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**HOW TO USE THE GUIDE**
The first section of the *UTEPE Graphic Identity Guide* contains information about the University’s graphics, such as their size and colors. The second section, “Usage,” describes the correct use of the University’s graphic elements in print, merchandise and other applications. The “Web and Electronic Media Guidelines” section provides information for online graphics usage, as well as resources for departments that communicate via electronic media. If you have questions or need assistance with your projects, the appropriate contact is included on each page.
HOW TO MAKE A GREAT IMPRESSION

Dear Members of the UTEP Community:

Whether you’re designing a flyer, updating a Web site or publicizing an event, the UTEP Graphic Identity Guide is a valuable resource in helping you craft messages that are effective, professional and consistent with UTEP’s reputation for academic and research excellence.

Although this publication is not intended to answer every question, it does address those issues most frequently raised on our campus, from use of the UTEP logo to working with Web and electronic media and following writing and printing guidelines.

The Guide also contains a list of on-campus departments that will provide the technical expertise and support required to help you create a superb finished product.

As a major research university serving a 21st century student demographic, UTEP has become a national higher education model. Let’s work together to ensure that all our images and our communications reflect UTEP’s quality and the pride we share in our collective success.

Go Miners!

Diana Natalicio

Diana Natalicio

UTEP President
Trademark Licensing

Before You Begin
When considering the use of UTEP graphics and signatures in a communications project, it is helpful to review The University of Texas System’s trademark policies.

The words “The University of Texas at El Paso,” “UTEP,” “Miners” and 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.

A trademark may be a word, name, symbol or any combination of those that is used by its owner to identify or distinguish goods or services. Rights in trademarks and service marks arise as a result of use of the mark in commerce to identify the source of goods and services. In addition, a trademark remains the property of the owner as long as the owner continues to use it properly as a trademark.

Trademark Program
The UT System Office of Trademark Licensing along with the Collegiate Licensing Co. (CLC) administers the licensing program. The royalty income is used to support scholarship funds of UT System institutions. As a result, licensees and the purchase of licensed products make a valuable contribution to The University of Texas at El Paso, helping students with financial need. The sale of a product with an unlicensed mark is an infringement of UTEP’s valuable trademark rights and diminishes the ability to provide scholarships for students.

Basic License Agreement Information
• The UT System runs a limited licensing program and does not accept all applicants.
• The System will only license finished products that are ready for sale.
• The license is for one to three years and it grants the nonexclusive right to use the licensed marks in connection with products of quality acceptable to the Board of Regents.
• The System requires licensees to maintain product liability insurance.
• Licensees must indemnify and hold harmless The University of Texas System, its regents, officers, employees and agents for any liability attributable to any of the licensee’s products bearing the trademarks of any component institution of the UT System.

Licensing and Royalties
Any person, business or organization desiring to use trademarks of the UT System in any manner and for any purpose must be licensed to do so.

The UT System has arranged for licenses to be issued by the Collegiate Licensing Co. (CLC) on the component institution’s behalf. A separate license must be obtained for each institution within the System.

CLC generally executes two types of agreements: 1. Traditional retail agreement for the production of emblematic merchandise which will be sold by licensees to retail establishments; 2. Promotional or premium items used for an approved limited-duration commercial use on products. Promotional use must comply with Regents’ Rules and Regulations regarding sponsorship and solicitation.

FOR ASSISTANCE
Office of the Vice President for Business Affairs
Administration Building, Suite 301
(915) 747-5113
vpba@utep.edu
The familiar logo that incorporates a pickaxe as the “T” in UTEP was adopted by the University in 1999.

The 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 UTEP logo for publications, signs, clothing and other purposes develops a strong brand identity that connects the University to all of our constituencies, from students and faculty to alumni and donors.

The consistent and accurate visual presentation of the primary UTEP logo and secondary graphics results in greater recognition and public awareness of the University in all forms of media.

FOR ASSISTANCE
Office of University Communications
Hertzog Building
(915) 747-5526
Web site: www.utep.edu/uc
E-mail: univcomm@utep.edu
University Name

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.

In communications, please use “The University of Texas at El Paso” on first reference, and “UTEP” on subsequent references. When referring to UTEP as “the University,” always capitalize the word “University.”

**Examples:** President Diana Natalicio spoke to community leaders about the importance of expanding the pharmacy program at The University of Texas at El Paso.

Natalicio also praised University pharmacy professors and students who are working diligently to resolve the critical pharmacist shortage in El Paso.

She said that the impressive growth the University has experienced over the past several years has given UTEP officials the confidence to keep moving forward with ambitious plans.

