

University of Texas at Tyler:

# Athletic Mark Exploration

February 2022



Presented by Edelman

# University Brand Equity



Logo Font: GT Sectra



Shield



Outlined Star



Color Palette



Logo Font: Museo Slab 900



The T



Star reversed  
out of blue



Stripes



UT Seal Elements



Color Palette



# East Texas Equity



**University of Texas Seal**



**Book**  
symbol of know ledge 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 know ledge



**The UT Tyler Riter Tower**  
is one of the most recognizable places on campus and central to some UT Tyler traditions and events.



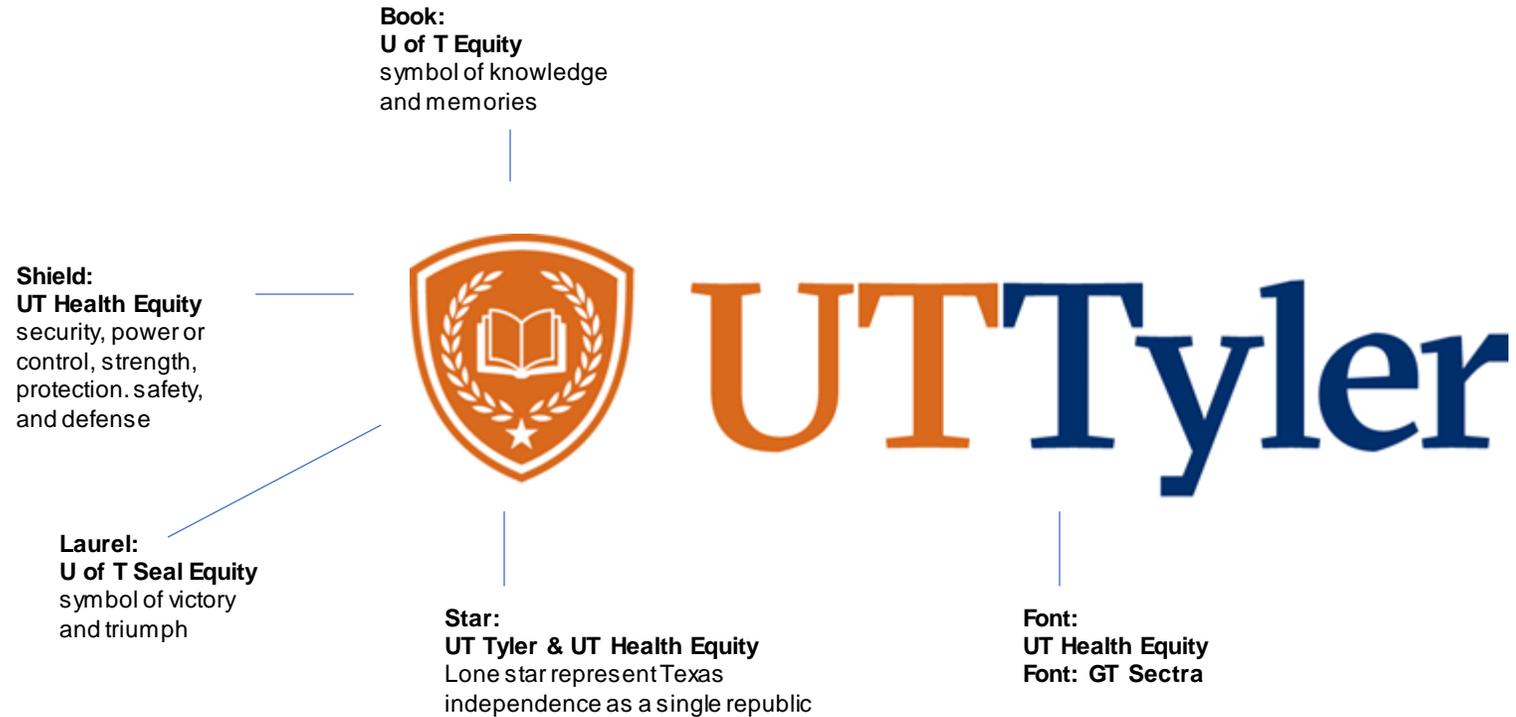
**Rose**  
Since 1933, the Texas Rose Festival in Tyler has celebrated the beauty and scent of roses. .



**Trees**  
Loblolly pines, hickories, oaks, elms, black w alnuts, sweetgums and tuleos make their home in the Pineyw oods.



