



UT TylerTM
THE UNIVERSITY OF TEXAS AT TYLER

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Introduction

This guide explains how to use The University of Texas at Tyler brand correctly. It includes the essential brand elements and basic instructions for using them. Following these guidelines strengthens the university's internal and external brand, benefiting each program and segment.

Note that a separate guide covers the Patriots Athletics brand.



Introduction

WHO WE ARE

Founded by community leaders in 1971 to improve lives through higher education, The University of Texas at Tyler has fulfilled this purpose with an unwavering commitment to excellence in teaching, research and public service.

Today UT Tyler is stronger than ever. Newly aligned with The University of Texas Health Science Center at Tyler to serve as one university, and in partnership with UT Health East Texas, we are well-positioned to respond to the educational and health care needs of East Texas and beyond for generations to come.

Together we are UT Tyler, a university that is caring and committed to seeing our students, patients and communities succeed.



Introduction

BRAND GOVERNANCE & TRADEMARK APPROVAL

UT Tyler works with The University of Texas System's Office of Brand, Trademarks and Licensing to protect and promote the appropriate use of the university's name and logos. This partnership ensures that the logos are appropriately associated with officially-licensed products bearing the institution's marks.

All marks belong to The University of Texas System (UT System) Board of Regents and are subject to the terms of their respective trademark license agreements. It is mandatory for products featuring any version of the UT Tyler logo to be licensed through the Office of Brand, Trademarks and Licensing and CLC (formerly Learfield IMG College). Campus entities are required to use licensed vendors to produce licensed merchandise.

For further information and our Brand FAQs, please visit uttyler.edu/brand.



Visual Identity

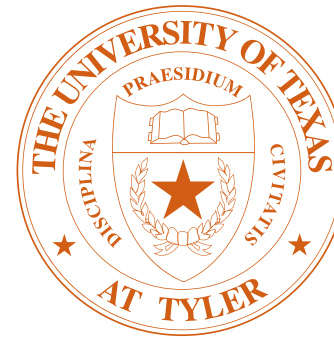
PRIMARY LOGO & SEAL

The University of Texas at Tyler redesigned its primary logo following its merger with The University of Texas Health Science Center at Tyler to form one university. This merger also aligned the university visually with the UT Health East Texas health system. The new logo represents the unified brand of the university. It reflects its commitment to providing quality education, innovative research and excellent patient care to the East Texas region and beyond.

The university seal is reserved for specific purposes, including the Office of the President, commencement and official university awards.



UT TylerTM
THE UNIVERSITY OF TEXAS AT TYLER



Visual Identity

PRIMARY LOGO

Colors:



PMS 159



PMS 294

These colors connect to The University of Texas brand and UT Tyler's use of blue in its identity.

Fonts:

Gotham & GT Sectra

These fonts highlight our relationship with our partner, UT Health East Texas.

Symbolism:

Book:
Knowledge and memories

Shield:
Security, strength and defense

Laurel:
Victory and triumph

Star:
Lone Star State

The shield symbolizes the university's partnership with UT Health East Texas and incorporates elements from the UT seal.

The visual element establishes the connection between UT Tyler and The University of Texas system.

The color blue leans into the equity of the UT Tyler brand and highlights the university's locations serving all of East Texas.



UT TylerTM

THE UNIVERSITY OF TEXAS AT TYLER

The formal and official name.

Visual Identity

PRIMARY LOGO

PRIMARY

Color: The UT Tyler orange and blue should be used in the format shown, or one color in white, UT Tyler orange or UT Tyler blue.

Minimum Width: 2.25"

PRIMARY STACKED

Color: Same as above.

Minimum Height: 1.125"



REVERSED PRIMARY

Use this variation of the logo for situations where the details of the shield imprint may be lost.

Color: The UT Tyler orange and blue should be used in the format shown, or one color in white, UT Tyler orange or UT Tyler blue.

Minimum Width: 2.25"

REVERSED PRIMARY STACKED

Color: Same as above.

Minimum Height: 1.125"



Visual Identity

SECONDARY LOGO

SECONDARY

Color: The UT Tyler orange and blue should be used in the format shown, or one color in white, UT Tyler orange or UT Tyler blue.

Minimum Width: 2.25"

SECONDARY STACKED

Color: Same as above.

