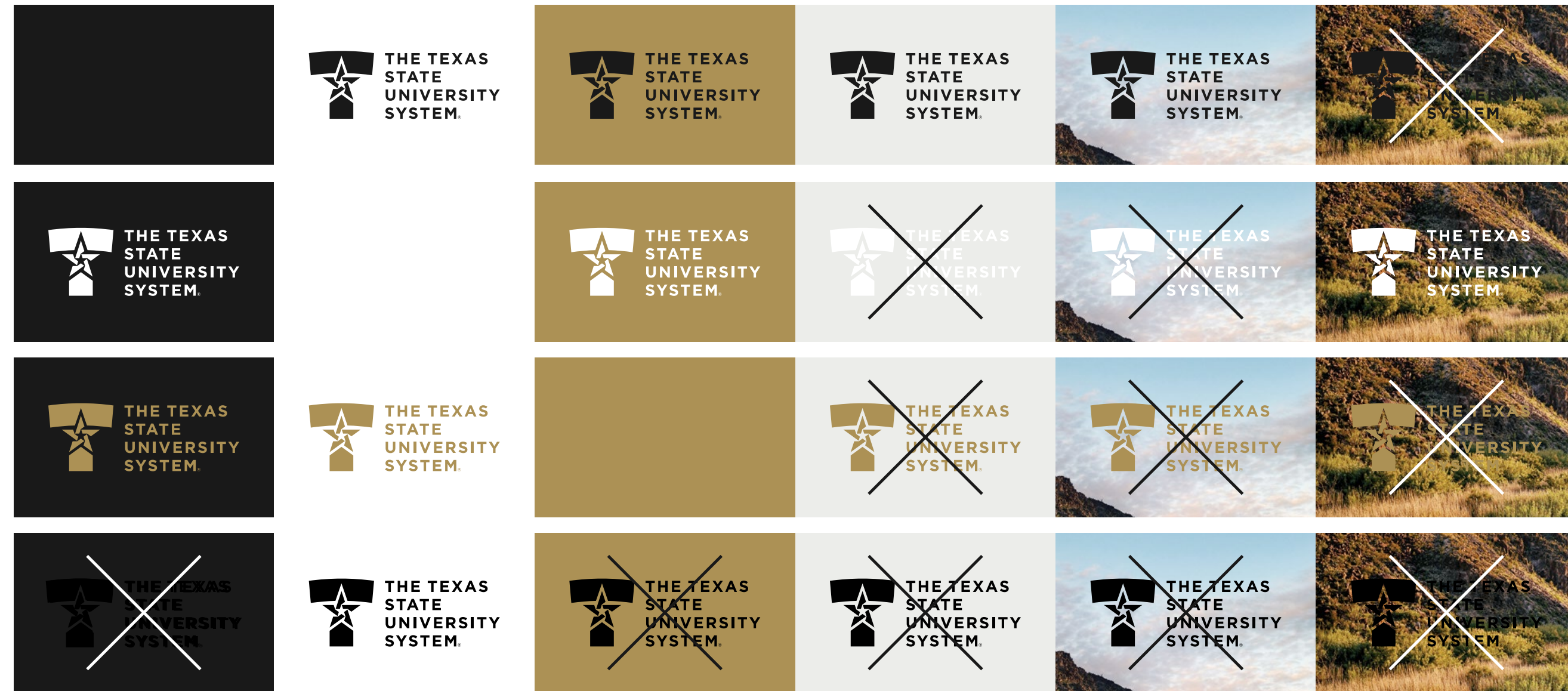
BLACK (1-COLOR PRINT ONLY)



BRAND IDENTITY

LOGO BACKGROUNDS

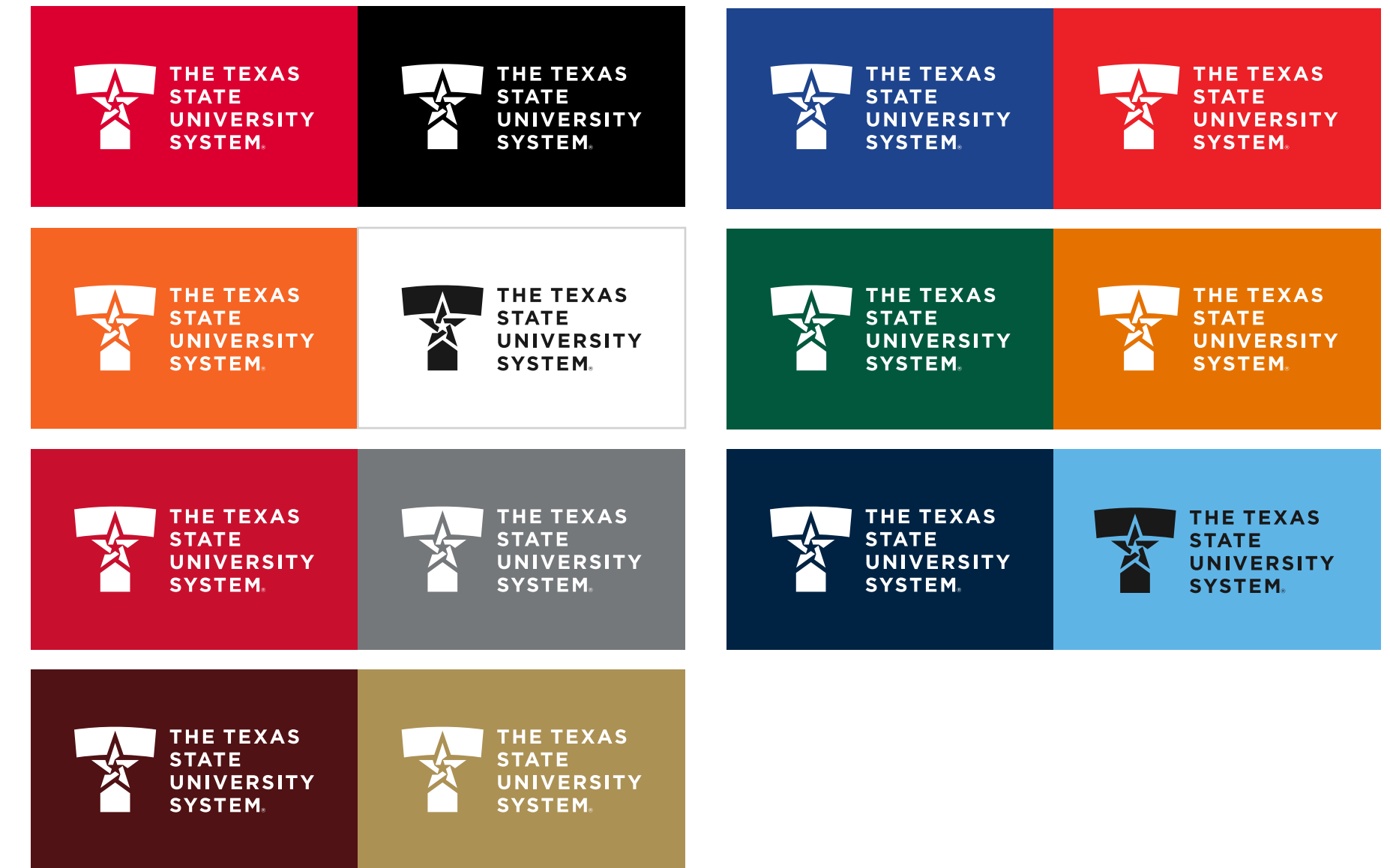
Always be conscious of legibility and contrast when selecting a logo background. The logo may be used on top of a photo only if there is ample contrast or clear space.



Only use the black version of the logo when printing limitations dictate.

MEMBER INSTITUTION ACCENTS AS BACKGROUND COLORS

To ensure accessibility, only the following logo combinations are approved.



BRAND IDENTITY

MINIMUM SIZES & CLEAR SPACE

These specifications ensure that all elements of the logo remain legible and discernible across applications.

Do not go below the recommended minimum sizes. Do not let other logos or design elements encroach upon the minimum clear space requirements.

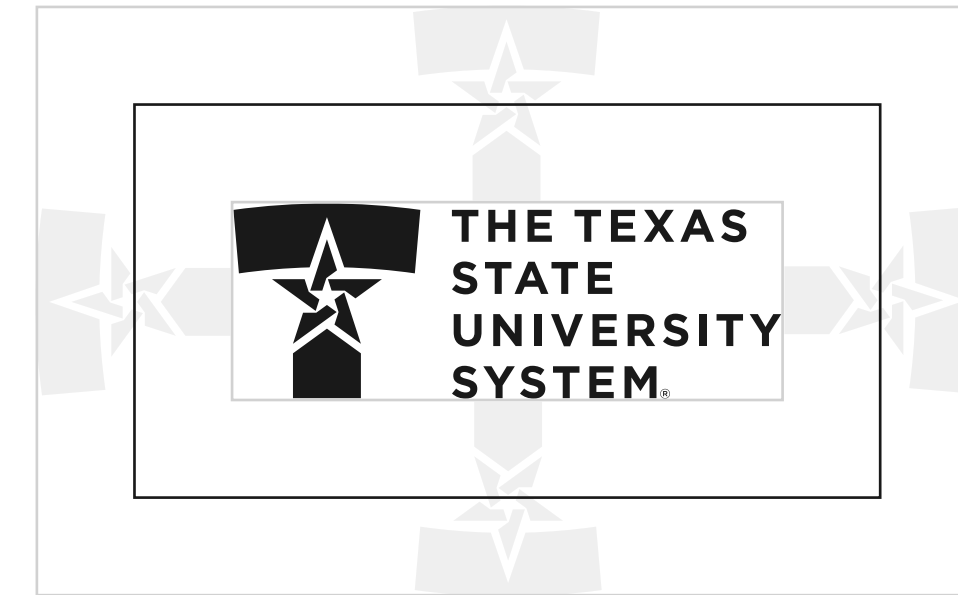
The minimum clear space for the primary logo is defined by one half of the height of the T icon. For the secondary logo, the full height of the T icon should be used as a guide.



