

INTRODUCTION:

With the help of UH Marketing and Creative Services in late 2006 and early in 2007, a refined Bauer College of Business logo was developed. Over the Spring 2007 semester, a gradual phase-in of the refined logo has been underway, as evident in the newsletters *Photo Finish* and *Accolades*, as well as post cards, and display ads, emanating from the Communications Department in the Office of the Dean. MBA and EMBA logos were revised in early 2008.

The purpose of this graphic standards guide is to provide basic guidelines for visual and written communication of the Bauer College. The main elements of the school's graphic identity consist of a logo, and the consistent use of typography and colors.

Please note:

- Visual communication also includes any and all video communications for broadcast on TV, video walls and web site.
- Written communication also includes any and all broadcast copy for radio public service announcements and ads.

LOGOS

Logos are available for download in color, grayscale and black & white in four formats: EPS, TIF, JPG and GIF. The primary logo (shown on the right) should be used on **all** printed, apparel and broadcast materials unless space or color schemes will not allow for it, in which case there are white Bauer College of Business and University of Houston font treatments against black, blue or red backgrounds.



Communications Team

The staff of the Communications Department is here to assist you with your web and print communications needs. We have wide-ranging, cross-media experience in a variety of corporate, agency, creative design, non-profit and higher education sectors. In some cases, we may work with outside resources in design, copy writing and video production. We will work with you to determine the best solution for your project. We need to ensure consistency, continuity and quality in how our image is presented. The Communications Department must approve brochures, ads, email campaigns, web sites and other audio-visual, print design projects that will be seen by audiences outside of Bauer.

Old Bauer Logo Treatments

(These are no longer current logos and **are not to be used in any visual treatment:** apparel, banners, name tags, Power Point presentations, flyers, etc...)



Format Descriptions

EPS is a high-resolution vector graphic format. This format can be enlarged indefinitely with no effect on the quality of the art. This art will separate as spot color, meaning that it will provide a printing plate for straight black, PMS 186 red, and PMS 281 blue.

TIF is a high resolution (300 dpi) pixel-based graphic format. This format should never be enlarged to more than 120% of its original size. Enlarging beyond 120% will result in deterioration of the image quality. This art will separate as 4-color process. The TIFs provided are optimized to print 7" x 5" at 300 dpi.

JPG is a high resolution graphic format which is best suited for use on the Web. However, the JPEG compression algorithm is not as well suited for line drawings and other textual or iconic graphics, and thus the GIF formats are preferred for these types of images, including logos. The JPEG is included in these downloads only because some logo submission guidelines specify it.

GIF is a low resolution (72 dpi) pixel-based graphic format. This format is for Web use only, and should only be used at original size or smaller. Enlarging beyond 100% will result in deterioration of the image quality. **This version should never be used for any print applications.**

Language

When referring to the C. T. Bauer College of Business without the logo present, use the full name or "C. T. Bauer College of Business at the University of Houston, University of Houston Bauer College of Business, or UH Bauer College". **Do not use Bauer School, Houston School of Business, C. T. Bauer School, C. T. Bauer or any other variation. The following is acceptable second reference usage: Bauer College of Business, Bauer College or Bauer.** When referring to the MBA degree, use *Master of Business Administration* or *MBA*, or in general a *master's degree*, or for undergraduates, a *BBA degree*. The Bauer web site is always used with the logo in all print and broadcast advertising: www.bauer.uh.edu

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All information on the Bauer College Web site is copyrighted by the University of Houston, Bauer College of Business. Bauer College is not responsible for the accuracy of the information supplied on the Web pages maintained by student clubs and organizations, student bloggers, or faculty members' personal Web sites that are stored under the Bauer College domain.

Refined Bauer Logo Treatments (Standard to be used in all treatments, if feasible, as of 8/22/07)

BAUER

COLLEGE OF BUSINESS

UNIVERSITY *of* HOUSTON

Approved Secondary Treatments against PMS 186 red, black or blue backgrounds:



2008 Bauer MBA



2008 Bauer EMBA



Contact Communications (see contact list on the next page) **if you have a situation where you can't use the above logos in these color breaks.**

Bauer Red PMS 186 ink conversions:

For offset printing: Cyan 0%, Magenta 100%, Yellow 81%, Black 4%

For use in RGB mode: Red 184, Green 40, Blue 50

For use on the web: CC0000

Correct wording when referencing C. T. Bauer College of Business:

First reference in all correspondence should be: C. T. Bauer College of Business at the University of Houston

**note single space between "C." and "T."*

or

University of Houston C. T. Bauer College of Business

Second reference in all correspondence should be: Bauer College of Business, Bauer College, or UH Bauer College

Third reference in all correspondence should be: Bauer College or Bauer

FAQs

Who may use the logo?

Only Bauer faculty, staff and authorized student organizations may use the logo. Individual students are not permitted to use the logo, without prior permission from Communications. Logo usage applies to any and all video communications as well, including the display and promotion of events on Melcher Hall video screens.

How do I get the logo?

Please email Marsha Van Horn at mvanhorn@uh.edu and specify the logo format you need (**see previously mentioned format descriptions**).

Can outside agencies use the logo?

Individuals and agencies outside of Bauer who are interested in using the Bauer logo must contact Chester Jacinto at cjacinto@uh.edu for permission and logo usage guidelines.

Can I create a secondary logo for my department?

No. In order to maintain a consistently branded image, the Bauer logo is the only authorized logo representing any department affiliated with the School. Individual departments may not create independent logos to be used in place of or in conjunction with the Bauer logo. The existing exceptions are: Sales Excellence Institute, The Cyvia and Melvyn Wolff Center for Entrepreneurship, Global Energy Management Institute and Rockwell Career Center.

What about student organizations?

If you are a faculty or staff advisor working with a student organization, we need your help in ensuring that the correct Bauer logo is used in promotional pieces such as Power Points, flyers, banners, video wall graphics, or other visuals.

What are the official Bauer colors?

The official Bauer colors are the same as UH's. From the Pantone Matching System, the primary color is approved red of PMS 186 and the secondary colors are blue PMS 281 and black.

Can I right-click logos and print from the Web?

Logos will be available for download via Bauer's web site. Images viewed onscreen are very low resolution—72 dots per inch (dpi) and will appear blurry if used for printing, which requires a dpi of 300 or greater. The Communications Department in the Office of the Dean must approve all external use of the Bauer logo. By consulting with us, we can ensure that the proper file format is used according to the media type.

What about student organizations?

If you are a faculty or staff member advising and working with a student organization, we need your help in ensuring that the correct Bauer logos are used in promotional pieces such as PowerPoints, flyers, banners, video wall graphics and other visuals.

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