The Division of Student Affairs at UT Arlington is dedicated to enhancing the student experience and promoting student success. To meet the ever-changing needs of student’s needs and expectations, the Division offers a wide-range of programs and services.

The departments within the Division of Student Affairs seek to enrich the total well-being of all students. Since our programs and service offerings are broad, it’s important to project a coherent, identifiable look and feel within UT Arlington. Consistency across departments is key to our communication with our varying constituency groups.

This manual presents the Division of Student Affairs’ visual identity guidelines to all departments within the Division. These parameters have been developed to ensure consistency across Student Affairs departments, while providing flexibility for each department to maintain a unique identity that supports individual interaction with students.

Through consistent use of these guidelines, the Division of Student Affairs will reinforce collective communication with students and all areas of the university.

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DEPARTMENTS

- The Office of the Vice President for Student Affairs
  www.uta.edu/studentaffairs/vpsa
- Apartment and Residence Life
  www.uta.edu/housing
- The Behavior Intervention Team (BIT)
  www.uta.edu/bit
- Campus Recreation
  www.uta.edu/campusrec
- The Career Development Center
  www.uta.edu/careers
- The Center for Community Service Learning
  www.uta.edu/ccsl
- The Center for Students in Recovery
  www.uta.edu/csr
- Counseling and Psychological Services
  www.uta.edu/caps
- Fraternity and Sorority Life
  www.uta.edu/greek
- Health Services
  www.uta.edu/health
- The Leadership Center
  www.uta.edu/leadership
- LGBTQA Program
  www.uta.edu/lgbtqa
- Mediation Services
  www.uta.edu/mediation
- The Movin’ Mavs Wheelchair Basketball Team
  www.uta.edu/movinmavs
- Multicultural Affairs
  www.uta.edu/multicultural
- Off-Campus Mavericks
  www.uta.edu/offcampus
- New Maverick Orientation and Transfer Orientation
  www.uta.edu/orientation
- The Office for Students with Disabilities
  www.uta.edu/disability
- Student Conduct
  www.uta.edu/conduct
- The Office of International Education
  www.uta.edu/oie
- The Parent & Family Center
  www.uta.edu/parents
- The Relationship Violence and Sexual Assault Prevention Program
  www.uta.edu/rvsp
- Student Activities and Organizations
  www.uta.edu/sao
- Student Governance
  www.uta.edu/studentgovernance
- Spirit Groups
  www.uta.edu/spirit
- Student Publications – The Shorthorn
  www.uta.edu/studentpubs
- University Events
  www.uta.edu/universityevents
APPROVAL PROCESS:
All marketing materials, which are created for a department or student group, which is advised and funded by the Division of Student Affairs, need to be submitted to the marketing contacts at the Vice President for Student Affairs Office for approval to be printed. Please allow at least five (5) business days for the material to be reviewed and approved.

All marketing materials that are created must include the appropriate logos, follow the color guidelines and be printed by a University-approved vendor (if the job is not printed in-house).

WHAT IS MARKETING COLLATERAL?
Any type of material that is used to market a Divisional department, student group or program, which is advised and funded by the Division of Student Affairs that includes some kind of text and or an imprint. Items include but are not limited to:

- Flyers
- Posters
- Postcards
- Brochures
- Calendars
- Notebooks/Folders
- Banners
- T-Shirts
- Professional Polo Shirts and Sweaters
- Sunglasses
- Backpacks
- License Plate Frames/Car Sun Shades
- Cups/Mugs/Water Bottles
- Videos
- Presentation Boards
- Decals/Stickers
- Pens/Pencils
- Hats
- Spirit Items – Foam Hands, Pom Poms, Face Tattoos
1. INCLUSION OF THE UNIVERSITY OF TEXAS AT ARLINGTON OR UT ARLINGTON

The University name must be used on all communication materials. This includes marketing materials in addition to letterhead, business cards, envelopes, and donation requests.

In general, abbreviations should be used sparingly or avoided entirely, including the abbreviation UTA. Never use periods for U.T.A. or U.T. Arlington. Use The University of Texas at Arlington, UT Arlington, or the University. UTA is an acceptable second reference for publications with an internal audience.

