Name and Logo Guidelines

NAME USAGE GUIDELINES

First reference without logo present
Cizik School of Nursing at The University of Texas Health Science Center at Houston (UTHealth)

First reference with logo present
Cizik School of Nursing at UTHealth

Second/subsequent reference
Cizik School of Nursing or the School of Nursing

LOGO USAGE GUIDELINES

Size requirements
The minimum size at which the logo can appear:
2.5” wide for vertical orientation
3” wide for horizontal orientation
1” wide for stacked orientation

Safe area
The logo must be clearly visible, placed within a buffer of visual space, called the safe area. The safe area surrounds the logo, separating it from other graphic elements. Text, images or other visual items may not encroach on this space. The safe area is equal to the height of the U in the logo.

Color applications
Always place the logo over a contrasting color.
The logo can be printed in CMYK mixes or using Pantone colors 167 (orange) and Cool Gray 11
Alternate acceptable colors the logo may appear in are black and white/reverse
When using the color logo, remember to use white or very light shades behind it for best contrast.

When using the reverse-color logo, remember to use only black, gray and navy/very dark blue (or other very dark shades with approval).