



BRAND UT TYLER ATHLETICS GUIDELINES

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INTRODUCTION

This guide provides a resource for correct usage of The University of Texas at Tyler Patriots athletic and spirit brand.

The brand guidelines contained in this document describe the fundamental elements of the UT Tyler Patriots brand along with basic instruction for usage.

Adherence to these guidelines will build brand equity and strength internally and externally.

It should be noted that the elements in this guide will be updated as needed.

ATHLETIC MARKS OVERVIEW

UT Tyler Athletics maintains a suite of athletic marks to best fit a wide variety of use cases. Following a thorough review and consultation with student-athletes, student leaders, faculty, staff, donors and alumni, the athletic marks were developed and are ideally suited to represent the hard-driving, competitive nature of UT Tyler Athletics.

In addition to the institutional brand, athletic marks are often adopted by sports fans, students and alumni/student organizations to inspire pride and loyalty in nonacademic contexts with the goal of building and encouraging school spirit. These marks should not be used in place of our academic marks but are reserved for limited applications that support student life and the student experience.

While the full Swoop mark is the primary identifier, the Swoop mark, full Swoop shield, Swoop shield, Patriots word mark and UT Tyler Athletics word mark are also acceptable. The choice of mark should be dictated by the usage. **Academic and athletic marks should not be presented together in the same imprint area.**

FULL SWOOP MARK
(PRIMARY IDENTIFIER)



SWOOP MARK
(LIMITED USE)



FULL SWOOP SHIELD MARK
(SECONDARY IDENTIFIER)



SWOOP SHIELD MARK
(LIMITED USE)



PATRIOTS
WORD MARK



UT TYLER ATHLETICS
WORD MARK



SPIRIT (ATHLETIC) MARKS USE CASES

SPIRIT MARKS SHOULD BE USED FOR:

- UT Tyler Athletics, its entities and sponsors.
- Internal promotions targeting current student-athletes.
- External communications or promotions targeting athletic-related undergraduate student events.

SPECIAL PERMISSION IS REQUIRED TO USE SPIRIT MARKS BY/FOR:

- Student Success and Engagement departments for internal promotions targeting current and prospective students that encourage university spirit and pride.
- Alumni communications that are related to UT Tyler Athletics.
- Sponsored student organizations (SSOs) and departmental registered student organizations (DRSOs).
- Sponsors of UT Tyler Athletics will be allowed to use the logo as there is an established university connection/expectation/oversight.

SPIRIT MARKS CANNOT BE USED BY/FOR:

- External-facing academic or research communications.
- UT Tyler websites (including colleges, schools, centers and labs).
- Nonathletic signs and wayfinding applications.
- Cases where prior written permission from UT Tyler Department of Marketing and Communications has not been obtained.
- Student organizations that are not sponsored by a specific department of the university.

For more information, questions or requests for usage, email the department of Marketing and Communications at trademark@uttyler.edu.

A group of baseball players in UT Tyler uniforms standing on a field, with a blue bar at the bottom.

WE ARE
UT TYLER ATHLETICS
PATRIOTS

UT TYLER ATHLETICS FAST FACTS



PRESIDENT

Kirk A. Calhoun, MD, FACP

VICE PRESIDENT, ATHLETIC DIRECTOR

Howard Patterson, PhD

ASSISTANT ATHLETIC DIRECTOR, COMPLIANCE

James Bonnette

ASSISTANT ATHLETIC DIRECTOR, SENIOR WOMEN'S ADMINISTRATOR

Stefani Webb

ATHLETIC FACILITIES & OPERATIONS

Jackie Reilly

SPORTS INFORMATION DIRECTOR

Ryan Shumaker

TRADEMARK & LICENSING

Olivia Paek

BRAND MANAGER

Gina Jones

2022 ENROLLMENT

9,927

FOUNDED

1971

MASCOT

PATRIOTS

AFFILIATION

NCAA DIVISION II

CONFERENCE

LONE STAR CONFERENCE (LSC)

NCAA MEN'S & WOMEN'S DIVISION II TEAMS

17

STUDENT-ATHLETES

400+

AMERICAN SOUTHWEST CONFERENCE TEAM TITLES

67

LONE STAR CONFERENCE TEAM TITLES

2

INDIVIDUAL CHAMPIONSHIPS

82

NCAA TOURNAMENT APPEARANCES

77

ABOUT UT TYLER ATHLETICS

2007

The University of Texas at Tyler becomes a member of the National Collegiate Athletic Association (NCAA) Division III and the Lone Star Conference, having achieved full NCAA membership in the summer of 2007 after a four-year provisional period required of all new Division III members.

