



THE UNIVERSITY OF TEXAS AT EL PASO



VISUAL BRAND AND EDITORIAL STYLE GUIDE

V 1.1 // Jan. 2024



Why We Manage Our Brand

A great brand adds value to everything an organization does.

For UTEP, if a person has positive feelings about our brand, that person is much more likely to enroll, donate or support UTEP. When UTEP has a strong brand, our graduates are more likely to land the jobs they want, and our researchers are more likely to get funded, leading to a positive impact on our students and our community.

Bottom line: **A well-managed brand helps us achieve the UTEP mission.**

The Division of Marketing and Communications has been charged with actively managing the UTEP brand. This management focuses on three areas: 1) Brand awareness, 2) Strategic messaging, 3) Visual branding and Editorial style.

Brand awareness, or making sure people are aware of UTEP and its amazing activities, is done using media channels like advertising, social media, or having the news media talk about us. Simply put, if people don't know who we are, they are not going to engage with us or tell others about us.

Strategic messaging is our effort to make sure that when we talk about ourselves, we are using messages that are effective. Marketing and Communications has produced for internal audiences our Strategic Messaging Guide to help us craft language in our marketing.

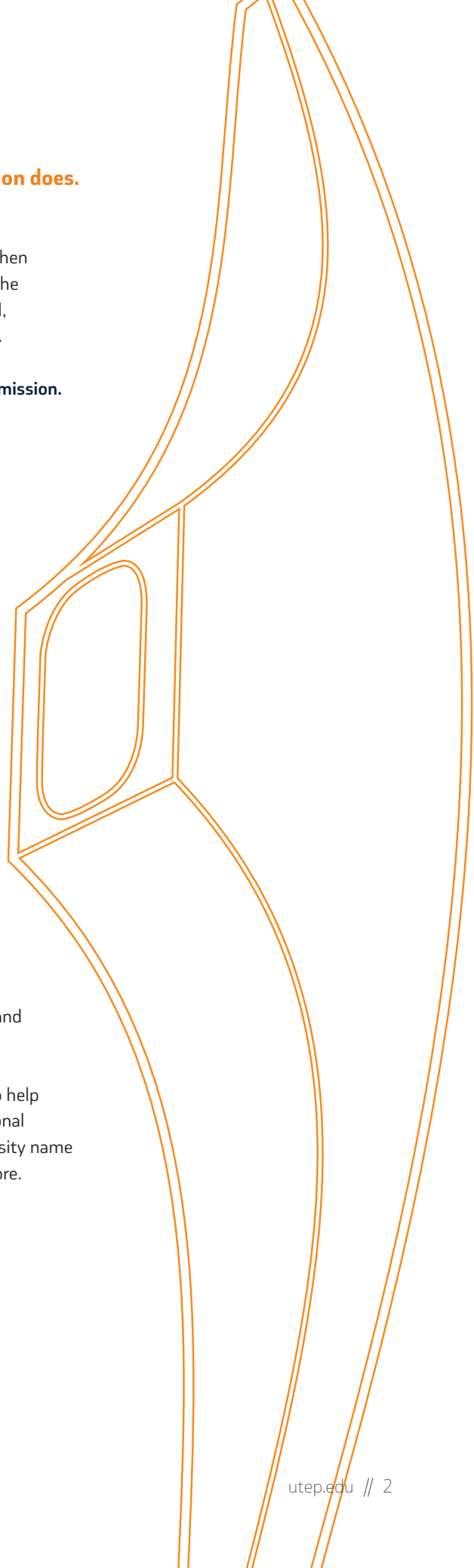
Visual branding is how we represent ourselves through the look and feel of our official communications and marketing. This includes logos, official colors, and more. Professionally managing the visual elements adds great value to the brand.

To help manage the visual brand, we have created this Visual Brand Guide as a companion to our Strategic Messaging Guide.

In addition, we have appended the UTEP Editorial Style Guide to help ensure our written content is clear, effective and befitting a national research university. These guidelines relate to writing the University name and other UTEP-related terms, abbreviations, references and more.

As you engage in official University activity, we hope this Visual Brand Guide is a helpful resource as we enhance UTEP's brand value to the benefit of everything we do here.

Lucas Roebuck
Vice President for Marketing and Communications





How We Manage Our Visual Brand

Visual consistency is the foundation of excellence in visual branding. We want all our visual brand elements (logos, lockups, colors, etc.) to point back to UTEP as a serious, professional organization. Inconsistent, busy, sloppy and tacky visual elements communicate amateurism and a lack of seriousness.

We manage our visual brand in two ways:

1. Providing approval guidelines for the official use of UTEP's brand elements.
2. Providing required standards on how to present our visual brand elements.

How and When to Get Permission to Use UTEP's Visual Brand Elements

With few exceptions, UTEP employees may use the University's visual brand elements as part of any official business, as long as the standards delineated in this guide are followed. No additional permission is required.

Exceptions that require additional approval include:

1. Merchandise

Approval is required to use the logo and other brand elements on merchandise, apparel, swag items, etc. This is done to protect the UTEP brand from infringement and promote quality control.

2. Paid advertising and marketing

Use of the logo in paid advertising and marketing must be approved by UTEP Marketing and Communications.

3. Co-branding

All requests to use the UTEP name and visual brand elements in conjunction with other organization names and logos must be approved by UTEP Marketing and Communications.

Student organizations

Student organizations are separate, independent entities from The University of Texas at El Paso. In general, they are not allowed to use the UTEP name or visual brand

elements without approval. The only exceptions are for sponsored student organizations. All requests by sponsored student organizations to use the UTEP name or visual brand elements must be approved through the Student Engagement and Leadership Center.

