

Concordia University Texas

BRAND STYLE GUIDELINES



INTRODUCTION

University Communications

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The Concordia University Texas brand is one of our most valuable assets and defines who we are and what we do. A consistent, high-quality brand image is essential to support our reputation as the premier University where the adventure of faith, learning and, life-changing experiences leads to meaningful work. These guidelines explain how the Concordia University Texas brand assets should be implemented to ensure all parts of the University communicate with a unified image and voice.

This guide includes general brand style guidelines for Concordia University Texas and specific directions for implementing University marks and brand-related items.

*NOTE: For Athletic specific guidelines please visit the [athletic branding guidelines](#).

*NOTE: For Centennial specific guidelines please visit the [branding guidelines](#).

BOILERPLATE COPY

BOILERPLATE COPY IS A
STANDARD DESCRIPTION
ABOUT CONCORDIA
TEXAS THAT CAN BE
USED FOR:

- ▶ BROCHURES
- ▶ FLYERS
- ▶ PROGRAM SHEETS
- ▶ PRESS RELEASES
- ▶ WEBSITE COPY

Concordia University Texas is a Christ-centered University committed to helping students discover their purpose, develop their talents and lead lives of meaningful service. Located in Austin, one of the nation's most dynamic cities, Concordia Texas offers undergraduate, graduate and doctoral programs through flexible on-campus and online learning experiences designed for students at every stage of life.

For 100 years, Concordia Texas has combined academic excellence with personalized support and a Lutheran heritage that continues to shape its mission and community. Its scenic campus, home to a 250-acre protected nature preserve, provides a distinctive setting where faith, learning and community come together. Through career-connected programs, dedicated faculty and strong partnerships across Central Texas and beyond, Concordia prepares students to make a lasting impact in their professions, communities and the world.

IDENTITY/PRIMARY MARKS

CONCORDIA UNIVERSITY
TEXAS HAS THREE
PRIMARY VISUAL MARKS

- ▶ Wordmark
- ▶ Official Seal
- ▶ Spirit Marks

WORDMARK



SPIRIT MARKS



OFFICIAL SEAL



HERITAGE ICONS



AUSTIN, TX



CRUCIFORM



OAK TREE



SHIELD



OAK BRANCH

WORDMARK

PRIMARY MARK

The Concordia University Texas Wordmark shown here is the primary logo for the university.

Alternate versions include:

- ▶ PMS 268 reversed to white and PMS 122 on PMS 268
- ▶ PMS 268 as a single color
- ▶ 100 percent black

No other color combinations are allowed.

Concordia Texas's wordmark font is Palatino and should only be reserved for the wordmark.

VERTICAL FORMAT



HORIZONTAL FORMAT



OFFICIAL SEAL

PREFERRED USAGE

The official seal of the University should be reserved for official documents and communications. The seal is not intended to be interchangeable with the Concordia University Texas Wordmark.

Uses include:

- ▶ Diplomas
- ▶ Commencement Materials
- ▶ Presidential Letters

Alternate versions include:

- ▶ PMS 268 reversed to white on PMS 268
- ▶ PMS 268 as a single color

The official seal is designed around a protective shield bearing five symbols that represent the ideals and spirituality of Concordia University Texas. Centered in this shield is a cross, a symbol of our Christian tradition and mission. Beginning in the top left quadrant of the shield is the descending white dove with three-rayed nimbus, representing the Holy Spirit. The lamp of knowledge in the upper right quadrant denotes the role of the University in enlightening its students, both intellectually and spiritually. The bottom right quadrant of the shield holds Lutheranism's most recognizable symbol, the Luther Rose, representing the Lutheran faith. The book in the bottom left quadrant has dual meaning. It is a book of knowledge, both of faith (the Bible) and of all worldly knowledge. Across the top of the shield is the Greek inscription, "With God we shall do valiantly," from Psalm 108:13. Together, these elements create a seal that is representative of the University's many roles in the lives our students, faculty, staff and community – past, present and future.



Concordia University Texas's heritage icons draw from the people, places and symbols that have shaped the University across generations. Together, they honor Concordia's history, Christ-centered mission and distinctive sense of place while providing visual connections between its past, present and future.

