

INSTITUTIONAL LICENSING & BRANDING BEST PRACTICES







ELEVATING COLLEGE BRANDS THROUGH INSIGHT AND INNOVATION.



TODAY'S PRESENTERS







ANYA FISHER
ASSISTANT LICENSING DIRECTOR
UNIVERSITY OF TEXAS SYSTEM







BRAND CONSISTENCY



CONSUMER ENGAGEMENT



BRAND MANAGEMENT



BRAND EXPOSURE



REVENUE







WHY IS LICENSING IMPORTANT?





PROTECT

Protect University
Trademark Interests
and the Consumer



PROMOTE

Promote the University's Brand to the Public



PROFIT

Generate Royalties from Licensed Merchandise Sales



PRESERVE

Keep, Guard, and Maintain the University's Reputation



BRAND CONSISTENCY









INSTITUTIONAL BRAND



Colors

- PMS 159 (Orange)
- PMS 294 (Blue)

Fonts

- Wordmark GT Sectra & Gotham
- Gotham San Serif
- Hoefler Titling Serif

PRIMARY

PANTONE® 159	PANTONE® 294	
Hex: #CB6015	Hex: #002F6C5	
RGB: 203, 96, 21	RGB: 0, 47, 108	

SECONDARY

PANTONE® 432	PANTONE® 290	PANTONE® 428	PANTONE® WARM GRAY 4
Hex: #CB6015	Hex: #B9D8EA	Hex: #C1C5C8	Hex: #B6ADA5
RGB: 50, 62, 72	RGB: 184, 216, 234	RGB: 193, 197, 200	RGB: 182, 173, 165

GOTHAM

Gotham Book

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Medium

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Black

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

HOEFLER TITLING

Hoefler Titling Light abcdefghijklmnopqrstuvwxyz

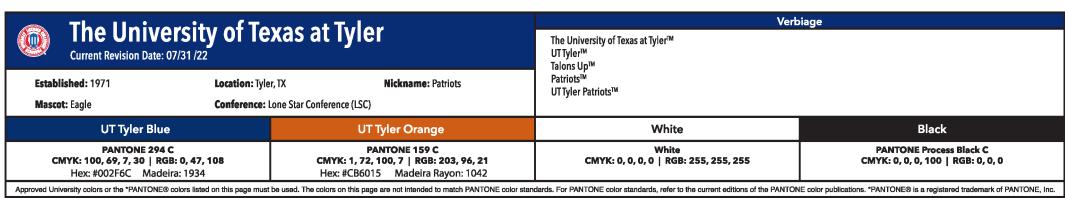
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

Hoefler Titling Semibold

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

Hoefler Titling Bold

 $abcdefghijklmnopqrstuvwxyz\\ ABCDEFGHIJKLMNOPQRSTUVWXYZ$







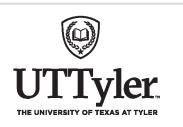


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Secondary Academic Marks

















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Academic Wordmarks

UTTyler.

UTTyler

JTTyler.

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NOTE: The marks of The University of Texas at Tyler are controlled under a licensing program administered by Collegiate Licensing Company. Any use of these marks will require written approval from CLC.



INSTITUTIONAL BRAND

PREFERRED PRIMARY





SECONDARY





WORDMARK UTTyler.

REVERSED PRIMARY





REVERSED SECONDARY





SHIELD



CLEAR SPACING







INSTITUTIONAL UNIT IDENTIFIERS

COLLEGES/SCHOOLS/OFFICES/DIVISIONS/CENTERS/DEPARTMENTS







UTTyler ARTS & SCIENCES Unit Name Spanish Sub-Unit Name

LEFT ALIGNED





SHORT VERSION LEFT ALIGNED





SHORT VERSION HORIZONTAL







ATHLETIC BRAND

Colors

- PMS 159 (Orange)
- PMS 294 (Blue)
- PMS 428 (Light Gray)