Minimum Height: 1.125"



REVERSED SECONDARY

Must use this version when smaller than 2.25" wide.

Color: The UT Tyler orange and blue should be used in the format shown, or one color in white, UT Tyler orange or UT Tyler blue.

Minimum Width: 1.5"

REVERSED SECONDARY STACKED

Must use this version when smaller than 1.125" tall.

Color: Same as above.

Minimum Height: 0.5"



Visual Identity

WORDMARK & SHIELD

WORDMARK

Must use this version when smaller than 1.5" wide.

Color: The UT Tyler orange and blue should be used in the format shown, or one color in white, UT Tyler orange or UT Tyler blue.

Minimum Width: 0.5"



UT Tyler

—0.5"—

PREFERRED SHIELD

Special permission required to use.

Color: UT Tyler orange or white.

Minimum Height: 0.75"



REVERSED SHIELD

Special permission required to use.

Color: UT Tyler orange or white.

Minimum Height: 0.5"



Visual Identity

CLEAR SPACE

The primary logo is the preferred mark and should be used whenever possible. In cases where there is limited horizontal space, the stacked primary logo should be used.

To ensure the integrity of the logo, maintain a minimum distance of one shield's width/height from any other element (text, shape, image, partner logo, graphic) to any part of the logo. This guideline also applies to the secondary and wordmark logos.

HORIZONTAL CLEAR SPACE



STACKED CLEAR SPACE



Visual Identity

UNIT IDENTIFIERS

Unit identifiers represent the logo for a unit/subunit on UT Tyler's campus. They are not interchangeable with other marks, except for federal grant-sponsored programs. The focus for distinguishing a unit should be messaging and storytelling through marketing materials rather than creating an independent logo.

Customized unit identifiers for individual UT Tyler colleges, schools, centers and divisions (units), and departments (subunits) are created by integrating the unit's name with the UT Tyler logo using specific templates. Several versions allow for size limitations and variation for design applications.

Please contact the Office of Marketing & Communications for a custom unit identifier at request.uttyler.edu.

HORIZONTAL

Minimum width of UT Tyler logo is 2.25"

HORIZONTAL REVERSED

Minimum width of UT Tyler logo is 1.5"



———— 2.25" —————



———— 1.5" —————



———— 2.25" —————



———— 1.5" —————



———— 2.25" —————



———— 1.5" —————

Visual Identity

UNIT IDENTIFIERS

If a unit consists of a single word, no horizontal version is available. In such cases, the only option available for use is the left-aligned version.

SHORT HORIZONTAL

Minimum width of UT Tyler logo is 2.25"

REVERSED SHORT HORIZONTAL

Minimum width of UT Tyler logo is 1.5"



2.25"



1.5"



2.25"



1.5"



Visual Identity

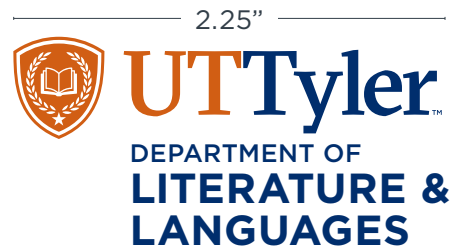
UNIT IDENTIFIERS

LEFT ALIGNED

Minimum width of UT Tyler logo is 2.25"

REVERSED LEFT ALIGNED

Minimum width of UT Tyler logo is 1.5"



Visual Identity

UNIT IDENTIFIERS

The unit names are stacked and placed under the UT Tyler logo for units with long names. Depending on the application, some units/subunits may have multiple variations.

SHORT LEFT ALIGNED

Minimum width of UT Tyler logo is 2.25"

REVERSED SHORT LEFT ALIGNED

Minimum width of UT Tyler logo is 1.5"



