

THE UNIVERSITY OF TEXAS AT DALLAS

Official Marks ... and how to use them

The University of Texas at Dallas



WORDMARK

The University wordmark is the full name of the University.

UT DALLAS LOGO

The UT Dallas logo reinforces the relationship between UTD and both the city of Dallas and the state of Texas.

UTD MONOGRAM

The UTD monogram is great at a small size, maintaining legibility down to 18px wide (1/4" in print).

UTD EMBLEM

The UTD emblem is the monogram and the wordmark wrapped up in one self-contained shape.

WORDMARK

The University wordmark is the full name of the University.

The wordmark may be set in any font, though we suggest using one of the University fonts.

It can be set in all caps or sentence form (upper/lower).

Always include and capitalize “The” at the beginning.

USAGE TIPS

Always use the full name of the University as the first mention in printed materials.

It should be used in displays where the name is not otherwise included in the marks.

The University of Texas at Dallas

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University fonts:

Minion Pro (serif)

Din Pro (sans serif)

Alternate options:

Times New Roman (serif)

Arial (sans serif)

UT DALLAS LOGO

The UT Dallas logo with the state of Texas silhouette is a primary mark of the University and is a distinctly horizontal design.

The primary version, containing the wordmark, is sufficient on its own.

The secondary version requires the wordmark to be prominently featured on the same page.

USAGE TIPS

Must have ample space to maintain legibility of the wordmark if using the primary version or include the full name of the University if using the secondary.

Side of building, walls, large format horizontal banners, print advertising

Formal usage

AUDIENCE

Those outside of DFW or who are not familiar with the University

Places where you want to emphasize Texas as a location and ties to Dallas

International



Primary



Secondary

Remember:

If you use the primary version of the UT Dallas logo, without the full name of the University, you must also include "The University of Texas at Dallas" somewhere in the design.

UTD MONOGRAM

The UTD monogram in various configurations is a primary use mark designed for square spaces where the wordmark is used elsewhere on the page.

USAGE TIPS

Square or small design space
Social media profiles
Promotional items
Informal usage

AUDIENCE

Internal audiences including faculty, staff and students
Around campus



Primary



Circle



Outline



Solid



Two color

WHAT FONT IS THAT?

The font used to create the UTD monogram and emblem is **Modesto**. For Adobe Creative Cloud users, Modesto is available in several weights through Adobe's typekit, and is free to download as part of your subscription. For other users on campus, you can purchase Modesto for a small fee at [fonts.com](https://www.fonts.com) or other online font vendors.

Remember:

If you use the UTD Monogram on external print materials, you must also include "The University of Texas at Dallas" somewhere in the design.

UTD EMBLEM

The UTD emblem is the monogram and the wordmark wrapped up in one self-contained shape.

UTD mark with the University name is a primary mark designed for square spaces where the size of the University wordmark inside the emblem is legible.

While use of the Presidential Seal is restricted, the emblem is an appropriate substitute for formal uses where a seal might be desired.

USAGE TIPS

A formal mark is desired, in place of the University Seal

Signage and materials where a compact mark is required

Space is large enough for the University name to be legible

Certificates, elevated advertising

AUDIENCE

External or internal

Formal, serious



Primary



Solid



Two color



Note:

The emblem contains white, not transparent, letters and negative spaces. This is to ensure legibility against many backgrounds. It is against brand standards to alter any mark by stripping away white areas to make them transparent.

HOW DO I INCLUDE THE SCHOOL, OFFICE OR UNIT NAME WITH UNIVERSITY MARKS?

When the unit name is added to the primary and wordmarks, it's called a lockup.

Lockups can be used on various projects for both internal and external audiences.

You may request the UTD monogram lockup for a school, office, center, department—any unit on campus. The UT Dallas school lockups are still a valid option given appropriate space.

Do not manually type the unit names to create your own lockups.

Always use the artwork provided.

The Marketing Office will provide artwork files **upon request** to units who would like their own lockups.

To request a unit lockup email marketing@utdallas.edu.

WHAT DOES "LOCKUP" MEAN?

A "lockup" refers to a logo and another element designed to support the primary mark and branding. In this case, the UTD monogram is the main mark. The University wordmark and the unit name (school, office, department, center, etc.) are typeset for optimal legibility and proper relationship to each other.

UTD MONOGRAM LOCKUPS



School Lockup: Header



THE UNIVERSITY OF TEXAS AT DALLAS
School of Arts and Humanities

School Lockup: Stacked

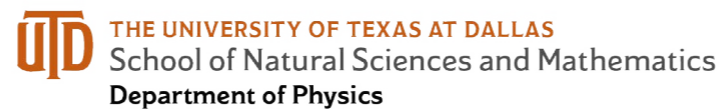


Office Lockup: Header



THE UNIVERSITY OF TEXAS AT DALLAS
Office of Administration

Office Lockup: Stacked



Department Lockup: Header



THE UNIVERSITY OF TEXAS AT DALLAS
School of Natural Sciences and Mathematics
Department of Physics

Department Lockup: Stacked

UT DALLAS LOCKUPS



Summary



UT DALLAS LOGO

External audience

Large format

Horizontal space



UTD MONOGRAM

Web, digital or mobile use

Informal use

Small spaces



UTD EMBLEM

External or internal use

Collegiate look

Full University name is legible

Contact marketing@utdallas.edu to request your unit lockup.

Visit utdallas.edu/brand to review the complete brand portfolio, color usage and common misuse.

PROMOTIONAL ITEMS

To access a list of UT Dallas' preferred HUB vendors for promotional items, please login to [Galaxy](#) and select **eProcurement** or download a complete list of licensed vendors at [Learfield Licensing](#) and type in "Texas at Dallas".

BUT WAIT...

WHAT ABOUT THE COMETS LOGO?



This mark is for athletic use only.

It supports and markets the student athletes and should not be used interchangeably with the approved University marks.

START OVER