DIGITAL: 125 PX
PRINT: 1 IN



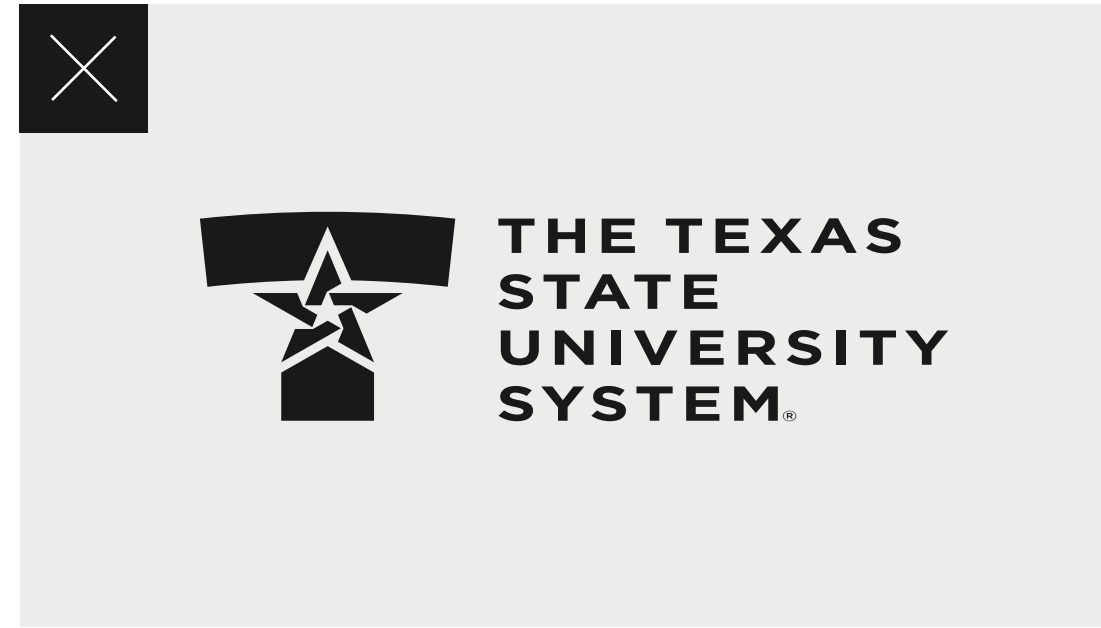
DIGITAL: 300 PX
PRINT: 2.5 IN



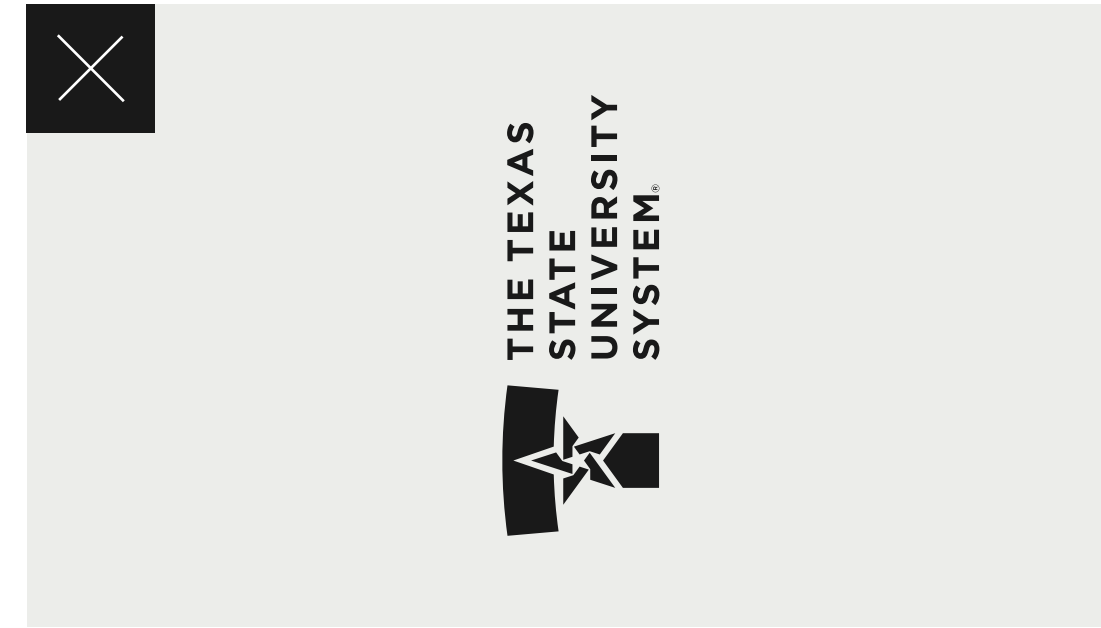
BRAND IDENTITY

LOGO MISUSE

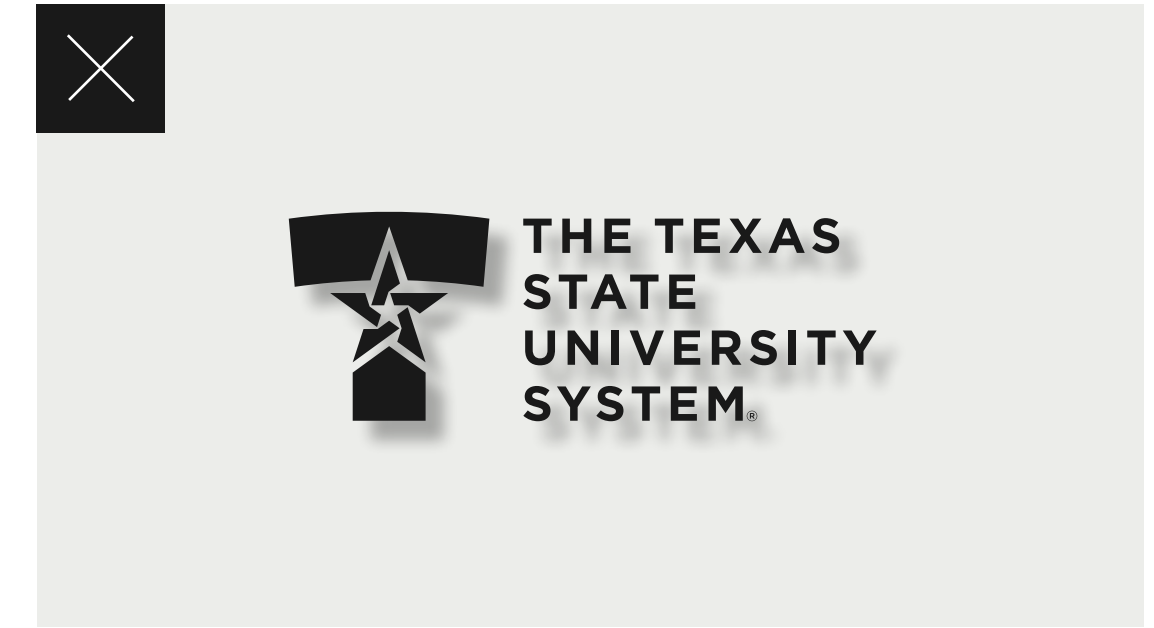
Our logo is a representation of who we are and what we stand for. It should be used with care and consistency to uphold its integrity and value.



DO NOT stretch or distort the logo.



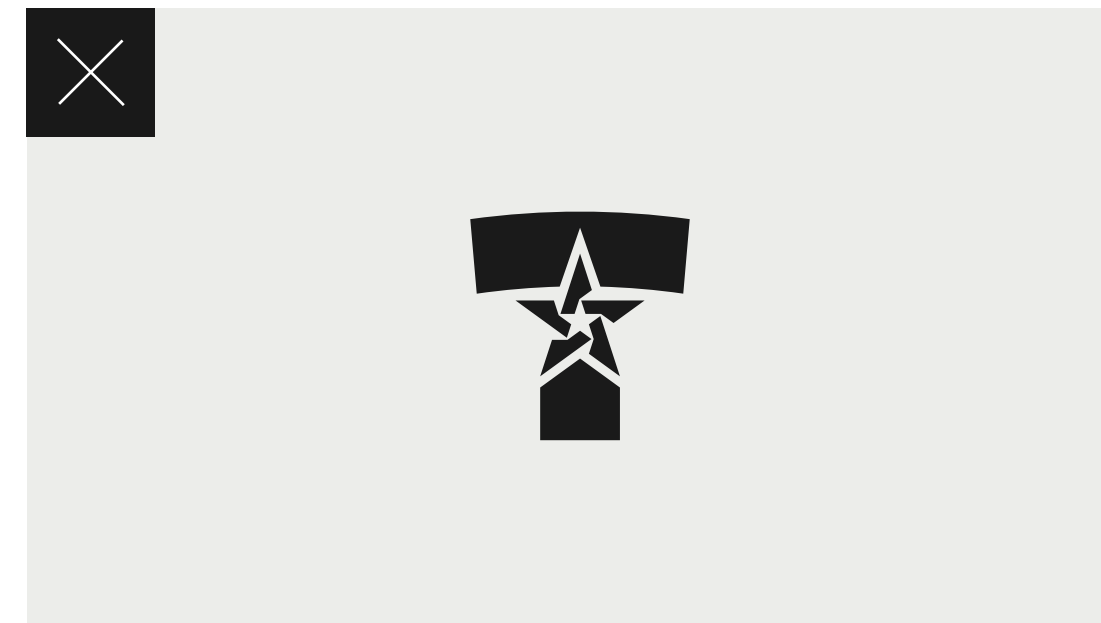
DO NOT rotate the logo.



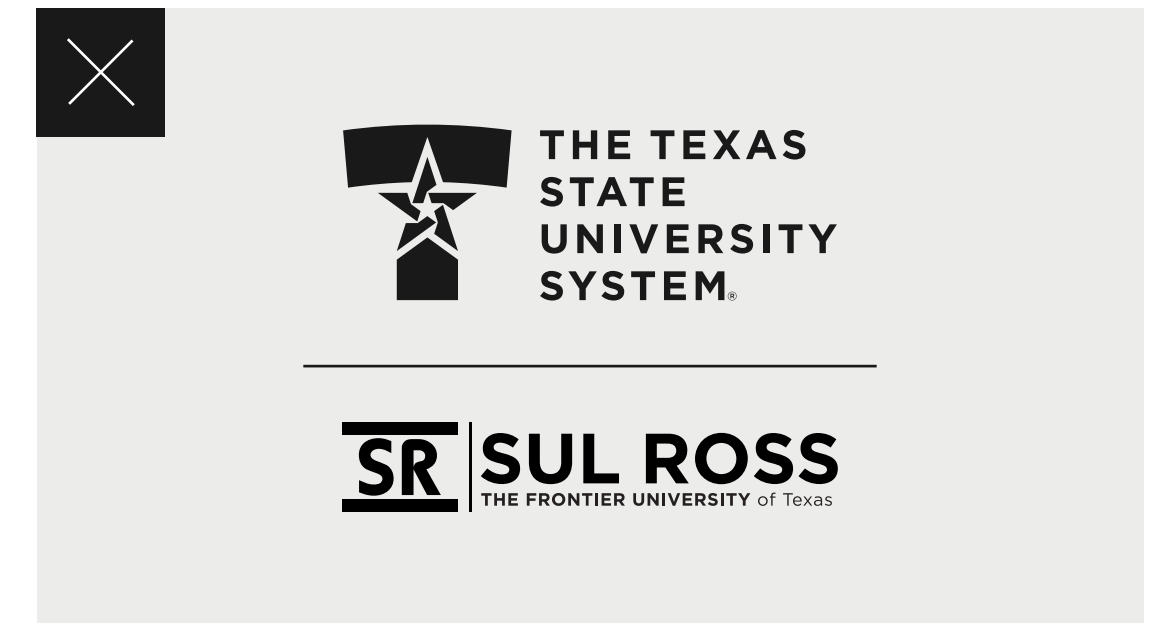
DO NOT apply effects to the logo.



**DO NOT change the color of any portion of the logo.
DO NOT set the logo in member institution
accent colors.**



**DO NOT separate the icon and word mark.
The T star should never be used on its own.**



DO NOT create unapproved lockups with the logo.

BRAND IDENTITY

OFFICIAL SEAL

The TSUS Seal is limited to Board of Regents communications, signage, and ceremonial uses, such as resolutions and certificates.

CHARCOAL



GOLD



WHITE



BRAND IDENTITY

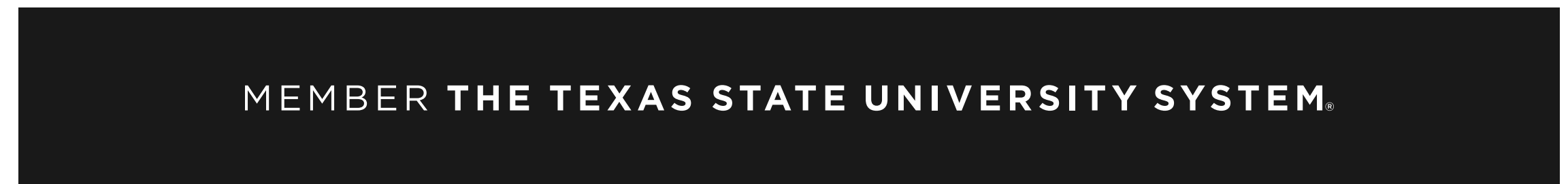
MEMBER STATEMENT

A Member Statement is to be used by component institutions to identify them as members of the Texas State University System.