2018

In 2018, UT Tyler was accepted into NCAA Division II's three-year membership process, receiving provisional membership starting in 2019-20.

2021

In 2021, UT Tyler was accepted as full Division II members after successfully completing the three-year provisional period required of all new members.

**UT Tyler sponsors
intercollegiate
teams in 17 sports:**

BASEBALL

MEN'S BASKETBALL

WOMEN'S BASKETBALL

MEN'S GOLF

WOMEN'S GOLF

MEN'S SOCCER

WOMEN'S SOCCER

SOFTBALL

MEN'S TENNIS

WOMEN'S TENNIS

MEN'S TRACK & FIELD

WOMEN'S TRACK & FIELD

STUNT


SPIRIT SQUAD

MEN'S CROSS COUNTRY

WOMEN'S CROSS COUNTRY

VOLLEYBALL

NCAA
DIVISION II



Inspiring champions of today and leaders of tomorrow. The mission of The University of Texas at Tyler Athletic Department is to champion a balanced approach of personal development, academic success, community engagement and athletic competition in support of the mission of the university.

OUR UT TYLER ATHLETICS MISSION

UCS



STEPHEN F. WALKER

UCS



STEPHEN F. WALKER



VISUAL
UT TYLER ATHLETICS
IDENTITY

COLOR PALETTE

Shown here are specifications for reproducing the UT Tyler Athletics logo colors.

When reproducing these colors, always visually match approved colors. These colors should appear the same regardless of whether they are created for ink, vinyl, film, paint, fabric, thread, video, digital, etc.

Careful attention must be paid to correct color matches, ink densities and ink coverage in all forms of reproduction.

PRIMARY COLORS FOR ATHLETICS:

PANTONE® 159 HEX: #CB6015 RGB: 203, 96, 21	PANTONE® 294 HEX: #002F6C RGB: 0, 47, 108	PANTONE® 428 HEX: #C1C6C8 RGB: 193, 198, 200
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SECONDARY COLORS FOR ATHLETICS:

