INSTITUTIONAL LICENSING & BRANDING BEST PRACTICES
TEXAS-BASED PARTNERS

PARTNER INSTITUTIONS

YEARS OF LICENSING EXPERIENCE

TODAY’S PRESENTERS

LINDSAY LAURENT
PARTNERSHIPS MANAGER
CLC - SOUTH REGION

ANYA FISHER
ASSISTANT LICENSING DIRECTOR
UNIVERSITY OF TEXAS SYSTEM

ELEVATING COLLEGE BRANDS THROUGH INSIGHT AND INNOVATION.

40+

700+

75+
CLC’S ROLE

BRAND PROTECTION

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

COMMUNICATE UNIFORMLY
CREATE NAME RECOGNITION
ENHANCE MESSAGE RECALL
DEFINE A CLEAR IDENTITY
UNIFY UNIVERSITY ENTITIES
PROJECT A PROFESSIONAL IMAGE

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
The University of Texas at Tyler

<table>
<thead>
<tr>
<th>Established: 1971</th>
<th>Location: Tyler, TX</th>
<th>Nickname: Patriots</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mascot: Eagle</td>
<td>Conference: Lone Star Conference (LSC)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>UT Tyler Blue</th>
<th>UT Tyler Orange</th>
<th>White</th>
<th>Black</th>
</tr>
</thead>
<tbody>
<tr>
<td>PANTONE 294 C</td>
<td>PANTONE 159 C</td>
<td>White</td>
<td>PANTONE Process Black C</td>
</tr>
<tr>
<td>CMYK: 100, 69, 7, 30</td>
<td>CMYK: 1, 21, 100, 7</td>
<td>CMYK: 0, 0, 0, 100</td>
<td>CMYK: 0, 0, 0</td>
</tr>
<tr>
<td>Hex: #002F5C</td>
<td>Hex: #C06015</td>
<td>RGB: 255, 255, 255</td>
<td>RGB: 0, 0, 0</td>
</tr>
<tr>
<td>Madeira: 1934</td>
<td>Madeira Rayon: 1042</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

### Primary Academic Marks

1. UT Tyler
   - THE UNIVERSITY OF TEXAS AT TYLER

2. UT Tyler
   - THE UNIVERSITY OF TEXAS AT TYLER

3. UT Tyler
   - THE UNIVERSITY OF TEXAS AT TYLER

4. UT Tyler
   - THE UNIVERSITY OF TEXAS AT TYLER

5. UT Tyler
   - THE UNIVERSITY OF TEXAS AT TYLER

6. UT Tyler
   - THE UNIVERSITY OF TEXAS AT TYLER

7. UT Tyler
   - THE UNIVERSITY OF TEXAS AT TYLER

8. UT Tyler
   - THE UNIVERSITY OF TEXAS AT TYLER

### Secondary Academic Marks

9. UT Tyler
10. UT Tyler
11. UT Tyler
12. UT Tyler
13. UT Tyler
14. UT Tyler
15. UT Tyler
16. UT Tyler

### Academic Wordmarks

17. UT Tyler
18. UT Tyler
19. UT Tyler
20. UT Tyler

---

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.
ATHLETIC BRAND

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

- **Fonts**
  - Gotham – San Serif

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

**Fonts**
- Gotham – San Serif

**Primary Colors**
- PANTONE® 159
  - Hex: #CB6015
  - RGB: 203, 96, 21
- PANTONE® 294
  - Hex: #002F6C
  - RGB: 0, 47, 108
- PANTONE® 428
  - Hex: #C1C5C8
  - RGB: 193, 197, 200

**Secondary Colors**
- PANTONE® 432
  - Hex: #CB6015
  - RGB: 90, 62, 72
- PANTONE® Warm Gray 4
  - Hex: #B6ADA5
  - RGB: 182, 133, 165

