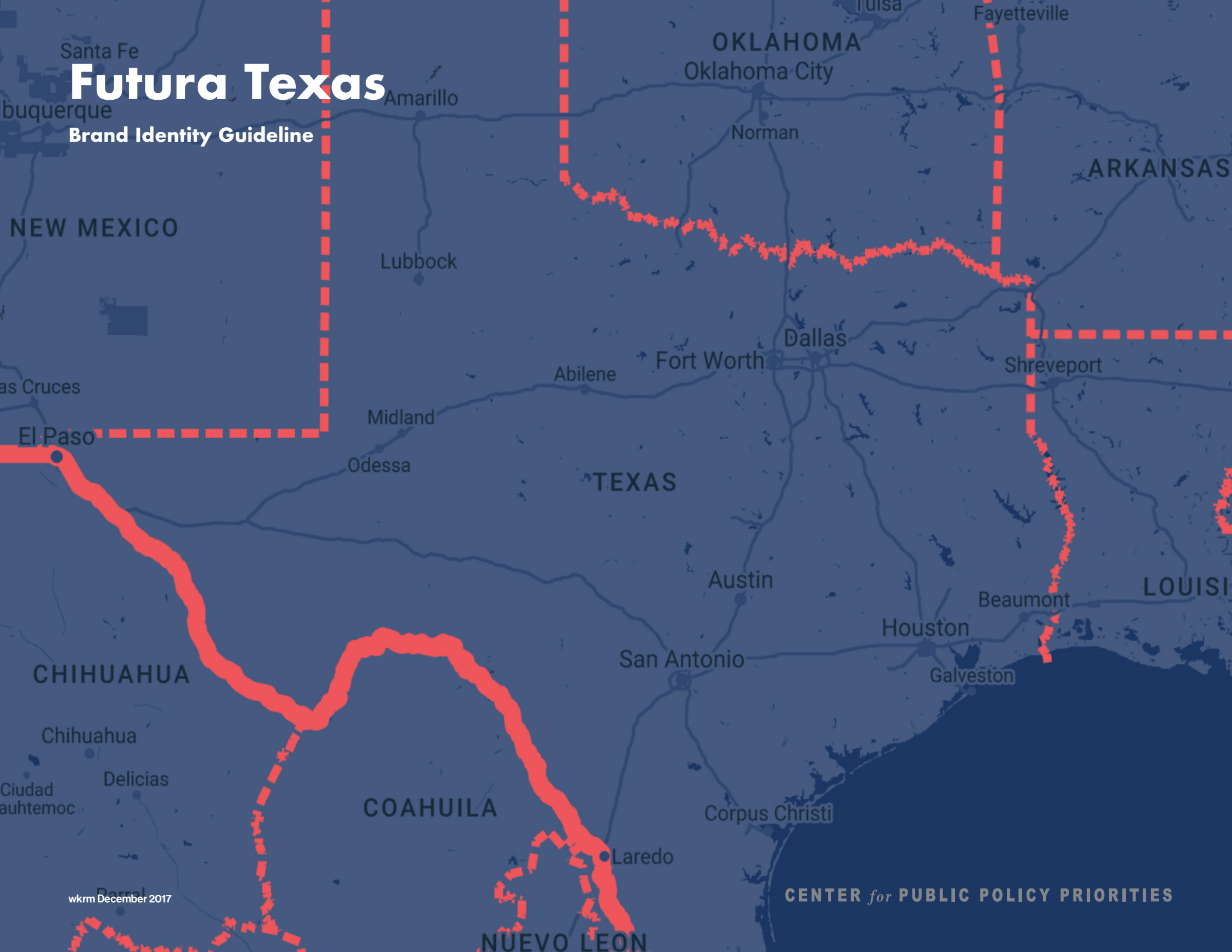


Futura Texas

Brand Identity Guideline



Futura Texas

Brand Identity Guideline

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Identity Elements

Brand Identity Guideline

list of electronic artwork files

01.01_symbol-black_cmyk.pdf	02.23_stacked_co_brand_rgb.jpg	04.08_horizontal_white_rgb.svg	00_social_template
01.02_symbol-black_cmyk.png	02.24_stacked_co_brand_rgb.svg	04.09_primary_white_cmyk.pdf	06.01_map_campaign.png
01.03_symbol-black_rgb.jpg		04.10_primary_white_cmyk.png	06.02_map_campaign.png
01.04_symbol-black_rgb.svg		04.11_primary_white_rgb.jpg	06.03_map_campaign.png
01.05_symbol-color_cmyk.pdf	03.01_horizontal_black_cmyk.pdf	04.12_primary_white_rgb.svg	06.04_map_campaign.png
01.06_symbol-color_cmyk.png	03.02_horizontal_black_cmyk.png	04.13_secondary_white_cmyk.pdf	06.05_map_campaign.png
01.07_symbol-color_rgb.jpg	03.03_horizontal_black_rgb.jpg	04.14_secondary_white_cmyk.png	06.06_map_campaign.png
01.08_symbol-color_rgb.svg	03.04_horizontal_black_rgb.svg	04.15_secondary_white_rgb.jpg	06.07_photo_campaign.png
01.09_symbol-white_cmyk.pdf	03.05_horizontal_co_brand_black_cmyk.pdf	04.16_secondary_white_rgb.png	06.08_photo_campaign.png
01.10_symbol-white_cmyk.png	03.06_horizontal_co_brand_black_cmyk.png	04.17_square_white_cmyk.pdf	06.09_photo_campaign.png
01.11_symbol-white_rgb.jpg	03.07_horizontal_co_brand_black_rgb.jpg	04.18_square_white_cmyk.png	06.10_custom_map.png
01.12_symbol-white_rgb.svg	03.08_horizontal_co_brand_black_rgb.svg	04.19_square_white_rgb.jpg	06.11_custom_map.png
	03.09_primary_black_cmyk.pdf	04.20_square_white_rgb.svg	06.12_custom_map.png
02.01_horizontal_cmyk.pdf	03.10_primary_black_cmyk.png	04.21_stacked_co_brand_white_cmyk.pdf	06.13_custom_map.png
02.02_horizontal_cmyk.png	03.11_primary_black_rgb.jpg	04.22_stacked_co_brand_white_cmyk.png	
02.03_horizontal_co_brand_cmyk.pdf	03.12_primary_black_rgb.svg	04.23_stacked_co_brand_white_rgb.jpg	07.01_futura-letterhead
02.04_horizontal_co_brand_cmyk.png	03.13_secondary_black_cmyk.pdf	04.24_stacked_co_brand_white_rgb.svg	07.02_futura-poster-postcard
02.05_horizontal_co_brand_rgb.jpg	03.14_secondary_black_cmyk.png		