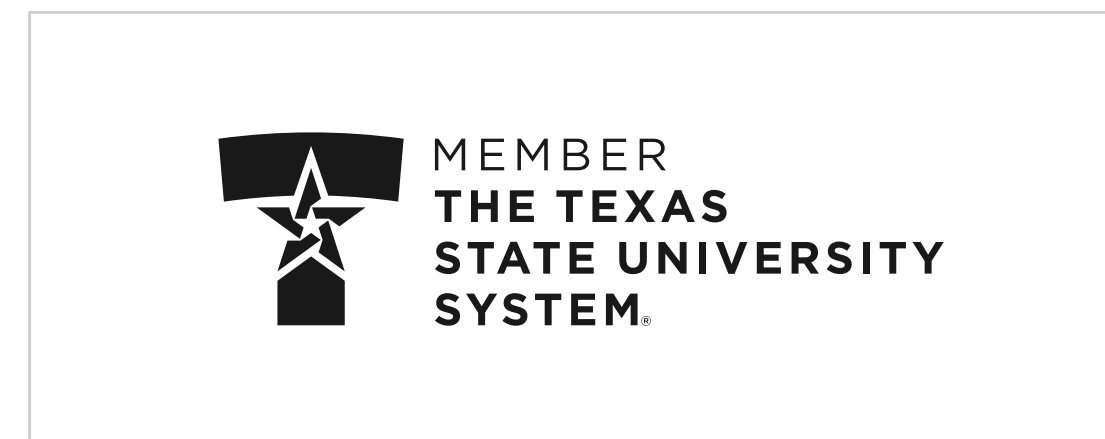
The member institution logo has a primary configuration (without the T-star) and a secondary configuration (with the T-star).

The Member Statement customarily appears in the footer of each member institution's website and on the cover of all institution publications.

PRIMARY CONFIGURATION (TEXT-ONLY)



SECONDARY CONFIGURATION (TEXT + T-STAR)



BRAND IDENTITY

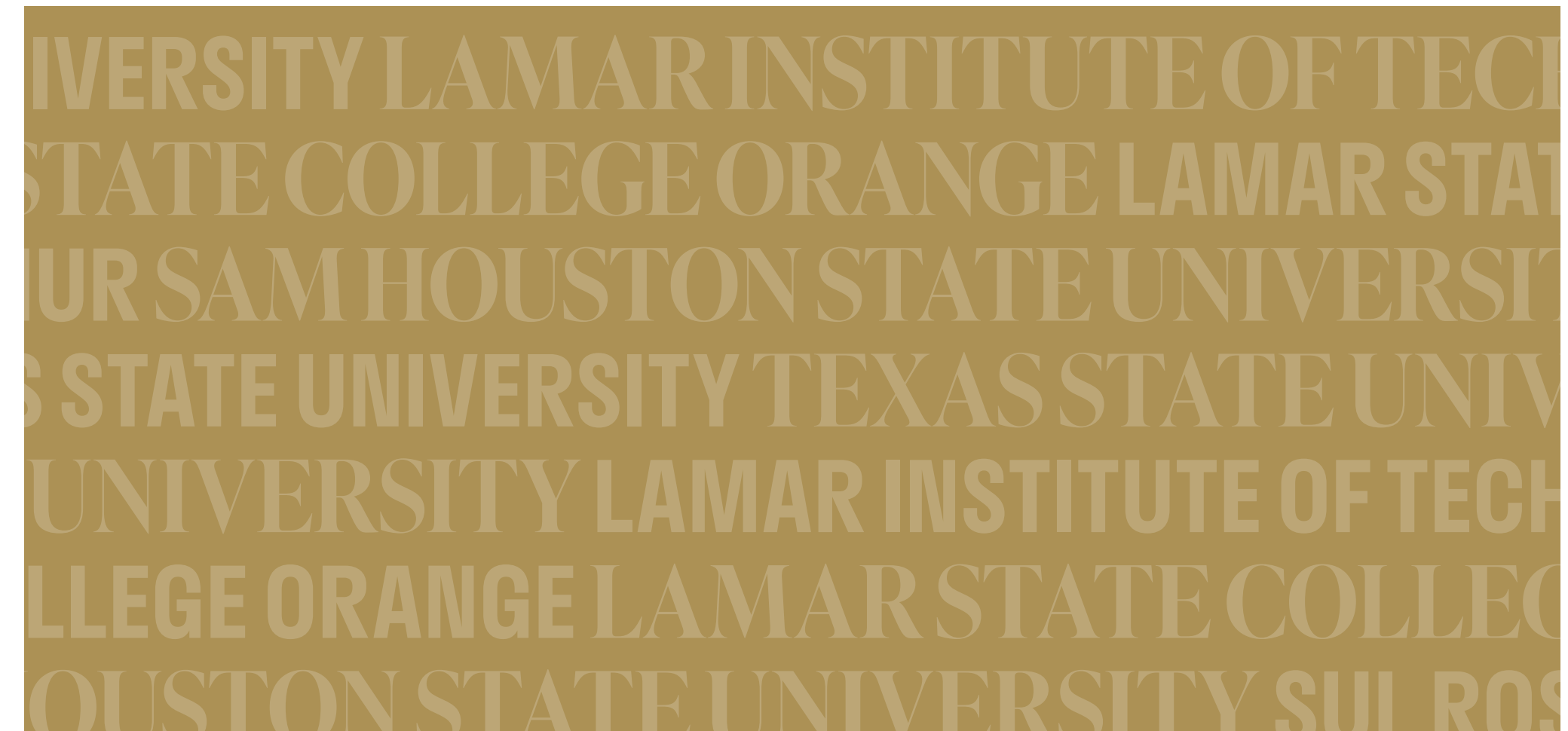
MEMBER INSTITUTION LOGOS

Each of our member institutions has a unique identity that sits underneath the Texas State University System in TSUS-created marketing materials (these rules are not applicable to member institution-owned marketing).

In order to maintain a clear hierarchy between the system and its members, **please follow these rules:**

- Fill the member institution logos with white or shades of charcoal when using them as a set. This helps to simplify and unify the disparate marks.
- The member institution logos may be used in full color only when they are appearing on their own.
- Do not lock up member institution logos with the system logo. They may be used separately within a composition, using space for clear delineation.
- Follow rules set by the member institutions' respective brand guidelines, and ensure you are always using the latest official logos.
- Consider type-setting the member institution names rather than using logos, as a way to showcase the unity of the system.

EXAMPLES



4

DESIGN ELEMENTS



DESIGN ELEMENTS

SYSTEM PRIMARY COLORS

The system primary colors consist of rich neutrals that allow the disparate color palettes of member institutions to shine through. These colors help to unify and provide a sophisticated backdrop for branded materials.

CHARCOAL

HEX: #191919
RGB: 25, 25, 25
CMYK: 35, 35, 35, 90
PMS: NEUTRAL BLACK C

95% TINT

90% TINT

80% TINT

70% TINT

LIMESTONE

HEX: #ECEDEA
RGB: 236, 237, 234
CMYK: 4, 2, 4, 8
PMS: COOL GRAY 1 C

GOLD

HEX: #AC9155
RGB: 172, 145, 85
CMYK: 20, 30, 70, 20
PMS: 872 M

DESIGN ELEMENTS

MEMBER INSTITUTION ACCENT COLORS

Accent colors allow each member institution's unique brand to come to the forefront, and they showcase the diversity of the system.

These colors should be consistently updated to reflect the latest brand guidelines of each member institution.

LAMAR UNIVERSITY



HEX: #DC0031
RGB: 220, 0, 49
CMYK: 7, 100, 85, 1
PMS: 199

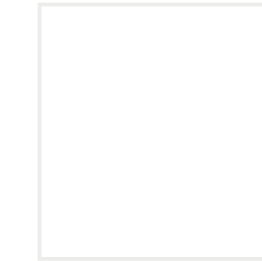


HEX: #000000
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100

SAM HOUSTON STATE UNIVERSITY



HEX: #F56423
RGB: 245, 100, 35
CMYK: 0, 72, 90, 0
PMS: 021 C



HEX: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

SUL ROSS STATE UNIVERSITY



HEX: #C8102E
RGB: 200, 16, 46
CMYK: 2, 100, 85, 6
PMS: 186 C



HEX: #75787B
RGB: 117, 120, 123
CMYK: 30, 22, 17, 57
PMS: COOL GRAY 9

TEXAS STATE UNIVERSITY



HEX: #501214
RGB: 80, 18, 20
CMYK: 65, 100, 100, 35
PMS: 504



HEX: #AC9155
RGB: 172, 145, 85
CMYK: 20, 30, 70, 20
PMS: 872 M

LAMAR INSTITUTE OF TECHNOLOGY



HEX: #1E448D
RGB: 30, 68, 141
CMYK: 100, 85, 13, 2
PMS: 072



HEX: #EC2027
RGB: 236, 32, 39
CMYK: 1, 99, 95, 0
PMS: 485

LAMAR STATE COLLEGE ORANGE



HEX: #00573F
RGB: 1, 88, 61
CMYK: 90, 39, 82, 37
PMS: 7484 C



HEX: #E57200
RGB: 229, 114, 0
CMYK: 6, 67, 100, 1
PMS: 152 C

LAMAR STATE COLLEGE PORT ARTHUR



HEX: #002343
RGB: 0, 35, 67
CMYK: 91, 36, 0, 83
PMS: 296



HEX: #5FB4E6
RGB: 95, 180, 230
CMYK: 59, 22, 0, 10
PMS: 2915

DESIGN ELEMENTS

COLOR BALANCE

Within the brand, there are times when we want to focus in and highlight a single institution, and times when we want to showcase the breadth of our members. The use of color can help to reinforce the relationship between the system and our members.