If you are not using a Student Affairs departmental logo on your item, use any of the institutional signatures that best fit the layout. If the space does not permit, you may write out UT Arlington or The University of Texas at Arlington on your material. These signatures may not be altered in any way. They may also not be combined with additional artwork. To download copies of these files and for the exact guidelines on the usage of the signatures, visit www.uta.edu/ucomm/identity/logo/signatures.

PRINTING PROMOTIONAL ITEMS FOR GIVEAWAY

When printing promotional items for giveaway (cups, t-shirts, buttons, hats, magnets, binders), please remember to first submit your design for review and approval by the VPSA Office. After it is approved, the item may be item printed by any of the vendors who have a restricted or standard license with UT Arlington. Since you are not re-selling the item, either type of vendor is allowed to print. To view the most current list of approved vendors, please view the Office of Trademark Licensing website, www.utexas.edu/trademarks/forms_lists.html. Look for UT Arlington under Academic Campuses and then select the Standard Licensees-Contact Info PDF. For questions, please contact the VPSA Office. For licensing questions, please contact University Communications at 817-272-1299.

PRINTING FOR RESALE

When printing promotional items for resale (t-shirts, tumblers, sun shades), please first make sure to send a copy of the design of the item to the VPSA Office to be approved. The item must be printed by a vendor who has a standard license with the university. To view the most current list of approved vendors, please view the Office of Trademark Licensing website, www.utexas.edu/trademarks/forms_lists.html. Look for UT Arlington under Academic Campuses and then select the Standard Licensees-Contact Info PDF. Once in the PDF, look for vendors under the standard license category.

- The vendor that is selected will charge an additional royalty fee. Please ask the vendor about the fee, which cannot be more than 8%. Some vendors will add the royalty fee on as an extra charge and others will incorporate this into the price quote.
- Departments must collect 8% sales tax (city and state tax) on all items that are resold. Please contact the VPSA Office for information on this. There are specific guidelines on collecting the tax and also guidelines on how the funds should be deposited into your account.

PRINTING FOR DISPLAY ON CAMPUS

POSTERS AND FLYERS

Departments and student groups that have a high quality office printer are welcome to print materials in-house as long as the printed materials are clear and crisp and all aspects of the design are visible, including all logos. For large print jobs, please use an outside printing company of your choice. Remember to have Student Governance stamp out all posters and flyers for posting on campus.

POSTCARDS

All postcards should be printed and mailed using outside printers. For recommendations on printers, please contact the VPSA Office.

STANDING BANNERS AND SIGNAGE

All standing banners and event signage should be printed through a vendor of your selection. Please call the vendor for a quote before printing and remember to send your design to the VPSA office to be reviewed and approved.

CUBE AND POLE BANNERS

All cube and pole banners to be printed to be display on campus are managed by University Communications. Please contact 817-272-9197 to have your job added to the production queue.
2. INCLUSION OF ‘THE DIVISION OF STUDENT AFFAIRS’

**Within Text:** Whether it is on the cover of the publication or within copy, the Division of Student Affairs must always be referenced.

In copy on first reference, please refer to it as the Division of Student Affairs. Secondary references may use “the Division” or “Student Affairs”, while always using capitalization.

**Example:** “As an integral part of the academic mission of The University of Texas at Arlington, the Division of Student Affairs educates students to assume roles of leadership, involvement and service in a global community. The Division plays a vital role in creating and maintaining a healthy campus environment through services, programs and innovative learning experiences beyond the classroom.”

**Graphically:**
All marketing materials created by departments within the Division need to include the Division of Student Affairs text by using a departmental logo.

**EXAMPLE:**

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**SOCIAL MEDIA**
The Division of Student Affairs is currently using two social media platforms:
- **Facebook:** [http://www.facebook.com/utastudentaffairs](http://www.facebook.com/utastudentaffairs)
- **Twitter:** [https://twitter.com/stuAffairsUTA](https://twitter.com/stuAffairsUTA)

When updating or creating departmental or student group social media accounts, please be sure to reference the Social Media Guidelines, which are listed on The University Communications Identity Guidelines website.
STUDENT GROUP/PROGRAM LOGOS
Student group/program logos and marks may be used on marketing materials as long as the coinciding departmental mark is also included on the marketing material. In the case of smaller items like pens, at a minimum The University of Texas at Arlington, the student group name and the Division of Student Affairs should be included. All changes to student group logos must be approved by the VPSA Office.

