# The University of Texas at Arlington Initials Logo and Signature Guidelines

December 21, 2021

## Colors

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## Signatures for Colleges, Schools, Departments, Offices, Centers, and Divisions

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## Fonts

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Colors

Color Combinations

**Note:** The white bevel on the star, in all versions, is always on the left.
- All-white logo (on black, blue, orange, or dark colors).

- White with orange star logo (on black* and blue; never on orange).

- All-orange logo (on blue**, never on black or white). Only used for one-color print jobs.

- All-blue logo (on orange** or gray, never on black or white). Only used for one-color print jobs.

*If the logo is to appear on a black section of a design or item, the overall design or item must contain more than 60% blue; if not, the all-white logo should be used. For example:
**Only for use with one-color print jobs, not for digital or designs that allow for other logo color combinations.**

**Primary/Main Colors for Print**

The accessible hex values are to be used for online only, not for print. The solution we are implementing is not using orange for text (or reversed text on orange), but for design elements and accents.

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<td>Orange</td>
<td>158</td>
<td>F58025</td>
<td>C:0% M:61% Y:97% K:0%</td>
<td>1078</td>
</tr>
<tr>
<td>Blue</td>
<td>293</td>
<td>0064B1</td>
<td>C:100% M:62% Y:0% K:0%</td>
<td>1134</td>
</tr>
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<td>Black</td>
<td>Process Black</td>
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Primary Marketing Logo

The University’s “UTA” initials logomark, along with “The University of Texas at Arlington” wordmark, is the primary marketing logo and should appear on all marketing communications. The logo has been specially drawn and spaced; do not redraw, change, stack, or reposition it.

Questions regarding proper use of the logo should be directed to University Communications.

Minimum Logo Size

The minimum size for the initials logomark should be 0.375” or larger for print and 50 px or greater for the web. These rules—which help maintain brand presence and enable legibility—apply to all signature types.

Logo Color Variations

The permitted color variations for signatures are:
● Full color, blue, orange, and black (on white or light background).

THE UNIVERSITY OF TEXAS
AT ARLINGTON

● All black (on white when only one black is required).

THE UNIVERSITY OF TEXAS
AT ARLINGTON

● All blue (on white or orange* when only one color is required, never on black). Only used for one-color print jobs.

THE UNIVERSITY OF TEXAS
AT ARLINGTON

● Blue with orange star (on white or light background, never on orange). Only used for two-color (orange and blue) print jobs.

THE UNIVERSITY OF TEXAS
AT ARLINGTON
● All white (on black, blue, orange, or dark colors).

![UTA Logo](image1)

● White with orange star (on black** and blue, never on orange).

![UTA Logo](image2)

● All orange (on blue*, never on black or white). Only used for one-color print jobs.

![UTA Logo](image3)

*Only for use with one-color print jobs, not for digital or designs that allow for other logo color combinations.

**If the logo is to appear on a black section of a design or item, the overall design or item must contain more than 60% blue; if not, the all-white logo should be used. For example:
Note: The white bevel on the star, in all versions, is always on the left.

Orange Logo on Blue, Blue Logo on Orange
Only used for one-color print jobs, not for online content or when the printing process offers brand-compliant options (e.g., in a two-color job, the white logo on blue would be used).

Note: The orange is on the left when printed orange on blue.
White-Only Logo vs. White Logo with Orange Star

The white logo with orange star is only used on blue, with one exception: if it is on black, but the design is more than 60% UTA blue.

Example of exception: white logo with orange star on black; must have greater than 60% coverage of blue in the overall design.

Black Logo

This is used for reduced-color print jobs or when it is the only option. It is preferred to the all-blue or all-orange options; however, it is not required if the orange or blue logos meet the branding criteria described above. It should never be used for digital projects.
Space Within and Around Logo (Clear Space)

Use the width of the “T” crossbar to determine the space around the logo, also called the “clear space” or “exclusion zone.” At the top, bottom, left, and right of the logo, there should be no words or images placed in the area equal to the width of the “T” crossbar.

