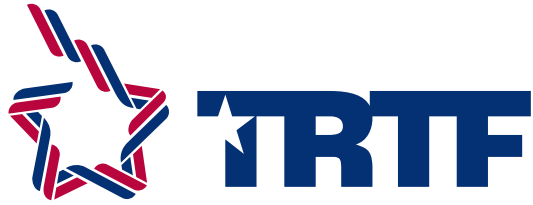


TRTF

Texas Research &
Technology Foundation

BRAND GUIDELINES

full color



full color
with name



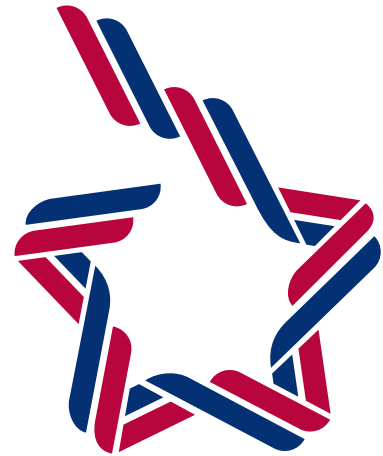
white



white
with name



black
& white
with name



logo icon



white logo icon

primary
color palette



TRTF BLUE

PMS: 288C
C:100 M:79 Y:0 K:37
R:0 G:45 B:115
Hex: #002D72



TRTF RED

PMS: 207C
C:0 M:100 Y:59 K:26
R:165 G:0 B:52
Hex: #A50034

secondary
color palette



TEAL

PMS: 7713C
C:100 M:0 Y:29 K:24
R:0 G:125 B:138
Hex: #007D8A



GOLD

PMS: 134C
C:0 M:11 Y:62 K:0
R:253 G:210 B:110
Hex: #FDD26E



GRAY

PMS: Cool Gray 10C
C:57 M:46 Y:40 K:25
R:99 G:102 B:106
Hex: #63666A



GREEN

PMS: 575C
C:47 M:9 Y:86 K:35
R:103 G:130 B:58
Hex: #67823A



BRIGHT BLUE

PMS: 3506C
C:92 M:59 Y:0 K:0
R:25 G:97 B:174
Hex: #125FAA



ORANGE

PMS: 021C
C:0 M:53 Y:100 K:0
R:254 G:108 B:47
Hex: #FE5000

Headline Typeface Choices

Gaultier Font

BLACK

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!&?@

Aleo Font

BOLD

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!&?@

Primary Typeface (content/copy placement)

Gotham Font Family

LIGHT

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!&?@

BOOK

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!&?@

MEDIUM

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!&?@

BOLD

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!&?@

LIGHT ITALIC

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!&?@

BOOK ITALIC

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!&?@

MEDIUM ITALIC

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!&?@

BOLD ITALIC

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!&?@

Alternate Font for web

Arial Family

REGULAR

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!&?@

REGULAR ITALIC

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!&?@

BOLD

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!&?@

BOLD ITALIC

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!&?@