Protected Marks

- **University Names**
  - The University of Texas at Austin™
  - The University of Texas®
  - University of Texas®
  - Texas®
  - Longhorn(s)®

- **Longhorn Silhouette**

- **UT Austin Seal**

- **UT System Seal**

- **UT Austin Wordmark**

- **UT Tower**

- **“What Starts Here Changes the World” Tagline**

- **Bevo**

- **Hook 'em Horns Slogan**

- **Hook 'em Hand Sign**

- **Hooked on Texas / Students Hooked on Texas**

- **Block T**

- **Interlocking UT**

- **Running Mascot / Longhorn Caricatures**

- **Helmet Logo**

- **Texas with Longhorn Design**

- **Get Hooked™**