02.06_horizontal_co_brand_rgb.svg	03.15_secondary_black_rgb.jpg		
02.07_horizontal_rgb.jpg	03.16_secondary_black_rgb.svg	05.01_center_babyface_duotone_stock.jpg	
02.08_horizontal_rgb.svg	03.17_square_black_cmyk.pdf	05.02_center_boy_duotone_stock.jpg	
02.09_primary_cmyk.pdf	03.18_square_black_cmyk.png	05.03_center_boyreading_duotone_stock.jpg	
02.10_primary_cmyk.png	03.19_square_black_rgb.jpg	05.04_center_boysitting_duotone_stock.jpg	
02.11_primary_rgb.jpg	03.20_square_black_rgb.svg	05.05_center_girlbubbles_duotone_stock.jpg	
02.12_primary_rgb.svg	03.21_stacked_co_brand_black_cmyk.pdf	05.06_center_girl_dress_duotone_stock.jpg	
02.13_secondary_cmyk.pdf	03.22_stacked_co_brand_black_cmyk.png	05.07_center_girlflower_duotone_stock.jpg	
02.14_secondary_cmyk.png	03.23_stacked_co_brand_black_rgb.jpg	05.08_center_girlsback_duotone_stock.jpg	
02.15_secondary_rgb.jpg	03.24_stacked_co_brand_black_rgb.svg	05.09_ft_duotone_template.psd	
02.16_secondary_rgb.svg		05.10_left_boyplaying_duotone_stock.jpg	
02.17_square_cmyk.pdf	04.01_horizontal_co_brand_white_cmyk.pdf	05.11_left_boysand_duotone_stock.jpg	
02.18_square_cmyk.png	04.02_horizontal_co_brand_white_cmyk.png	05.12_left_boyswing_duotone_stock.jpg	
02.19_square_rgb.jpg	04.03_horizontal_co_brand_white_rgb.jpg	05.13_left_girlbubbles_duotone_center.jpg	
02.20_square_rgb.svg	04.04_horizontal_co_brand_white_rgb.svg	05.14_right_boymap_duotone_stock.jpg	
02.21_stacked_co_brand_cmyk.pdf	04.05_horizontal_white_cmyk.pdf	05.15_right_girlbubbles_duotone_stock.jpg	
02.22_stacked_co_brand_cmyk.png	04.06_horizontal_white_cmyk.png	05.16_right_girlface_duotone_stock.jpg	
	04.07_horizontal_white_rgb.jpg		

Identity Elements

Brand Identity Guideline

introduction

the brand

The Center for Public Policy Priorities (CPPP) is a statewide think tank that analyses advocates for solutions that enable Texans of all backgrounds to reach their full potential. CPPP's purpose is to document the negative impact of anti-immigrant policies on families and the Texas economy, and engage in public education advocacy to create a welcoming climate for immigrants and families.

