BRAND GUIDELINES

UT Permian Basin™

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INTRODUCTION

HOW TO USE THIS GUIDE

The University of Texas Permian Basin brand is one of the University's most valuable assets. It helps define the University and makes it distinctive in the marketplace. A common and consistent visual identity is a crucial component of the brand, and the standards in this manual are designed to maintain the integrity of the University's visual images and written communication.

This publication is designed to both guide and empower our Falcon family and friends in using UT Permian Basin's visual and written assets. Included are specific directions for use of logos, typography, colors, and writing style. All University personnel will use UT Permian Basin's visual and written identity elements for formal and informal communications, advertising, apparel, and promotional purposes in accordance with the brand guidelines. If you send the UT Permian Basin logo to an external vendor, always send these guidelines as well.

MISSION, VISION, VALUES

Central to our identity as a University are UT Permian Basin's mission, vision, and values. These are the principles that should encompass every intention and decision we make as members of the University. They are the benchmarks we use as the foundation of our brand messaging—the message that reaches external audiences and encourages students to become Falcons.

Mission

As a regional, comprehensive institution, The University of Texas Permian Basin serves a diverse community of students from the region, the state, and beyond. Through excellence in student-centered teaching, learning, research, and public service, the University cultivates engaged citizens and impacts lives while advancing the technological and public interests of West Texas.

Vision

The University of Texas Permian Basin will be an innovative, responsive university that thinks large and lives local. We will lead in advancing education, research, economic competitiveness, and cultural enrichment.

Values

The University believes in:

- **Extra Mile Service** which starts with an attitude of "yes," enables flexibility to go above and beyond, and is proactive in finding solutions.

- **Kindhearted** means being nice, positive, friendly, and respectful; being generous with your gifts and talents; and investing in the success and well-being of others.

- **Integrity** means doing right, even when no one else is looking; being forthright in your intentions, words, and actions; and being honest, honorable, and trustworthy.

- **Collaboration** is a big tent mentality, being a partner who embraces and considers diverse perspectives and always being aware of and pursuing positive collective impact.

- **Innovation** inspired by curiosity, adaptability, and responsiveness; embracing the "wildcatter" spirit to be the solution.

OUR NAME

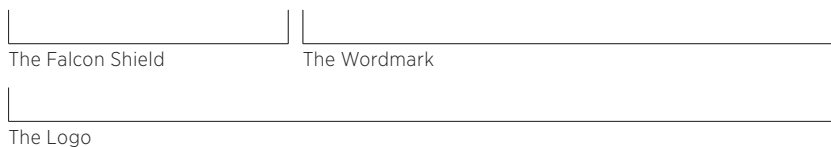## THE UNIVERSITY OF TEXAS PERMIAN BASIN

Our full, official name is The University of Texas Permian Basin. Use the full name on first reference and in all formal mentions. On second reference and formal abbreviations, use UT Permian Basin. The abbreviation UTPB should only be used in the most informal sense as a third option after the full name and formal abbreviation have been used.

LOGO AND USAGE

THE LOGO

Our logo is a symbol of our pride and the most visible representation of who we are. In a sense, it's our face, so it's important for us to uphold the design so that it remains the same in all materials.

The University of Texas Permian Basin logo is a combination of a wordmark and the Falcon shield.

The Falcon Shield

The Wordmark

The Logo

LOGO VARIATIONS

Primary Horizontal and Vertical Stacked

There are two primary UT Permian Basin logos that should be used in most cases. The primary horizontal logo should be used as the main logo of the University as long as the layout of the area lends itself to a more horizontal design. The primary vertical stacked logo is preferred in situations where the logo should occupy a taller space, such as a circular or square area.
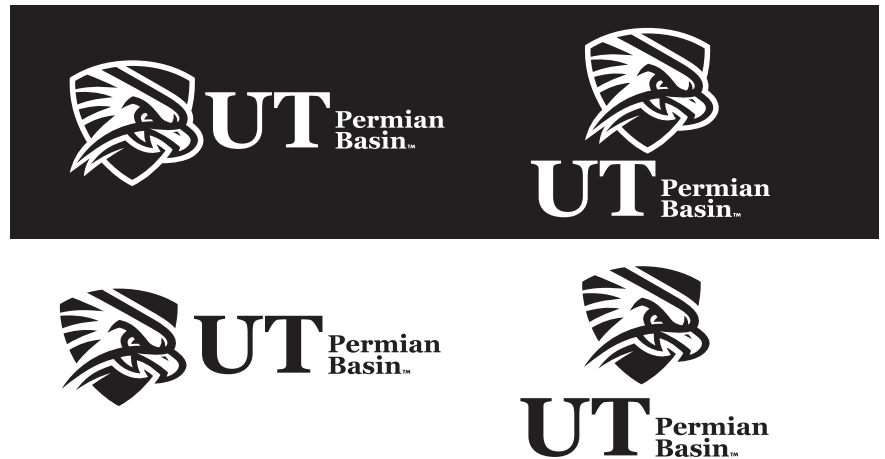
Horizontal

Vertical

One-Color Versions

If a one-color logo is required, all logo variations have a one-color version in UTPB Orange.