WHITE

HEX: #FFFFFF
RGB: 255, 255, 255

PANTONE® 432

HEX: #333F48
RGB: 51, 63, 72

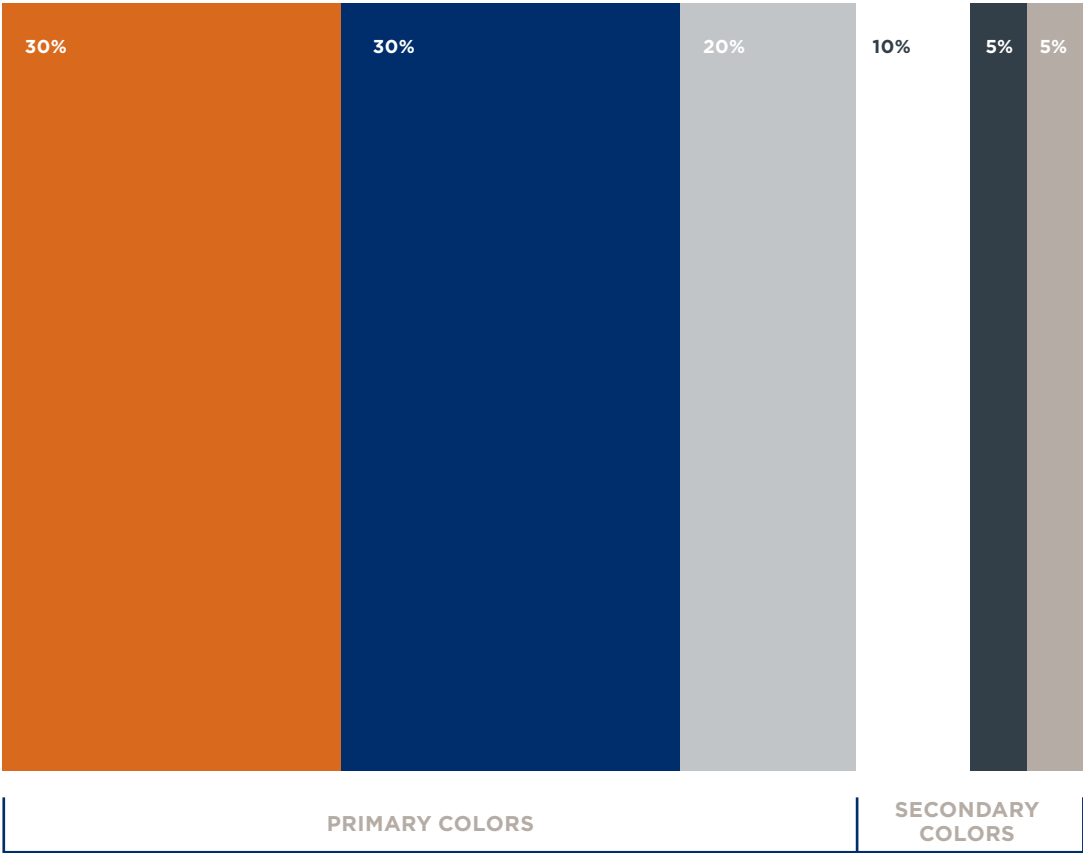
**PANTONE®
Warm Gray 4**

HEX: #B6ADA5
RGB: 182, 173, 165

COLOR USAGE

When using the UT Tyler color palette, keep in mind how much of each color is used in each piece.

As a general rule, always increase the white space to give all elements enough room to breathe.



TYPOGRAPHY

The official UT Tyler Athletics typeface is the Gotham suite. Chosen for their adaptability, Gotham typefaces have the inclusion of many original ingredients without historical precedent — lowercase, italics, comprehensive range of weights and widths, and a character set that transcends the Latin alphabet. The plain-spokenness and welcome sophistication of these fonts offer a wide range of expressive voices.

We suggest purchasing a license for the Gotham suite by visiting:

typography.com/fonts/gotham/overview

Gotham Thin
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Thin Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Extra Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Extra Light Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Light Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Book
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Book Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Medium Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Black
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Black Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Ultra
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Ultra Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ



ATHLETIC
UT TYLER ATHLETICS
MARKS

FULL SWOOP MARK

PRIMARY IDENTIFIER

The full Swoop mark should be used on items promoting UT Tyler Athletics. It must be used singly. It cannot be “locked up” with any other mark.

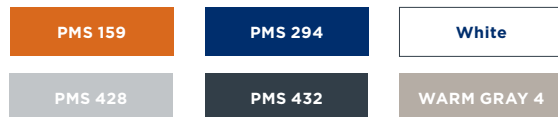
Do not use the full Swoop mark in conjunction with the full Swoop shield, Swoop shield or Patriots word mark to avoid awkward repetition.

The full Swoop mark cannot be used to represent academic units in print or digital media.

FULL-COLOR FULL SWOOP MARK (3-COLOR)



The preferred background colors of all logos and word marks should be approved Pantone colors. Consider using a certain level of contrast and clarity for the logo when placing it on dark-colored backgrounds.



1 COLOR



REVERSED



2 COLOR



2-COLOR VARIATION



3-COLOR VARIATION



4-COLOR VARIATION



Note: In cases where it is difficult to guarantee that a minimum amount of clear space surrounds the entire mark, exercising good judgment is crucial to ensuring legibility and protecting the impact of the mark. It is essential to use only approved electronic artwork and refrain from recreating or redrawing the logo, as this may degrade the quality of the image or alter the scale of its various elements.