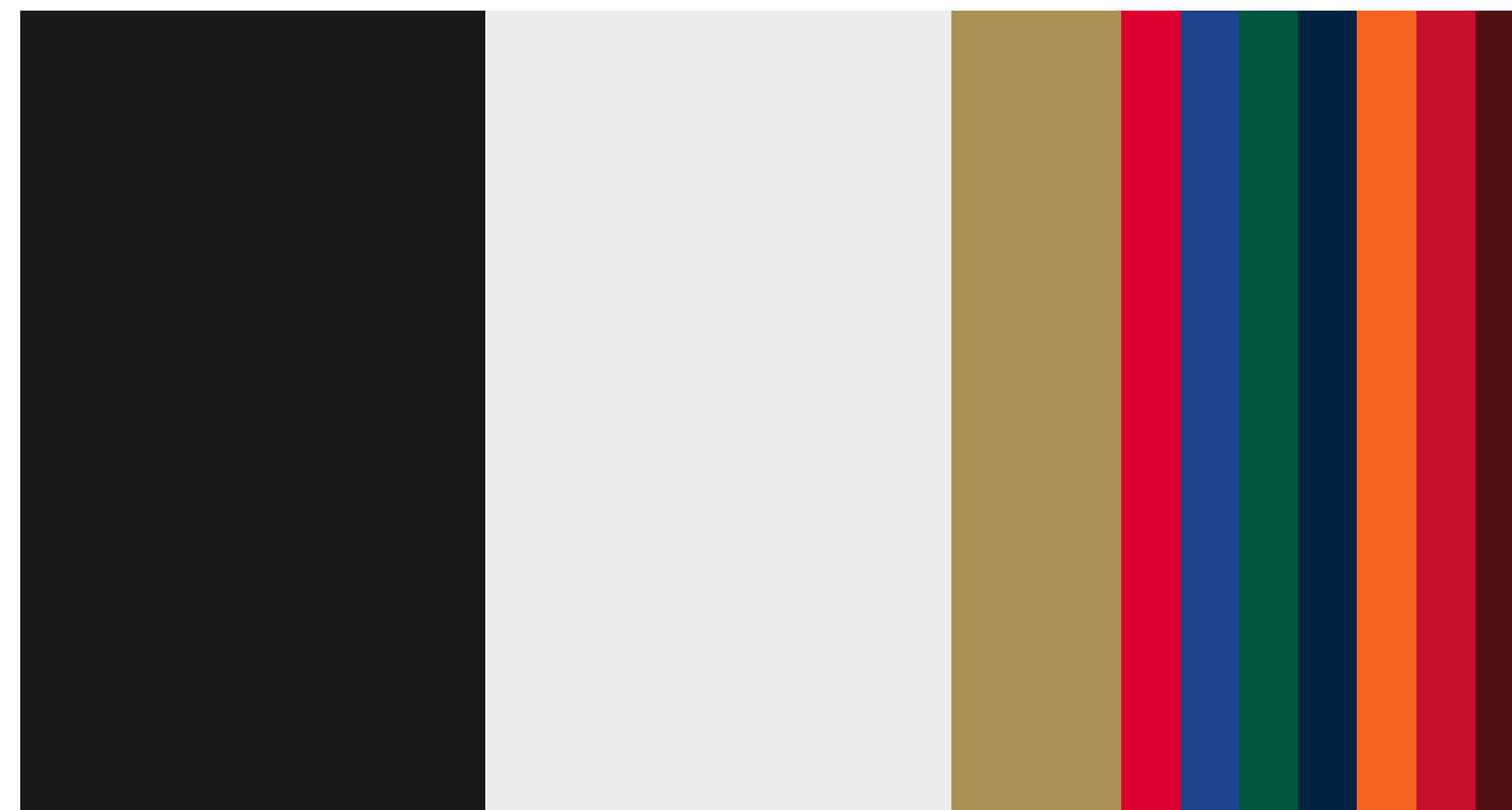
When highlighting multiple institutions, the color balance should use approximately 2/3 primary system colors and 1/3 member institution accent colors.

When highlighting a single institution, a 50/50 balance is more appropriate.

HIGHLIGHTING MULTIPLE INSTITUTIONS

2/3 PRIMARY

1/3 ACCENTS



HIGHLIGHTING ONE INSTITUTION

1/2 PRIMARY

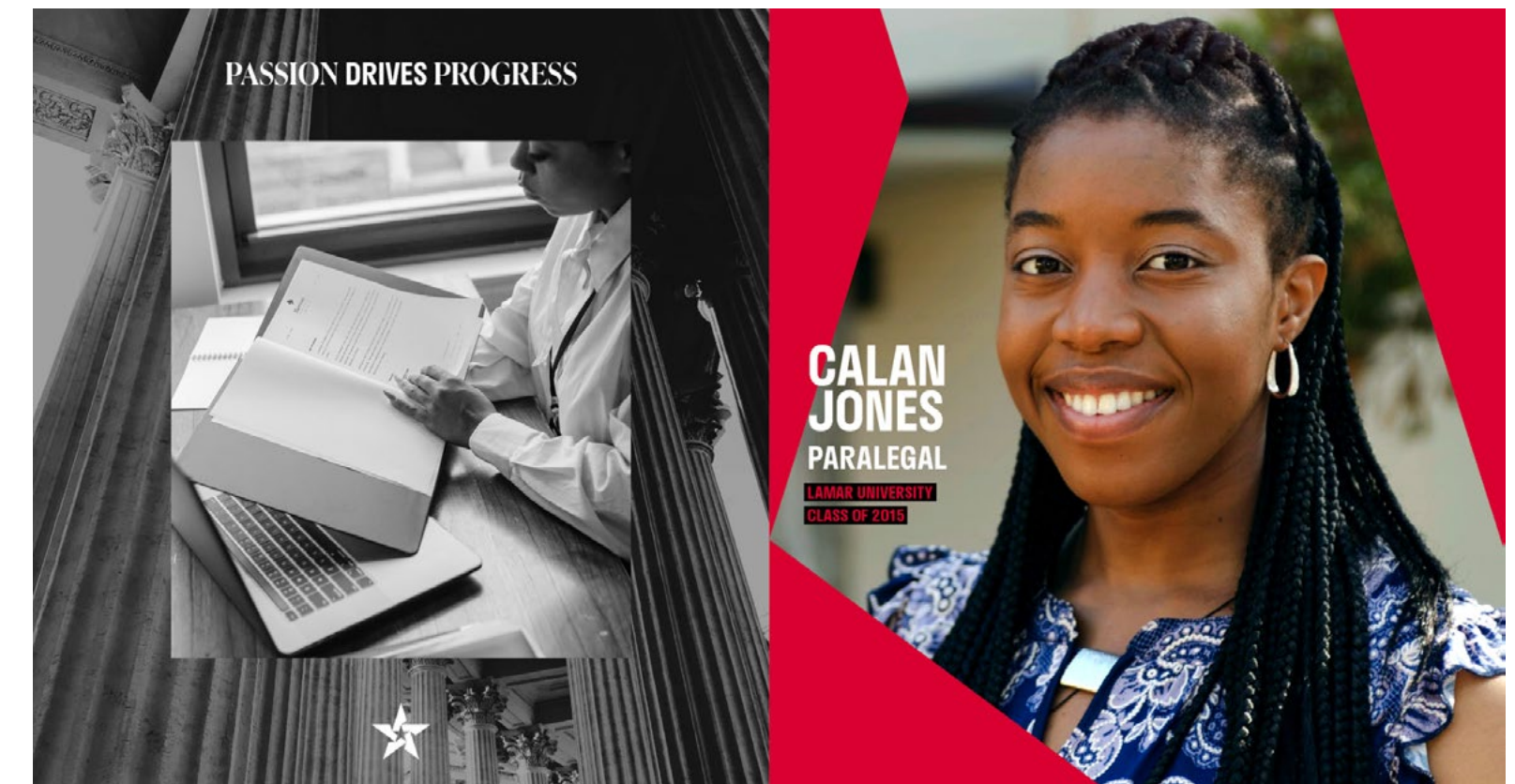
1/2 ACCENT



EXAMPLE



EXAMPLE



DESIGN ELEMENTS

TYPE AND BACKGROUND COLOR PAIRINGS

Color accessibility is key to creating a brand that is welcoming to all, regardless of abilities. Always ensure that your background colors and type colors pass accessibility standards by using the approved combinations shown here.

UNDERSTANDING THE LABELS:

If a pairing is labeled with AA18, it should be used at large type sizes only (we recommend 18pt regular or 14pt bold, but no smaller). AAA and AA pairings can be used at any type size.

WHITE	CHARCOAL	LIMESTONE	GOLD
Black (AAA) Charcoal (AAA) Gold (AA18) LU Red (AA) LSCO Green (AAA) LSCO Orange (AA18) LIT Blue (AAA) LIT Red (AA18) LSCPA Dark Blue (AAA) SH Orange (AA18) SR Red (AA) SR Gray (AA18) TSU Maroon (AAA)	White (AAA) Limestone (AAA) Gold (AA) LU Red (AA18) LSCO Orange (AA) LIT Red (AA18) LSCPA Light Blue (AAA) SH Orange (AA) SR Gray (AA18)	Black (AAA) Charcoal (AAA) LU Red (AA18) LSCO Green (AAA) LIT Blue (AAA) LIT Red (AA18) LSCPA Dark Blue (AAA) SR Red (AA) SR Gray (AA18) TSU Maroon (AAA)	Black (AA) Charcoal (AA) White (AA18) LIT Blue (AA18) LSCPA Dark Blue (AA) TSU Maroon (AA)

LAMAR UNIVERSITY

Charcoal (AA18) Limestone (AA18) White (AA)	Gold (AA) Limestone (AAA) White (AAA)
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LAMAR INSTITUTE OF TECHNOLOGY

Gold (AA18) Limestone (AAA) White (AAA)	Charcoal (AA18) Limestone (AA18) White (AA18)
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LAMAR STATE COLLEGE ORANGE

Limestone (AAA) White (AAA)	Charcoal (AA) White (AA18)
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LAMAR STATE COLLEGE PORT ARTHUR

Gold (AA) Limestone (AAA) White (AAA)	Charcoal (AAA)
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SAM HOUSTON STATE UNIVERSITY

Charcoal (AA) White (AA18)	Charcoal (AAA) Gold (AA18)
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SUL ROSS STATE UNIVERSITY

Limestone (AA) White (AA)	Charcoal (AA18) Limestone (AA18) White (AA18)
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TEXAS STATE UNIVERSITY

Gold (AA) Limestone (AAA) White (AAA)	Charcoal (AA) White (AA18)
---	-------------------------------

DESIGN ELEMENTS

GRADIENT

A gold gradient adds warmth and movement to the visual system.

It may be used as a background color, text fill, stroke color and photo overlay to add a golden glow to black-and-white photography.

It should always be set at an angle of **0°** or **180°**.

**LOCATION: 0%
GOLD**

HEX: #AC9155
RGB: 172, 145, 85
CMYK: 20, 30, 70, 20
PMS: 872 M

**LOCATION: 100%
WHITE**

HEX: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

TEXT FILL



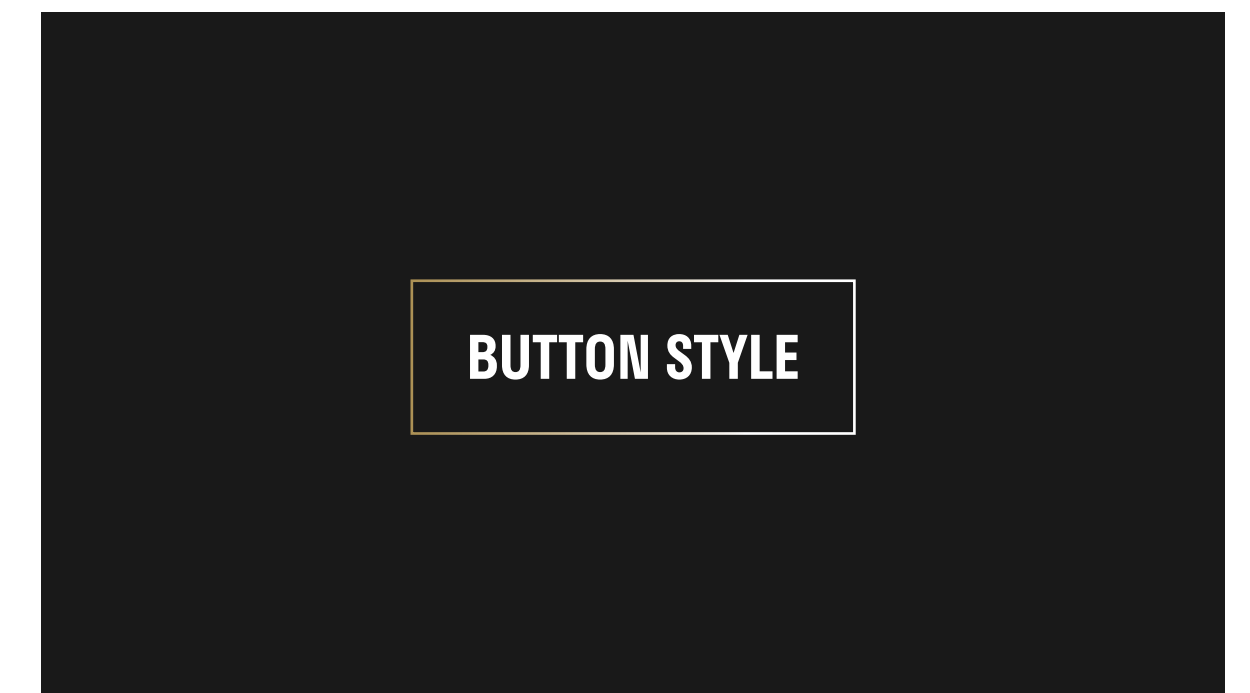
Apply the gradient as a text fill to accent an important phrase or word. This effect should only be applied on a charcoal background.

