

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

THE UNIVERSITY OF TEXAS AT DALLAS

The University of Texas at Dallas

THE UNIVERSITY OF TEXAS AT DALLAS

THE UNIVERSITY OF TEXAS AT DALLAS

*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

Especially those who are outside of DFW or 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 University wordmark is used elsewhere on the page.

You may also choose to use the provided graphic that combines the monogram and the wordmark.

### USAGE TIPS

Square or small design space

Social media

Promotional items

Informal usage

### AUDIENCE

Internal audiences including faculty, staff and students

Around campus

### 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.



Primary



Circle



Outline



Solid



Two color

## UTD MONOGRAM WITH WORDMARK



THE UNIVERSITY OF TEXAS AT DALLAS



THE UNIVERSITY  
OF TEXAS AT DALLAS

## 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.

## 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?

You can typeset your unit name and use it independently from a University mark to satisfy branding requirements. You also have the option to use one of the provided lockups.

A lockup is a single graphic that combines a University mark with the unit name.

### **Do not create your own lockup.**

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

The Marketing Office will provide artwork files **upon request**.

Email [marketing@utdallas.edu](mailto:marketing@utdallas.edu).

## WHAT DOES "LOCKUP" MEAN?

A "lockup" refers to a logo and another element designed to support the primary mark and branding.

The UTD monogram/UT Dallas logo 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 the main mark.

## 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 Graduate Studies

*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](mailto:marketing@utdallas.edu) to request your unit lockup.

Visit [utdallas.edu/brand](http://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