HERITAGE ICONS



AUSTIN, TX



CRUCIFORM



OAK TREE



SHIELD



OAK BRANCH

HERITAGE ICONS EXPLAINED

The Cruciform

Located just outside Martens Hall, the Cruciform was designed by the Rev. Dr. Ray Martens, Concordia's sixth president. Inspired by the initials of Concordia Lutheran College, he combined mirrored "C" and "L" letterforms to create the now-iconic cross. First displayed prominently on Concordia's historic downtown campus, the Cruciform now connects the University's past and present while reflecting its foundation as a Christ-centered institution.

The Shield

Drawn from the Concordia University Texas logo, the shield reflects the University's educational mission and enduring heritage. The torch symbolizes knowledge, faith and the light that guides students forward. Together, these elements represent Concordia's commitment to preparing students to lead lives of purpose and make a meaningful difference in their communities and the world.

The Oak Tree

The oak tree connects Concordia's historic campus with its present home. Majestic oaks helped define the landscape of the original campus, just as hundreds of native oak trees now surround the University's current campus and protected nature preserve. The tree represents continuity across generations and the remarkable natural environment with which Concordia Texas has been blessed.

The Oak Branch

The oak branch is a complementary expression of the oak tree and the broader Concordia landscape. It represents growth, connection, and the natural beauty of the University's campus. It may be used as a supporting visual element to bring a sense of place and heritage to Concordia Texas communications.

Austin, Texas

The Austin icon represents Concordia's home and its enduring relationship with the greater Austin community. From its original campus near downtown to its current location in Northwest Austin, the University has grown alongside one of the nation's most dynamic cities while preparing students to serve and lead in Central Texas and beyond.

SPIRIT MARKS

PREFERRED USAGE

The Tornado and CTX spirit marks must remain standalone graphic elements. They may appear in the same design as the Concordia Texas wordmark but must remain visually separate and follow all clear-space requirements. Do not combine them with one another or with another logo, wordmark, graphic or visual element to create a new or unofficial mark.

TORNADO



CTX STACKED



MASCOT

VORTEX

PREFERRED USAGE

VorTex should remain the primary mascot in athletics, recruitment and external-facing marketing. The warbler should serve as an internal, supporting voice and should not replace or compete with VorTex.

The golden-cheeked warbler may appear with approved messages, captions, speech elements and supporting graphics in internal campus communications. It should not be incorporated into an official logo, wordmark or spirit mark.



WARBLER



MASCOTS EXPLAINED

THE FORCE AND THE VOICE

Concordia Texas's mascots play distinct but complementary roles.

VorTex is the force. As the University's primary mascot, VorTex represents the energy, strength and momentum of Tornado Nation. VorTex leads in athletics, recruitment, community engagement and other external-facing experiences.

The golden-cheeked warbler is the voice. As the University's secondary mascot, the warbler brings warmth, personality and a distinctly Concordia sense of place to internal communications. It may share reminders, offer encouragement, celebrate traditions and help connect students, faculty and staff.

Together, they represent the force that moves Concordia Texas forward and the voice that brings our community together with another logo, wordmark, graphic or other visual element.



COLLEGE, SCHOOL AND DEPARTMENTAL SCHOOL LOGOS

The Concordia University Texas Wordmark is the official university logo and serves as the umbrella identity for all four colleges and four schools. When choosing how to brand communications, it is always the first choice.

The Wordmark may be customized with the specific name of the college, school, program or department to emphasize their function as an integral part of the University.