University and college seals

Use of the University seal requires approval of the Office of the President, and use of the college and school seals must be approved by the appropriate dean.

Getting permission is easy.

1. For Trademark and Licensing items

Submit proposed designs to the Marketing and Communications portal at marcomm.utep.edu.

2. Use of the logo in paid advertising and marketing

Submit the request and proposed design to the Marketing and Communications portal at marcomm.utep.edu.

3. For co-branding with other organizations

Submit the request and proposed design to the Marketing and Communications portal at marcomm.utep.edu.

For Student Organizations

Submit sponsored student organization requests to use the UTEP name and visual brand elements to the Student Engagement and Leadership Center at sos@utep.edu.

For University and college seals

Request approval for the use of the University seal through the office of the Chief of Staff, and for the college and school seals through the respective dean's office.



Visual Brand Elements and Usage Standards

The assets below – including logos, wordmarks and lockups – are available for UTEP employees to use as part of official business, when the standards delineated in this guide are followed.

Brand Assets

- A. Logos
- B. Wordmarks
- C. Lockups
- D. Official University seal
- E. Official UTEP college and school seals
- F. Department of Athletics brand assets
- G. Official UTEP colors
- H. Taglines
- I. Examples of misuse of brand assets
- J. Event Logos
- K. Stationery
- L. Editorial Style Guide



Section A. Logos

THE FLAT ACRONYM LOGO

The flat acronym logo is the primary identifier for The University of Texas at El Paso and creates an easily recognizable and memorable image to enhance the University's visibility. This mark gives the brand versatility as well as legibility across all platforms and mediums. Flat marks may be used for one-color applications.

If you choose to use the flat logo, you may select from these samples.

DO NOT use any other colors than the approved UTEP colors.



THE CLASSIC ACRONYM LOGO

The classic acronym logo is the alternate identifier for The University of Texas at El Paso. When produced in color, the classic logo should always appear in UTEP's signature colors: UTEP Orange, UTEP Blue and UTEP Silver.





THE BOXMARK

The boxmark is intended for use in cases where designs require spacing and contrast for the logo. This mark already contains the required clear space necessary for proper breathing room. The boxmark commonly will be used on posters, fliers and digital signage where busy images are present.

If you choose to use the boxmark, you may select from these samples. **DO NOT** use any other colors than the approved UTEP colors.





THE MINER PICK

The Flat Pick

The Flat pick serves as a spirit mark and should not be combined with other design elements. The Miner pick should primarily be used when communicating with internal audiences familiar with the University. This mark gives the brand versatility as well as legibility across all platforms and mediums. Flat marks may be used for one-color applications. **DO NOT** combine it with any other graphic, logo or text.

As with the UTEP logos, refrain from manipulating or altering the Miner pick.

The Flat Pick - Variations

If you choose to use the flat pick, limit it to the following color applications. **DO NOT** use any other colors than the approved UTEP colors.



The Classic Pick

The Classic Pick can be used in place of the Flat Pick. When produced in color, the Classic pick should always appear in UTEP's signature colors: UTEP Orange, UTEP Blue and UTEP Silver.





Clear Space

“Clear space” refers to the area surrounding the logo that should be kept free from visual distraction. The gray areas shown here display the minimum area to be kept clear from any graphics or other interference. This area is displayed as one-third the width of the logo.

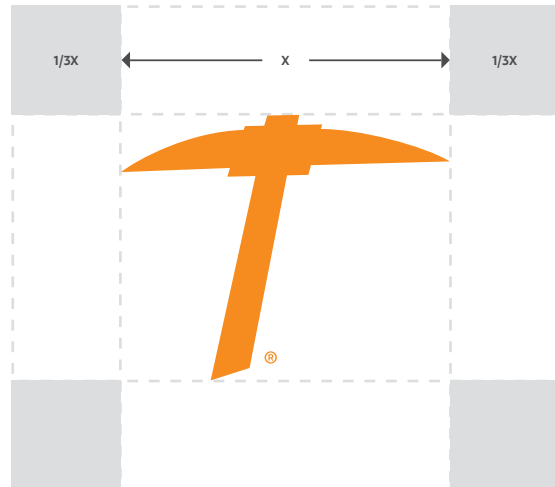
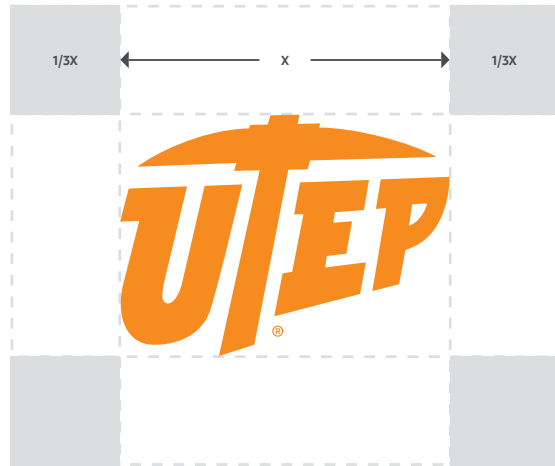
UTEP logos must have clear space in all presentations.

Logos – Minimum and Maximum Size

When using any version of the UTEP logo, please be mindful of its size and legibility.

The UTEP logo must be used at a size no smaller than 0.5 inches high.

There is no maximum restriction when enlarging the UTEP logo. Typically this would be reserved for special projects.