Fonts

Gotham – San Serif

PRIMARY

PANTONE® 159 PANTONE® 294 PANTONE® 428

Hex: #CB6015
RGB: 203, 96, 21
RGB: 0, 47, 108
RGB: 193, 197, 200

SECONDARY

PANTONE® 432

Hex: #CB6015 RGB: 50, 62, 72 PANTONE® WARM GRAY 4 Hex: #B6ADA5 RGB: 182, 173, 165



Gotham Thin abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Thin Italic abcdefghijklmnopgrstuvwxyz ABCDFFGHIJKI MNOPQRSTUVWXYZ

Gotham Extra Light abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Extra Light Italic abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ Gotham Light abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Light Italic abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Book abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Book Italic abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ Gotham Medium abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Medium Italic abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Bold abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Bold Italic abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ Gotham Black abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Black Italic abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Ultra abcdefghijkimnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Ultra Italic abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ



The University of Texas at Tyler Current Revision Date: 07/31/22

UT Tyler Blue UT Tyler Orange UT Tyler Gray White Black **PANTONE 294 C** PANTONE 159 C PANTONE 428 C White PANTONE Process Black C CMYK: 1, 72, 100, 7 | RGB: 203, 96, 21 CMYK: 4, 1, 0, 22 | RGB: 193, 198, 200 CMYK: 0, 0, 0, 0 | RGB: 255, 255, 255 CMYK: 0, 0, 0, 100 | RGB: 0, 0, 0 CMYK: 100, 69, 7, 30 | RGB: 0, 47, 108 Hex: #002F6C Madeira: 1934 Hex: #CB6015 Madeira Rayon: 1042 Madeira: 1811

Approved University colors or the *PANTONE® colors between this page must be used. The colors on this page are not intended to match PANTONE color standards, refer to the current editions of the PANTONE olor standards, refer to the current editions of the PANTONE® is a registered trademark of PANTONE, Inc.



The University of Texas at Tyler

Current Revision Date: 07/31/22

UT Tyler Blue Black **UT Tyler Orange** White **UT Tyler Gray PANTONE 428 C** PANTONE Process Black C White PANTONE 294 C PANTONE 159 C CMYK: 0, 0, 0, 0 | RGB: 255, 255, 255 CMYK: 100, 69, 7, 30 | RGB: 0, 47, 108 CMYK: 1, 72, 100, 7 | RGB: 203, 96, 21 CMYK: 4, 1, 0, 22 | RGB: 193, 198, 200 CMYK: 0, 0, 0, 100 | RGB: 0, 0, 0 Madeira: 1811 Hex: #002F6C Madeira: 1934 Hex: #CB6015 Madeira Rayon: 1042

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Sport Specific Marks







































Note: All Sports Specific Logos are available on JPatton. Sport specific logos with which sports are available:

Baseball Men's Basketball Women's Basketball Men's Golf Women's Golf

Men's Soccer Women's Soccer Softball Men's Tennis Women's Tennis Men's Track & Field Women's Track & Field Men's Cross Country Women's Cross Country Volleyball

Stunt Spirit Squad

ADDITIONAL PERTINENT INFORMATION

- University licenses consumables (must have expiration date on packaging).
- University licenses health and beauty products.
- University permits numbers on products for resale.
- Mascot caricatures permitted.
- Cross licensing with other marks may be permitted with an additional agreement.

- No use of current players' name, image, or likeness is permitted on commercial products in violation of NCAA
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.

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ATHLETIC SPORT SPECIFIC

Athletics

Athletic Performance

Athletic Training

Baseball

Basketball

Men's Basketball

Women's Basketball

Cheer

Cross Country

Golf

Men's Golf

Women's Golf

Patriot Dancers

S.A.A.C.