PHOTO OVERLAY



Place the gradient on top of a black-and-white image. Set the **transparency mode** to "**Color**."

STROKE



Apply the gradient as a stroke color to enhance interactive elements, such as buttons. This effect should only be applied on a charcoal background.

DESIGN ELEMENTS

TYPEFACES

The system brand utilizes two typefaces: IvyPresto and Stratos.

IvyPresto is classic, fluid and elegant. Stratos is a geometric grotesque with quirky proportions to bring a modern touch.

Both brand typefaces may be activated on Adobe Fonts.

ACTIVATE IVYPRESTO

ACTIVATE STRATOS

IVYPRESTO

Display SemiBold, *Italic*
Headline Regular, *Italic*

Aa

STRATOS

SemiBold, *Italic*
SemiLight, *Italic*

Aa

DESIGN ELEMENTS

SYSTEM FONTS

The official brand typefaces are always preferred to lend a consistent and elevated look to brand communications.

However, in cases where the brand typefaces are unavailable for certain users, these system fonts may be utilized instead.

TIMES NEW ROMAN

Bold, *Bold Italic*

Regular, *Italic*

Aa

ARIAL

NARROW BOLD, *NARROW BOLD ITALIC*

Regular, *Italic*

Aa

DESIGN ELEMENTS

TYPE HIERARCHY

This is a basic-type hierarchy that can be used as the baseline for a composition.

Not only does it incorporate a mix of our brand fonts, but it also ensures a system of informational hierarchy that is necessary for our diverse audiences to visually differentiate messaging.

The specifications, like proportions, leading and tracking, should be seen as a starting point for typesetting, but can be adjusted based on compositional needs.

EYEBROW

BASIC HEADLINE STYLE

Subheads are set in IvyPresto Display SemiBold

Body copy is set like so. Sant omnime del inciduciis maximpore modignihil ipictiamus sequis modit ipsum dolor. Qui restio vel inctorrunt aut aut que experumet aut doluptatur. Ga. Oluptam ape laturecabor.

“Style a callout or quote in IvyPresto Headline Regular to make it stand out.”

Qui restio vel inctorrunt aut aut que experumet aut doluptatur. Ga. Oluptam ape laturecabor.

STRATOS SEMIBOLD
ALL CAPS
20/10
TRACKING +20

STRATOS SEMIBOLD
ALL CAPS
130/115
TRACKING -20

IVYPRESTO DISPLAY SEMIBOLD
SENTENCE CASE
40/40
TRACKING 0

STRATOS SEMILIGHT
SENTENCE CASE
20/25
TRACKING +20

IVYPRESTO HEADLINE REGULAR
SENTENCE CASE
30/35
TRACKING 0

DESIGN ELEMENTS

EXPRESSIVE HEADLINES

Expressive headlines can help direct the eye, enhance the meaning of the words, and bring movement and visual interest to a layout.

A shift in color, alignment, typeface or scale can be used to create contrast within a headline.

Stick to two clear styles within a single headline, using size or color to emphasize important words.

Headlines should use **all-caps Stratos SemiBold** and/or **all-caps IvyPresto Display SemiBold**.

MIX COLOR, ALIGNMENT, TYPE AND SCALE.

Leading and kerning should be set tight enough for the letters and words to read as a unit, but not so tight that they appear cramped.

Left-align words purposefully when adjusting alignment.

Be conscious of the amount of space between words. Tighten this space up to help a headline hold together.

❌ DO NOT COMBINE MORE THAN
TWO TYPE STYLES.

❌ THIS SPACING IS
TOO TIGHT.

❌ Do not use
sentence case.

❌ THIS SPACING IS
T O O L O O S E .

DESIGN ELEMENTS

PHOTOGRAPHY

Photography is a powerful tool for telling a story.

Our photography should showcase the breadth and depth of the system, and highlight what makes our member institutions unique.

Photos should:

- Be representative of ALL Texans
- Be authentic; not overly posed
- Feel warm and inviting
- Use natural light when possible
- Depict active learning, discovering and movement
- Capture opportunities and impact



DESIGN ELEMENTS

PHOTOGRAPHY TREATMENT

Photography treatments can create textural layers that add depth to a composition.

They can help to unify photography from disparate member institutions, providing a consistent look across assets.

LIGHT

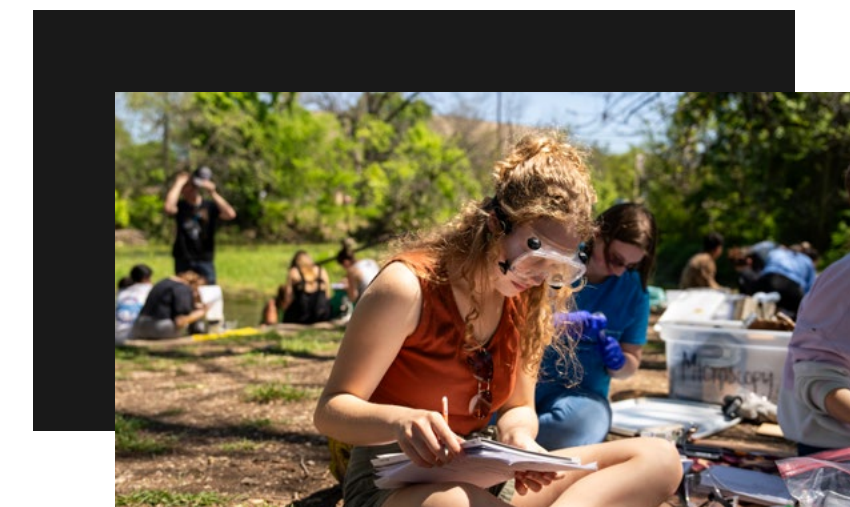


Color swatches for the light treatment:

- Gradient bar
- Color swatch: RGB: 200, 200, 200; CMYK: 4, 2, 4, 8
- Color swatch: WHITE

1. Add a **Gradient Map** adjustment layer over top of the image, using the color values to the right
2. Adjust contrast as needed

DARK



Color swatches for the dark treatment:

- Color swatch: HEX: #191919; RGB: 25, 25, 25; CMYK: 35, 35, 35, 90; PMS: NEUTRAL BLACK C

1. Create a charcoal background fill
2. Place photo on top
3. Set **transparency mode** to **“Luminosity”**

DESIGN ELEMENTS

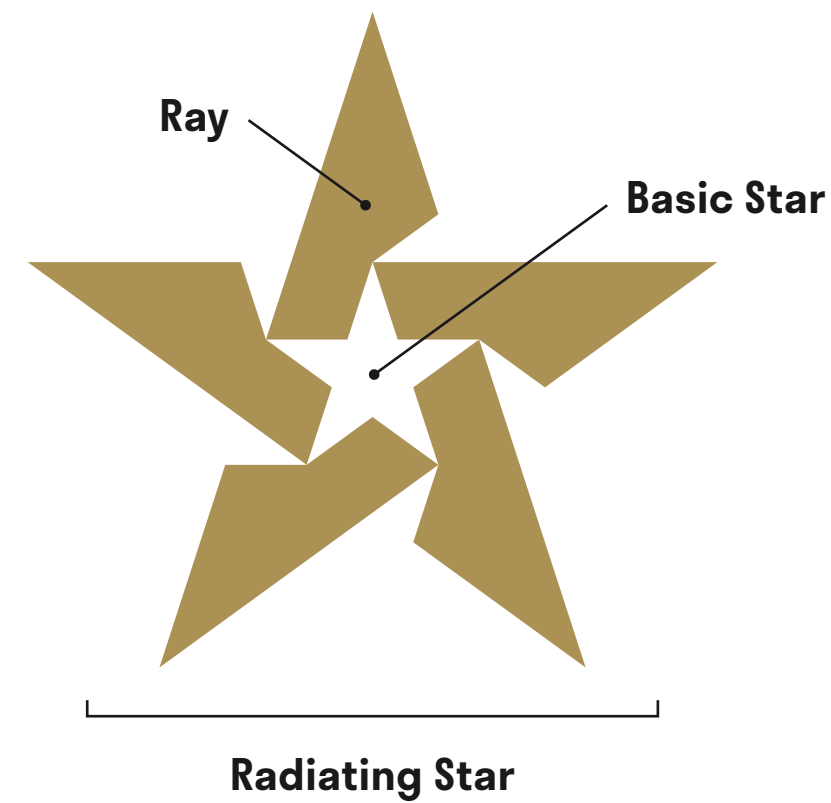
RADIATING STAR

The radiating star and its component shapes may be used to build a variety of layouts and holding shapes, creating a visual connection to the TSUS logo.

DO NOT use the TSUS logo to build these layouts. Use the shapes provided in the toolkit.


Changing scale, cropping the star differently, and flipping between positive and negative space can result in endless layout possibilities.

When incorporating photos, make sure that subjects are clear and not obscured.

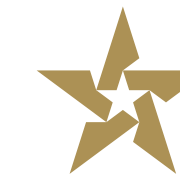


 Use the radiating star as a compound shape to hold a singular image.




 Place several images into separate rays.




 Layer the radiating star on top of a photo.



 Use the radiating star as a large graphic element on a color background. Set opacity to 30% and transparency mode to "Multiply" for a subtle color shift.



 Use a basic star as a holding shape.



 Use a single ray as a holding shape.

DESIGN ELEMENTS

RADIATING STAR MISUSE

In order to maintain the integrity of our iconic star, avoid the following.



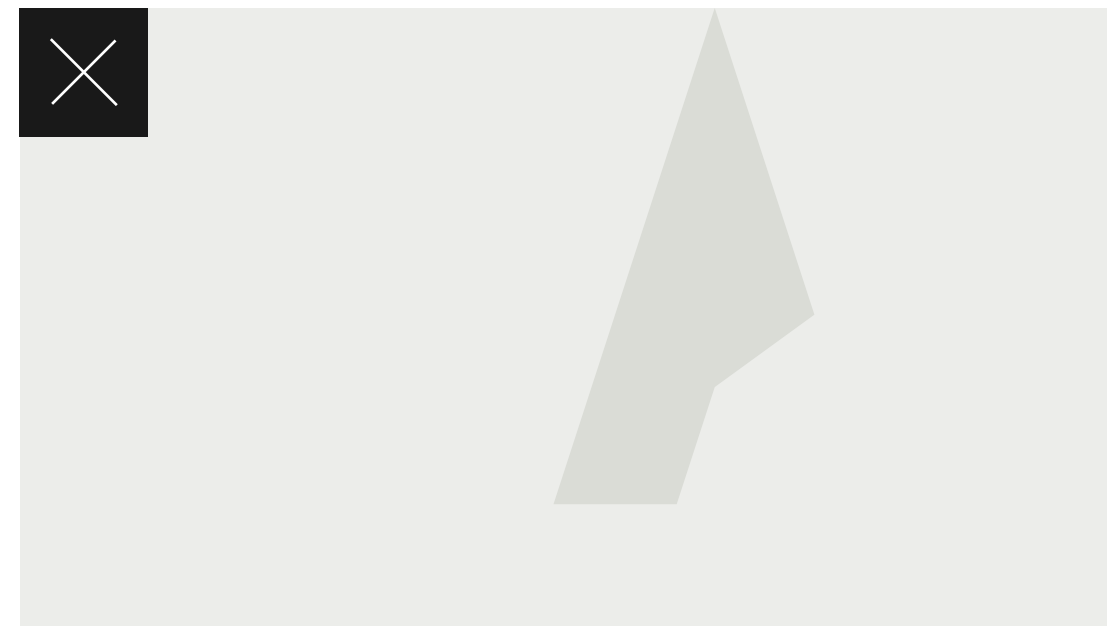
DO NOT rotate the star or its rays.