Section B. Wordmarks

A wordmark is a text-only type treatment of the name of the University – The University of Texas at El Paso, or just UTEP – in the Tungsten typeface. Please do not adjust the typeface or the space between letters in the wordmarks.

Do not create these wordmarks on your own. Please use the vector art files provided.

MAIN

THE UNIVERSITY OF TEXAS AT EL PASO

COMPACT

UTEP

ALTERNATE

UT EL PASO



Section C. Lockups

Lockups are the combination of a logo or icon and a wordmark. The design of the lockups have been created with specific spacial arrangements. Lockups for all units and sub-units are provided by the Division of Marketing and Communications and should not be altered in any way.

Lockups are available for all academic and administrative units and sub-units. Units are defined as colleges, schools and divisions, and sub-units fall underneath the units: departments, programs, academies, offices and labs.

Units and sub-units should not create their own lockups or custom logos for departments, programs, academies, offices or labs.

UNITS

- Colleges
- Schools
- Divisions

SUB-UNITS

- Departments
- Programs
- Academies
- Offices
- Labs
- All others



PRIMARY LOCKUPS: UNIVERSITY

There are six approved University lockups that represent the University institution-wide. They should be used as-is. No color variations on the boxmark are available, but one-color versions of University lockups are available upon request.

MAIN



THE UNIVERSITY OF TEXAS AT EL PASO

STACKED



THE UNIVERSITY OF TEXAS
AT EL PASO

COMPACT

ALTERNATE



UTEP



UT EL PASO

CENTERED

CENTER STACKED



THE UNIVERSITY OF TEXAS AT EL PASO



THE UNIVERSITY OF TEXAS
AT EL PASO



SECONDARY LOCKUPS: UNITS

Unit lockups are available in three different formats. Do not alter the lockups in any way.

UNIT DISPLAY
(NICKNAME ONLY)



UNIT FULL



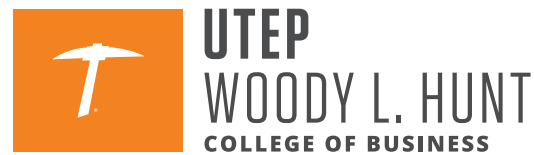
UNIT COMPACT



NAMED COLLEGES

Lockups for named colleges and schools can vary slightly from the unit lockups for non-named units to accommodate any specific requirements in the naming agreement. The Woody L. Hunt College of Business is an example. The Division of Marketing and Communications will develop lockups for named colleges and schools as needed.

UNIT DISPLAY
(NAMED COLLEGES ONLY)





TERTIARY LOCKUPS: SUB-UNITS

Sub-unit lockups are available in several different formats. Do not alter the lockups in any way.

SUB-UNIT DISPLAY



SUB-UNIT FULL



SUB-UNIT COMPACT





SPECIAL ENTITY LOCKUPS

Special entity lockups may be appropriate for UTEP entities and major initiatives that need to incorporate elements of previously existing branding or have another need for a unique identity. These may include:

- Major research centers
- Institutes
- Museums and galleries
- Media outlets
- Transportation services
- Grant-funded programs
- University initiatives

Special entity lockups use the UTEP wordmark, the wordmark of the entity and an orange

boxmark with a unique icon that represents the entity. The Division of Marketing and Communications develops all special entity lockups in collaboration with the entity leaders. Special entity lockups may not be altered in any way.

Requests for special entity lockups must come from the unit's dean or vice president and be approved by the Vice President for Marketing and Communications.

For more information on lockups or to request a special entity lockup, please contact the Division of Marketing and Communications via the portal at marcomm.utep.edu.

ENTITY FULL



UTEP
CENTENNIAL MUSEUM
AND CHIHUAHUAN DESERT GARDENS

ENTITY DISPLAY



CENTENNIAL
MUSEUM

ENTITY COMPACT



UTEP
CENTENNIAL
MUSEUM



NICKNAMES

A nickname is a shortened version of the unit or sub-unit full name and can be used to represent the unit or sub-unit to an audience familiar with the nickname. Nicknames may not be longer than 15 characters, including spaces. Units and sub-units may request approval from the Division of Marketing and Communications to use a nickname.

To request a nickname, submit your request and proposed nickname to the Marketing and Communications portal at marcomm.utep.edu. Nicknames must be approved by the unit's vice president or dean, as well as the Vice President for Marketing and Communications. Once approved, the Division of Marketing and Communications will provide all lockups to the unit or sub-unit for use.

SUB-UNIT DISPLAY
(NICKNAME ONLY)



SUB-UNIT COMPACT
(NICKNAME ONLY)



SUB-UNIT DISPLAY ALT
(NICKNAME ONLY)



SUB-UNIT FULL ALT
(NICKNAME ONLY)



SUB-UNIT DISPLAY



SUB-UNIT FULL





Section D. Official University Seal

The University of Texas at El Paso seal is used for official University documents such as degrees, certificates, special awards or plaques as directed by the Office of the President. The seal also is used in specific applications where a more formal presentation is desired, such as Commencement and event programs, commemorative items and other merchandise.

The seal should only be used for applications directly related to the official business of the University. Approval as to the use of the seal rests with the Office of the President.

The seal may only be reproduced in full color or black and white.

Refrain from:

- Using the official University seal if the intended reproduction is less than **1.0 inch** in diameter.
- Using other colors, with the exception of black and white for use on memos and in newspapers, and all white for reverses on dark backgrounds.

Do not:

- Crop the official University seal
- Use the official University seal as a background.
- Place images, graphics or text over the official University seal.
- Manipulate or alter the official University seal in any way.

