THE UNIVERSITY OF TEXAS AT EL PASO

BRANDING
My name is Troy Tomberlin and I am a graphic designer for University Communications. I have been with this institution since February 2010. I graduated from The New England Institute of Art with a Bachelor’s Degree in Graphic Design.

Some projects I have worked on include the Don Haskin’s basketball court design as well as the Miner Metro Shuttle rebrand and shuttle wraps.

Over the past few years my role has expanded to focus specifically on the UTEP brand and its usage. This involves the creation of the new Graphic Identity Guide, reviewing artwork and working closely with the Office of Brand, Trademarks and Licensing at UT Austin to ensure the integrity of the brand is maintained to the highest standard.

TJOMBERLIN@UTEP.EDU
GRIS CAMPOS
GRAPHIC DESIGNER

I graduated with a BFA from New Mexico State University in 2003 and landed my first design gig producing real estate publications at a local newspaper. From there, I learned to grow fond of publication design which has followed me throughout my trajectory through different experiences up until today.

I currently art direct the UTEP magazine as well as help oversee the UTEP brand through different projects that arise. Outside of work I’m a fan of nature, campfires and bbq so you may occasionally find me by my smoker trying to perfect ribs, brisket and burgers.

GCAMPOS2@UTEP.EDU
WHY THIS PRESENTATION EXISTS

This presentation deals with the basic identity elements: logos, registered marks, seals, endorsement guidelines and University colors that form the basis of our visual identity.

A first impression of a university is often related to its visual identity, whether it is through a flyer, a website, an invitation or a brochure. Our logos, colors, typefaces and other brand elements portray a consistent look and feel that convey what UTEP is all about: fostering access and academic and research excellence for the students we serve.
UTEP’s Mission & Brand Impact

UTEP is a comprehensive public research university that is increasing access to excellent higher education. We advance discovery of public value and positively impact the health, culture, education, and economy of the community we serve.

As an R1 top tier research university, having a consistent visual identity is important in maintaining an image that is instantly recognized by all of the University’s stakeholders. We ask for your compliance with these standards to ensure that all our images and communication efforts reflect UTEP’s quality and the pride we share in the success of the University.
TARGET AUDIENCE

WHO USES THE BRAND?

Students
Faculty
Staff
Community Partners
& more
The University’s official name is The University of Texas at El Paso, and the official acronym is UTEP. The word “The” when used in the official name is always capitalized, no matter where it may fall in a sentence.

**CORRECT:**
The University of Texas at El Paso
UTEP
the University

**INCORRECT:**
University of Texas at El Paso
the University of Texas at El Paso
Texas-El Paso
UT El Paso
The University of Texas at El Paso seal is used primarily 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 stationery, 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.
OFFICIAL UNIVERSITY LOGOS

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.

Using the approved classic logo for publications, signs, clothing and other purposes develops a strong identity that connects the University to all of our constituencies, from students and faculty to alumni and donors. When produced in color, the classic logo should always appear in UTEP’s signature colors: UTEP Orange, UTEP Blue and UTEP Silver.
OFFICIAL UNIVERSITY LOGOS

FLAT VARIATIONS

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.
The UTEP logo is a valuable asset. It provides brand recognition and should be used correctly to ensure it has room to breathe. For proper effectiveness, it should not be crowded or overwhelmed by any other elements. “Clear Space” refers to the area surrounding the signature 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.
OFFICIAL UNIVERSITY LOGOS

The Miner pick serves as a spirit mark and always should remain on its own.

The Miner pick is easily recognizable to UTEP students, faculty, employees and friends, and as such, 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.
OFFICIAL UNIVERSITY LOGOS

FLAT VARIATIONS

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.
The Miner pick should be treated the same way as the UTEP logo to ensure it has room to breathe. For proper effectiveness, it should not be crowded or overwhelmed by any other elements. "Clear Space" refers to the area surrounding the mark 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 Miner pick.
The official school colors of The University of Texas at El Paso are UTEP Orange, UTEP Blue and UTEP Silver, which is used as an accent color. The colors are the foundation of UTEP’s graphic identity and should never be altered.

Although it is common for designers of University publications and websites to use the UTEP color palette, they are not limited to using only those colors. However, the main colors in all University publications should be one or some combination of UTEP Orange, UTEP Blue and UTEP Silver.
Smart, tough and stylish, Tungsten is the University’s primary typeface for headlines.

It comes in eight different weights. From a sleek and sharp thin weight to a bold and defining heavy weight, this typeface has the versatility to speak volumes.

University Communications has purchased Tungsten font licenses for UTEP employees who are directly involved in the creation of marketing and communication materials. To access the font and request license use, visit utep.edu/university-communications and look under the ‘Resources’ tab.
Nimble, soft and free. Open Sans is used primarily for body copy.

Open Sans is a humanist sans serif typeface that was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

If you do not have Open Sans, it is free to download directly from the Google Font Directory at fonts.google.com/specimen/Open+Sans or visit utep.edu/university-communications and look under the ‘Resources’ tab.
BRAND PRESENCE
BRAND PRESENCE

Our brand presence is not just on a football helmet or a business card. It’s on videos, websites, t-shirts, pencils, pens, cups, mugs, brochures, posters, PowerPoint presentations and even social media icons, to name a few.

This is why consistency and proper usage is paramount when it comes to displaying our brand.

When these practices are taken into consideration, our brand not only becomes more streamlined, it becomes more recognizable.
UNIVERSITY COMMUNICATIONS

OFFICE OF INTERNATIONAL PROGRAMS AND STUDY ABROAD

MAKE YOUR MOVE TO UTEP
Learn about the UTEP transfer process
Apply to UTEP with help from Admissions Counselors
Be admitted to UTEP on the spot if you meet requirements
Sign-up for a Transfer Student Orientation session
Speak to representatives from Financial Aid & Scholarships
Take a campus tour

Transfer Day:
Saturday, February 15, 2020
9:00 AM - 2:00 PM
The University of Texas at El Paso
Union Building East | 151 W. University Ave.
El Paso, Texas 79968

For more information contact:
Office of Admissions and Recruitment
915-747-5890 | futureminer@utep.edu
utep.edu/futureminer

RSVP TODAY!
utep.edu/transfer-day

utep.edu/transfer-day
INTERNAL REVIEW & TRADEMARK & LICENSING
1. Ensure your materials follow the identity guide.

2. Submit for brand review.

3. Artwork gets reviewed and feedback is offered if need be.

4. Once approved, artwork can proceed to Trademark.
Trademark & Licensing

Verbiage such as “The University of Texas at El Paso,” “UTEP” and “Miners,” as well as the official UTEP seal, UTEP pickaxe logo and Miner logo are the property of The University of Texas at El Paso and are protected trademarks. Licensing agreements are issued to deserving vendors with permission to reproduce the protected marks of the University.

For further information about Trademark & Licensing, please visit our Graphic Identity Guide.

To submit your artwork for trademark review visit:

portal.trademarks.utexas.edu

For Assistance:

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

Office of University Communications
The University of Texas at El Paso
brand@utep.edu
915-747-5526
uc.utep.edu
RESOURCES

- GRAPHIC IDENTITY GUIDE
- BRAND@UTEP.EDU
- UC.UTEP.EDU
- PORTAL.TRADEMARKS.UTEXAS.EDU
QUESTIONS
THANK YOU