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, and 3) Visual branding.

**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.

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 Brands

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:

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. These uses must be approved through the Trademark and Licensing process and by the Division of Marketing and Communications.

Paid advertising and marketing
Use of the logo in paid advertising and marketing 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.

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.

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.

For Trademark and Licensing items
Submit the proposed designs to Marketing and Communications at brand@utep.edu. Then, submit a request for trademark approval here: portal.trademarks.utexas.edu

Use of the logo in paid advertising and marketing
Submit the request and proposed design to brand@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 co-branding with other organizations
Submit the request and proposed design to brand@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 any official business, as long as the standards delineated in this guide are followed.

**Digital Assets**

A. Logos  
B. Wordmarks  
C. Lockups  
D. Official University seal  
E. Official UTEP college and school seals  
F. Department of Athletics digital assets  
G. Nickname process  
H. Official UTEP colors  
I. Examples of misuse of digital assets  
J. Event Logos
Section A. Logos

THE CLASSIC LOGO

The classic 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. When produced in color, the classic logo should always appear in UTEP’s signature colors: UTEP Orange, UTEP Blue and UTEP Silver.

THE FLAT LOGO

The flat logo can be used in place of the classic. 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 BOXMARK

The boxmark is intended for use in cases where added space and color is necessary to properly brand the University. 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 Classic Pick**
The Miner pick serves as a spirit mark and always should remain on its own. DO NOT combine it with any other graphic, logo or text. The Miner pick should primarily be used when communicating with internal audiences familiar with the University. When produced in color, the Miner pick always should appear in UTEP’s signature colors: UTEP Orange, UTEP Blue and UTEP Silver.

As with the UTEP logos, refrain from manipulating or altering the Miner pick. DO NOT alter its colors or proportions in any way.

**The Flat Pick**
The flat pick can be used in place of the classic pick. 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 the pick with any other graphic, logo or text.

**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.
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.

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.

THE UNIVERSITY OF TEXAS AT EL PASO

UTEPE

UT EL PASO
Section C. Lockups

Lockups are the combination of a logo or icon and a wordmark that are locked up together in a particular way to bring cohesion to the way different university units, sub-units and special entities identify themselves. All lockups 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**
- Colleges
- Schools
- Divisions

**SUB-UNITS**
- Departments
- Programs
- Academies
- Offices
- Labs
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.
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 work with internal and external stakeholders to develop lockups for named colleges and schools.
TERTIARY LOCKUPS: SUB-UNITS

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

SUB-UNIT DISPLAY
(NICKNAME ONLY)

UTEP
DEPARTMENT OF
ECONOMICS AND FINANCE

SUB-UNIT FULL

UTEP
DEPARTMENT OF
ECONOMICS AND FINANCE
WOODY L. HUNT COLLEGE OF BUSINESS

SUB-UNIT COMPACT

UTEP
ECONOMICS
AND FINANCE
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

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 at brand@utep.edu.

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.

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 brand@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 DISPLAY ALT
(NICKNAME ONLY)

SUB-UNIT FULL ALT
(NICKNAME ONLY)

SUB-UNIT COMPACT
(NICKNAME ONLY)

SUB-UNIT FULL

SUB-UNIT COMPACT
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 seal if the 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 manipulate or alter the seal in any way.

To request permission to use the official University seal, contact the office of the Chief of Staff. Upon approval, contact the Division of Marketing and Communications at brand@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.

**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. Upon approval, contact the Division of Marketing and Communications at brand@utep.edu for access to the official seal.
Section F. Department of Athletics Digital Assets

PRIMARY DEPARTMENT OF ATHLETICS LOGOS

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 classic or flat 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.

Use of the Paydirt Pete logo is limited to UTEP Athletics for official purposes only.
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 athletics 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.
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**

<table>
<thead>
<tr>
<th>Pantone</th>
<th>PMS 151 C</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK</td>
<td>0-54-100-0</td>
</tr>
<tr>
<td>RGB</td>
<td>255-130-0</td>
</tr>
<tr>
<td>HEX</td>
<td>#FF8200</td>
</tr>
</tbody>
</table>

**UTEP BLUE**

<table>
<thead>
<tr>
<th>Pantone</th>
<th>PMS 282 C</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK</td>
<td>100-72-0-73</td>
</tr>
<tr>
<td>RGB</td>
<td>4-30-66</td>
</tr>
<tr>
<td>HEX</td>
<td>#041E42</td>
</tr>
</tbody>
</table>

**UTEP SILVER**

<table>
<thead>
<tr>
<th>Pantone</th>
<th>PMS Cool Gray 5 C</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK</td>
<td>28-21-18-1</td>
</tr>
<tr>
<td>RGB</td>
<td>177-179-179</td>
</tr>
<tr>
<td>HEX</td>
<td>#B1B3B3</td>
</tr>
</tbody>
</table>

V.1 // Oct. 2023

utep.edu // 20
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 email brand@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 lockups.

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 by no means complete. 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. Event logos should enhance the institution’s reputation and maintain the positive spirit of the University. If incorporating any UTEP graphic elements into the logo, please ensure they follow the usage guidelines found in this Visual Brand Guide.

Lockups are not permitted to be part of event logos.
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
brand@utep.edu

**Office of Brand, Trademarks and Licensing**
The University of Texas
512-475-7923
trademarks.utexas.edu
portal.trademarks.utexas.edu
trademarks@utexas.edu