



UT Tyler
THE UNIVERSITY OF TEXAS AT TYLER

INSTITUTIONAL LICENSING & BRANDING BEST PRACTICES





TODAY'S PRESENTERS



LINDSAY LAURENT
PARTNERSHIPS MANAGER
CLC - SOUTH REGION



ANYA FISHER
ASSISTANT LICENSING DIRECTOR
UNIVERSITY OF TEXAS SYSTEM

CLC'S ROLE

**BRAND
PROTECTION**



**BRAND
CONSISTENCY**



**CONSUMER
ENGAGEMENT**



**BRAND
MANAGEMENT**



**BRAND
EXPOSURE**



REVENUE



UT Tyler

THE UNIVERSITY OF TEXAS AT TYLER

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



UT Tyler

THE UNIVERSITY OF TEXAS AT TYLER

- **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 RGB: 203, 96, 21	Hex: #002F6C5 RGB: 0, 47, 108

SECONDARY

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

GOTHAM

Gotham Book

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNPQRSTUVWXYZ

Gotham Medium

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNPQRSTUVWXYZ

Gotham Black

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNPQRSTUVWXYZ

HOEFLER TITLING

Hoefler Titling Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNPQRSTUVWXYZ

Hoefler Titling Semibold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNPQRSTUVWXYZ

Hoefler Titling Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNPQRSTUVWXYZ



The University of Texas at Tyler

Current Revision Date: 07/31 /22

Established: 1971

Location: Tyler, TX

Nickname: Patriots

Mascot: Eagle

Conference: Lone Star Conference (LSC)

Verbiage

The University of Texas at Tyler™
UT Tyler™
Talons Up™
Patriots™
UT Tyler Patriots™

UT Tyler Blue

PANTONE 294 C
CMYK: 100, 69, 7, 30 | RGB: 0, 47, 108
Hex: #002F6C Madeira: 1934

UT Tyler Orange

PANTONE 159 C
CMYK: 1, 72, 100, 7 | RGB: 203, 96, 21
Hex: #CB6015 Madeira Rayon: 1042

White

White
CMYK: 0, 0, 0, 0 | RGB: 255, 255, 255

Black

PANTONE Process Black C
CMYK: 0, 0, 0, 100 | RGB: 0, 0, 0

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Primary Academic Marks



1



2



3



4



5

UT Tyler
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6

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7

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8

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Secondary Academic Marks



9



10



11



12

13



14



15



16



Academic Wordmarks

UT Tyler

17

UT Tyler

18

UT Tyler

19

UT Tyler

20

INSTITUTIONAL BRAND

PREFERRED PRIMARY



REVERSED PRIMARY



CLEAR SPACING



SECONDARY



REVERSED SECONDARY



WORDMARK



SHIELD





INSTITUTIONAL UNIT IDENTIFIERS

COLLEGES/SCHOOLS/OFFICES/DIVISIONS/CENTERS/DEPARTMENTS



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	Hex: #002F6C5 RGB: 0, 47, 108	Hex: #C1C5C8 RGB: 193, 197, 200

SECONDARY

PANTONE® 432	PANTONE® WARM GRAY 4
Hex: #CB6015 RGB: 50, 62, 72	Hex: #B6ADA5 RGB: 182, 173, 165



UT TYLER
PATRIOTS™

Gotham Thin
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Thin Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

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Primary Athletic Marks

 21	 22	 23	 24	 25	 26	 27	 49
 28	 29	 30	 31	 32	 33	 34	 50
 35	 36	 37	 38	 39	 40	 41	 51
 42	 43	 44	 45	 46	 47	 48	 52
							 53
							 54
							 55
							 56



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

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Sport Specific Marks

57  UT*TYLER ATHLETICS	58  UT*TYLER ATHLETICS	59  UT*TYLER ATHLETICS	60  UT*TYLER ATHLETICS	61  UT*TYLER ATHLETICS	62  UT*TYLER ATHLETICS	63  UT*TYLER ATHLETICS
64 UT*TYLER ATHLETICS	65 UT*TYLER ATHLETICS	66 UT*TYLER ATHLETICS	67 UT*TYLER ATHLETICS	68 UT*TYLER ATHLETICS	69 UT*TYLER ATHLETICS	70 UT*TYLER ATHLETICS
71 UT TYLER PATRIOTS ATHLETICS	72 UT TYLER PATRIOTS ATHLETICS	73 UT TYLER PATRIOTS ATHLETICS	74 UT TYLER PATRIOTS ATHLETICS	75 UT TYLER PATRIOTS ATHLETICS	76 UT TYLER PATRIOTS ATHLETICS	

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

Baseball	Men's Soccer	Men's Track & Field	Stunt
Men's Basketball	Women's Soccer	Women's Track & Field	Spirit Squad
Women's Basketball	Softball	Men's Cross Country	
Men's Golf	Men's Tennis	Women's Cross Country	
Women's Golf	Women's Tennis	Volleyball	

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 rules and regulations.
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.

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



▶ 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 athletic-related 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 CANNOT 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



UTTyler
THE UNIVERSITY OF TEXAS AT TYLER

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

1



Submit
Completed
Application

2



Obtain
Product
Insurance
(\$1 Million+)

3



Disclose
Supply
Chain

4



Register for
Fair Labor
Association

5



Order
Hologram
Labels/Tags

6



Pay
Royalty
Advances

7



Sign
License
Agreement

8



Submit
Artwork for
Review

9



Manufacture
Product

10



Start
Selling

CRQ REQUIREMENTS

TRANSPARENCY & SUPPLY CHAIN DISCLOSURES

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

01

CODES OF CONDUCT

- o Licensees are required to abide by basic labor code standards
- o Institutions may adopt their own additional standards

02

LABOR MONITORING ORGANIZATIONS

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

03

CONTACT US



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