To request permission to use the official University seal, contact the Chief of Staff. Upon approval, contact the Division of Marketing and Communications via the portal at marcomm.utep.edu for access to the official seal.

COLOR

BLACK AND WHITE



MINIMUM SIZE: *The University seal must be used at a size no smaller than 1.0 inch in diameter.*



Section E. Official College and School Seals

The University of Texas at El Paso college and school seals are used primarily for official items such as certificates, banners, programs, special awards or plaques as directed by the dean's office. Discretion as to the use of the seal rests with the dean of the college or school.

DO NOT use the seal at less than 1.0 in in diameter.

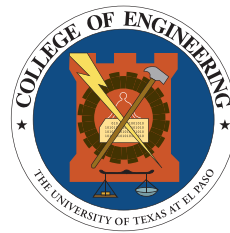
The seal may only be reproduced in full color or black and white.

Do not:

- Crop an official college or school seal.
- Use an official college or school seal as a background.
- Place images, graphics or text over an official college or school seal.
- Manipulate or alter an official college or school seal in any way.

Manipulation or alteration of the seals is strictly prohibited.

To request permission to use a college or school seal, please contact the office of the appropriate dean and the Vice President of Marketing and Communications. Upon approval, contact the Division of Marketing and Communications via the portal at marcomm.utep.edu for access to the official seal.





Section F. Department of Athletics Digital Assets

PRIMARY DEPARTMENT OF ATHLETICS LOGOS

Use of the Paydirt Pete logo is limited to UTEP Athletics for official purposes only. Any exceptions must be approved by the Deputy Athletic Director for Brand Advancement and the Vice President of Marketing and Communications.

The Paydirt Pete logo is the primary identifier for UTEP Athletics. Do not use the athletic logos with academic, business, official or legal communications. For those applications, use the flat or classic UTEP logo.

When reproduced in color, the Paydirt Pete logo should always appear in UTEP's signature colors: UTEP Orange, UTEP Blue and UTEP Silver.

Refrain from:

- Using other colors, with the exception of black and white or grayscale for use on memos and in newspapers, and white for reverses on dark backgrounds.
- Manipulating or altering the Paydirt Pete logo in any way.

PRIMARY



ALTERNATE





SECONDARY DEPARTMENT OF ATHLETICS LOGOS

The secondary athletic logo is a complementary mark to represent UTEP Athletics. The secondary logo is intended as a decorative or retail product image for use in contexts in which the name of the University already has been established. It should NEVER be used as the primary identifier of UTEP Athletics.



DEPARTMENT OF ATHLETICS WORDMARK

The athletic wordmark may be used to represent UTEP Athletics when the primary and secondary marks are not practical (although use of the primary mark is preferred). This includes applications where vertical space is limited. The flat wordmarks are available in the following one-color options: orange, blue, silver, black and white



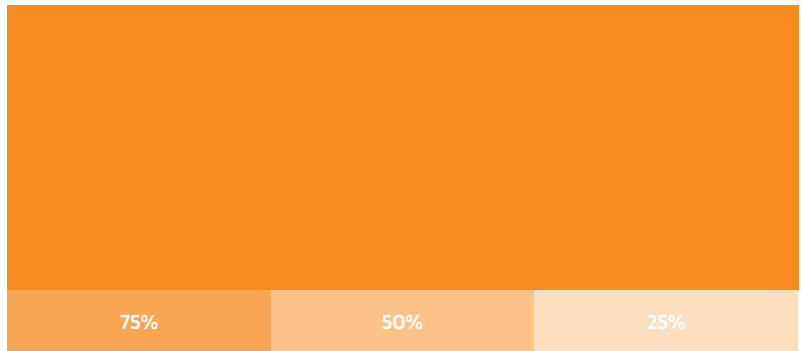


Section G. Official UTEP Colors

The official colors of The University of Texas at El Paso are UTEP Orange, UTEP Blue and UTEP Silver, which is used as an accent color. Although it is common for designers of University collateral to use the UTEP color palette, they are not limited to using only those colors. However, the main colors in all University publications and collateral should be some combination of UTEP Orange, UTEP Blue, UTEP Silver and white.