**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
UT-El Paso
Texas-El Paso

FOR ASSISTANCE
Office of University Communications
Hertzog Building
(915) 747-5526
Web site: www.utep.edu/uc
E-mail: univcomm@utep.edu
University Colors

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 Web sites 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 some combination of UTEP Orange, UTEP Blue, UTEP Silver and white.

For 4-color printing applications, use the CMYK (cyan, magenta, yellow, black) equivalents.

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<tr>
<td>UTEP Orange</td>
<td>151 C</td>
<td>N/A</td>
<td>0% 55% 100% 0%</td>
<td>0% 45% 90% 0%</td>
<td>#FF5600</td>
</tr>
<tr>
<td>UTEP Blue</td>
<td>282 C</td>
<td>N/A</td>
<td>100% 82% 10% 64%</td>
<td>94% 74% 11% 35%</td>
<td>#002147</td>
</tr>
<tr>
<td>UTEP Silver</td>
<td>877 C</td>
<td>Cool Gray 5 C</td>
<td>15% 9% 8% 22%</td>
<td>14% 9% 10% 23%</td>
<td>#B2B4B3</td>
</tr>
</tbody>
</table>

FOR ASSISTANCE
Office of University Communications
Hertzog Building
(915) 747-5526
Web site: www.utep.edu/uc
E-mail: univcomm@utep.edu
Official Logos

The primary logo for the University consists of the letters U, T, E and P with the letter T in the shape of a pickaxe, and it is not surrounded by a border. The logo colors are UTEP Blue, UTEP Orange and UTEP Silver (see Page 5 for color usage).

This borderless primary logo should be used on most UTEP print, Web and other materials to identify them as produced by and for the University.

The logos are sometimes accompanied by the University name, The University of Texas at El Paso, in the font Helvetica Condensed Oblique. The combination of the logo and University name is referred to as the graphic signature (see Page 14 for graphic signature usage).

A secondary pickaxe logo that incorporates a UTEP Blue and UTEP Silver border may be used in print, Web and other situations when the border would help the logo stand out on darker backgrounds.

Regardless of which logo is used, please refrain from:

- Altering the logo colors in any way.
- Altering the proportions of the logo in any way (stretched or squeezed, for example).
- Placing the logo with any other mark, symbol, logo or name, other than the University’s official graphic signature or official signature of a college or school.

The logos are the trademarked property of the University and their use is limited to University employees, offices and departments for official purposes only.

FOR ASSISTANCE
Office of University Communications
Hertzog Building
(915) 747-5526
Web site: www.utep.edu/uc
E-mail: univcomm@utep.edu
Incorrect:

Primary logo

Secondary logo

Please do not alter or distort logos.

Electronic print files of the official logos can be obtained from the Office of University Communications.
The Miner Pick

The Miner Pick serves as a secondary logo and can be used for a variety of applications, including academic and athletic material.

The Miner Pick is easily recognizable to students, faculty and friends of the UTEP community, and as such, should primarily be used when communicating with internal audiences familiar with the University.

When produced in color, the Miner Pick should always appear in UTEP’s signature colors: UTEP Orange, UTEP Blue and UTEP Silver (see Page 5 for color usage).

As with the UTEP logos, please refrain from:

- Manipulating or altering the Miner Pick.
- Altering its colors or proportions in any way (stretched or squeezed, for example).

The Miner Pick is an integral symbol of the UTEP brand. Some UTEP special events or campaigns may seek to use a customized Miner Pick logo. Examples include the green “Eco Pick,” the “Health Pick” and the “Miner Athletic Club Pick.” Please allow the Office of University Communications to adapt a pick design for your needs.

The Miner Pick logo is the property of the University and its use is limited to University employees, offices and departments for official purposes only.

FOR ASSISTANCE
Office of University Communications
Hertzog Building
(915) 747-5526
Web site: www.utep.edu/uc
E-mail: univcomm@utep.edu

The “Eco-Pick”, “Health Pick” and “Miner Athletic Club Pick” are examples of special logos used only for certain events or campaigns.

Electronic print files of the Miner Picks can be obtained from the Office of University Communications.
Athletics Logos

The Paydirt Pete logos are used for athletics, alumni events and school spirit communications. Please do not use the logos with academic, business, official or legal communications. For those applications, use the primary UTEP logo (see Page 6).

When reproduced in color, the Paydirt Pete logos should always appear in The University of Texas at El Paso’s signature colors: UTEP Orange, UTEP Blue and UTEP Silver (see Page 5).

Please refrain from:

- Using other colors, with the exception of black and white or grayscale for use on faxes, memos and in newspapers, and white for reverses on dark backgrounds.
- Manipulating or altering the Paydirt Pete logos in any way (stretched or squeezed, for example).