COLLEGE OF ARTS & SCIENCES



COLLEGE OF BUSINESS & COMMUNICATION



COLLEGE OF EDUCATION



GRADUATE SCHOOL



SCHOOL OF MINISTRY



SCHOOL OF NATURAL & APPLIED SCIENCES



OFFICE OF PHILANTHROPY



STUDENT CENTRAL LOGO



OFFICE OF STUDENT LIFE



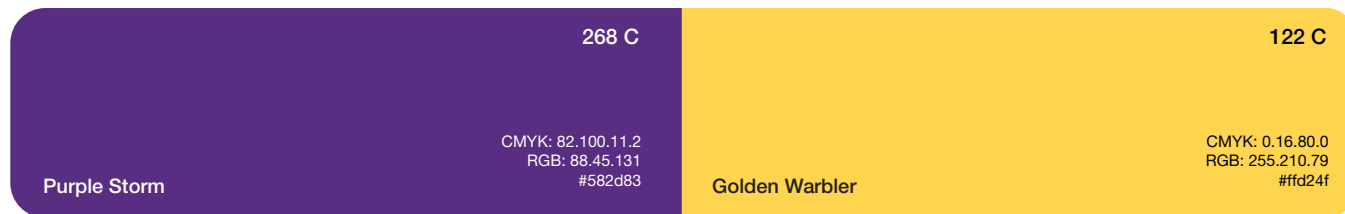
OFFICE OF HUMAN RESOURCES



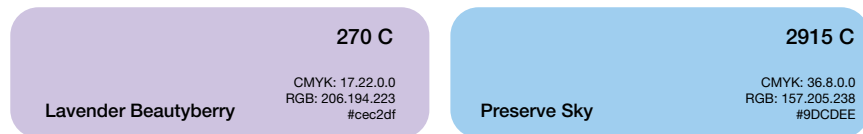
For custom departmental logos, contact the Creative Services Department.

COLORS

Primary Colors



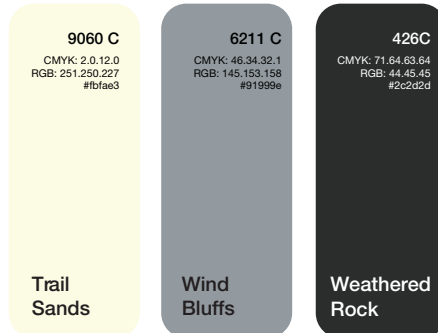
Secondary Colors



Accent Colors



Base Colors



BRAND COLORS EXPLAINED

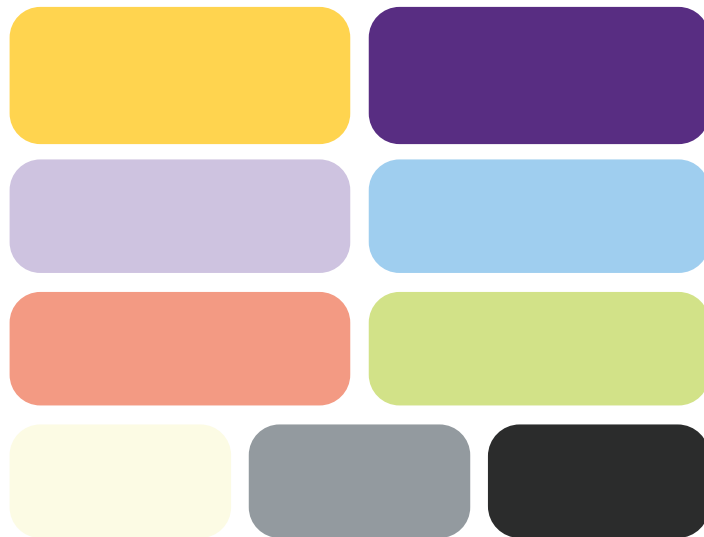
Our colors are, quite literally, the colors of Concordia Texas.

Purple Storm and Golden Warbler remain the University's primary colors and the strongest visual expressions of our brand. The expanded palette was drawn directly from photographs of our campus, capturing the colors of the oak canopy, open sky, weathered limestone, wooded trails and other familiar features of the landscape we call home.

Each color carries a name connected to the place that inspired it. Together, the palette brings the beauty and character of our campus into the Concordia Texas visual identity, giving us greater warmth, flexibility and dimension while remaining unmistakably our own.

Secondary and accent colors should complement, not replace, our primary colors. Purple should remain visible within the overall visual experience, particularly in communications representing the University to external audiences. Base colors provide neutral foundations for typography, backgrounds and supporting design elements.

These colors were not chosen from a swatch book. We found them right here at home.



TYPOGRAPHY

Concordia Texas's wordmark font is Palatino and should only be reserved for the wordmark.

Please find these other typography options for University documents.

HEADER TYPEFACES

Georgia, Regular, *Italic*, **Bold**, ***Bold Italic***

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?()\$#

SECONDARY / BODY COPY TYPEFACE

Helvetica Neue LT Pro

ABCDefghi

12345

BRAND POLICY AND SUPPORT

Guideline Links

Athletics Guidelines

Centennial Guidelines

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BUSINESS CARDS



LETTERHEAD & ENVELOPE