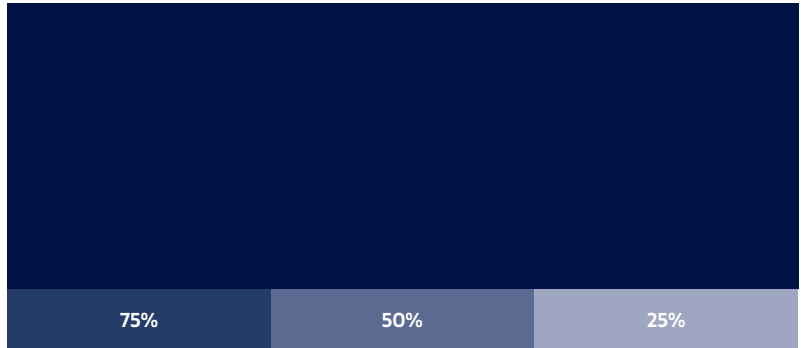
UTEP ORANGE

Pantone	PMS 151 C
CMYK	0-54-100-0
RGB	255-130-0
HEX	#FF8200



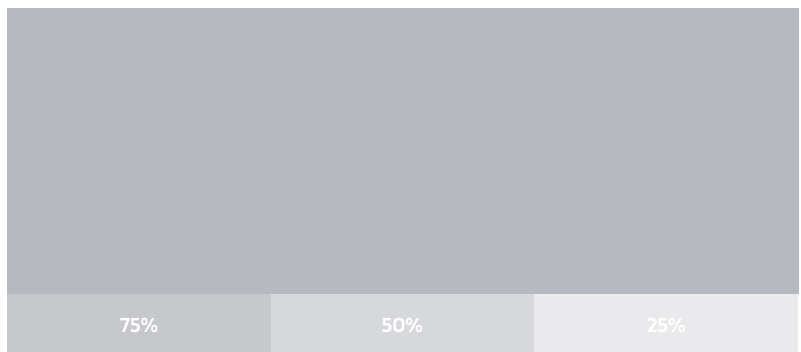
UTEP BLUE

Pantone	PMS 282 C
CMYK	100-72-0-73
RGB	4-30-66
HEX	#041E42



UTEP SILVER

Pantone	PMS Cool Gray 5 C
CMYK	28-21-18-1
RGB	177-179-179
HEX	#B1B3B3





Section H. Taglines

In general, taglines are not permitted to be added to UTEP logos or lockups. Some special exceptions may be considered. All tagline requests must be approved by the unit, sub-unit or special entity's dean or vice president, as well as the Vice President for Marketing and Communications. For all tagline requests, please submit request through the Marketing and Communications portal at marcomm.utep.edu.



Section I. Examples of Misuse of Digital Assets

To maintain a consistent identity, it is essential that the UTEP logos are never altered in any way. Please keep in mind that the integrity of the University is diminished when the marks are used incorrectly.

The guidelines shown here also apply to all visual brand elements, including lockups, wordmarks and seals.

It is essential that the visual brand marks, including logos and lockups, are always reproduced from the master artwork provided by the Division of Marketing and Communications.

Here are several examples of incorrect usage, but this is not a comprehensive list. If you are faced with using the logo in an application that you find questionable or not included in this guide, please contact the Division of Marketing and Communications at brand@utep.edu for guidance.



DO NOT

Alter or distort the UTEP marks.



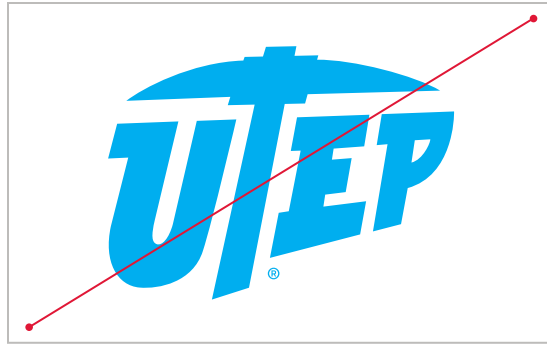
DO NOT

Rotate or create a dynamic composition.



DO NOT

Apply drop shadows or outer glows.



DO NOT
Change colors or use any other non-approved colors.



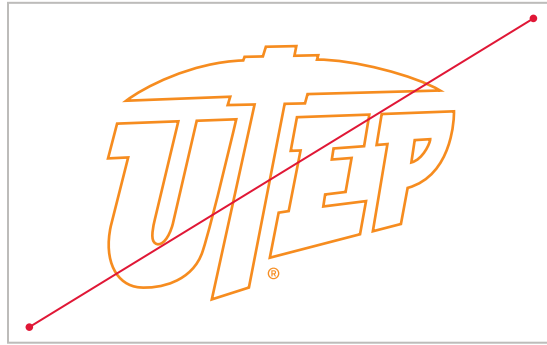
DO NOT
Use our marks on a busy background.



DO NOT
Create multiple strokes around our marks.



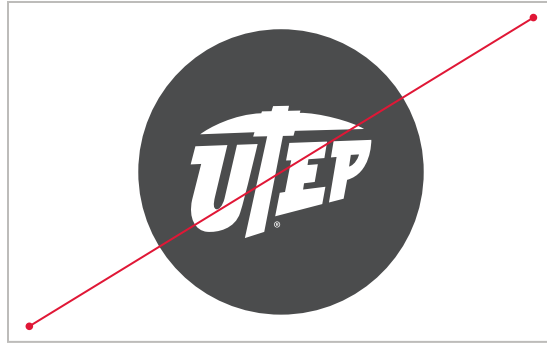
DO NOT
Create patterns or textures.



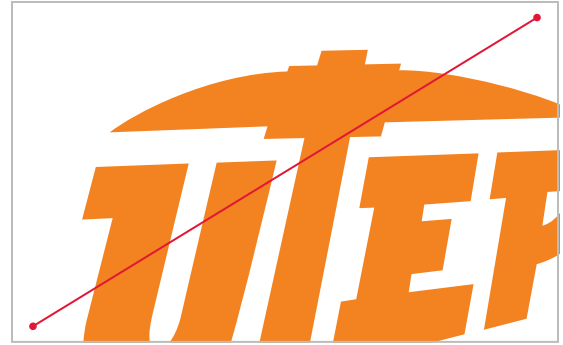
DO NOT
Outline or create strokes.



DO NOT
Add gradients.



DO NOT
Add other elements or shapes behind or around our marks.



DO NOT
Crop the logo or use it as a background graphic.



Section J. Event logos

Logos may be created for one-time or recurring events or campaigns of the University. All event logos must be approved by the Division of Marketing and Communications.

Events are not required to have a logo.