The Paydirt Pete logos are the property of the University and their use is limited to University employees, offices and departments for official purposes only.

FOR ASSISTANCE
UPEP Athletics
Brumbelow Building
201 Glory Road
(915) 747-6822

Electronic print files of the athletics logos can be obtained from the Office of University Communications.
Paydirt Pete

Paydirt Pete is a pickaxe-carrying miner who serves as The University of Texas at El Paso’s athletics mascot.

The current graphic incarnation of Paydirt Pete is incorporated into the University’s athletics logos.

The costumed character of Paydirt Pete helps raise team spirit at UTEP athletic events, and he often serves as a goodwill ambassador in the community. Examples of Paydirt Pete are shown on this page.

Paydirt Pete is a registered and protected trademark of The University of Texas System.

FOR ASSISTANCE
Office of University Communications
Hertzog Building
(915) 747-5526
Web site: www.utep.edu/uc
E-mail: univcomm@utep.edu

• These versions of Paydirt Pete have been retired.

• These are the current versions of Paydirt Pete, as a mascot and in a graphic for UTEP Athletics.

Electronic print files of the Paydirt Pete logos can be obtained from the Office of University Communications.
Other Logos

The University of Texas at El Paso colleges, departments and offices may wish to create logos to represent their respective organizations. To maintain a consistent and aesthetically pleasing look, it is recommended that a standard logo design be used, as shown on this page.

The standardized logo incorporates the official UTEP pickaxe logo, the University name and the name of the college, school, department, office or other official University organization. The organization name should appear below the main UTEP pickaxe logo, in Helvetica Condensed Oblique typeface.

Special Event Logos

Before creating a logo for a special event or program, please contact the Office of University Communications for assistance. As with college or school logos, special event logos and other graphics should reinforce UTEP’s brand identity and reflect the quality of the institution.

Correct:

THE UNIVERSITY OF TEXAS AT EL PASO

DEPARTMENT OF MARINE BIOLOGY

Incorrect:

Please do not combine official logos with other marks without first consulting University Communications.

FOR ASSISTANCE
Office of University Communications
Hertzog Building
(915) 747-5526
Web site: www.utep.edu/uc
E-mail: univcomm@utep.edu
University Seal

The University of Texas at El Paso seal is used primarily for official University documents such as diplomas, certificates, special awards or plaques as directed by the Office of the President. The seal is also 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.

When reproduced in color, the seal should always appear in the signature four-color version. Please refrain from:

- Using the seal if the reproduction is less than the size of a quarter, or if the inscription is unreadable.
- Using other colors, with the exception of black and white for use on faxes, memos and in newspapers, and all white for reverses on dark backgrounds.

Any manipulation or alteration to the seal is strictly prohibited.

FOR ASSISTANCE
Office of University Communications
Hertzog Building
(915) 747-5526
Web site: www.utep.edu/uc
E-mail: univcomm@utep.edu

Electronic print files of the University seal can be obtained from the Office of University Communications upon approval of the Office of the President.
College and School Seals

The University of Texas at El Paso college and school seals are used primarily for official items such as certificates, banners, programs, special awards or plaques as directed by the dean’s office. Please only use the seal for applications directly related to the official business of the college or school. Discretion as to the use of the seal rests with the dean of the college or school.

If the reproduction of the seal is less than the size of a quarter, or if the inscription is unreadable, please do not use the seal.

If the college or school seal does not incorporate a reference to The University of Texas at El Paso, then a graphic element, such as the primary UTEP logo or graphic signature, should be included in the communications product to establish the connection between the college or school and the University.

When reproduced in color, the seal should always appear in the version approved by the college or school dean. No other colors are acceptable, with the exception of black and white or grayscale for use on faxes, memos and in newspapers, and white for reverses on dark backgrounds.

Any manipulation or alteration to the seal is strictly prohibited.

Colleges or schools wishing to redesign their seals should do so in consultation with the Office of the President and the Office of University Communications.

FOR ASSISTANCE
Office of University Communications
Hertzog Building
(915) 747-5526
Web site: www.utep.edu/uc
E-mail: univcomm@utep.edu

Electronic print files of the college or school seals can be obtained from the Office of University Communications upon approval of the dean of the college or school.
Graphic Signatures

The University of Texas at El Paso graphic signatures consist of the University name and logo. They are used on documents such as letterhead, envelopes, business cards, faxes, e-mails and news releases. The graphic signatures are the primary way all audiences, inside and outside the University community, recognize communications produced by UTEP.

Examples of the UTEP graphic signatures are shown on this page.

