Introduction

This guide provides a resource for correct usage of The University of Texas at Tyler brand. The guidelines contained in this document describe the fundamental elements of the brand along with basic instruction for how to use them.

Adherence to these guidelines will build brand equity internally and externally. Recognition of the greater university brand will benefit each of its programs and key segments independently moving forward.

It should be noted that the elements in this initial guide will be extended based on need. However, these changes will be reviewed and assessed periodically to ensure there is always a single standard.

In addition, the athletics/spirit mark is being refreshed and will be included in an updated brand guide.
Who We Are
OUR STORY

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 healthcare 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.
UT Tyler’s primary logo was redesigned as a result of our unification with The University of Texas Health Science Center at Tyler to become one university, which also aligns us visually with the UT Health East Texas health system. The logo represents our unified brand and reflects our commitment to serving East Texas and beyond with quality education, innovative research and excellent patient care.

Use of the university seal is reserved for the Office of the President, commencement and official university awards.
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 shape:
Security, strength and defense

Laurel:
Victory and triumph

Star:
Lone Star State
Visual Identity

CLEAR SPACE & SIZING

The primary logo is the preferred mark and should be used as often as possible.

Any element (text, shape, image, partner logo, graphic) should be at least one shield’s width / height away from any part of the logo.

The minimum width of the primary mark is 2.25” or 162px.
Visual Identity
CLEAR SPACE & SIZING

The stacked primary logo is used as needed in vertical spaces.

Any element (text, shape, image, partner logo, graphic) should be at least one shield’s width / height away from any part of the logo.

*Special permission required to use.*

The minimum height of the stacked primary mark is 1.15” or 121px.
Visual Identity

LOGO COLOR USAGE

The full-color logo should only appear on a white background.

When placing the logo on top of any other color, use a one-color option with the shield reversed.

The logo should not appear on top of any photo or pattern without prior approval.

The background colors should be our Pantone 159, 294, 432 or white.
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.

Don’t use colors other than those specified in this document on 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**

**COLOR PALETTE**

**PRIMARY COLORS**

- **PANTONE® 159**
  - HEX: #CB6015
  - RGB: 203, 96, 21

- **PANTONE® 294**
  - HEX: #002F6C
  - RGB: 0, 47, 108

- **WHITE**
  - HEX: #FFFFFF
  - RGB: 255, 255, 255

**SECONDARY COLORS**

- **PANTONE® 432**
  - HEX: #323E48
  - RGB: 50, 62, 72

- **PANTONE® 290**
  - HEX: #B9D8EA
  - RGB: 184, 216, 234

- **PANTONE® COOL GRAY 2**
  - HEX: #D0CFCE
  - RGB: 208, 207, 206

- **PANTONE® WARM GRAY 4**
  - HEX: #B6ADA5
  - RGB: 182, 173, 165
Visual Identity
COLOR USAGE

When using the UT Tyler color palette, keep in mind how much of each color is used in each piece. As a general rule, always increase the white space to give all elements enough room to breathe.
Visual Identity
UNITIDENTIFIERS

HORIZONTAL
Primary option
Minimum width of UT Tyler logo is 1.5".

LEFT ALIGNED
Secondary option
Minimum width of UT Tyler logo is 1.5".
Visual Identity

SUB-UNIT IDENTIFIERS

HORIZONTAL
Primary option
Minimum width of UT Tyler logo is 1.5”.

LEFT ALIGNED
Secondary option
Minimum width of UT Tyler logo is 1.5”.

Jasper Department of Chemical Engineering
Visual Identity
NAMED UNIT IDENTIFIERS

HORIZONTAL
Primary option
Minimum width of UT Tyler logo is 1.5".

LEFT ALIGNED
Secondary option
Minimum width of UT Tyler logo is 1.5".
Visual Identity
LOCATION UNIT IDENTIFIERS

HORIZONTAL
Primary option
Minimum width of UT Tyler logo is 1.5”.