FULL SWOOP MARK – MISUSE

PRIMARY IDENTIFIER

Due to the broad range of application requirements, the full Swoop mark is vulnerable to misuse. Many times, a well-intentioned treatment of the logo can be categorized as a misuse.

This usually occurs due to lack of awareness of correct logo usage standards. A consistent and accurate presentation of the logo will reinforce awareness of our brand, protect our identity and ensure it is not compromised.

To help avoid logo misuse, use only approved electronic artwork. **Never recreate or attempt to redraw the logo.**



DO NOT stretch, condense or change the dimensions of the logo.



DO NOT alter the placement or scale of the elements.



DO NOT use drop shadows, strokes, patterns or visual effects.



DO NOT add colors to individual elements of the logo.



DO NOT alter or replace the typefaces of the logo.



DO NOT skew, bend, crop or rotate the logo in any way.



DO NOT place the logo on a busy background that does not provide adequate contrast.



DO NOT apply any colors to any logos other than those specified in this document.



DO NOT add any extra elements to the logo.

FULL SWOOP MARK — CLEAR SPACE & SIZING

PRIMARY IDENTIFIER

The presentation of our full Swoop mark is maximized by guaranteeing that a minimum amount of clear space surrounds the entire logo.

This clear space relies on a proportional relationship based on the width/height of the "R" in **PATRIOTS**.

Any element (text, shape, image, partner logo, graphic) should be at least one R's width/height away from any part of the logo, including the trademark symbol.

Violation of the clear space by other elements, such as imagery, illustration, graphics, typography, page edge, folds or other visual components, will inhibit legibility and diminish the impact of the logo.

CLEAR SPACE



For a cohesive look among high-visibility applications, the full Swoop logo should be consistently sized from one application to the next.

The minimum height requirement of the full Swoop mark is 1.25" for print or 120px for digital applications for clear logo reproduction.

LOGO SIZING



Size requirements apply to all spirit marks. Exceptions for especially small items with limited surface area, such as pens, can be requested from the department of Marketing and Communications.

SWOOP MARK

LIMITED USE

The Swoop mark cannot be “locked up” with any other mark.

Do not use the Swoop mark in conjunction with the full Swoop shield or Swoop shield to avoid awkward repetition of a Swoop image.

The Swoop mark (limited use) cannot be used to represent academic units in print or digital media.

FULL-COLOR SWOOP MARK (LIMITED USE) (3-COLOR)



The preferred background colors of all logos and word marks should be approved Pantone colors. Consider using a certain level of contrast and clarity for the logo when placing it on dark-colored backgrounds.

1 COLOR



REVERSED



2 COLOR



2-COLOR VARIATION



3-COLOR VARIATION



4-COLOR VARIATION



Note: In cases where it is difficult to guarantee that a minimum amount of clear space surrounds the entire mark, exercising good judgment is crucial to ensuring legibility and protecting the impact of the mark. It is essential to use only approved electronic artwork and refrain from recreating or redrawing the logo, as this may degrade the quality of the image or alter the scale of its various elements.

PMS 159

PMS 294

White

PMS 428

PMS 432

WARM GRAY 4

SWOOP MARK — MISUSE

LIMITED USE

Due to the broad range of application requirements, the Swoop mark is vulnerable to misuse. Many times, a well-intentioned treatment of the logo can be categorized as a misuse.

This usually occurs due to lack of awareness of correct logo usage standards. A consistent and accurate presentation of the logo will reinforce awareness of our brand, protect our identity and ensure it is not compromised.

To help avoid logo misuse, use only approved electronic artwork. **Never recreate or attempt to redraw the logo.**



DO NOT stretch, condense or change the dimensions of the logo.



DO NOT use drop shadows, strokes, patterns or visual effects.



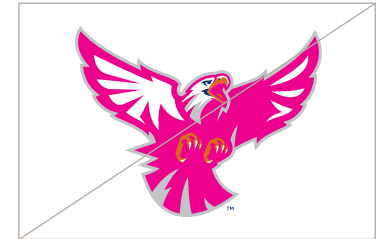
DO NOT add any extra elements to the logo.



