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.
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.

**University fonts:**
- Minion Pro (serif)
- Din Pro (sans serif)

**Alternate options:**
- Times New Roman (serif)
- Arial (sans serif)
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

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.
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

**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](http://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.
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

**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.
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.

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**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.
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".

**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

*START OVER*