UT Tyler HEALTH SCIENCE CENTER
UT Tyler LONGVIEW UNIVERSITY CENTER
UT Tyler PALESTINE CAMPUS
UT Tyler HOUSTON ENGINEERING CENTER

LEFT ALIGNED
Secondary option
Minimum width of UT Tyler logo is 1.5”.

UT Tyler HEALTH SCIENCE CENTER
UT Tyler PALESTINE CAMPUS
UT Tyler LONGVIEW UNIVERSITY CENTER
UT Tyler HOUSTON ENGINEERING CENTER
Visual Identity

TYPOGRAPHY

Our two typefaces are Gotham and Hoefler Tilting. Chosen for their adaptability, both typefaces have several fonts that allow users to create both casual and formal designs.

We suggest purchasing licenses for both Gotham and Hoefler Tilting, but free alternative fonts are available.

**GOTHAM**

**Gotham Book**
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Gotham Medium**
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Gotham Black**
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**HOEFLER TITLING**

**Hoefler Titling Light**
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Hoefler Titling Semibold**
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Hoefler Titling Bold**
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Email signatures are an important part of our identity. An email signature acts as a business card and lets the recipient know the email is authorized communication from UT Tyler.

To keep our brand consistent, no other variations of email signatures should be used in email communications.

Any email signature can be generated using the form available at directory.utt Tyler.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
Visual Identity
STATIONERY

Print and digital letterhead, as well as business cards, are available for all faculty and staff to use. Modification of the letterhead design is not allowed.

Business cards allow personal customization with up to two lines for your name and four lines of titles.

To place an order for either letterhead or business cards, visit request.uttyler.edu.

Employees with a Health Science Center email address, visit uttyler.edu/stationery.

LETTERHEAD

BUSINESS CARD
Visual Identity
SOCIAL MEDIA

Having an active social media account is one of the best ways to connect with our various audiences.

Using a branded profile photo helps to keep a unified look and instill trust and confidence in our brand.

The primary logo is reserved for official social media accounts only.

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.
Visual Identity
VIDEO CONFERENCE BACKGROUNDS
**Visual Identity**

**BRAND GOVERNANCE & TRADEMARK APPROVAL**

UT Tyler and The University of Texas System's Office of Brand, Trademarks and Licensing partner to protect and promote the use of the university’s name and logos and to ensure that the public can properly identify and associate the logos with officially licensed products bearing the institution's marks.

All marks are owned by The University of Texas System (UT System) Board of Regents and are subject to the terms of their respective trademark license agreements. Products featuring any version of the UT Tyler logo must be licensed through the Office of Brand, Trademarks and Licensing and CLC (formerly Learfield IMG College). Campus entities are also required to use a licensed vendor to produce licensed merchandise.

For additional information and our Brand FAQs, please visit, uttyler.edu/brand.
**Visual Identity**

**LOGOS FOR PROMOTIONAL MATERIALS**

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**PRIMARY**

**Modifications:** Remove the full name.

**Color:** 1 color or UT Tyler orange and blue in format shown.

**Minimum Width:** 1.5” or 108px

*Special permission required to use.*

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**SECONDARY**

**Modifications:** Remove the full name and reverse the shield when smaller than 2.25” wide.

**Color:** 1 color or UT Tyler orange and blue in format shown.

**Minimum Width:** 1.5” or 108px

*Special permission required to use.*
Visual Identity

LOGOS FOR PROMOTIONAL MATERIALS

SECONDARY STACKED

**Modifications:** Remove the full name and reverse the shield when smaller than 1.15” tall.

**Color:** 1 color or UT Tyler orange and blue in format shown.

**Minimum Height:** 0.5” or 36px

*Special permission required to use.*

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WORDMARK

**Color:** 1 color or 2 colors with UT Tyler orange and blue in format shown.

**Minimum Width:** 0.5” or 36px

*Special permission required to use.*