The assets developed are for CPPP's campaign named "Futura Texas" in documenting the negative impact of anti-immigrant policies on families and the Texas economy. The tagline "prosper. together." is used along side the campaign name.

the guideline

This identity guide has been developed to promote the proper usage of CPPP's Futura Texas brand, communications and media campaigns.

These standards are to be consistently applied to all Futura Texas brand interactions when creating brand-related content.

Identity Elements

Logo

01.01_symbol-black_cmyk.pdf
01.05_symbol-color_cmyk.pdf
01.09_symbol-white_cmyk.pdf

symbol

The core visual element for Futura Texas is a location pinpoint graphic. The pinpoint represents the geographical significance of home. The star in the center of the pinpoint relates to the campaign's Texan identity.

The Futura Texas pinpoint should always be paired with the Futura Texas logo and follow the structural system.

symbol
(color)



symbol
(black)



symbol
(white)



Identity Elements

Logo

02.13_secondary_cmyk.pdf
03.13_secondary_black_cmyk.pdf
04.13_secondary_white_cmyk.pdf

logotype

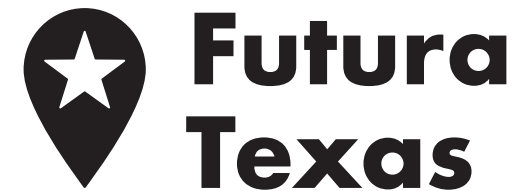
The logotype is to be written only in Title Case, where the first letter of each word is written in uppercase.

The logotype uses Futura Font to resemble the modernism of the pinpoint symbol, which represents the Futura Texas brand.

logotype
(color)



logotype
(black)



logotype
(white)



Identity Elements

Logo

02.09_primary_cmyk.pdf
03.09_primary_black_cmyk.pdf
04.09_primary_white_cmyk.pdf

tagline

The tagline for Futura Texas is “prosper. together.” The significance of the tagline, represents the notion that when immigrants prosper, everyone prospers.

The tagline should always be used in conjunction with the Futura Texas pinpoint and the Futura Texas logo and follow the structural system.

The tagline is to be written only in lower case, where the letters of each word are written in lowercase. The words “prosper” and “together” should always have periods.

The tagline uses Futura Font to resemble continuity and the modernism of the Futura Texas brand.

tagline
(color)



tagline
(black)



tagline
(white)



Identity Elements

Logo

02.09_primary_cmyk.pdf
03.09_primary_black_cmyk.pdf
04.09_primary_white_cmyk.pdf

primary lockup

The primary lockup ballances the symbol, lockup, and tagline in perfect harmony. As such, it should be used in a majority of situations.

The size and position relationships of the elements within an approved signature configuration are fixed, and must not be altered at any occasion. All signatures should follow exactly as shown in this guideline and use only provided electronic artwork.

primary lockup
(color)



primary lockup
(black)



primary lockup
(white)



Identity Elements

Logo

02.13_secondary_cmyk.pdf
03.13_secondary_black_cmyk.pdf
04.13_secondary_white_cmyk.pdf

secondary lockup

The secondary lockup for Futura Texas is the location pinpoint graphic paired with the Futura Texas logotype sans the tagline.

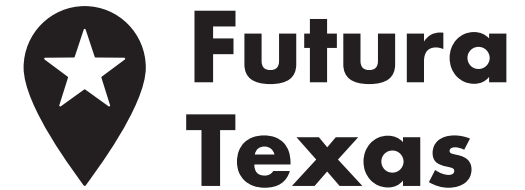
This lockup is useful in situations that call for a small signature, and when the circumstances require brevity.

The pinpoint graphic should be on the left of the logotype.

secondary lockup
(color)



secondary lockup
(black)



secondary lockup
(white)



Identity Elements

Logo

alternative square lockup

An alternative square lockup form for Futura Texas is the location pinpoint graphic above both the Futura Texas logotype, and the “prosper. together.” tagline.

This lockup is useful in situations that call for a tall or square logo.

The pinpoint graphic should set to the center above the logotype. The tagline justifies itself to the center of the logotype.

02.17_square_cmyk.pdf
03.17_square_black_cmyk.pdf
04.17_square_white_cmyk.pdf

alternative square lockup
(color)



alternative square lockup
(black)



alternative square lockup
(white)



Identity Elements

Logo

02.01_horizontal_cmyk.pdf
03.01_horizontal_black_cmyk.pdf
04.05_horizontal_white_cmyk.pdf

alternative horizontal lockup

An alternative horizontal lockup form for Futura Texas is the location pinpoint graphic to the left of the Futura Texas logotype.

This lockup is useful in situations where there is a shortage of vertical space.