**Fonts**
- Gotham
  - 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
<table>
<thead>
<tr>
<th>Sport Specific Marks</th>
<th>Sport Specific Marks</th>
<th>Sport Specific Marks</th>
<th>Sport Specific Marks</th>
<th>Sport Specific Marks</th>
<th>Sport Specific Marks</th>
<th>Sport Specific Marks</th>
<th>Sport Specific Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>57</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
</tr>
<tr>
<td>58</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
</tr>
<tr>
<td>59</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
</tr>
<tr>
<td>60</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
</tr>
<tr>
<td>61</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
</tr>
<tr>
<td>62</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
</tr>
<tr>
<td>63</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
</tr>
<tr>
<td>64</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
</tr>
<tr>
<td>65</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
</tr>
<tr>
<td>66</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
</tr>
<tr>
<td>67</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
</tr>
<tr>
<td>68</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
</tr>
<tr>
<td>69</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
</tr>
<tr>
<td>70</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
</tr>
<tr>
<td>71</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
</tr>
<tr>
<td>72</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
</tr>
<tr>
<td>73</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
</tr>
<tr>
<td>74</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
</tr>
<tr>
<td>75</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
</tr>
<tr>
<td>76</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
<td>UT Tyler Athletics</td>
</tr>
</tbody>
</table>

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

- Men's Soccer
- Men's Basketball
- Men's Field Hockey
- Men's Golf
- Women's Basketball
- Women's Soccer
- Women's Field Hockey
- Women's Golf

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
<table>
<thead>
<tr>
<th>SPIRIT MARKS SHOULD BE USED BY/FOR:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• UT Tyler Athletics, its entities and sponsors.</td>
</tr>
<tr>
<td>• Internal promotions targeting current student-athletes.</td>
</tr>
<tr>
<td>• External communications or promotions targeting athletic-related undergraduate student events.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SPECIAL PERMISSION REQUIRED TO USE SPIRIT MARKS BY/FOR:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 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.</td>
</tr>
<tr>
<td>• Alumni communications that are related to UT Tyler Athletics.</td>
</tr>
<tr>
<td>• Sponsored student organizations (SSOs) and departmental registered student organizations (DRSOs).</td>
</tr>
<tr>
<td>• Sponsors of UT Tyler Athletics will be allowed to use the logo as there is an established university connection/expectation/oversight.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SPIRIT MARKS CANNOT BE USED BY/FOR:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• External-facing academic or research communications.</td>
</tr>
<tr>
<td>• UT Tyler websites (including colleges, schools, centers and labs).</td>
</tr>
<tr>
<td>• Nonathletic signs and wayfinding applications.</td>
</tr>
<tr>
<td>• Cases where prior written permission from UT Tyler Department of Marketing and Communications has not been obtained.</td>
</tr>
<tr>
<td>• Student organizations that are not sponsored by a specific department of the university.</td>
</tr>
</tbody>
</table>
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/
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
- Licensees are required to disclose all suppliers & manufacturers
- Disclosures are available via Insights

01

CODES OF CONDUCT
- Licensees are required 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
CONTACT US

Jeff Noblitt
VP of Marketing & Communications
jnoblitt@uttyler.edu

CREATIVE SERVICES
- Olivia Paek
  Director of University Marketing & Creative Services
  opaek@uttyler.edu
- Gina Jones
  Marketing & Brand Manager
  ginajones@uttyler.edu
- Mel Lanier
  Creative Services Project Manager
  mlanier@uttyler.edu

HEALTH AFFAIRS
- Rachel French
  Director of Health Affairs Marketing & Communications
  rFrench@uttyler.edu

MEDIA PRODUCTION
- Jonathan McSwain
  Director of Media Production
  jmcswain@uttyler.edu

STRATEGIC COMMUNICATIONS
- Beverley Golden
  AVP of Strategic Communications & Media Relations
  bgolden@uttyler.edu
- Jordan Ratliff
  Social Media Manager
  jratliff@uttyler.edu

WEB
- Brian Bell
  Sr. Web Developer
  bbell@uttyler.edu
- Richard Llave
  Web Developer
  rllave@uttyler.edu