Measurement Ratio

Logo Usage Without the Wordmark

The University of Texas Arlington wordmark from the logo should never be used as a standalone graphic, but there are instances when the logomark may be used without the wordmark.
UTA Initials Logo

The initials logo may only be used without the wordmark in a signature or when space limitations prevent the latter’s inclusion.

The A Logo

The A can only be used as a standalone graphic element in special cases when space is limited. It can also be used as a design element.

Note: Never create words by replacing an “A” with the A logo.
Signatures for Colleges, Schools, Departments, Offices, Centers, and Divisions

The signature represents your unit/sub-unit on campus and serves as your logo—no other marks are allowed to represent units/sub-units. (The only exception is federal grant-sponsored programs that have their own logos.)

Efforts to distinguish your unit should be made with messaging and the story you tell through your marketing materials, not through an independent logo.

Customized signatures for individual UTA schools, centers, and divisions (units), as well as departments (sub-units), are created by integrating the name of the unit with the UTA signature using specific templates and these guidelines. There are several versions to allow for size limitations and variations for design applications.

The following signatures are for marketing use. They allow for a stronger University brand and also provide a more clear and versatile mark for the many digital/online uses marketing requires. The “A” signature will be reserved for more formal use, such as documents or signs.

The full suite will have differently oriented versions (centered, left, horizontal), long and short versions, and color variations. Additionally, for signatures, we will be offering the option to include degrees.

There is no need to purchase a new font; the logos use Frutiger 55 Roman, tracking at -50. (The smaller all-caps text has a tracking of -10.)
Requesting a Signature

If you are in need of a signature, you can use this link, go.uta.edu/signature-request, to request a signature be created. Please set a realistic due date; in instances of a rush, they usually take 24 hours to get created, with a maximum of 48 hours.

Signatures as Logo

For this usage, the “UTA” initials logomark and a signature combine to create a logo. Signatures comprise the unit type and/or name and the sub-unit type and/or name.

**Note:** UTA schools, colleges, academic units, committees, departments, divisions, etc. (any group organized as part of UTA), are NOT permitted to have their own distinctive logos separate and apart from the UTA logo. Individual logos at this level reduce the impact and effectiveness of the University’s brand identity. Additionally, you cannot create your own unit name or any other image that becomes synonymous with the unit other than these signatures.
Acronyms or Initialisms

Acronyms or initialism are not used in unit or sub-unit signatures.

Long Versions

These versions contain unit type and unit name with the sub-unit type and sub-unit name.

If your department has only a sub-unit name, it will be considered a long version.

Short Versions

These versions drop the unit type and only feature the unit name, but the unit type is always larger and on top. These are not preferred; they are reserved for space limitation and audience considerations.
Note: Both the long and short versions pair the unit name to the sub-unit name. Do not mix long and short, as shown below:

The unit/sub-unit order may also be reversed.

In circumstances when print area space limitations constrain the design, you may use the sub-unit short and long versions alone.
Degree Signatures

The University now allows the inclusion of degree names in signatures. There is not a short version for degrees, as it must be paired with the college. Below are a few examples:

![Examples of degree signatures]

Clear Space

When the signature is used as a logo, it has its own clear space, which is the width of the “T” in the “UTA” logomark.

![Clear space example]

Special exceptions can be granted in situations where there is limited space.
“And” versus “&”

Signatures use “and,” not “&.”

Naming Convention

When naming files for the signature logo, we follow the formula below:

Example: Training_Program-1.blk-ct-lgsm-sub-both

[Identifier-name].[color]-[orientation]-[name+type = lg, type only = sh][font size][headliner]-[does it feature both]