The pinpoint graphic should be on the left of the logotype, and should be aligned with the upper boundary of the logotype. There is no tagline.

alternative horizontal lockup
(color)



alternative horizontal lockup
(black)



alternative horizontal lockup
(white)



Identity Elements

Logo

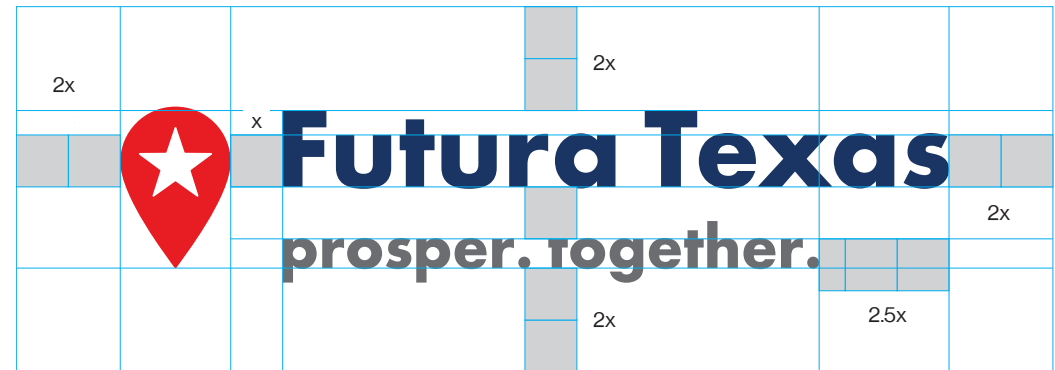
anatomy and clear space

The Futura Texas logo features a red pinpoint symbol, paired with logotype and a tagline in Futura typography.

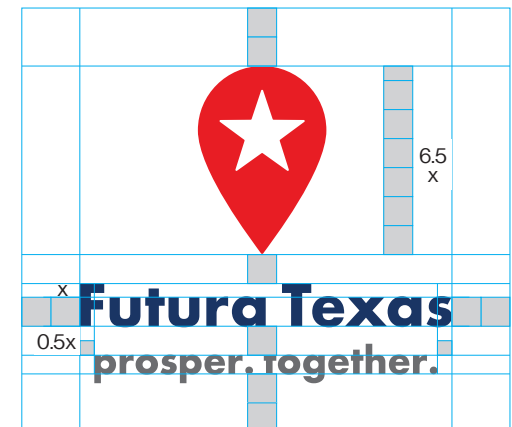
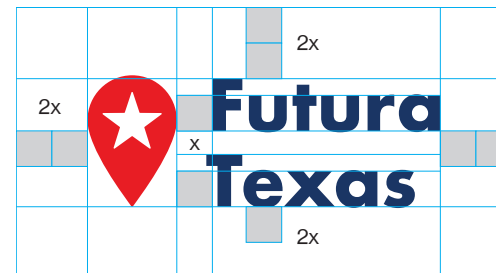
The Futura Texas logos are most effective when surrounded by as much open space as possible.

A minimum amount of clear space must surround the logotype at all times, and nothing should come within the space border. See the diagrams to the right for the appropriate clear space for the logotype.

primary lockup
space configuration grid



secondary lockups
space configuration grid



Identity Elements

Logo

02.09_primary_cmyk.pdf
02.13_secondary_cmyk.pdf
02.01_horizontal_cmyk.pdf
02.17_square_cmyk.pdf

minimum size

The brand logos should always be used in a size that is both readable and appropriate for the given format. To ensure visibility and legibility, the logos should never be presented smaller than the height dimension requirements shown on this page.

Applications using alternative reproduction techniques such as embroidery and silkscreen may require presenting the logos at larger sizes than indicated here.

Suggested minimum print and screen reproduction size is provided below for each signature. These are only minimum sizes. Logos should be sized appropriately for the piece being designed.

The logos should not measure smaller in height than the below measurements.

Primary lockup:
.43 inches, or 32 pixels

Secondary lockup:
.40 inches, or 30 pixels

Alternative lockup square:
.75 inches, or 56 pixels

Alternative lockup horizontal:
.18 inches, or 14 pixels

Primary lockup



.43 in.
32 px.

Secondary lockup



.40 in.
30 px

Alternative lockup square



.75 in.
56 px

Alternative lockup horizontal



.18 in.
14 px.

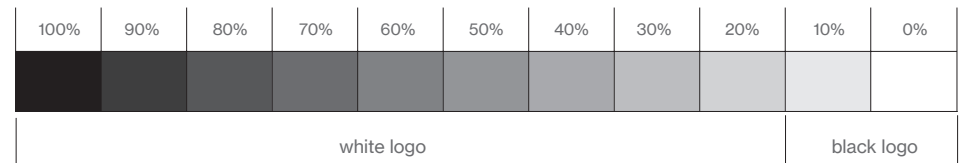
Identity Elements

Logo

one-color reproduction

The Futura Texas logos must always be easy to read and be readily identifiable. Background colors must be considered carefully in terms of darkness and intensity in contrast to the logo artwork. A method for determining appropriate contrast is demonstrated through the use of a gray-scale background applied to a white or black logo.