# New Academic Logo



**INSPIRATION**





# UT Health

UT Health East Texas + New UT Tyler Branding

## East Texas

New Academic Logo:



# UT Tyler

THE UNIVERSITY OF TEXAS AT TYLER

Current mark:

**The University of Texas at**  
**TYLER**<sup>™</sup>



# UT Tyler Athletics Brand Overview

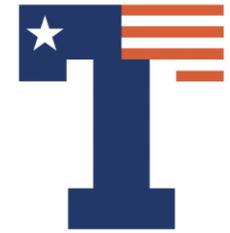
## Considerations:

- 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.

Previous Swoop Graphic



Current Athletic Logo examples



UT TYLER  
PATRIOTS

PATRIOTS

UT TYLER  
PATRIOTS



## Eagle / Swoop Statues on Campus





### 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.

UTRGV

UTEP

**UTRGV**

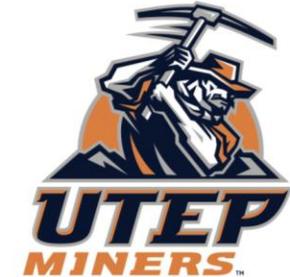
**VCU**

**UTEP**

**UTRGV**  
VAQUEROS



**VCU**  
RAMS



# D1 School Athletic Logotype Examples

BGSU®

Creighton  
UNIVERSITY



UNIVERSITY OF  
CENTRAL FLORIDA



Bluejay Logo



"C" Logo



"C" Graphic



"Bluejays" Wordmark



"Creighton" Wordmark

KNIGHTS

Knights



# 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:

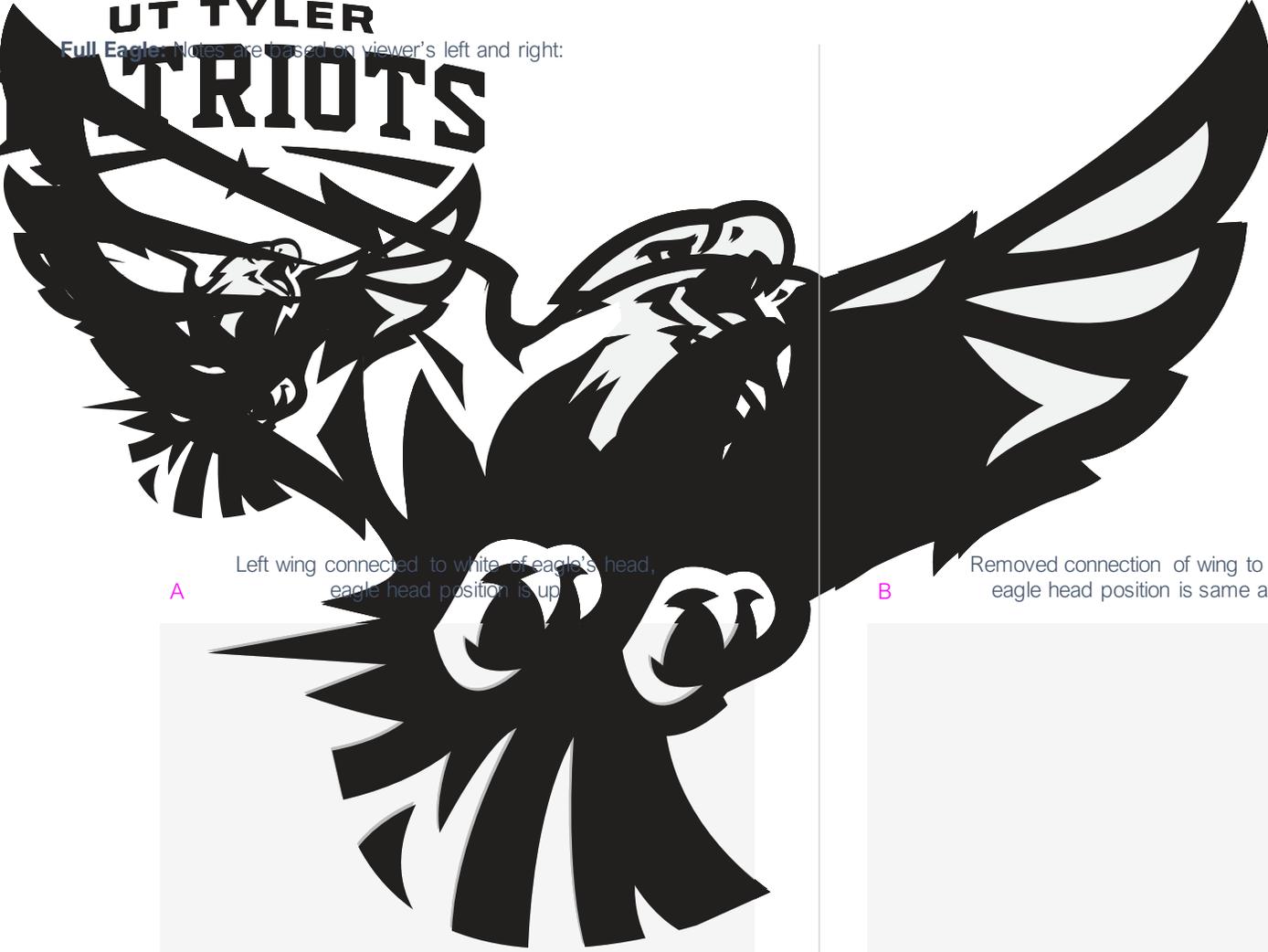
- Liked that we used the equity of the original UT Tyler Patriots typeface (Museo Slab Serif) as a starting point, to create a custom slab serif.
- Like the direction it is going and the uniqueness of the letterforms.