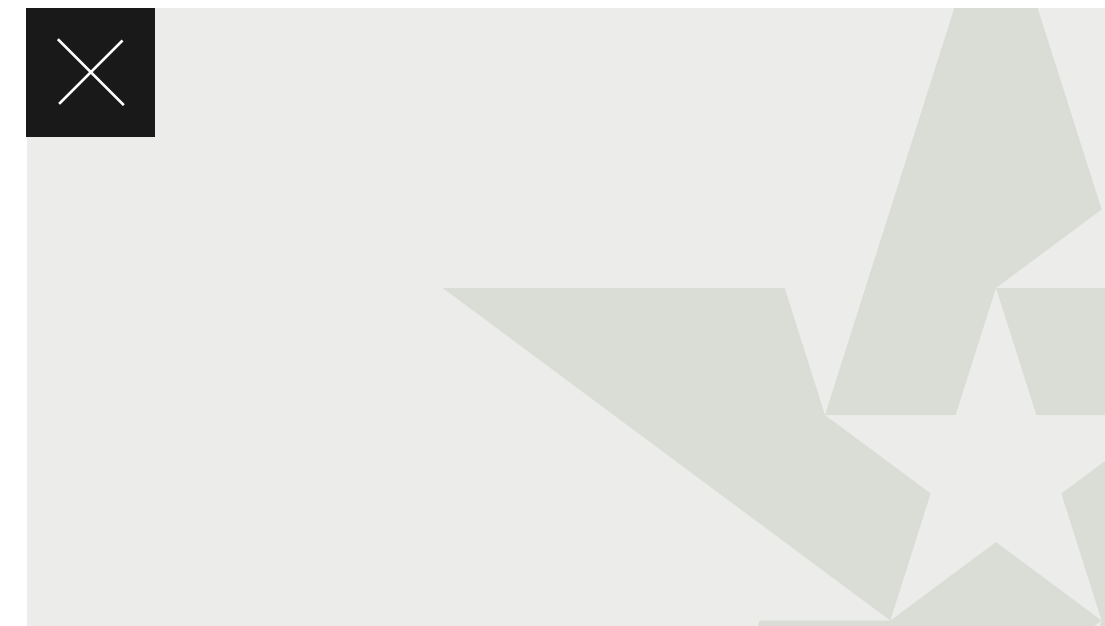
DO NOT crop out so much of a shape that it's impossible to recognize its form.
Keep at least two sides in view.



DO NOT use more than one ray unless they are joined together as the full radiating star.



DO NOT create excessive negative space.
Activate multiple sides of the canvas to create a dynamic layout (scale and crop so that a shape touches at least two sides.)



DO NOT create awkward, small spaces when cropping.
Line up vertices of the star with the sides of the canvas to make the placement feel intentional.



DO NOT add effects or alter the star in any way.

DESIGN ELEMENTS

LINEWORK

Linework can be used to add structure and detail to information graphics.

Our brand uses a thin, monoweight style of line with thicker details for emphasis.

The outlined version of the radiating star can be used as a graphic element to depict connectivity, using smaller stars to emphasize intersecting points.

SEPARATORS



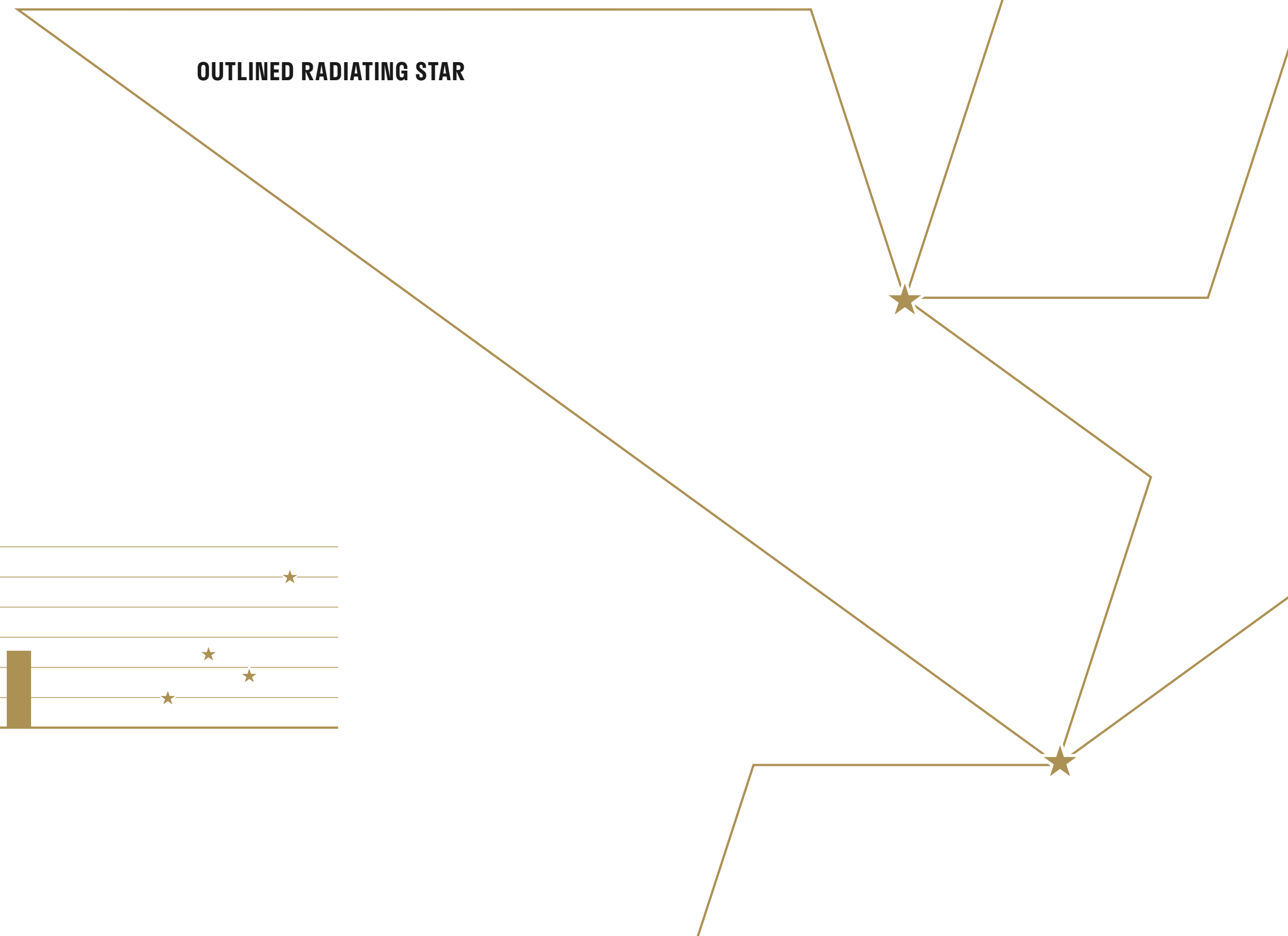
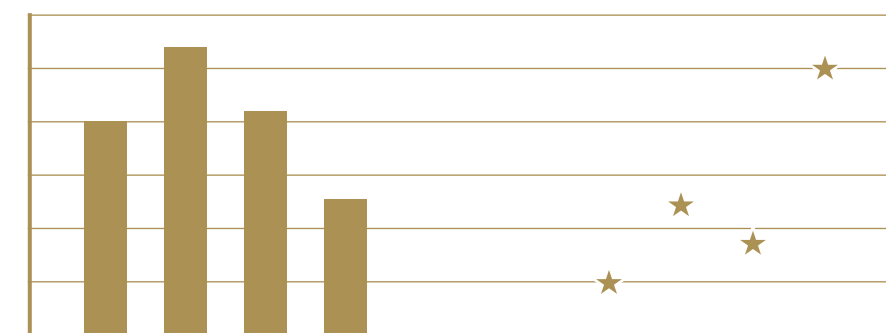
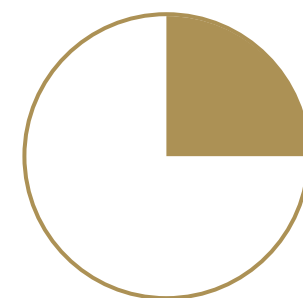
ICON FRAME