The formal graphic signature, which includes the UTEP logo centered under the University name, is used on letterhead at the top of the page (see example on Page 19). Other graphic signatures are used on envelopes, business cards and other communication media.

Typeface

The typeface for the University name, when part of a graphic signature, is always Helvetica Condensed Oblique. All letters in the University name should be capitalized. The minimum length for the graphic signature is 2 1/2 inches. Please do not deviate from the graphic signature specifications.

FOR ASSISTANCE
Office of University Communications
Hertzog Building
(915) 747-5526
Web site: www.utep.edu/uc
E-mail: univcomm@utep.edu

Electronic print files of the graphic signatures can be obtained from the Office of University Communications.
Branding Messages

The University of Texas at El Paso often uses a branding message or “tagline” that incorporates an effective and consistent message to relate the benefits of the UTEP education experience.

Typically, the branding message will be used for a period of time, such as a year or two, until a new branding message is created to reflect developments at the University or a new focus in UTEP’s community outreach.

Currently, UTEP’s official tagline is “Share the Vision,” a message that captures a sense of community and a positive outlook on UTEP’s future as we pursue national research university status.

The “Share the Vision” tagline is always lowercase with a period. The font is lowercase UNIVERS 65 BOLD. The tagline color is UTEP Orange (see Page 5).

Before using any taglines, please consult with the Office of University Communications for the current official tagline.

Please refrain from:

- Using taglines from past outreach campaigns, such as “Changing the Face of Higher Education” or “Our Time is Now.”
- Creating taglines for your college, department or office without first consulting the Office of University Communications. It is important that all taglines produced by the University share a consistent message that reflects the mission of the entire institution.

Secondary Branding Message

The University is using another official tagline, “I Pick UTEP” with the word “Pick” represented by a UTEP pickaxe graphic. An example is shown on this page.

“I Pick UTEP” is used for window clings, bumper stickers and other similar promotional items where appropriate.

FOR ASSISTANCE
Office of University Communications
Hertzog Building
(915) 747-5526
Web site: www.utep.edu/uc
E-mail: univcomm@utep.edu

Electronic print files of the branding messages can be obtained from the Office of University Communications.
Usage – Print

The University of Texas at El Paso is a large, thriving higher education institution with more than 20,000 students enrolled in seven colleges, a school of nursing and a graduate school. A university this size produces countless print products every year, from desktop-published college newsletters and flyers to 60-page full-color feature magazines, and everything in between.

When creating print products, you should **always include** appropriate logos and the University name so your readers can immediately associate the publication with UTEP. Incorporating these elements helps your readers form positive intellectual and emotional associations with UTEP, which in turn creates a strong brand awareness of the University.

This section offers guidelines and best practices for using graphics in print materials to create the sense of quality, excellence and pride associated with the UTEP educational experience.

A Note on Web Addresses

When designing print products such as brochures and advertisements, you should include a Web address so your readers can visit your site for more information.

It is best to direct your readers using a short, easy-to-remember Web address. Please **do not** include the http:// in the address. Also, most of today’s browsers do not require the www in the address.

If your Web site’s file organization does not allow the use of short Web addresses, contact the UTEP Information Technology department and ask them to create an “alias” address to the page.

**Do:** www.utep.edu/comm

or

utep.edu/comm

**Don’t:** http://academics.utep.edu/Default.aspx?tabid=21276
Brochures and Publications

The University of Texas at El Paso name must appear on the front of all brochures and publications such as posters, invitations, newsletters, booklets, catalogs and magazines so readers can immediately identify them as being produced by UTEP. The primary logo and a www.utep.edu Web address must appear on either the front or back page of a publication. In most cases, UTEP logos should not be used as the dominant design element.

On this page are examples of the use of the University name and logo in a variety of publications.

FOR ASSISTANCE
Office of University Communications
Hertzog Building
(915) 747-5526
Web site: www.utep.edu/uc
E-mail: univcomm@utep.edu
Business Cards and Stationery

Stationery items play a very important role in communicating the brand identity of The University of Texas at El Paso. Every element of the University's business communications must be consistent in the placement of graphic elements, color and paper. To maintain this consistency, always place orders for standard stationery items with UTEP Paydirt Printing or with other printing vendors approved by the University.