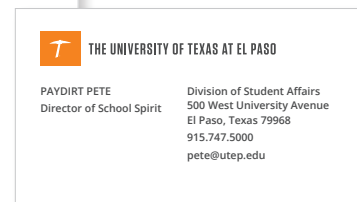
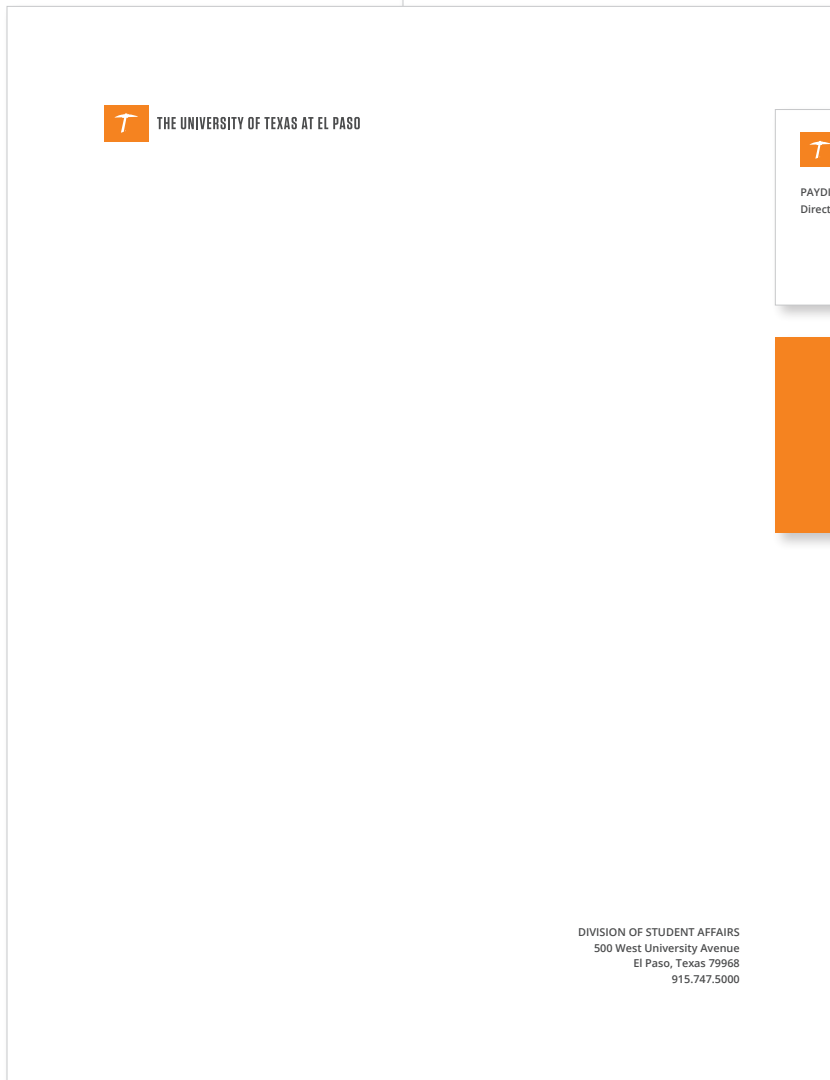
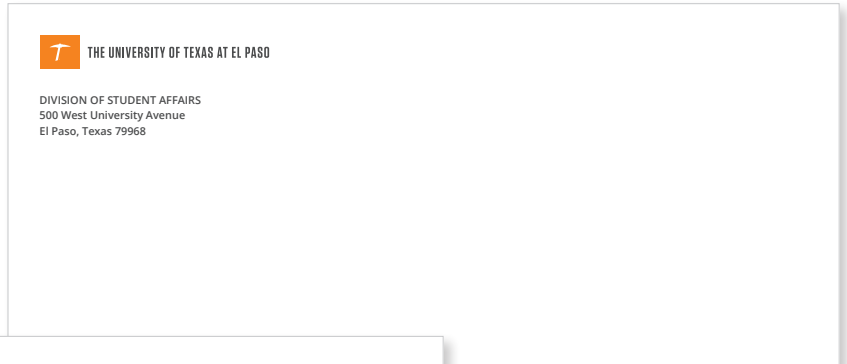
Lockups, UTEP logos, pick marks and boxmarks are not permitted to be part of event logos.





Section K. Stationery

Official UTEP stationery, including letterhead, business cards and envelopes, should be ordered directly from Xerox Print/Copy/Mail Services by visiting utep.edu/vpba/printing-copy-mail/printing-services/how-to-order.html.





Section L. Editorial Style Guide

A consistent editorial style ensures clarity and portrays professionalism in written communication. UTEP editorial style guidelines are based on the AP Stylebook, Merriam-Webster’s Collegiate Dictionary, and the UT System Style Guidelines. Some editorial style guidelines vary depending on the audience and goal of the publication. If you have questions, please submit an inquiry to the Division of Marketing and Communications at marcomm.utep.edu.

This guide is organized alphabetically and by topic.

UNIVERSITY AND UT SYSTEM NAMES

FIRST REFERENCE

The University of Texas at El Paso (always include “The”)
The University of Texas System
The University of Texas System Board of Regents

SECOND/SUBSEQUENT REFERENCES

UTEP, occasionally UT El Paso
UT System, the System
UT System Board of Regents

ALPHABETICAL GUIDE

3D (not 3-D)

A

academic degrees

The abbreviations are: B.A. (Bachelor of Arts), B.S. (Bachelor of Science), M.A. (Master of Arts), M.S. (Master of Science), Ed.D. (Doctor of Education), Ph.D. (Doctor of Philosophy), Pharm.D. (Doctor of Pharmacy) and J.D. (Doctor of Law). For these degrees, always use periods and do not include space between the period and letters. For degrees with three or more capital letters (MBA, BBA, MSW, BAAS), the periods are omitted. The word degree should not follow a degree abbreviation. Form the plural with an apostrophe and an s if adding s alone would be confusing, as in abbreviations with periods, lowercase letters used as words, and some uses of capital letters: M.D.’s and Ph.D.’s were awarded.