Soccer

Men's Soccer

Women's Soccer

Softball

Spirit Squad

Stunt

Tennis

Men's Tennis

Women's Tennis

Track & Field

Volleyball

2-COLOR **UT TYLER**





PMS 294





2-COLOR VARIATIONS

PMS 159



2-COLOR







PMS 159

REVERSED



PMS 294



PMS 432



3-COLOR



2-COLOR







1-COLOR



3-COLOR VARIATION



2-COLOR VARIATION



REVERSED





SPIRIT (ATHLETIC) MARKS USE CASES



SPIRIT MARKS SHOULD BE USED BY/FOR:

- UT Tyler Athletics, its entities and sponsors.
- Internal promotions targeting current student-athletes.
- External communications or promotions targeting athleticrelated undergraduate student events.

SPECIAL PERMISSION REQUIRED TO USE SPIRIT MARKS BY/FOR:

- Secondary to the institutional brand, Student Success, Engagement and Enrollment Management may use spirit marks for internal promotions targeting current and prospective students that encourage university spirit and pride.
- Alumni communications that are related to UT Tyler Athletics.
- Sponsored student organizations (SSOs) and departmental registered student organizations (DRSOs).
- Sponsors of UT Tyler Athletics will be allowed to use the logo as there is an established university connection/expectation/oversight.

SPIRIT MARKS <u>CANNOT</u> BE USED BY/FOR:

- External-facing academic or research communications.
- UT Tyler websites (including colleges, schools, centers and labs).
- Nonathletic signs and wayfinding applications.
- Cases where prior written permission from UT Tyler Department of Marketing and Communications has not been obtained.
- Student organizations that are not sponsored by a specific department of the university.







MARKETING BRAND APPROVAL/REQUESTS



ARTWORK APPROVAL

- Artwork created outside of Marketing & Communications office
- Promo items that include UT Tyler logos/name
- Not sure? Check with Marketing
- How?
 - Submit via the web: uttyler.edu/marcom-requests

BRAND REQUESTS

- Creation of unit identifier
- Requesting vector files for vendor
- Requesting jpg/png files for internal use
- How?
 - Submit via web: uttyler.edu/marcom-requests

VENDOR SEARCH: https://clc.com/license-search/

OTHER SERVICES



CREATIVE SERVICES

- Graphic design: creating visual communication materials, such as unit identifiers, brochures, flyers, digital and print ads and infographics.
- Copywriting: writing and editing text for various communication materials, such as websites, brochures, and advertisements.
- Marketing: developing marketing strategies and campaigns, including digital marketing, paid social media, and email marketing.

STRATEGIC COMMUNICATION & MEDIA RELATIONS

- Creating and distributing engaging content across various media channels, including traditional and digital media.
- Providing media relations services and social media help.
- Crisis communication planning and management.

MEDIA PRODUCTION

- Video production: creating video content, including animation, live action, and video editing.
- Photography: providing high-quality photography services for various communication materials.

WEB

 Web design and development: creating and maintaining website pages.

HEALTH AFFAIRS MARKETING & COMMUNICATIONS

Coordinates health-related marketing & communications

NOT SURE? CHECK WITH MARKETING

Submit via the web: uttyler.edu/marcom-requests

BRAND PROTECTION



Companies Vetted During Thorough Licensing Process



\$250

One-Time Application Fee

\$150

University Advance Fee



Submit Completed Application



Obtain Product Insurance (\$1 Million+)



Disclose Supply Chain



Register for Fair Labor Association



Order Hologram Labels/Tags

6



Pay Royalty Advances



Sign License Agreement 8



Submit Artwork for Review 9



Manufacture Product 10



Start Selling

CRQ REQUIREMENTS



TRANSPARENCY & SUPPLY CHAIN DISCLOSURES

- Licensees are required to disclosure all suppliers & manufacturers
- Disclosures are available via Insights

CODES OF CONDUCT

- to abide by basic labor code standards
- Institutions may adopt their own additional standards

02

LABOR MONITORING ORGANIZATIONS

- Institutions may affiliate with the Worker Rights Consortium (WRC) or Fair Labor Association (FLA)
- Additional support to help promote & protect workers' rights

03

01





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