DO NOT add colors to individual elements of the logo.



DO NOT skew, bend, crop or rotate the logo in any way.



DO NOT use colors other than those specified in this document on all logos.



DO NOT place the logo on a busy background that does not provide adequate contrast.

SWOOP MARK — CLEAR SPACE & SIZING

LIMITED USE

The presentation of our logo is maximized by guaranteeing that a minimum amount of clear space surrounds the entire logo.

This clear space relies on a proportional relationship based on the **width/height of Swoop's beak**.

Any element (text, shape, image, partner logo, graphic) should be at least the width/height of Swoop's beak away from any part of the logo, including the trademark symbol.

Violation of the clear space by other elements, such as imagery, illustration, graphics, typography, page edge, folds or other visual components, will inhibit legibility and diminish the impact of our logo.

CLEAR SPACE



For a cohesive look among high-visibility applications, our logo should be consistently sized from one application to the next.

The minimum height requirement of the Swoop mark is .75" for print or 72px for digital applications for clear logo reproduction.

LOGO SIZING



Size requirements apply to all spirit marks. Exceptions for especially small items with limited surface area, such as pens, can be requested from the department of Marketing and Communications.

FULL SWOOP SHIELD MARK

SECONDARY IDENTIFIER

The full Swoop shield mark should be used on items to promote UT Tyler Athletics. It must be used as the only brand element. It cannot be “locked up” with any other mark.

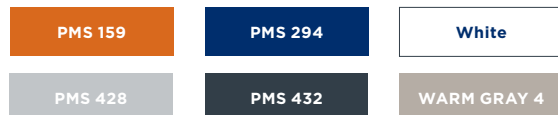
Do not use the full Swoop shield mark in conjunction with the full Swoop mark or Swoop mark to avoid awkward repetition of Swoop images. Applications might include athletic posters, flyers, swag, etc.

The full Swoop shield mark cannot be used to represent academic units in print or digital media.

FULL-COLOR SWOOP SHIELD MARK 3-COLOR



The preferred background colors of all logos and word marks should be approved Pantone colors. Consider using a certain level of contrast and clarity for the logo, when placing it on dark-colored backgrounds.



1 COLOR



REVERSED



2 COLOR



2-COLOR VARIATION



3-COLOR VARIATION



4-COLOR VARIATION



Note: In cases where it is difficult to guarantee that a minimum amount of clear space surrounds the entire mark, exercising good judgment is crucial to ensuring legibility and protecting the impact of the mark. It is essential to use only approved electronic artwork and refrain from recreating or redrawing the logo, as this may degrade the quality of the image or alter the scale of its various elements.

FULL SWOOP SHIELD MARK – MISUSE

SECONDARY IDENTIFIER

Due to the broad range of application requirements, the full Swoop shield mark is vulnerable to misuse. Many times, a well-intentioned treatment of the logo can be categorized as a misuse.

This usually occurs due to lack of awareness of correct logo usage standards. A consistent and accurate presentation of the logo will reinforce awareness of our brand, protect our identity and ensure it is not compromised.

To help avoid logo misuse, use only approved electronic artwork. **Never recreate or attempt to redraw the logo.**



DO NOT stretch, condense or change the dimensions of the logo.



DO NOT alter the placement or scale of the elements.



DO NOT use drop shadows, strokes, patterns or visual effects.



DO NOT add colors to individual elements of the logo.



DO NOT alter or replace the typefaces of the logo.



DO NOT skew, bend, crop or rotate the logo in any way.



DO NOT place the logo on a busy background that does not provide adequate contrast.



DO NOT apply any colors to any logos other than those specified in this document.



DO NOT add any extra elements to the logo.

FULL SWOOP SHIELD MARK — CLEAR SPACE & SIZING

SECONDARY IDENTIFIER

The presentation of our logo is maximized by guaranteeing that a minimum amount of clear space surrounds the entire logo.

This clear space relies on a proportional relationship based on the **width/height of the “P” in PATRIOTS**.