EVENT/PROGRAMMATIC T-SHIRTS
Event t-shirts for signature UT Arlington events including the Bed Races, Welcome Week, Parent & Family Weekend, Oozeball, Homecoming, The Big Event must be blue, white or orange. T-shirts for smaller university events may be colors but the design still needs to incorporate blue, white and orange.

STUDENT STAFF T-SHIRTS/POLOS/PROFESSIONAL APPAREL
Departmental logos must be included on all student staff apparel. Student group logos may be used on student staff shirts only. Professional staff may not wear student staff apparel with student group logos as professional apparel. All student staff t-shirts must be blue, white or orange only.

Please remember to use the version/color of your departmental or university logo that will appear the clearest/most visible on your apparel. An example would be that a blue t-shirt should use the reversed or white version of the logo. Different color versions can be downloaded on the Identity Guidelines website.

PROFESSIONAL APPAREL FOR PROFESSIONAL STUDENT AFFAIRS STAFF
Departmental logos must be included on all professional apparel. The departmental logo that is used on the material should include: the university wordmark and the departmental name and the Division of Student Affairs staff.

All professional apparel (polo shirts, button-up shirts, sweaters) must be blue, white or orange. In some cases, you may print apparel in neutral colors (tan, black or gray). Please check with the VPSA office to see if your order qualifies.
COLOR USAGE

COLOR USAGE FOR PRINT MATERIALS
When creating marketing materials for signature UT Arlington events including the Bed Races, Welcome Week, Homecoming, and The Big Event, make sure that print materials are primarily blue, white, and orange. For exact information on the UT Arlington colors, please visit uta.edu/ucomm/identity to view the color guidelines. For marketing materials for non-signature events, departments/student groups are welcome to incorporate other colors into the design as long as blue, white, and orange are woven in.

PRIMARY UT ARLINGTON COLOR PALETTE

Pantone® 158
C 0
M 61
Y 97
K 0
R 245
G 128
B 38
HEX #f58025

Pantone® 293
C 100
M 62
Y 0
K 0
R 0
G 100
B 177
HEX #0064b1

Black
C 0
M 0
Y 0
K 100
R 0
G 0
B 0
HEX #000000

White
C 0
M 0
Y 0
K 0
R 255
G 255
B 255
HEX #ffffff

COLOR USAGE FOR PHOTOGRAPHY

Please incorporate photos that feature students into your marketing materials.

MASCOT MARK AND SIGNATURES

Mascot marks are for use by student clubs for student activities. The marks are based on UT Arlington’s mascot, Blaze. The marks cannot be used in place of the official University logo by departments or divisions. They may only be reproduced from the authorized electronic files and may not be altered in any way. The files are available in several color configurations to allow for reproduction over various color backgrounds. Questions regarding proper use of the signatures should be directed to University Communications.

ATHLETIC AND SPIRIT LOGOS

The athletics/spirit logo is no longer to be used by any Student Affairs department, program or funded student organization. All marketing materials or promotional items with the spirit logo may be used until the items run out but do not order more. For alternative logo options, please contact the VPSA office.

PHOTOGRAPHY

Please incorporate photos that feature students into your marketing materials.

Departments with notable facilities should also incorporate photos that showcase building highlights.

Special attention should be given to photo quality. The use of stock photos should be limited to cases where photos cannot be obtained. High-resolution photos are available through SharePoint and within the VPSA folder.

Photo Shoots

If your department would like for a staff photographer to come out and photograph your event, please contact Marketing Communications at 2-9196. The photo shoot rate is $25/hr. Please allow for ample time to arrange the appointment.
IMPROPER LOGO USAGE

Do not alter any of the logos in any way.

Do not combine any of the logos or marks into artwork.

STUDENT AFFAIRS DEPARTMENTAL LOGOS
Correct Use for Reference

Do not distort, extend or stretch the proportions of the logo or remove any elements.