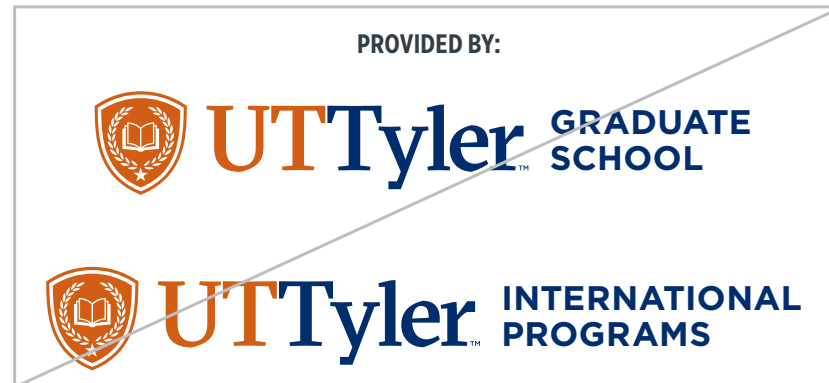
Visual Identity

MULTIPLE UNIT IDENTITIES

When identifying multiple university entities equally on communication, it is recommended to use one logo, preferably the stacked secondary UT Tyler logo, and list multiple units as part of the content or within the design. Using more than one unit identity in the same design space is not recommended, such as the same page of a print communication, T-shirt or website page.



PROVIDED BY:
The Graduate School
Office of International Programs



Visual Identity

IMPROPER LOGO USAGE



Don't stretch, condense or change the dimensions of the logo.



Don't alter the placement or scale of the elements.



Don't replace the shield with the seal.



Don't add colors to individual elements of the logo.



Don't alter or replace the typefaces of the logo.



Don't skew, bend, crop or rotate the logo in any way.



Don't put the logo on top of a photo or pattern without permission.



Don't use colors not specified in this document for all logos.



Don't rearrange the placement of the type within the logo.



Don't add any extra elements to the logo.



Don't use drop shadows, strokes, patterns or visual effects.



Don't attach or overlap text, shapes or frames to the logo.

Visual Identity

LOGO COLOR USAGE

The full-color logo must be used exclusively on a white background to ensure consistency. If the logo needs to be placed on a background of any other color or photo, use a one-color option with the reversed shield. The permitted background colors are Pantone 159, 294, 432 or white.

Before placing the logo on top of an image or pattern, approval must be obtained.



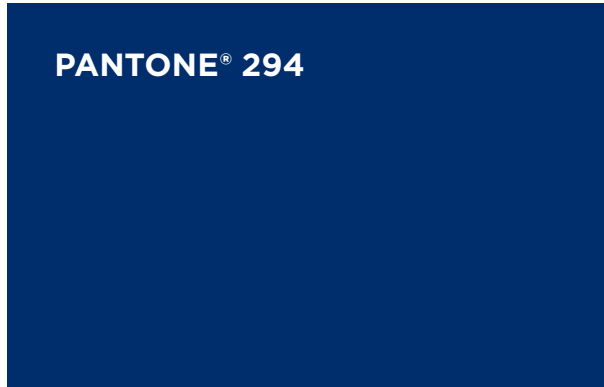
Visual Identity

COLOR PALETTE

PRIMARY COLORS



CMYK: 1, 72, 100, 7
HEX: #CB6015
RGB: 203, 96, 21
Madiera Classic Rayon 1021

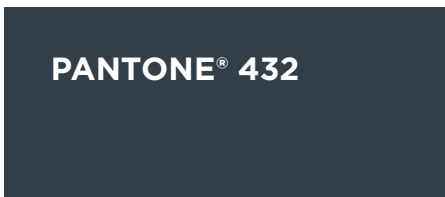


CMYK: 100, 69, 7, 30
HEX: #002F6C
RGB: 0, 47, 108
Madiera Classic Rayon 1042/Madiera Polyneon 1843



CMYK: 0, 0, 0, 0
HEX: #FFFFFF
RGB: 255, 255, 255

SECONDARY COLORS



CMYK: 65, 43, 26, 78
HEX: #333F48
RGB: 51, 63, 72
Madiera Classic Rayon 1041/
Madiera Polyneon 1811