Bachelor of Applied Arts and Sciences	BAAS
Bachelor of Business Administration	BBA
Bachelor of Fine Arts	BFA
Bachelor of Multidisciplinary Studies	BMS
Bachelor of Science in Nursing	BSN
Bachelor of Social Work	BSW

Doctor of Education	Ed.D.
Doctor of Philosophy	Ph.D.
Doctor of Physical Therapy	DPT
Doctor of Pharmacy	Pharm.D.
Doctor of Business Administration	DBA
Doctor of Musical Arts	DMA
Doctor of Nursing Practice	DNP
Doctor of Occupational Therapy	OTD
Master of Accountancy	M.Acc.
Master of Arts	M.A.
Master of Arts in Interdisciplinary Studies	MAIS
Master of Arts in Teaching	MAT
Master of Business Administration	MBA
Master of Defense and Strategic Studies	MDSS
Master of Education	M.Ed.
Master of Fine Arts	MFA
Master of Music	M.M.
Master of Occupational Therapy	MOT
Master in Public Administration	MPA
Master of Public Health	MPH
Master of Rehabilitation Counseling	MRC
Master of Science	M.S.
Master of Science in Nursing	MSN
Master of Social Work	MSW



Academic titles

Capitalize titles only when preceding a name; otherwise, lower case. Before a name, give a person only one title: Do not use phrases such as Dean of Liberal Arts and Professor of English Joe Smart. (A better alternative: Dean of Liberal Arts Joe Smart, who is also a professor of English, said hi.) Do not use German academic style, Dr. Prof. Smart. Very long titles are more readable when placed after a name: Joe Smart, dean of the College of Business Administration and Graduate School of Business. (See also, titles)

advisor

alma mater

annual: can only be annual after the second consecutive year

Alumni Association

alumni (the noun forms are gender specific)

- alumna - one woman
- alumnae - a group of women
- alumnus - one man
- alumni - a group of men or a group of men and women.

associate degree (no possessive)

B

bachelor's (but Bachelor of Arts)

biannual, (adj.) twice a year

biennial, every two years

buildings

- Administration Building
- Bell Hall
- Benedict Hall
- Biology Building
- Bioscience Research Building
- Boquillas Hall
- Brumbelow Building
- Business Administration Building
- Campbell Building
- Carl Hertzog Building
- Centennial Museum
- Centennial Plaza
- Center for Inter-American and Border Studies
- Chemistry and Computer Science Building
- Chihuahuan Desert Gardens
- Classroom Building
- Cotton Memorial
- Don Haskins Center
- Education Building

- El Paso Natural Gas Conference Center
- Engineering and Sciences Complex
- Facilities Services
- Foster Stevens Basketball Center
- Fox Fine Arts Center
- Geological Sciences Building
- Graduate Business Center
- Graham Hall
- Health Sciences and Nursing Building
- Helen of Troy Softball Complex
- Heritage House
- Hilton Garden Inn
- Holliday Hall
- Hudspeth Hall
- Interdisciplinary Research Building
- Kelly Hall
- Kidd Field
- Kidd Memorial Seismic Lab
- Larry K. Durham Sports Center
- Leech Grove
- Lhakhang
- Magoffin Auditorium
- Memorial Gym
- Metallurgy Building
- Mike Loya Academic Services Building
- Military Science Building
- Miner Canyon
- Miners Hall
- Miner Heights
- Miner Village
- North Energy Plant
- Old Main
- Parking and Transportation Services
- Peter and Margaret de Wetter Center
- Physical Sciences Building
- Prospect Hall
- Psychology Building
- Quinn Hall
- Ross Moore Building
- Schuster Parking Garage
- Stanlee and Gerald Rubin Center for the Visual Arts
- Student Health and Wellness Center
- Student Recreation Center
- Sun Bowl Parking Garage
- Sun Bowl Stadium
- Texas Western Hall
- Undergraduate Learning Center (UGLC)



- Union Building East
 - Tomás Rivera Conference Center (third floor)
- Union Building West
- Union Complex
- University Bookstore
- University Heights Early Learning Academy
- University Field
- University Library
- University Police
- University Ticket Center
- University Towers
- UTEP Dinner Theatre
- Vowell Hall
- Worrell Hall

C

Chicano Studies program
 Chihuahuan Desert Gardens
 Coach (capitalize when preceding a name: Head Football Coach Scotty Walden, Coach Keitha Adams)

colleges:

- the Woody L. Hunt College of Business
- the College of Education
- the College of Engineering
- the College of Health Sciences
- the College of Liberal Arts
- the College of Nursing
- the College of Science
- the School of Pharmacy

plural: colleges of Liberal Arts and Education
 State School of Mines and Metallurgy (1914)
 College of Mines and Metallurgy (1919)
 Texas Western College (1949)
 The University of Texas at El Paso (1967)

D

departments (capitalize only if referring to a specific department by full, proper name):

- the Department of Theatre and Dance (but the theater department) Capitalize if referring to a specific department or other academic unit by its full proper name. Examples: the Department of History, the College of Liberal Arts, the School of Pharmacy. Otherwise, lower case: the history department, the college, the pharmacy school.

Distinguished Alumni Award

- recipient of the Distinguished Alumni Award
- Distinguished Alumni Award recipient

- the distinguished alumnus/distinguished alumna (capitalize only when referring to the full, proper name of the award)

doctoral degree

Downtown (capitalize the region, but lowercase when used as an adjective for a city or town: downtown El Paso)

Dr. PH (Doctor of Public Health)

E-F

East Side (the El Paso region); Eastside (adj.)