TEXT BOX



CHARTS & GRAPHS



APPLYING THE BRAND

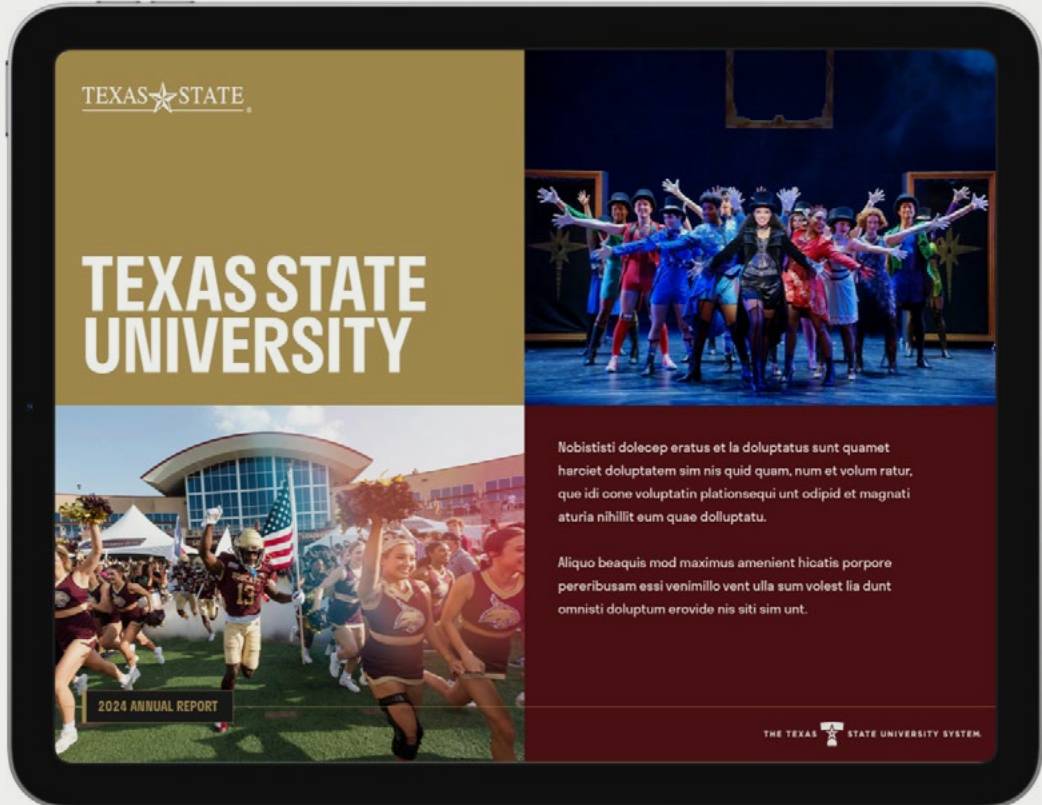
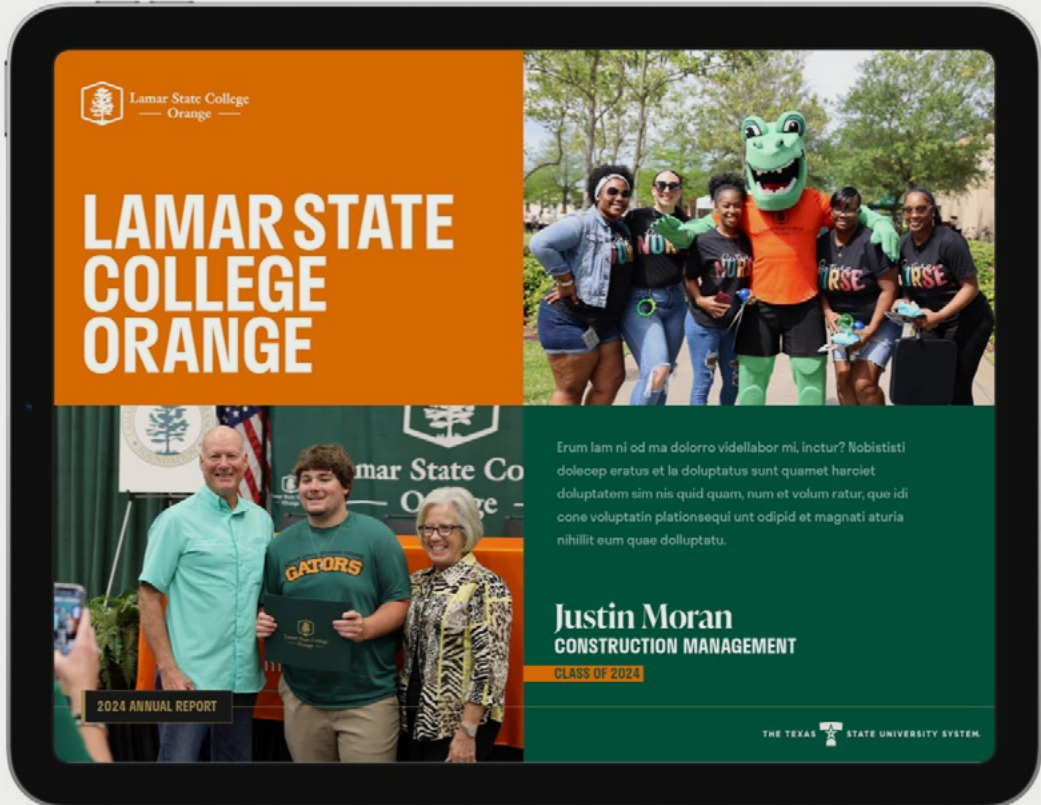
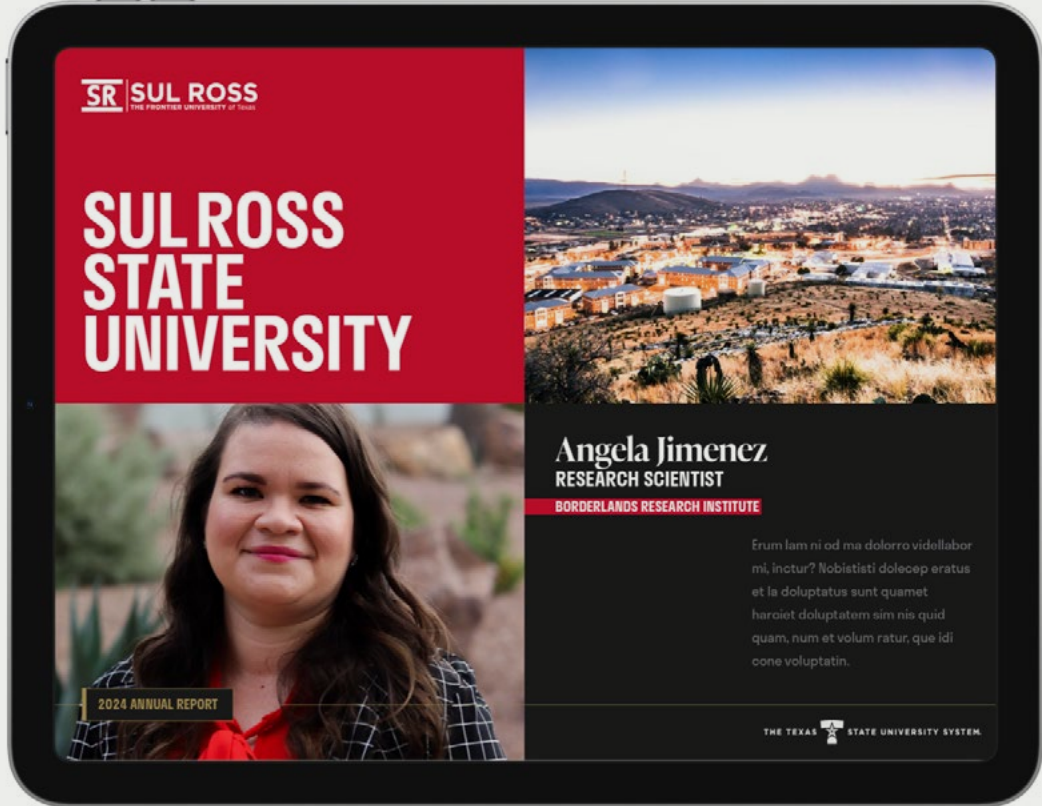
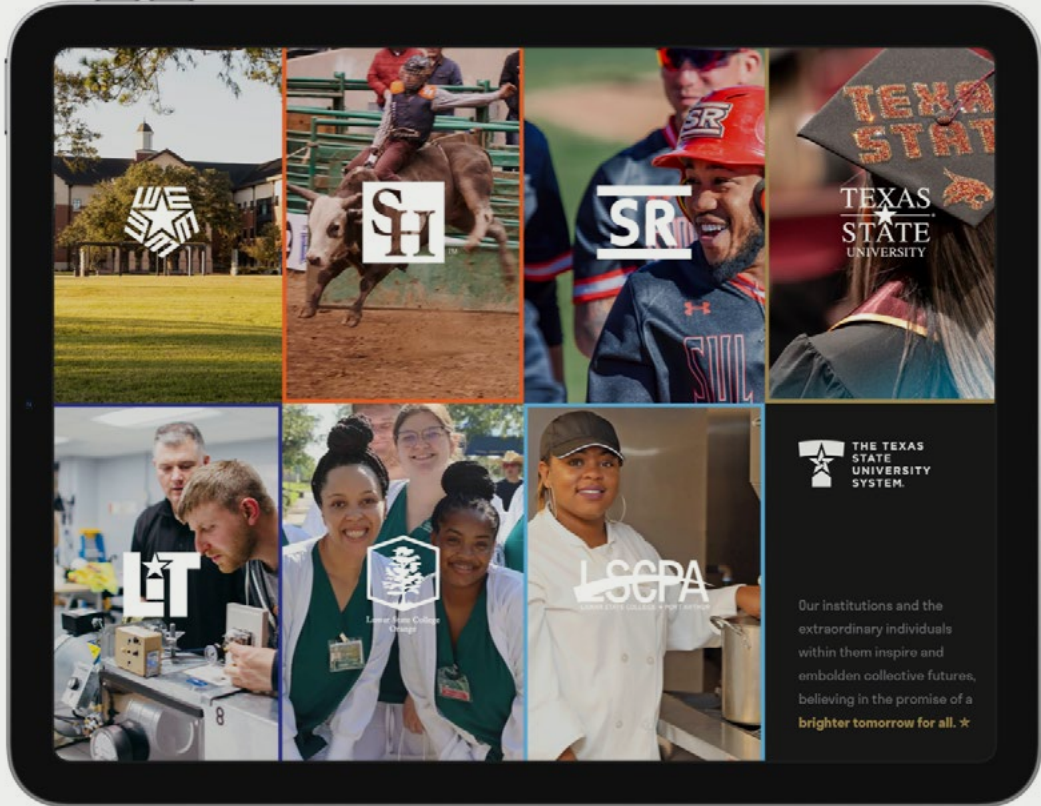