Any element (text, shape, image, partner logo, graphic) should be at least one P’s width/height away from any part of the logo, including the trademark symbol.

Violation of the clear space by other elements, such as imagery, illustration, graphics, typography, page edge, folds or other visual components, will inhibit legibility and diminish the impact of our logo.

CLEAR SPACE



For a cohesive look among high-visibility applications, our logo should be consistently sized from one application to the next.

The minimum height of the full Swoop shield mark is 1” for print or 96px for digital applications for clear logo reproduction.

LOGO SIZING



Size requirements apply to all spirit marks. Exceptions for especially small items with limited surface area, such as pens, can be requested from the department of Marketing and Communications.

SWOOP SHIELD MARK

LIMITED USE

The Swoop shield mark may not be used singly. It must be used in conjunction with a variation of the Patriots word mark or the UT Tyler Athletics word mark.

The Swoop shield mark cannot be “locked up” with any other mark.

Do not use the Swoop shield mark in conjunction with the full Swoop mark or the full Swoop shield mark to avoid awkward repetition of a Swoop image.

The Swoop mark (special use) cannot be used to represent academic units in print or digital media.

FULL-COLOR SWOOP SHIELD MARK 3-COLOR



The preferred background colors of all logos and word marks should be approved Pantone colors. Consider using a certain level of contrast and clarity for the logo when placing it on dark-colored backgrounds.

1 COLOR



REVERSED



2 COLOR



2-COLOR VARIATION



3-COLOR VARIATION



4-COLOR VARIATION



Note: In cases where it is difficult to guarantee that a minimum amount of clear space surrounds the entire mark, exercising good judgment is crucial to ensuring legibility and protecting the impact of the mark. It is essential to use only approved electronic artwork and refrain from recreating or redrawing the logo, as this may degrade the quality of the image or alter the scale of its various elements.

PMS 159

PMS 294

White

PMS 428

PMS 432

WARM GRAY 4

SWOOP SHIELD MARK — MISUSE

LIMITED USE

Due to the broad range of application requirements, the Swoop shield mark is vulnerable to misuse. Many times, a well-intentioned treatment of the logo can be categorized as a misuse.

This usually occurs due to lack of awareness of correct logo usage standards. A consistent and accurate presentation of the logo will reinforce awareness of our brand, protect our identity and ensure it is not compromised.

To help avoid logo misuse, use only approved electronic artwork. **Never recreate or attempt to redraw the logo.**



DO NOT stretch, condense or change the dimensions of the logo.



DO NOT use drop shadows, strokes, patterns or visual effects.



DO NOT add any extra elements to the logo.



DO NOT add colors to individual elements of the logo.



DO NOT skew, bend, crop or rotate the logo in any way.



DO NOT use colors other than those specified in this document on all logos.



DO NOT place the logo on a busy background that does not provide adequate contrast.

SWOOP SHIELD MARK — CLEAR SPACE & SIZING

LIMITED USE

The presentation of our logo is maximized by guaranteeing that a minimum amount of clear space surrounds the entire logo.

This clear space relies on a proportional relationship based on the **width/height of Swoop's eye**.

Any element (text, shape, image, partner logo, graphic) should be at least the width/height of Swoop's eye away from any part of the logo, including the trademark symbol.

Violation of the clear space by other elements, such as imagery, illustration, graphics, typography, page edge, folds or other visual components, will inhibit legibility and diminish the impact of our logo.

CLEAR SPACE



For a cohesive look among high-visibility applications, our logo should be consistently sized from one application to the next.

The minimum height of the Swoop shield mark is .75" for print or 72px for digital applications for clear logo reproduction.

LOGO SIZING



Size requirements apply to all spirit marks. Exceptions for especially small items with limited surface area, such as pens, can be requested from the department of Marketing and Communications.