Standard stationery items must adhere to the following guidelines:

A. Only administrative offices, academic departments and established centers that have been approved through appropriate administrative channels shall have their own stationery.
B. The names of individuals may not be printed on stationery (other than business cards) at state expense. However, individuals may add the names and titles of faculty and administrative officials and other information to pre-printed stationery by means of a laser printer.
C. Alumni of the University may add their graduation years to their business cards if they wish (see example below).
D. The basic format for all stationery used by University offices shall be the designs shown on the following page. The stationery shall be printed on the following paper stock:
   - Letterhead: Beckett Concept, Fiber finish, 24lb text, Sandstone
   - Envelope: Beckett Concept, Fiber Finish, 24lb text, Sandstone
   - Business Card: Beckett Concept, Fiber Finish, 80lb cover, Sandstone

The text ink color for all standard stationery items will be printed in UTEP Blue, with no exceptions. The primary UTEP logo will be printed on all standard stationery items.

No other logos will be allowed.

The UTEP graphic signatures are used on stationery as illustrated by the examples on the following page.

FOR ASSISTANCE
Paydirt Printing
Hertzog Building
(915) 747-5135
Web site: admin.utep.edu/printing
E-mail: printshop@utep.edu

Example of business card with name and UTEP graduation year
Business Card

THE UNIVERSITY OF TEXAS AT EL PASO

Diana Natalicio
President

Office of the President
500 W. University Ave.
El Paso, Texas 79968-0500
(915) 747-5555
FAX: (915) 747-5069
dnatalicio@utep.edu

Letterhead and Envelope

THE UNIVERSITY OF TEXAS AT EL PASO

Department Name

500 W. University Ave.
El Paso, Texas 79968
(915) 747-5069
FAX: (915) 747-5060
Presentations

The primary UTEP logo should be used on all slides in PowerPoint and other presentations. It is recommended that the first and last slides of a presentation include the primary UTEP logo and an appropriate Web address, such as www.utep.edu, to reinforce the brand identity of UTEP at the beginning and end of presentations. Some examples are shown on this page. Other formats are permitted following the same general guidelines.

FOR ASSISTANCE
Office of University Communications
Hertzog Building
(915) 747-5526
Web site: www.utep.edu/uc
E-mail: univcomm@utep.edu

UTEP PowerPoint templates are available from the Office of University Communications.
Advertisements and Banners

Advertisements and banners are other ways the University builds brand awareness. To identify the ad as having been produced by UTEP, the primary UTEP logo, University name and Web address must be included in the design. “The University of Texas at El Paso” must be used at the top of an advertisement so the reader will immediately associate the advertisement with UTEP.

The primary UTEP logo and Web address should be placed at the bottom of the advertisement to reinforce UTEP’s brand and provide a link to more information about the University. Some examples are included on this page.

The Office of University Communications offers advertising design services for the UTEP community. Advertisements require a lead time of three weeks.

Here are some useful tips to keep in mind when designing advertisements:

- Allow for a generous amount of “white space” to attract the eye to the important graphics and text of the ad. The use of a single, isolated image can help reinforce the headline message.
- Include only the necessary information that is of most benefit or importance to the reader to call them into action—inspire them to call or log on to your program’s Web site.
- Effective headlines consist of a statement that evokes interest or sparks an emotional response. Avoid clichés and passive headlines, such as degree titles or program names. A subhead will let the reader know the benefit of the program or event being advertised.
- Every ad should include a “call to action”—a phone number, a www.utep.edu Web address, or when appropriate, an e-mail address.

FOR ASSISTANCE
Office of University Communications
Hertzog Building
(915) 747-5526
Web site: www.utep.edu/uc
E-mail: univcomm@utep.edu
Usage – Merchandise

The University of Texas at El Paso has a licensing program that regulates the use of its logos, name and other trademarked graphics on items such as clothing, mugs, key chains and pens. The licensing process ensures that the University's logos and name are used appropriately and on products approved by the University.

Products representing the University are manufactured under a code of conduct that reinforces fair labor practices and prohibits exploitative work conditions. All requests for merchandising any logo, name or graphic representing UTEP must be reviewed by the UT System Office of Trademark Licensing. For more information, see Page 2.

This section of the guide covers NCAA rules regarding use of athletes in promotions, and the use of graphics for clothing and other items. Some guidelines to follow when designing merchandise are:

➤ Use the University name whenever possible so that outside audiences make the connection between the UTEP logo and The University of Texas at El Paso.
➤ Reproduce the graphics in the correct colors and sizes. Please do not alter the graphics (official colors, proportions, etc.) in any way.

FOR ASSISTANCE
Office of the Vice President for Business Affairs
Administration Building, Suite 301
(915) 747-5113
vpba@utep.edu
NCAA Rules

When considering images of student athletes in any print product or merchandise, the National Collegiate Athletic Association rules regarding the use of names or pictures of student athletes must be followed. To promote the spirit of amateurism in collegiate athletics, the NCAA has strict guidelines regarding the use of images of student athletes for promotions or commercial purposes.

Violation of the NCAA bylaws could result in penalties for the University and possibly the student athlete.