The chart below depicts the circumstances in which the logo colors are determined. (0 = white of the page, and 100 = black) When the background value is less than 20% of the gray scale, the logo should be used in positive form (black). When the background value is greater than 20% of the gray scale, the reverse form (white) of the logo should be used.



BG: Black 100 %
Logo: white



BG: Black 90 %
Logo: white



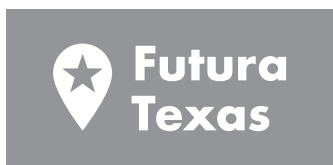
BG: Black 80 %
Logo: white



BG: Black 70 %
Logo: white



BG: Black 60 %
Logo: white



BG: Black 50 %
Logo: white



BG: Black 40 %
Logo: white



BG: Black 30 %
Logo: black



BG: Black 20 %
Logo: black



BG: Black 10 %
Logo: black

Identity Elements

Logo

unacceptable uses

Correct and consistent use of logos are an essential part of building the Futura Texas brand equity. While a great deal of flexibility has been built into the visual identity system, the use of each element has been carefully defined.

For all of the signatures, there are certain ways in which it should never be used:

- with a stroke
- in any color but black or white
- symbol in another color
- color fill
- squished or stretched
- in a typeface other than Futura
- on an angle
- with tag line
- capitalization of logotype
- wrong symbol / logotype spacing
- use of black logo over a photograph
- placing the logo in a container shape of any type



Identity Elements

Logo

primary palette

The colors for the Futura Texas campaign are specific to the following prescribed colors. No other colors should be used within the visual identity ecosystem to maintain brand consistency.

RGB colors should be used for web media.

CMYK colors should be used for printed media.

	CMYK color	RGB / HEX color	Pantone color																		
red	<table><tr><td>C</td><td>0</td></tr><tr><td>M</td><td>90</td></tr><tr><td>Y</td><td>87</td></tr><tr><td>K</td><td>9</td></tr></table>	C	0	M	90	Y	87	K	9	<table><tr><td>R</td><td>232</td></tr><tr><td>G</td><td>23</td></tr><tr><td>B</td><td>30</td></tr><tr><td>HEX #</td><td>E8171E</td></tr></table>	R	232	G	23	B	30	HEX #	E8171E	<table><tr><td>PANTONE</td></tr><tr><td>185C</td></tr></table>	PANTONE	185C
C	0																				
M	90																				
Y	87																				
K	9																				
R	232																				
G	23																				
B	30																				
HEX #	E8171E																				
PANTONE																					
185C																					
blue	<table><tr><td>C</td><td>72</td></tr><tr><td>M</td><td>46</td></tr><tr><td>Y</td><td>0</td></tr><tr><td>K</td><td>61</td></tr></table>	C	72	M	46	Y	0	K	61	<table><tr><td>R</td><td>28</td></tr><tr><td>G</td><td>54</td></tr><tr><td>B</td><td>100</td></tr><tr><td>HEX #</td><td>1C3664</td></tr></table>	R	28	G	54	B	100	HEX #	1C3664	<table><tr><td>PANTONE</td></tr><tr><td>294C</td></tr></table>	PANTONE	294C
C	72																				
M	46																				
Y	0																				
K	61																				
R	28																				
G	54																				
B	100																				
HEX #	1C3664																				
PANTONE																					
294C																					
white	<table><tr><td>C</td><td>0</td></tr><tr><td>M</td><td>0</td></tr><tr><td>Y</td><td>2</td></tr><tr><td>K</td><td>0</td></tr></table>	C	0	M	0	Y	2	K	0	<table><tr><td>R</td><td>255</td></tr><tr><td>G</td><td>255</td></tr><tr><td>B</td><td>250</td></tr><tr><td>HEX #</td><td>FFFFFFA</td></tr></table>	R	255	G	255	B	250	HEX #	FFFFFFA	<table><tr><td>PANTONE</td></tr><tr><td>White 000C</td></tr></table>	PANTONE	White 000C
C	0																				
M	0																				
Y	2																				
K	0																				
R	255																				
G	255																				
B	250																				
HEX #	FFFFFFA																				
PANTONE																					
White 000C																					
grey	<table><tr><td>C</td><td>0</td></tr><tr><td>M</td><td>0</td></tr><tr><td>Y</td><td>0</td></tr><tr><td>K</td><td>70</td></tr></table>	C	0	M	0	Y	0	K	70	<table><tr><td>R</td><td>77</td></tr><tr><td>G</td><td>77</td></tr><tr><td>B</td><td>77</td></tr><tr><td>HEX #</td><td>4D4D4D</td></tr></table>	R	77	G	77	B	77	HEX #	4D4D4D	<table><tr><td>PANTONE</td></tr><tr><td>7540 C</td></tr></table>	PANTONE	7540 C
C	0																				
M	0																				
Y	0																				
K	70																				
R	77																				
G	77																				
B	77																				
HEX #	4D4D4D																				
PANTONE																					
7540 C																					
black	<table><tr><td>C</td><td>100</td></tr><tr><td>M</td><td>49</td></tr><tr><td>Y</td><td>0</td></tr><tr><td>K</td><td>85</td></tr></table>	C	100	M	49	Y	0	K	85	<table><tr><td>R</td><td>0</td></tr><tr><td>G</td><td>20</td></tr><tr><td>B</td><td>39</td></tr><tr><td>HEX #</td><td>001427</td></tr></table>	R	0	G	20	B	39	HEX #	001427	<table><tr><td>PANTONE</td></tr><tr><td>282C</td></tr></table>	PANTONE	282C
C	100																				
M	49																				
Y	0																				
K	85																				
R	0																				
G	20																				
B	39																				
HEX #	001427																				
PANTONE																					
282C																					