Non-Color Versions

There will be times when the logo will need to be printed without color. In these cases, an all-white logo may be used on dark colors, and an all-black logo may appear on light colors. There should be high contrast between whichever logo is used and the background it sits on.

The Safety Stroke

A white safety stroke surrounds every variation of the horizontal and vertical logos. This addition makes the full-color options more versatile, meaning they may be used on darker backgrounds without needing an all-white version. When the full-color logo is used on a darker background, it should include a white wordmark.

LOGO USE ON COLORS AND APPAREL

There are specific rules for when the logo appears on color to preserve branding. These rules also apply when the shield is used on its own.

The full-color logo may appear on white or gray if there is enough contrast. For economy, the full-color logo on light gray apparel does not require white safety stroke behind the Falcon shield.

The all-white logo may appear on UTPB Orange, black, or gray colors dark enough to show contrast. The all-black logo may appear on orange and white and gray colors light enough to show contrast.

To preserve the UTPB Orange as a shield color on apparel, use the white outlined Falcon shield with a white wordmark on dark colors and a black wordmark on orange.

The orange one-color logo can be used on white or light gray. This does not require the white outlined Falcon shield. On dark colors, the orange one-color logo must use an orange safety stroke.

Certain color combinations should be avoided. The all-white logo should not be used on light colors, and the all-black logo should not appear on dark colors.

NO

NO NO NO

LOGO MISUSE EXAMPLES

Consistent appearance of the logo is important. The logo should never be modified or added to in any way. Color should remain consistent and unaltered from the official logo files.

Do not scale individual parts of the logo.

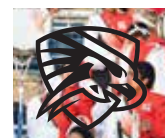Do not use a gradient or alter colors within the logo.

Do not rotate the logo.

Do not distort or warp the logo.

Do not place images on or near the logo.

Do not crop photos through the logo.

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LOGO USE ON PHOTOS

When placing logos directly on top of a photo, there should be enough contrast to see and read the logo clearly. The white version works well on dark colors. The color version may be used on lighter areas.

Photos and textures should NOT show through the Falcon shield. Black should be used behind the shield in the white version to prevent this. White should be used behind the shield in the color version.

LOGO FILE FORMATS AND USAGE

UT Permian Basin logos are available in three different formats. Each format has specific uses.

JPEG - Use JPG files on the web and other online media (screen resolution, RGB).

PNG - Use PNG files for web and other online media where background transparency is required (screen resolution, RGB).

EPS - Use EPS files for print media (high resolution, CMYK). EPS files are also called vectors—a format which is completely scalable without loss of quality. This is the format most often required for professional vendors. EPS files should be opened in Adobe Illustrator.

UNIT SIGNATURES

Unit signatures distinguish a specific area of UT Permian Basin. There is one primary identity system (in vertical and horizontal variations) that should be used by offices and departments across campus.

The Communications Office is responsible for creating the unit signatures and will provide them upon request. **The only time the logo should appear with an orange line is with a unit signature.**

COLOR PALETTE

There are three primary colors used in the UT Permian Basin color palette that create consistency across the brand: UTPB Orange, black, and white. Secondary colors are to be used sparingly.

Primary Colors

UTPB Orange
PMS 166 C
C=0 M=76 Y=100 K=0
R=227 G=82 B=5
#e35205

Black
PMS Process Black
C=0 M=0 Y=0 K=100
R=0 G=0 B=0
#000000

White
PMS Process White
C=0 M=0 Y=0 K=0
R=255 G=255 B=255
#ffffff

Secondary Colors

Gray
PMS Cool Gray 6 C
C=16 M=11 Y=11 K=27
R=167 G=168 B=170
#a7a8aa

Dark Gray
PMS Cool Gray 10 C
C=40 M=30 Y=20 K=66
R=99 G=102 B=106
#63666a

TYPOGRAPHY

PRIMARY FONT FAMILY

GOTHAM NARROW

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 0123456789

Gotham Narrow is primarily used in graphic design projects through the Communications Office. The font is not readily available on most computers, and departments should use the approved alternative fonts for daily use. If you are working with an outside vendor for graphic design needs, Gotham Narrow should be used.

Thin and *Thin Italic*
Extra Light and *Extra Light Italic*
Light and *Light Italic*
Book and *Book Italic*

Medium and *Medium Italic*
Bold and *Bold Italic*
Black and *Black Italic*
Ultra and *Ultra Italic*

ALTERNATE FONTS

GILL SANS MT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 0123456789

Gill Sans MT is available on most computers and should be used as the University's return address on envelopes and communications like flyers, posters, etc.

GEORGIA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 0123456789

Georgia is available on most computers and can be used when a more formal feel is required, such as in letter writing and envelope addressing.