Before using images of student athletes in any materials, you must contact the Office of the Director of UTEP Athletics for guidance.

It is recommended that you review Article 12.5 “Amateurism-Promotional Activities” in the latest NCAA Division I Manual, which contains applicable NCAA legislation and operating bylaws. It is available for free download in PDF format from www.ncaapublications.com.

FOR ASSISTANCE
UTEP Athletics
Brumbelow Building
201 Glory Road
(915) 747-6822
UTEP Pick Pins and Emblems

The University of Texas at El Paso lapel pins are typically worn with professional business attire, particularly at special University events such as lectures and receptions where a formal appearance is desired.

Over the years, vendors have created a wide variety of UTEP lapel pins featuring different designs, colors, sizes and shapes. These items are available for purchase at the UTEP Bookstore.

Examples of some of the approved pins and emblems are shown on this page.

FOR ASSISTANCE
Office of the Vice President for Business Affairs
Administration Building, Suite 301
(915) 747-5113
vpba@utep.edu

When used as a pin or emblem, the Miner Pick is a stand-alone symbol—
Please do not add words or symbols to the pick design.
**Clothing**

For clothing designed for internal audiences, such as shirts for college and departmental staff, it is not necessary to include the University name with the UTEP logo.

For staff polo shirts, please place the UTEP logo over the left pocket area of the garment. College or departmental names should be set in 12 point Arial and placed below the logo.

Appropriate colors for shirts are white, UTEP Blue or UTEP Orange. The University or department name should be reproduced in UTEP Orange on white shirts, UTEP Blue on UTEP Orange shirts, and white on UTEP Blue shirts. The name should be no smaller than 2 inches in width, and no larger than 2.5 inches in width. An example is shown on this page.

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**FOR ASSISTANCE**

Office of the Vice President for Business Affairs
Administration Building, Suite 301
(915) 747-5113
vpba@utep.edu
Posters and Other Merchandise

Posters: Every poster should include an official UTEP logo and the University name so it can be identified as produced by The University of Texas at El Paso. Please do not use the official University seal, as it should be used only for formal documents at the discretion of the Office of the President.

Other Merchandise: Official UTEP logos should be included on all forms of merchandise so they can be identified as produced by The University of Texas at El Paso.

FOR ASSISTANCE
Office of the Vice President for Business Affairs
Administration Building, Suite 301
(915) 747-5113
vpba@utep.edu
Usage – Vehicles

Vehicles owned and used by The University of Texas at El Paso are seen by the community every day, and consistent use of graphics on our motor fleet helps strengthen UTEP’s brand identity.

Vehicles purchased for use by the University should have a white base color. This not only offers some cost savings, but also helps make University fleet vehicles easily identifiable on campus.

UTEP logo stenciling on vehicles should follow Facilities Services guidelines, including consistent placement of the logo on the doors or back panel of the vehicle. Please do not modify or distort the UTEP logo’s proportions (do not squeeze or stretch the logo).

Also, per Facilities Services requirements, the department name and fleet vehicle number should be included on each vehicle.

Examples of vehicle graphics are shown on this page.
Signage Guidelines

Permanent Exterior and Interior Signage
Permanent exterior and interior signs help visitors navigate the campus efficiently. It is important that signage design and manufacturing be consistent to meet architectural standards for the building. Also, permanent signage may require braille lettering for the visually impaired. Before beginning any project involving permanent signage, contact UTEP Facilities Services.

Temporary Signage
Temporary signs are used for special campus events to help guide visitors to parking and the event location. Always include the official UTEP logo so the sign can be identified as produced by the University. A recommended location for the logo is in the bottom left of a sign, at a size visible to the viewer.

Banners
Before creating a banner or similar long-term temporary sign, you must get authorization from the Office of the President and Facilities Services. Banners present special installation and safety concerns, as they may be difficult to attach to buildings and may be a hazard because of their size or susceptibility to damage by wind and other weather events.

FOR ASSISTANCE
Facilities Services
3120 Sun Bowl Drive
(915) 747-7116
Web site: admin.utep.edu/facilities
E-mail: facilities@utep.edu
Electronic Signs and Kiosks

A minimum of 15 percent of an electronic sign should be dedicated to the branding of the University.

If this does not meet your needs, please contact University Communications to address your specific situation.

Branding elements for the University, such as the University name, logos and graphics will be provided by University Communications and will follow UTEP Graphic Identity Guide guidelines, and any state, federal and University regulations.