Identity Elements

Typography

main typeface

Futura Texas's visual identity has a familiarly named typeface, Futura. A sans-serif typeface is future forward and efficient, and represents the modern appeal of the Futura Texas brand.

Futura Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()+=?<>**

Futura Bold
18pt / 21pt

Futura Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()+=?<>**

Futura Medium
18pt / 21pt

Futura Medium Italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()+=?<>**

Futura Medium Italic
18pt / 21vpt

Identity Elements

Typography

secondary typeface

For sub-headers, Futura Texas uses Century Schoolbook Bold text. For body text, Futura Texas uses Century Schoolbook Regular text.

Century Schoolbook Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()+=?<>

Century Schoolbook Bold
11pt / 13pt

Century Schoolbook Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()+=?<>

Century Schoolbook Regular
11pt / 13pt

Identity Elements

Typography

typographic hierarchy

In the case of reports, articles, and content with long-form text, the following typographic hierarchy must be followed. Headers will be in the Futura text, sub-headers must be in Century Schoolbook Bold, and body text will be in Century Schoolbook Regular text.

Header One

Eaque verum rempore ssequod ignimaio et odis ut alibusaerum reris aut quia nus ad que liquiae il iumquunt am, sit, utestium qui dendips anisci que

Header Two

nihil isciandit ut officab oresti conecer ionsecera sit repra denditae ommodit atibea expliqu isciam quatati omnihilic to moles volorum lacearu ndeless imetusam quis aut eium a cum alis eatem reroria quam volum videratur alique perrovidi aperspe rfer-natur, consece perferf erumquatis restotatus voloren delesteepta int aut earum nobit voluptae exernate adipis alibus aut es volupta spernatis exeriasit

Header Three

voluptatur autendi onseque pero iducilitati omnis mincturem eaquodiam esequae namus suntiam, voluptate equat lati aut et alit, omnit pliassi musant ut modipsum volest, ut et haris nation rest, odipi-

Identity Elements

Co-brand

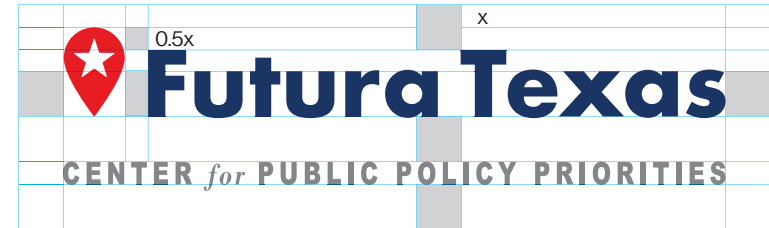
02.21_stacked_co_brand_cmyk.pdf
02.03_horizontal_co_brand_cmyk.pdf

co-brand usage

Because the horizontal lockup compliments CPPP's logo, it should be the logo used when collaborating with another brand. These co-brand logos may appear in presentations, internal printed materials or other relevant contexts.

The partner's logo should not be larger than the x-height of the Futura Texas logo, and the partner's logo should always use the black, white, or grayscale version to maintain balance and unity. Appropriate space should be placed in between the two logos to visually separate them.

horizontal lockup co-brand



Visual System Elements

Photography

05_photos (folder)

photo treatment

Photography is essential to engaging and personable Futura Texas social content. 10 photographs are provided in this document to use across web, print material and other media. These photos should be used under Futura Texas social content and should be accompanied by the logotype or tag line. Depending on the photo background, the dark logo or the white logo should be used. Future photos should show happy families and children and be of high quality.

Size: 1600 x 900 Pixels

Duotone Treatment (Gradient Layer Process in Photoshop)



Visual System Elements

Photography

05_photos (folder)

photo usage and treatment



Visual System Elements

Social Media

campaign system

Futura Texas utilizes a unique approach in presenting CPPP's complex messaging to a broad audience.