PATRIOTS WORD MARK

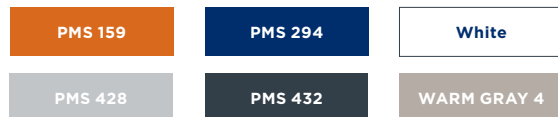
When utilized, the Patriots word mark should be the only brand element. This mark is typically used in smaller applications where the Full Swoop or Swoop Shield marks would be illegible.

In special cases, it may also be used in conjunction with the Swoop mark and Swoop shield mark featured as a secondary identifier in different imprint areas.

FULL-COLOR PATRIOTS WORD MARK 2-COLOR



The preferred background colors of all logos and word marks should be approved Pantone colors. Consider using a certain level of contrast and clarity for the logo when placing it on dark-colored backgrounds.



1-COLOR

PMS 294



1-COLOR VARIATION

PMS 159



1-COLOR VARIATION

PMS 432



WHITE



2-COLOR VARIATION



Note: In cases where it is difficult to guarantee that a minimum amount of clear space surrounds the entire mark, exercising good judgment is crucial to ensuring legibility and protecting the impact of the mark. It is essential to use only approved electronic artwork and refrain from recreating or redrawing the logo, as this may degrade the quality of the image or alter the scale of its various elements.

PATRIOTS WORD MARK — MISUSE

Due to the broad range of application requirements, the Patriots word mark is vulnerable to misuse. Many times, a well-intentioned treatment of the word mark can be categorized as a misuse.

This usually occurs due to lack of awareness of correct usage standards. A consistent and accurate presentation of the word mark will reinforce awareness of our brand, protect our identity and ensure it is not compromised.

To help avoid misuse, use only approved electronic artwork. **Never recreate or attempt to redraw the word mark.**



DO NOT stretch, condense or change the dimensions of the logo.



DO NOT alter the placement or scale of the elements.



DO NOT use drop shadows, strokes, patterns or visual effects.



DO NOT add colors to individual elements of the logo.



DO NOT alter or replace the typefaces of the logo.



DO NOT skew, bend, crop or rotate the logo in any way.



DO NOT place the logo on a busy background that does not provide adequate contrast.



DO NOT use colors other than those specified in this document on all logos.



DO NOT add any extra elements to the logo.

PATRIOTS WORD MARK - CLEAR SPACE & SIZING

The presentation of our word mark is maximized by guaranteeing that a minimum amount of clear space surrounds the entire logo.

This clear space relies on a proportional relationship based on the **width/height of the “P” in PATRIOTS**.

Any element (text, shape, image, partner logo, graphic) should be at least one P’s width/height away from any part of the word mark, including the trademark symbol.

Violation of the clear space by other elements, such as imagery, illustration, graphics, typography, page edge, folds or other visual components, will inhibit legibility and diminish the impact of our word mark.

CLEAR SPACE



For a cohesive look among high-visibility applications, our word mark should be consistently sized from one application to the next.

The minimum height of the Patriots word mark is .5” for print or 48px for digital applications for clear reproduction.

LOGO SIZING

.5” TALL
(48PX)



Size requirements apply to all spirit marks. Exceptions for especially small items with limited surface area, such as pens, can be requested from the department of Marketing and Communications.

UT TYLER ATHLETICS WORD MARK

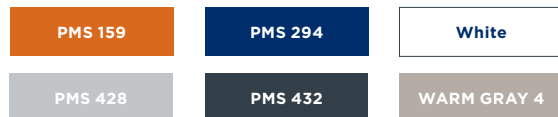
When utilized, the UT Tyler Athletics word mark should be the only brand element. This mark is typically used in smaller applications where the Full Swoop or Swoop Shield marks would be illegible.

In special cases, it may also be used in conjunction with the Swoop mark and Swoop shield mark featured as a secondary identifier in different imprint areas.

FULL-COLOR WORD MARK 2-COLOR



The preferred background colors of all logos and word marks should be approved Pantone colors. Consider using a certain level of contrast and clarity for the logo when placing it on dark-colored backgrounds.



