Students enter UTEP with many talents, great strengths, and big dreams.

The UTEP Edge—our cross-campus culture of student success and empowerment—develops these assets through high-impact experiences made possible by the expertise and dedication of faculty, staff, alumni and community partners.

Ranging from undergraduate research and civic engagement to study abroad and student employment, these experiences increase confidence, enhance personal and professional skills, and equip students with a competitive advantage when they graduate and enter the workforce or pursue a graduate degree.

It’s this competitive edge that distinguishes UTEP students from their peers at other institutions and prepares them for leadership and lifelong success.
Talented students. Enriching experiences. Lifelong success.
Consistently communicating the UTEP Edge brand at every level of interaction is key to increasing brand engagement. Communicating with too many voices and with too much variation can compromise brand equity and confuse audiences by expressing multiple personalities and leave messages open to interpretation.

Communicating with a universal set of style and formatting conventions is necessary to articulate brand promises and strategic priorities, maintain a reputation of reliability, generate consumer confidence and build a personal relationship with customers.
LOGO SPACING

Our brandmark is our most valuable asset. It provides brand recognition and should be used correctly to ensure it has room to breath. For the UTEP Edge to communicate effectively, it should not be crowded or overwhelming other elements. “Clear Space” refers to the area around the logo that should be kept free from visual distraction.

The gray areas shown in the following example display the minimum area to be kept clear from any graphics or interference. This area is directly related to half the height of the logo containers and surrounds the logo at the furthest point on each side.

LOGO SIZE

The UTEP Edge logo may be enlarged or reduced as required. The minimum size guideline of any logo is often to make sure the logo is readable. Follow the minimum size parameters to ensure that our mark communicates effectively.

MINIMUM

The UTEP Edge logo must be used at a size no smaller than .25 inches high

MAXIMUM

There will be no enlargement restriction except that this application should be reserved for specialty purposes.
APPROVED COLORS

Blue Logo

Orange Logo

White Logo

Black Logo

**UTEP Blue**
PMS 282 C
CMYK: 100-90-13-68

**UTEP Orange**
PMS 151 C
CMYK: 0-60-100-0
BRAND INTEGRITY

DO NOT distort the logo.

DO NOT rotate the logo.

DO NOT add other elements or shapes around or behind the logo.

DO NOT create outlines of the logo.

DO NOT use unapproved colors.

DO NOT add additional colors to the logo.

DO NOT add gradients to the logo.

DO NOT place logo over busy backgrounds.

DO NOT recreate the logo or develop a new logotype.
We designed a lockup system that is flexible enough to identify unique campaigns. The lockup design will be available for approved initiatives.
www.utep.edu/edge

For all questions and comments regarding usage and/or development of the UTEP Edge brandmark and its visual identity please contact:

**Student Affairs Marketing:** UTEP Edge branding and print

- **Mick Martinez**
  Director, External Marketing
  mrmartinez2@utep.edu
  747-7346

- **Rene Wong**
  Director, Internal Marketing
  rwong3@utep.edu
  747-5031

- **Hiram Jarquin Varela**
  Student Graphic Designer

- **Alex Arellano**
  Student Graphic Designer

**University Communications:** Video and Web

- **Frank Duran**
  Director, Creative Services
  fjduran@utep.edu

- **Jenn Crawford**
  Director, Communications
  jwcrawford@utep.edu

- **Bea Cruz**
  Graphic Designer
  mbcruz@utep.edu
  747-6082