By pairing engaging facts with large graphics, the messages stand out in a social media feed. Bold text and imagery connote Futura Texas's brand while conveying essential information.

Follow the supplied template and, if possible, streamline all message for clarity and brevity.



Visual System Elements

Social Media

campaign system: photos

The photo campaign utilizes the blue duotone photography behind the white text of Century Schoolbook. Both legible and striking, this key combination is best for eliciting emotional response and calling viewers to action.

06_social_media (folder)



Visual System Elements

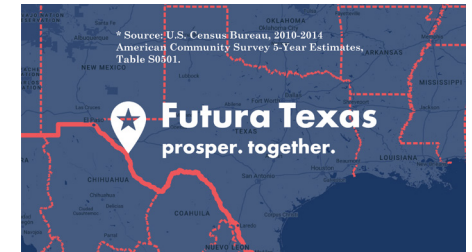
Social Media

06_social_media (folder)

campaign system: maps

The map campaign utilizes Futura Bold atop a custom rendered map in the brand's palette. The map addresses its bold borders without overwhelming the message. The best use of this system is to convey technical, statistical, and geographical information in an easy to understand format.

More map view may be taken from snazzymaps.com/style/129689/borders.



Visual System Elements

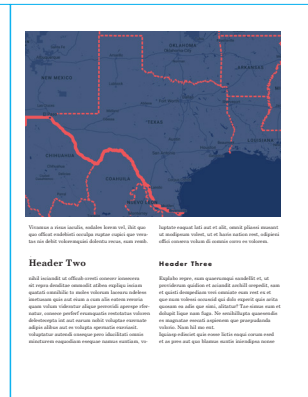
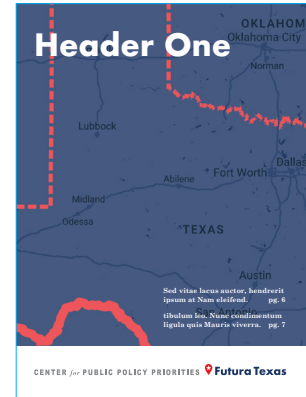
Application

print assets

A series of templates for Posters, Postcards, and Reports utilizes the aforementioned photography and type hierarchy.

07_print_assets (folder)