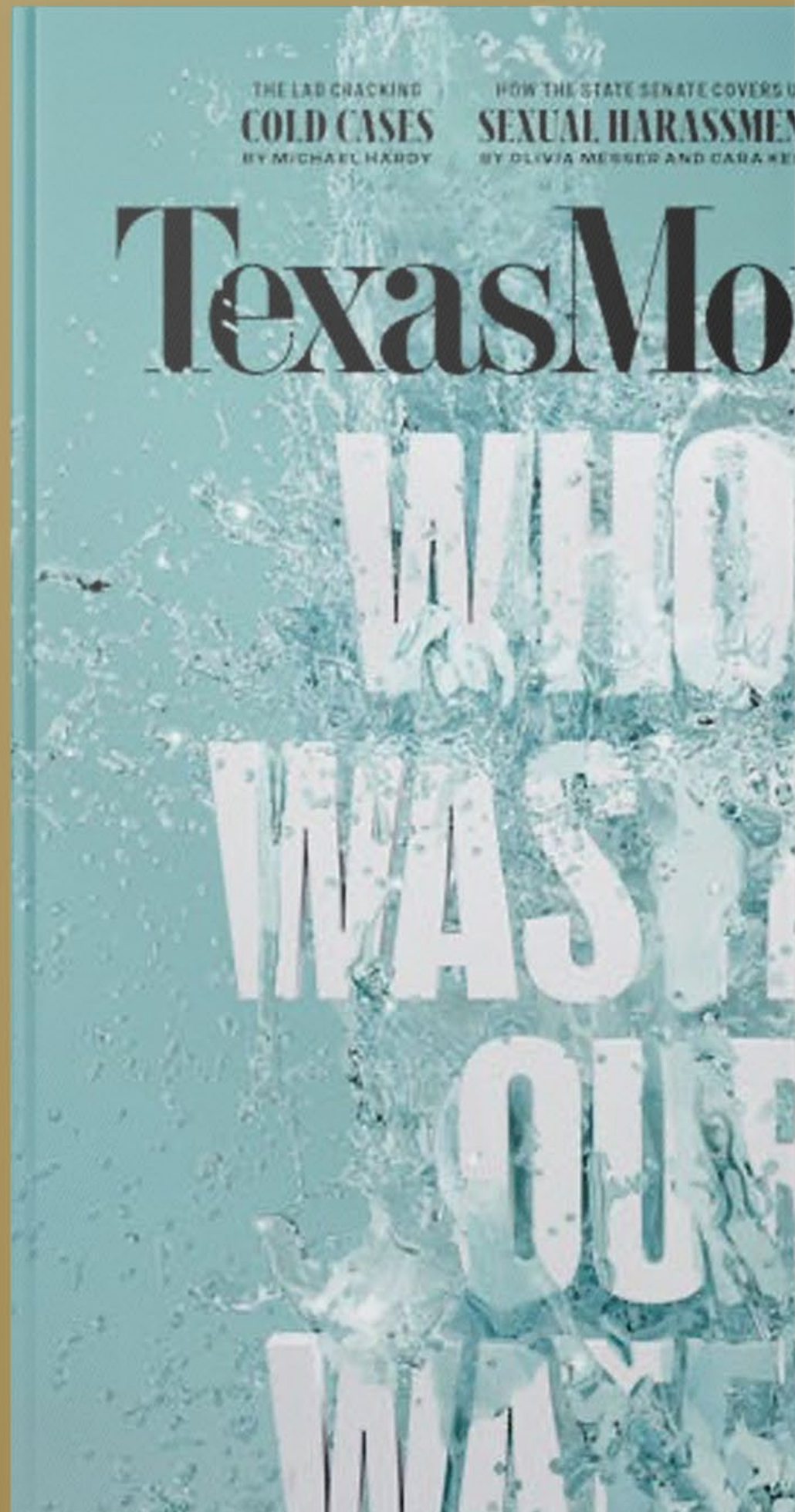




2024
REPORT





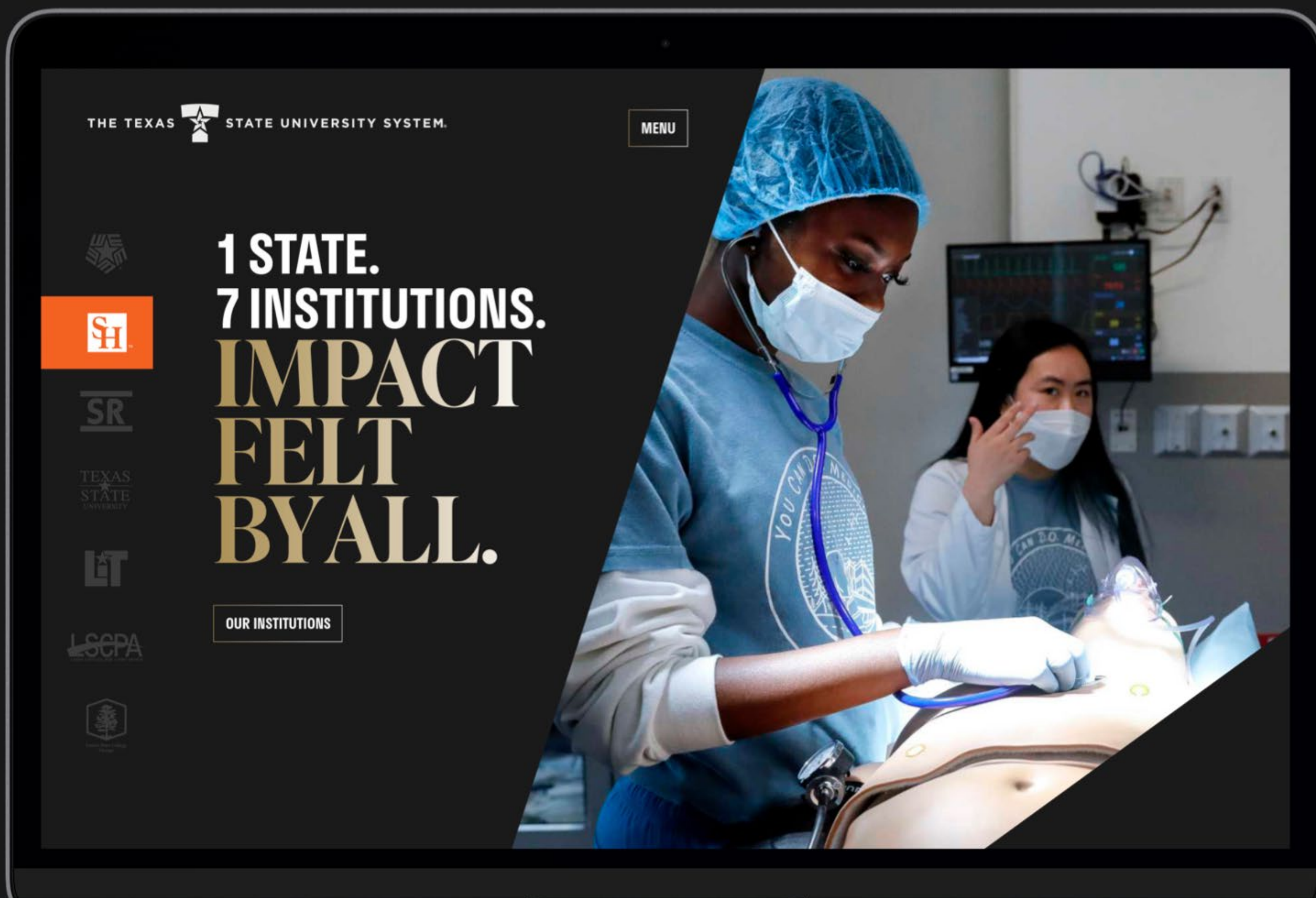


OPENING DOORS ACROSS TEXAS.
**CREATING BRIGHTER
FUTURES FOR ALL.**

Our institutions and the extraordinary individuals within them inspire and embolden collective futures, believing in the promise of a brighter tomorrow for all.

VISIT [TSUS.EDU](https://tsus.edu) TO LEARN HOW WE'RE MAKING A DIFFERENCE FOR TEXAS, FOR ALL.





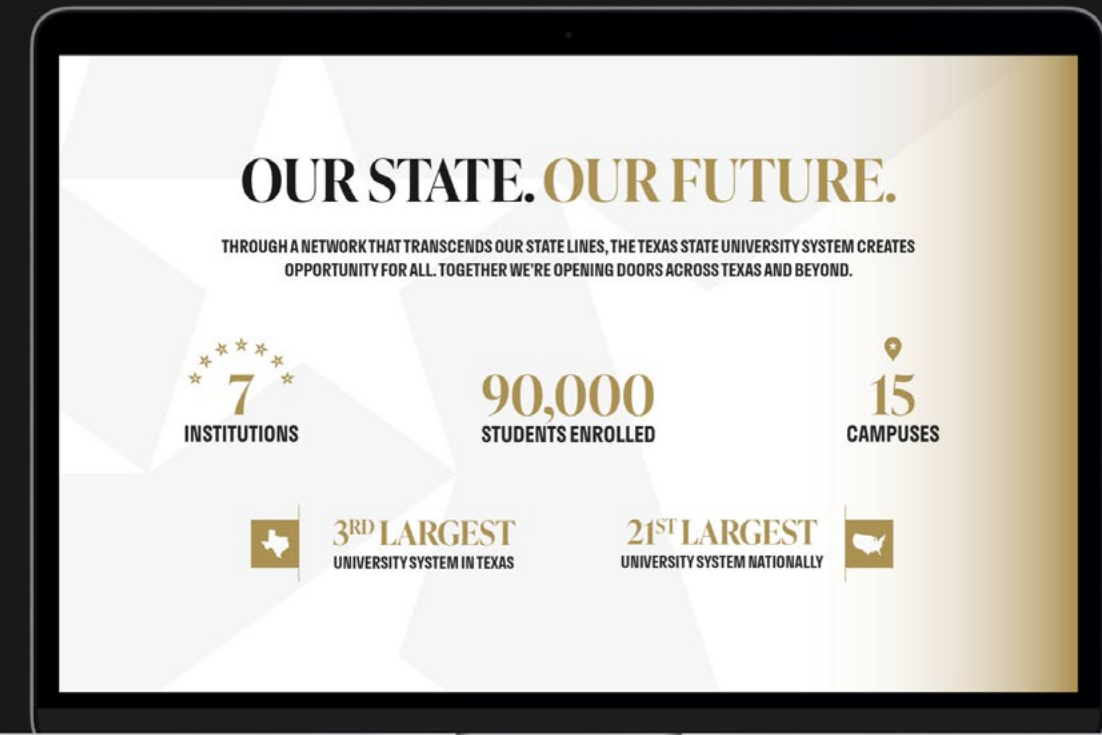
THE TEXAS STATE UNIVERSITY SYSTEM.

MENU



1 STATE.
7 INSTITUTIONS.
IMPACT
FELT
BY ALL.

OUR INSTITUTIONS



OUR STATE. OUR FUTURE.

THROUGH A NETWORK THAT TRANSCENDS OUR STATE LINES, THE TEXAS STATE UNIVERSITY SYSTEM CREATES OPPORTUNITY FOR ALL. TOGETHER WE'RE OPENING DOORS ACROSS TEXAS AND BEYOND.

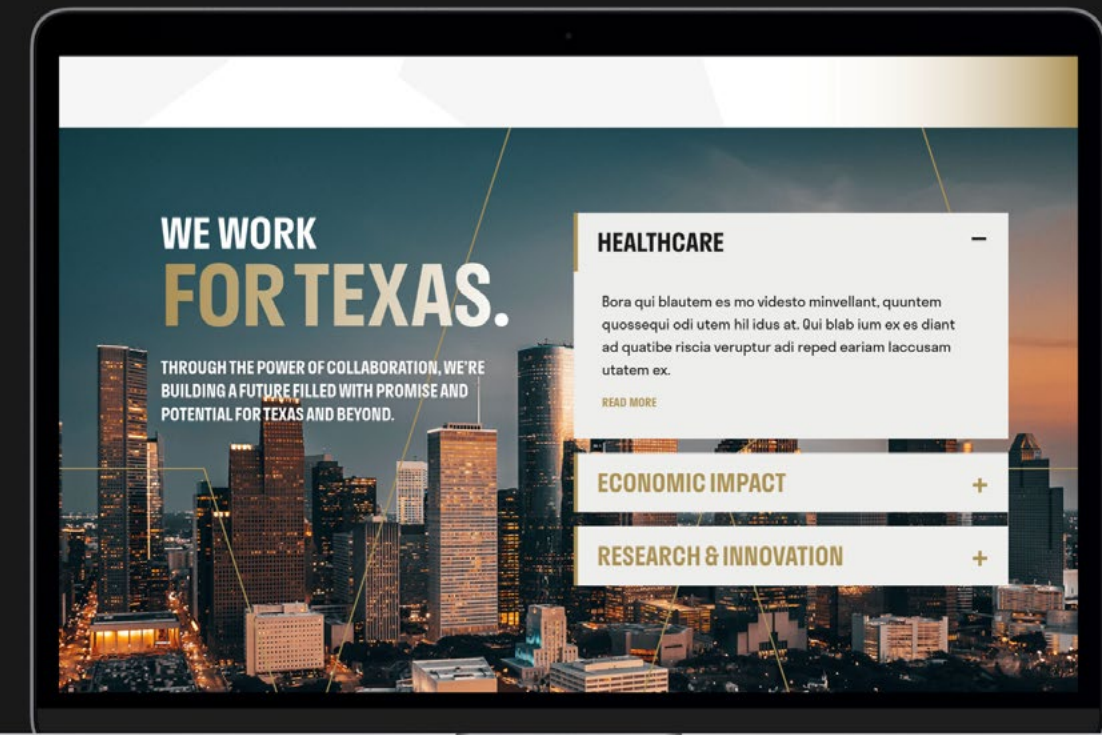
7
INSTITUTIONS

90,000
STUDENTS ENROLLED

15
CAMPUSES

3RD LARGEST
UNIVERSITY SYSTEM IN TEXAS

21ST LARGEST
UNIVERSITY SYSTEM NATIONALLY



WE WORK FOR TEXAS.

THROUGH THE POWER OF COLLABORATION, WE'RE BUILDING A FUTURE FILLED WITH PROMISE AND POTENTIAL FOR TEXAS AND BEYOND.

HEALTHCARE

Bora qui blautem es mo videsto minvellant, quntem quossequi odi utem hil idus at. Qui blab lum ex es dliant ad quatibe riscia veruptur adi reped eariam lacuciam utatem ex.

READ MORE

ECONOMIC IMPACT

RESEARCH & INNOVATION



**THE TEXAS
STATE
UNIVERSITY
SYSTEM®**