CMYK: 23, 0, 1, 0
HEX: #B9D9EB
RGB: 185, 217, 235



CMYK: 10, 4, 4, 14
HEX: #C1C6C8
RGB: 193, 198, 200

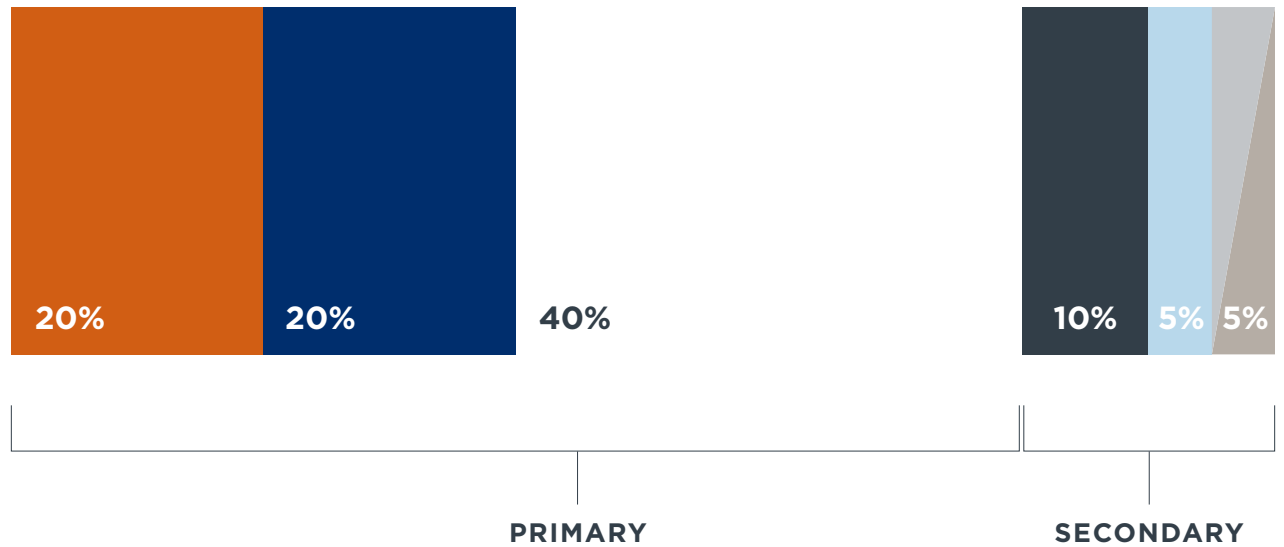


CMYK: 11, 13, 15, 27
HEX: #B6ADA5
RGB: 182, 173, 165

Visual Identity

COLOR USAGE

When utilizing the UT Tyler color scheme, it is essential to consider the amount of each color used in the design. To ensure a balanced and visually appealing result, increasing the amount of white space is recommended to provide sufficient breathing room for all elements.



Visual Identity

TYPOGRAPHY

The two typefaces used by UT Tyler are Gotham and Hoefler Titling. These were chosen for their versatility, as they offer multiple fonts that can be used to create both casual and formal designs.

To use Gotham and Hoefler Titling, it is advised to purchase licenses at typography.com.

However, fonts are accessible for free. Arial is an alternate font for Gotham, while Garamond can be used as a substitute font for Hoefler Titling.

GOTHAM

Gotham Book

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Medium

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Black

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

HOEFLER TITLING

Hoefler Titling Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Hoefler Titling Semibold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Hoefler Titling Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Applications

EMAIL SIGNATURE

Email signatures serve as a business card and indicate that the email is official communication from the university. Email signatures should follow a standard format to maintain consistency in the UT Tyler brand. Alternative designs for email signatures should not be used.

To create a consistent email signature, users can generate one using the form available at directory.uttyler.edu.

SWOOP STEWART-HARVEY

**Senior Associate Director of Campus Spirit,
Department of Marketing and Communications**

W: 903-566-1234 | C: 903-123-4567 | uttyler.edu/marketing

The University of Texas at Tyler | 3900 University Blvd. Tyler, TX 75799



GEORGE A. FANNIN, M.D.

**Lead Solutions Specialist,
Department of East Texas Health Research**

W: 903-877-4321 | C: 903-321-9876 | uthct.edu/research

The University of Texas at Tyler Health Science Center | 11937 U.S. Highway 271, Tyler, TX 75708



Applications

STATIONERY

Print and digital letterhead and business cards are provided for all UT Tyler faculty and staff. The design of the letterhead must not be altered in any way. Business cards can be customized with up to two lines for the name and four lines for titles.

To request either letterhead or business cards, go to request.uttyler.edu. Employees with a Health Science Center email address can visit uttyler.edu/stationery.