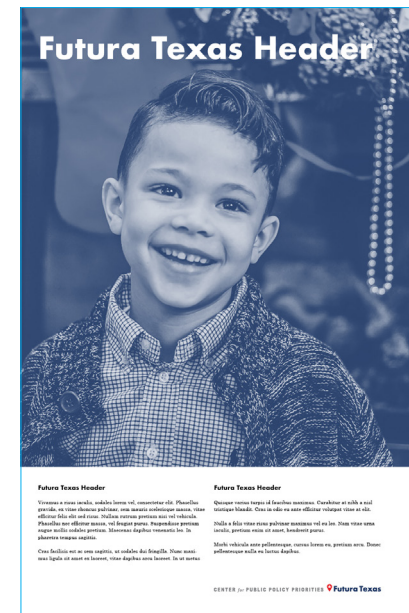
report template



postcard



poster



Visual System Elements

Application

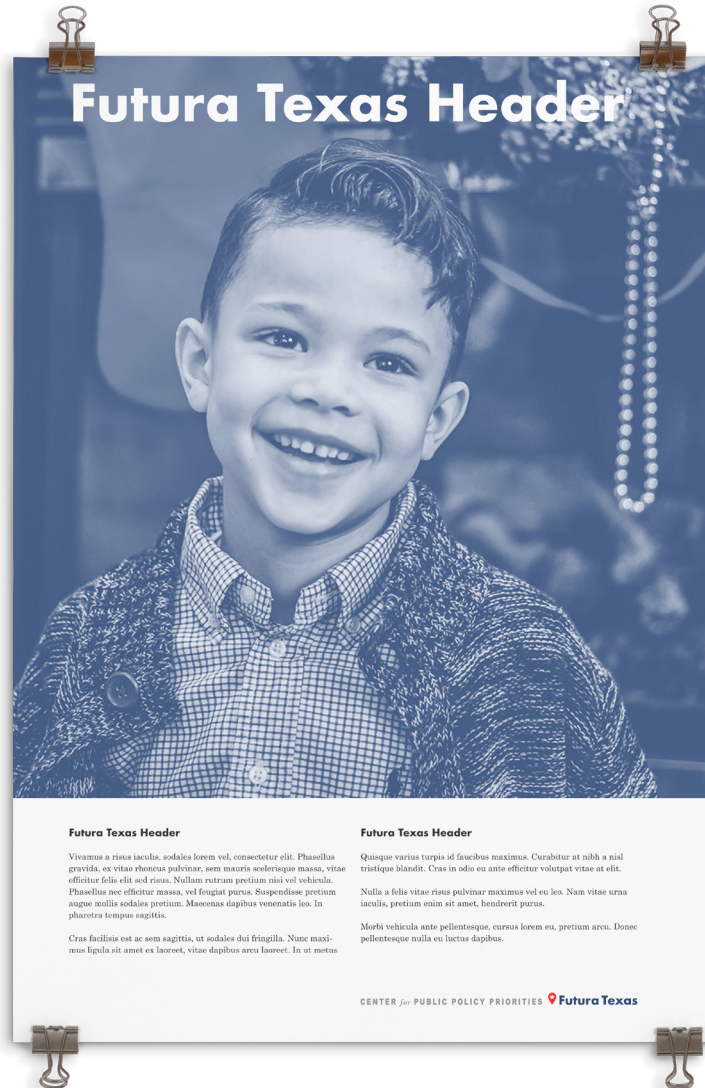
postcard mock-up



Visual System Elements

Application

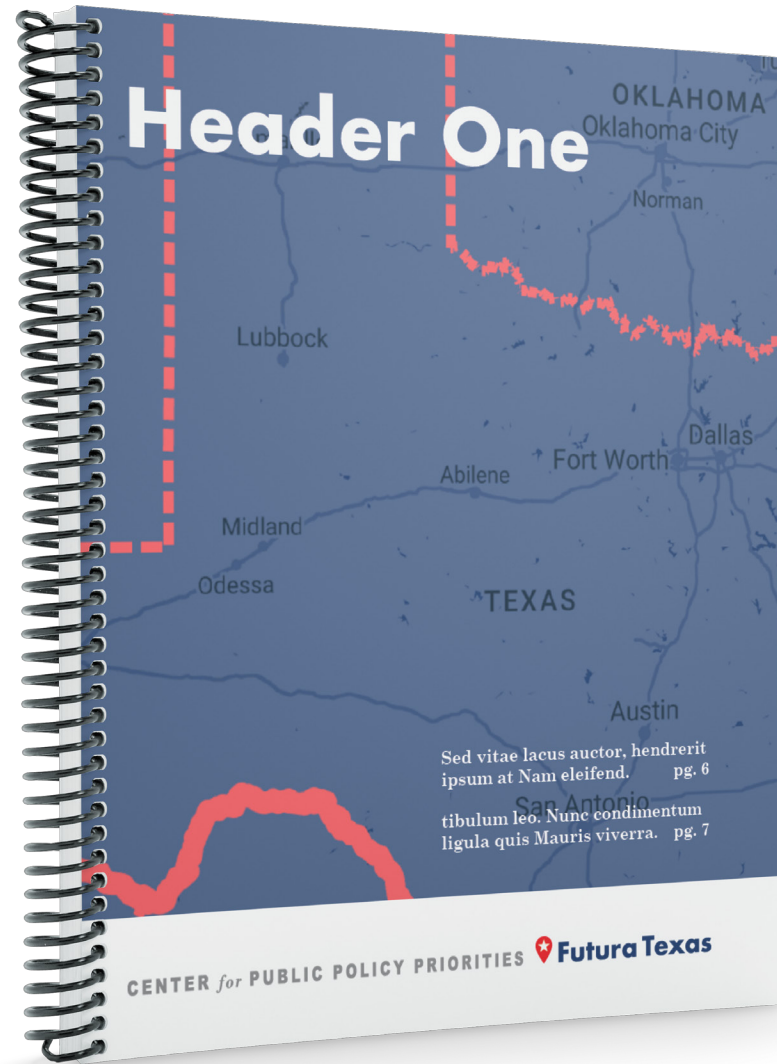
poster mock-up



Visual System Elements

Application

report mock-up



Visual System Elements

Application

report mock-up

Futura Texas Header One

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Header Two

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Header Three

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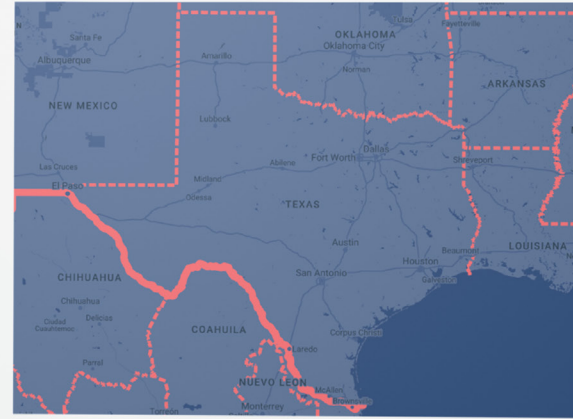
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Header Two

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Header Three

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Visual System Elements

Application

sticker mock-up



The Futura Texas brand system was designed and developed by **wkrm**, a faculty-led, student-run design agency housed at The University of Texas at Austin, over Fall 2017.

www.wkrmdesign.com

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Eric Moe

Brand Guidelines:

Ashley Herr

Eric Moe