## WORDMARK EXPLORATION



UT TYLER  
Full Eagle: Notes are based on viewer's left and right:



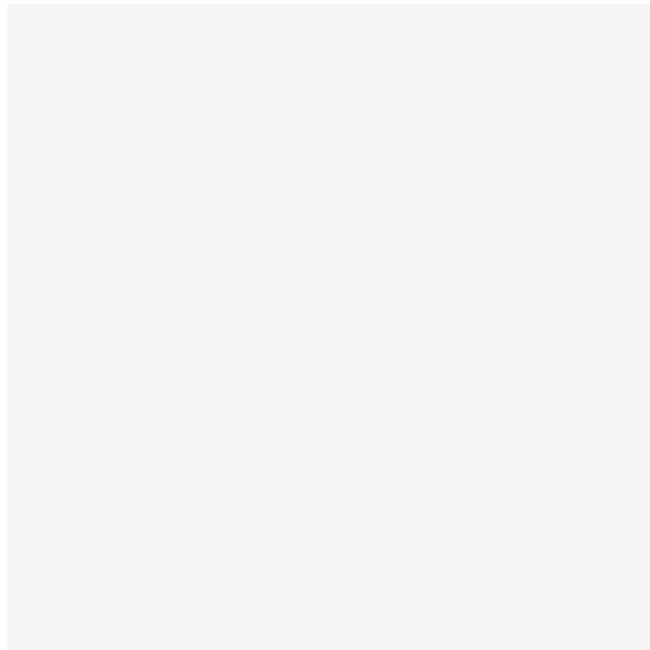
A

Left wing connected to white of eagle's head, eagle head position is up



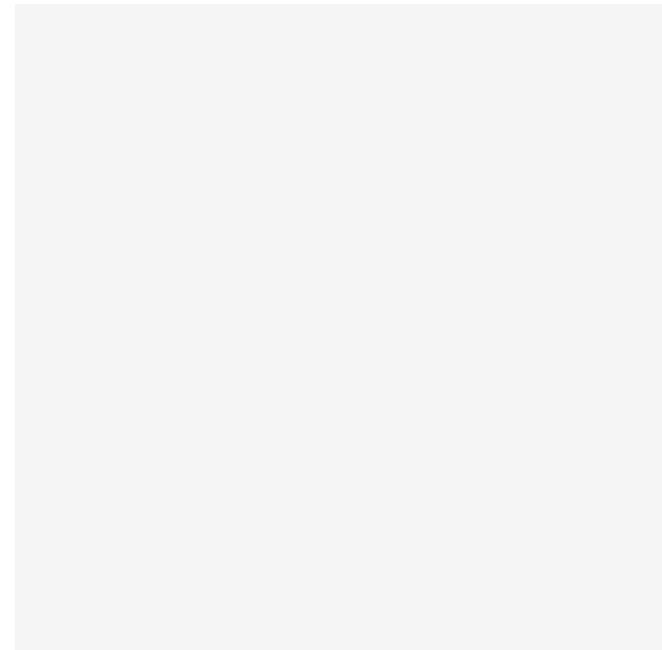
B

Removed connection of wing to head, eagle head position is same as A



C

Eagle head position is lower, white graphic shapes in wings are slightly different



# Eagle Head and Wordmark

U T T Y

UT  
PATRIOTS

PATRIOTS

Option B with wordmark

WIP wordmark 1, slab style  
Tyler Patriots typeface,

WIP wordmark 1 with outline





# UT Health

Example of how it works as a system

## East Texas



# UT TY

# PATR





**Edelman**

**Thank You.**

**Feedback can be shared at  
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