1-COLOR

PMS 294



1-COLOR VARIATION

PMS 159



1-COLOR VARIATION

PMS 432



WHITE



2-COLOR VARIATION



Note: In cases where it is difficult to guarantee that a minimum amount of clear space surrounds the entire mark, exercising good judgment is crucial to ensuring legibility and protecting the impact of the mark. It is essential to use only approved electronic artwork and refrain from recreating or redrawing the logo, as this may degrade the quality of the image or alter the scale of its various elements.

UT TYLER ATHLETICS WORD MARK — MISUSE

Due to the broad range of application requirements, the UT Tyler Athletics word mark is vulnerable to misuse. Many times, a well-intentioned treatment of the word mark can be categorized as a misuse.

This usually occurs due to lack of awareness of correct usage standards. A consistent and accurate presentation of the word mark will reinforce awareness of our brand, protect our identity and ensure it is not compromised in any way.

To help avoid misuse, use only approved electronic artwork. **Never recreate or attempt to redraw the word mark.**



DO NOT stretch, condense or change the dimensions of the logo.



DO NOT alter the placement or scale of the elements.



DO NOT use drop shadows, strokes, patterns or visual effects.



DO NOT add colors to individual elements of the logo.



DO NOT alter or replace the typefaces of the logo.



DO NOT skew, bend, crop or rotate the logo in any way.



DO NOT allow the logo to be placed on a background that is overly busy or that does not provide adequate contrast.



DO NOT use colors other than those specified in this document on all logos.



DO NOT add any extra elements to the logo.

UT TYLER ATHLETICS WORD MARK — CLEAR SPACE & SIZING

The presentation of our word mark is maximized by guaranteeing that a minimum amount of clear space surrounds the entire logo.

This clear space relies on a proportional relationship based on the **width/height of the “U” in UT**.

Violation of the clear space by other elements, such as imagery, illustration, graphics, typography, page edge, folds or other visual components, will inhibit legibility and diminish the impact of our word mark.

Any element (text, shape, image, partner logo, graphic) should be at least one U’s width/height away from any part of the word mark, including the trademark symbol.



For a cohesive appearance among high-visibility applications, our word mark should be consistently sized from one application to the next.

The minimum height of the UT Tyler Athletics word mark is .25” for print or 24px for digital applications to ensure clear reproduction of the logo.

.25” TALL/(24PX)

UT TYLER™

Size requirements apply to all spirit marks. Exceptions for especially small items with limited surface area, such as pens, can be requested from the department of Marketing and Communications.

SPORT-SPECIFIC WORD MARK

Sport-specific teams and programs have the option to use a sport-specific word mark with the name of a sport or program as a subheadline.

Applications include uniforms, equipment bags and miscellaneous gear.

MISUSE

All previously outlined misuse rules apply to sport-specific logos and/or word marks.

To help avoid misuse, use only approved electronic artwork. **Never recreate or attempt to redraw a logo and/or word mark.**

OTHER SPORT-SPECIFIC SUBHEADLINE VARIATIONS:

ATHLETICS	S.A.A.C.
ATHLETIC PERFORMANCE	SOCCER
ATHLETIC TRAINING	MEN'S SOCCER
BASEBALL	WOMEN'S SOCCER
BASKETBALL	SOFTBALL
MEN'S BASKETBALL	SPIRIT SQUAD
WOMEN'S BASKETBALL	STUNT
CHEER	TENNIS
CROSS COUNTRY	MEN'S TENNIS
GOLF	WOMEN'S TENNIS
MEN'S GOLF	TRACK & FIELD
WOMEN'S GOLF	VOLLEYBALL
PATRIOT DANCERS	

The preferred background colors of all logos and word marks should be approved Pantone colors. Consider using a certain level of contrast and clarity for the logo, when placing it on dark-colored backgrounds.

PMS 159	PMS 294	White
PMS 428	PMS 432	WARM GRAY 4



Note: In cases where it is difficult to guarantee that a minimum amount of clear space surrounds the entire mark, exercising good judgment is crucial to ensuring legibility and protecting the impact of the mark. It is essential to use only approved electronic artwork and refrain from recreating or redrawing the logo, as this may degrade the quality of the image or alter the scale of its various elements.