FOR ASSISTANCE
Office of University Communications
Hertzog Building
(915) 747-5526
Web site: www.utep.edu/uc
E-mail: univcomm@utep.edu
Web and Electronic Media Guidelines

The Web presence of The University of Texas at El Paso has grown tremendously since the mid 1990s, when the pages under the www.utep.edu domain numbered a few hundred, containing mostly static, or non-interactive, information.

Today, there are thousands of Web pages associated with UTEP, and they now include interactive sites for individual classes and programs, secure pages for conducting financial transactions, content-sharing social networking sites tied to Facebook and YouTube, and much, much more.

When creating Web and electronic communications for UTEP, consult with the appropriate resources on campus to ensure the quality, consistency and usability of your product. These resources include:

- For assistance in designing usable and handicapped accessible Web sites: The Accessibility Coordinator
- For assistance in using Pete’s Pagebuilder, UTEP’s free content management system for departmental Web sites: The Department of Information Technology
- For assistance with the use of UTEP graphics, site architecture and design, editing and proofreading services: The Office of University Communications
- For assistance with the development of online courses and other uses of technology in teaching and research: The Office of Instructional Support Services

The pages in this section offer useful guidelines and tips for developing quality Web sites under the www.utep.edu domain.
Web Colors and Fonts

**Colors:** The color palette for your Web site can be a useful means of letting visitors know they are on a site in the www.utep.edu domain. The main colors on each University Web site must be a combination of UTEP Orange, UTEP Blue and white.

Listed below are the primary hex Web colors used in the design of headers, footers and content boxes of the Pete’s Pagebuilder content management system offered by the UTEP Department of Information Technology.

There are many online Web color generators that can help you select a color palette that complements the University’s official colors. Because color calibration in computer monitors and different computer platforms varies widely, UTEP colors will vary in appearance on different computer screens.

Please do not use “Web palette” or “Web safe” colors for the UTEP colors, as they are significantly different from the official UTEP colors. The use of “Web safe” colors is no longer required.

<table>
<thead>
<tr>
<th>UTEP Orange</th>
<th>UTEP Blue</th>
<th>UTEP Silver</th>
</tr>
</thead>
<tbody>
<tr>
<td>#FF5600</td>
<td>#002147</td>
<td>#B2B4B3</td>
</tr>
</tbody>
</table>

**Fonts:** The UTEP Department of Information Technology recommends using Cascading Style Sheets instead of the `<font=` > tag to specify fonts. The methods for coding and validating CSS is specified by the World Wide Web Consortium (W3C) at www.w3.org.

The text on a Web page can vary in appearance depending on the screen resolution, screen size, operating system and browser of the computer. For legible text that will be compatible with most computers, consider using Arial, Verdana or Courier. Recommended font colors are black for body text, UTEP Blue #002147 for links, and UTEP Orange #FF7900 for the link hover color.

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FOR ASSISTANCE
Department of Information Technology
On-campus phone: Ext. 4357
Off-campus phone: (915) 747-5257
helpdesk@utep.edu
Headers and Footers

The Office of University Communications will provide the header, or banner, for the top of each University Web page.

Footers at the bottom of each University Web page must include links to the Web site for State Reports, The University of Texas System, a customer service statement, a site feedback form, a list of required links, and campus crime statistics. See the UTEP home page at www.utep.edu for specific links. The footer also should include the University’s full name, address and phone number.

A minimum of 25 percent of the ‘above the fold’ area of a Web page should be dedicated to the branding of the University.

If vertical scrolling does not exist for a particular electronic medium, a 15 percent minimum applies. Examples of media which might not have a scrolling option include handheld devices, kiosks, Web portlets and video signage.

FOR ASSISTANCE
Office of University Communications
Hertzog Building
(915) 747-5526
Web site: www.utep.edu/uc
E-mail: univcomm@utep.edu
Site Guidelines and Accessibility

Before beginning your Web or electronic communications project, consult with UTEP’s Information Technology department.

When designing your Web site under the www.utep.edu domain, you should incorporate the official UTEP logo and University name, where appropriate, so that users will always know that they are on a UTEP Web site.

Many offices and departments will use Pete’s Pagebuilder, the free content management system provided by UTEP’s Information Technology department, to build Web sites. Pete’s Pagebuilder uses standard headers and footers on each page to identify the page as being part of a UTEP Web site.

Also, all sites should include a “Terms of Use” and “Privacy Statement.” Any site that is a main entry point into the University must contain the Required Links text and URLs found on the bottom of the UTEP home page (www.utep.edu).

Web guidelines can be found on the University Communications Web site at www.utep.edu/uc.

All electronic and printed information must be free of plagiarism and libel. Plagiarism is defined as using another person’s ideas or words without giving them proper credit. Libel, also called defamation, occurs when false information is published that harms someone’s reputation.