Ed.D.

fiscal year/FY (FY 2014-15, not FY 2014-FY 2015)

freshman, freshmen (pl)

full time, full-time (hyphenate only when used as a modifier e.g., She works full time and is the best full-time employee.)

frequency (radio) KTEP-FM (88.5)

G-H

Glory Road

Glory Field

Gold Nugget Award; Gold Nugget Award recipient; recipient of the Gold Nugget Award

GPA acceptable on all references for grade-point average

Hawthorne Street

M-N

master's (but Master of Arts)

MFA

Minerpalooza

P

Professional and Public Programs (P3 on second reference)

part time, part-time (hyphenate only when used as a modifier)

Ph.D.

President Heather Wilson (not President Dr. Heather Wilson; on second reference, President Wilson. Do not use Ph.D. after her name.)

principal investigator (of a research grant)

Q-R

regent (lowercase unless a title before a name)

Randolph Drive

Rim Road



S

spring break, lowercase unless a specific title (Spring Break Camp)
Sun Bowl Drive
System (always capitalize when referring to the UT System)

T

The University of Texas System (1st ref.; “The”); the UT System/the System (2nd ref.)
The University of Texas at El Paso (always use “The” and use the full name on first reference unless in a headline or cutline (caption))
theater (but UTEP Dinner Theatre)

U-V

University (capitalize when talking about UTEP; lowercase for other uses)
University Avenue
UT (no periods, no space)
UTEP (or The University of Texas at El Paso)
UTEP Health
The University of Texas System Board of Regents (use complete, unabbreviated name and capitalize “The” on first ref.; “the UT System Board of Regents” or “the Board of Regents” (but board/regents lowercase if used alone))

W

West Texas (the region)
Wiggins Way
winter break, lowercase and never referred to as Christmas break
Women’s Studies program

XYZ

Yandell Drive

TOPICAL GUIDE

- **Academic units** are capitalized when full proper name is used (the College of Nursing) but are lowercase in other references (the college, the nursing college).
- **Bhutan**
 - o The Kingdom of Bhutan has enjoyed a special relationship with The University of Texas at El Paso since Kathleen Worrell, the wife of the school’s first dean, noticed the similarities between Bhutan and El Paso in the April 1914 issue of National Geographic Magazine. The Lhakhang is a cultural exhibit – not a temple – that was first exhibited in Washington, D.C., during the 2008 Folklife Festival. There are ceremonial flags – not prayer flags – outside the Centennial Museum. Bhutanese items on campus also may be referred to as cultural artifacts.
- **Buildings**
 - o Use the full, formal name of a building on first reference. The formal names are listed in the alphabetical guide under “buildings.”
- **Capitalization**
 - o Official names are capitalized; unofficial, informal, shortened or generic names are not. This rule applies to offices, buildings, schools, departments, programs, centers, etc. (also see Academic Units).
 - o No capitalization necessary for informal degree names unless proper nouns are included (bachelor’s of organizational communication, bachelor’s of Chicano studies)
 - o Capitalize official names of conventions, conferences, committees, classes, etc. (Dr. Johnson will teach Advanced Environmental Geology next semester. He will teach advanced geology.)
- **Degrees**
 - o Do not use “Dr.” before someone’s name. Instead, use the abbreviation for the doctoral degree they received after their name. Do not include master’s degrees. (Jane Smith, Ph.D. (or Ed.D., DMA, Pharm.D., M.D., etc.))
 - o bachelor’s degree or Bachelor of Arts
 - o master’s degree or Master of Science or Master of Arts
 - o doctoral degree or Ph.D.



▪ **Directions**

- o Capitalize well-known regions (West Texas, Paso del Norte).

▪ **Faculty Names**

- o Jane Smith, Ph.D. (or Ed.D., DMA, M.D., Pharm.D. or other doctoral degree. Do not use “Dr.” in front of the name. Do not include master’s or bachelor’s degrees with the name.)

▪ **Job Titles**

- o Capitalize a person’s formal title only when used directly before their name: Dean Robert Kirken
- o If the title comes after the person’s name, it should be lowercase: Leslie Robbins, dean of the College of Nursing

▪ **Majors**

- o Do not capitalize academic majors. Ex: Jane Smith, a sophomore mechanical engineering major, OR UTEP offers a Bachelor of Arts in history. BUT Jose earned a Bachelor of Arts in English.

▪ **President**

- o UTEP President Heather Wilson (first reference. Do not use Ph.D. after her name.)
- o President Wilson (second reference)
- o the President (always capitalize when referring to the UTEP President)
- o President Emerita Diana Natalicio

▪ **Roundabouts**

- o Sun Bowl-University Roundabout
- o Schuster-Spur 1966 Roundabout
- o Sun Bowl-Glory Road Roundabout



Resources

For more information about this guide, please contact:

Division of Marketing and Communications

The University of Texas at El Paso

915-747-5526

utep.edu/marketing-and-communications

To submit a job request, visit the Division of Marketing and Communications Portal at marcomm.utep.edu.

For additional information and visual brand resources, please visit the Marketing and Communications website at utep.edu/marketing-and-communications. Resources include:

- PowerPoint templates
- Email signature templates
- Social media guidelines
- Campus digital marquee content guidelines
- Tungsten font license request form
- And more!



VISUAL BRAND AND EDITORIAL STYLE GUIDE

UTEP.EDU