A. The identifier name of the signature.
B. Color description: cmyk = full color (blue, orange, and black); blk = black; wht = all white; wht-orng = white with orange star.
C. Alignment: ct = center aligned; lf = left aligned; hz = horizontal aligned.
D. Type and size: lg = long (contains sub-unit and unit type), sh = short (does not contain sub-unit type or unit type); lgsm and shsm = a smaller font version of the lg and sh versions.
E. Unit OR sub-unit inclusion, but not both: sub = contains sub-unit, but not unit; unit = contains unit but not sub-unit.
F. Both unit and sub-unit inclusion: both. Note: If the sub-unit name is more prominently displayed, use sub for item E; if the unit name is more prominent, use unit for E.
Existing Signature Versions

Marketing materials (brochures, shirts, give-away items, flyers, online graphics, etc.) that were brand-compliant under previous standards do not need to be immediately replaced. However, when these items are ready to be updated or reordered, they must be made compliant, as the use of outdated signatures is counterproductive to the University’s efforts to create a strong brand.

The existing “A” logomark with the university wordmark name, along with the UTA initials logo, will serve as a formal logo and remain in use for business cards, documents, letterhead, door graphics, name plates, and other items. There is no need to reorder or update these. (The existing branding guidelines for letterhead will also remain in place.)

Tagline Use

Taglines are not permitted to be paired with signatures or used to the extent that they are perceived as becoming part of the signature. Tagline or tagline-type messaging can be used within the copy or part of the design.

Example of it not being part of the signature, but as a design element:
Wordmark
THE UNIVERSITY OF TEXAS AT ARLINGTON

When the name of The University of Texas at Arlington is used as a standalone graphic element apart from the signature, this horizontal configuration should be used. It may not be reconfigured in any way.

Unacceptable Usage

The University of Texas Arlington box wordmark from the formal logo should never be used as a standalone graphic.

Star Element

A version of the star portion of the logomark is available to use as a design element, but not as a replacement for the logo. The white triangles on the star bevels should always be on the left and should not be flipped or reversed, regardless of background color.
Fonts

**Primary Font**

The signature font is Frutiger 55 Roman. Frutiger is UTA’s primary design font and should be considered as the primary choice to maintain a consistent look across campus; however, its use is not required. In general, sans serif fonts are preferred and recommended over serif fonts.

Within the Frutiger family, bold and light are preferred over ultra or condensed.

The quick brown fox jumps over the lazy dog.
**Note:** Always purchase “open type” versions of these fonts that are usable both on PC and Mac platforms. Several font substitutions are provided as needed when these primary fonts are not available.

Licensing restrictions prevent University Advancement from distributing the typefaces for free. Check to see if your unit/sub-unit has its own license for these, or purchase here:

Frutiger Family
[https://www.fonts.com/font/linotype/frutiger/packages](https://www.fonts.com/font/linotype/frutiger/packages)

Frutiger 55 Roman
[https://www.fonts.com/font/linotype/frutiger/55-roman](https://www.fonts.com/font/linotype/frutiger/55-roman)

[https://www.linotype.com/1270238/frutiger-family.html](https://www.linotype.com/1270238/frutiger-family.html)
Secondary Font

The following typefaces may be used when the primary sans serif typefaces are not available; for example, in word processing, powerpoint presentations, and web applications.

Secondary Sans Serif Font

Helvetica or Arial

Secondary Serif Font

Minion Pro or Georgia

Cube Banners

The cubes around campus have a full schedule of yearly event banners in rotation; thus, we have limited space. With the many requests we get, we must be selective about what goes on them.
Here are the criteria and other information about cube banners:

- The messaging must be for the student body and for faculty and staff as a whole.
- A concept, rough sketch, and copy will need to be submitted to the Director of Creative Services. Then, University Advancement and Student Affairs will review to make sure the messaging is appropriate for the whole student body and evaluate it against other banner messaging in the pipeline. For example, messaging about COVID has taken precedence over other messaging requests.
- If approved, we will supply a template file and specs for the banner artwork to be created.
- There is one large cube and five smaller cubes across campus. Banners are installed in all six locations; there is not an option to choose just one location.
- Banners will be rotated in for a period of two months.
- Though we will take care of getting the banners printed and installed, the client requesting the banner will need to supply the approved, print-ready artwork to the University Advancement creative team and to pay the vendor directly.