Accessibility: All University of Texas System Web sites are required to comply with the Texas Administrative Code (TAC) Section 206 guidelines, which outline the standards for making Web sites accessible to those with visual or hearing impairments. For accessibility assistance contact UTEP’s Accessibility Coordinator.

FOR TECHNICAL ASSISTANCE
Department of Information Technology
On-campus phone: Ext. 4357
Off-campus phone: (915) 747-5257
helpdesk@utep.edu

FOR DESIGN ASSISTANCE
Office of University Communications
Hertzog Building
(915) 747-5526
Web site: www.utep.edu/uc
E-mail: univcomm@utep.edu

FOR ACCESSIBILITY ASSISTANCE
Accessibility Coordinator
Web site: accessibility.utep.edu
E-mail: accessibility@utep.edu
Privacy and Copyright Statements

State of Texas privacy law requires Texas universities and most other state agencies to inform Web visitors of what information is being collected from them—such as a user’s computer network location—during their visit to the agency’s Web site.

Therefore, The University of Texas at El Paso requires Web sites under the www.utep.edu domain to have a link to the University’s Web privacy policy. The Pete’s Pagebuilder content management system offered by the UTEP Department of Information Technology includes a link to the Web privacy policy on every page footer.

Any site that requires a privacy policy different from the standard UTEP Web privacy policy must be approved by the UTEP Department of Information Technology.

In regard to copyright issues, it is recommended that every Web site include a prominent link to UTEP’s Web “Terms of Use” page, which addresses copyright, trademark and other Web policies. As with the Web privacy policy, each footer on sites created with Pete’s Pagebuilder contains a link to the University’s “Terms of Use” page.

FOR ASSISTANCE
Department of Information Technology
On-campus phone: Ext. 4357
Off-campus phone: (915) 747-5257
helpdesk@utep.edu
Electronic Communications

E-mail Campaigns
When sending mass e-mails to promote an activity or event at the University, you should include the official UTEP logo and University name to identify the e-mail as coming from UTEP, particularly when communicating with outside audiences.

The UTEP logo or secondary Miner Pick logos can be used when communicating with students, staff and other internal audiences, as they are already familiar with UTEP branding graphics.

Please do not use the University seal graphic, as this is reserved only for official or formal communications at the discretion of the Office of the President.

Social Networking on the Web
You should consult the Office of University Communications before creating a MySpace, Facebook, Twitter or other social networking Web page that represents the University.

These pages often attract outside audiences interested in programs at the University, and they should be representative of the quality and excellence of the institution.

The words “UTEP,” “The University of Texas at El Paso” and University logos are trademarked and protected by copyright. If the words or logos are found to be used in a way that poorly reflects on UTEP, the University may request that they be removed from the page, or it may ask the social networking host to remove the page altogether.

FOR ASSISTANCE
Office of University Communications
Hertzog Building
(915) 747-5526
Web site: www.utep.edu/uc
E-mail: univcomm@utep.edu
Official University Magazine

The official University magazine is *UTEP Magazine*, a quarterly publication launched in January 2009. This page shows examples of the cover title graphic and other graphics used for sections of the magazine.

The cover title graphic, inspired by the official UTEP pickaxe logo, was specially designed to create a unique look for a new publication that connects thousands of alumni and friends to the University.

These graphics should only be used with *UTEP Magazine*. Please do not use these graphics with any other publication unless approved by the Office of University Communications.

Web site: utepmagazine.utep.edu

FOR ASSISTANCE
Office of University Communications
Hertzog Building
(915) 747-5526
Web site: www.utep.edu/uc
E-mail: univcomm@utep.edu
CONTACTS FOR ASSISTANCE

Office of University Communications
Hertzog Building
(915) 747-5526
Web site: www.utep.edu/uc
E-mail: univcomm@utep.edu

Paydirt Printing
Hertzog Building
(915) 747-5135
Web site: admin.utep.edu/printing
E-mail: printshop@utep.edu

Accessibility Coordinator
Web site: accessibility.utep.edu
E-mail: accessibility@utep.edu

Department of Information Technology
University Library, Room 300
On-campus phone: Ext. 4357
Off-campus phone: (915) 747-5257
Web site: admin.utep.edu/it
E-mail: helpdesk@utep.edu

Office of Instructional Support Services
Undergraduate Learning Center, Suite 308
(915) 747-5058
Web site: academics.utep.edu/iss

Facilities Services
3120 Sun Bowl Drive
(915) 747-7116
Web site: admin.utep.edu/facilities
E-mail: facilities@utep.edu
THE UNIVERSITY OF TEXAS AT EL PASO

WWW.UTEP.EDU