LETTERHEAD



Date

FirstName Last Name
Address 1
Address 2
City, State ZIP

Dear Name,

Ellati omnihic tem voloreiunt, sit parchil lupiet quibusdae eumquia tionsent volum nobis nulpia volores aut eosaeculpa ne sus ero volupta tiorepudam, aciae cust es veliquis aut ma vit quis eum aut officimast il magnihil illesi tatur? Hit etur, quidustatem quia quati as et as autat repellit quicimende plis si veleandam, sumet evel int audaes a piatibus et veniñicia aut laborio nseis eribusam, quantur mosto te aut rem qui remolecetem rescit aut quati cominatio volo inollatur as velectiae volupta voluptat fuga. Pa quis eum ne velique con consequi to quis mi, sequid modis voluptur milicto occum ipsum vendae. Cae.

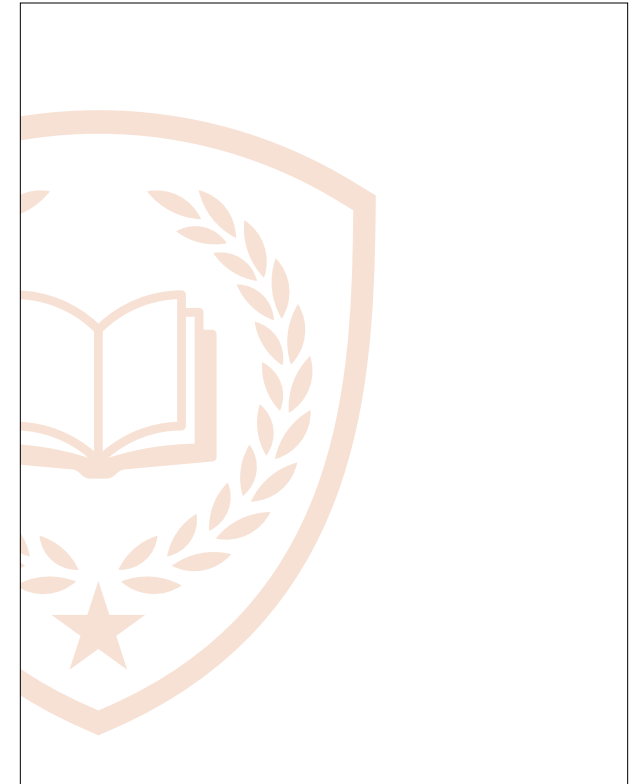
Coptibus nus ea cus, vel eos deliquatur, que volorum utet quae dolum rendi conem quides rerum enemproe sumque pra ne receprem esciasperum faces nulparcieni comnias esequod itunt odia nis demam hitiasim consequae dolonriur? Qui dunt verundimet et ventia con con refere iudicicis rehent, optatur ariorepel ipsundicab ipsapitiamet aut liqua core presequia alicue vel inienis sum hillab illaboribus.

Maionsed ma corem qui officiatum sed moluptaecus, omnimus eost quas dolessi ncimus nulparu ptusapsin plique verum vollessimpor reratio id mi, sim raturen importit quaes.

Sincerely,

Frist Last
Title

3900 UNIVERSITY BOULEVARD | TYLER, TX 75799 | 903.566.7000 | UT TYLER.EDU



BUSINESS CARD



<<NAME>>
<<Title>>

W: <<work>> C: <<cell>>
<<Email>>@uttyler.edu

The University of Texas at Tyler
<<Department>>
3900 University Boulevard, Tyler, TX 75799

uttyler.edu<</department>>

Applications

SOCIAL MEDIA

Maintaining an active social media presence is a great way to engage with our audiences. Using a branded profile photo is recommended to keep a cohesive and trustworthy brand image.

It is important to note that the primary logo is exclusively reserved for official social media accounts.

COLLEGE/DEPARTMENT ACCOUNT

Full Name:

- 3 lines of text or shorter
- 11 characters per line maximum
- Must be an official UT Tyler college, department or unit

Acronym:

- Used when the college or department name does not fit the full name option
- 8 characters per line maximum
- When using an acronym, spell out the full name of the college or department in the profile bio section

Please contact the Office of Marketing & Communications for a custom profile graphic at socialmedia@uttyler.edu.



Reserved for main social media accounts only.



FULL NAME



ACRONYM

Applications

VIDEO CONFERENCING BACKGROUNDS

