University of Texas at Tyler:

Athletic Mark Exploration

February 2022
University Brand Equity

UT Health East Texas

Logo Font: GT Sectra

Shield

Outlined Star

Color Palette

PMS 159
PMS 540
PMS 432

The University of Texas at Tyler

Logo Font: Museo Slab 900

The T

Star reversed out of blue

Stripes

UT Seal Elements

Color Palette

UT Tyler Blue
PMS 288

UT Tyler Orange
PMS 166
East Texas Equity

University of Texas Seal
Book symbol of knowledge and memories.
Laurel symbol of victory and triumph
Star Lone star represent Texas independence as a single republic
Shield security, power or control, strength, protection, safety, and defense

Dallas Cowboys
Texas Flag
Flame of knowledge commitment to learning and the expansion of knowledge
The UT Tyler Riter Tower is one of the most recognizable places on campus and central to some UT Tyler traditions and events.
Rose Since 1933, the Texas Rose Festival in Tyler has celebrated the beauty and scent of roses.
Trees Loblolly pines, hickories, oaks, elms, black walnuts, sweetgums and tuleos make their home in the Pineywoods.
New Academic Logo

**Shield:**
UT Health Equity
security, power or control, strength, protection, safety, and defense

**Star:**
UT Tyler & UT Health Equity
Lone star represents Texas independence as a single republic

**Laurel:**
U of T Seal Equity
symbol of victory and triumph

**Book:**
U of T Equity
symbol of knowledge and memories

**Font:**
UT Health Equity
Font: GT Sectra

**INSPRIATION**
UT Health East Texas — New UT Tyler Branding

New Academic Logo:

![New Academic Logo](image)

Current mark:

![Current Mark](image)
UT Tyler Athletics Brand Overview

Considerations:
- Bring back Swoop graphically
- Blue as dominant color
- Use dynamic type that has movement, or is unique in some way
- Incorporate graphic cues from the academic logotype that will act as the through line and connect the brand.
Things we liked about these examples:

- The athletic logotype is different from the academic logotype, but works as a design system.
- There is a uniqueness and motion to the type treatment.
- The style is sophisticated, bold and conveys a top tier school.
D1 School Athletic Logotype Examples
Swoop Exploration
Design Selects Feedback

Option 1:
- Liked the position/pose of the eagle.
- Liked that the talons are prominent and raised. This aligns with the “Talons Up” rally cry.
- Liked that the arched type over the eagle creates an implied shield shape, that connects back to the new academic mark and branding.

Option 2:
- Liked the expression of the eagle. The personality feels strong and active. Would like to see this expression applied to Option 1.
- Like the use of the shield; strengthens the connection to the new academic mark and overall new branding.

Wordmark:
- Liked that we used the equity of the original UT Tyler Patriots typeface (Museo Slab Serif) as a starting point, to create a custom slab serif.
- Like the direction it is going and the uniqueness of the letterforms.
Left wing connected to head:
Eagle head position is up

Removed connection of wing to head:
Eagle head position is same as A

Eagle head position is lower:
White graphic shapes in wings are slightly different

Notes are based on viewer's left and right:
Less white in the neck

More white in the neck

Eagle Head and Wordmark

WIP wordmark 1, slab style inspired by current UT Tyler Patriots typeface, leans into equity

WIP wordmark 2, more angled

Option B with wordmark

Option B with outline
Example of how it works as a system
Thank You.
Feedback can be shared at jnoblitt@uttyler.edu