



# BRAND GUIDELINES



THE UNIVERSITY OF TEXAS  
**PERMIAN BASIN**™

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# Introduction

The University of Texas Permian Basin brand is one of the University's most valuable assets. It helps define the University and makes it distinctive in the marketplace. A common and consistent visual identity is a crucial component of the brand, and the standards in this manual are designed to maintain the integrity of the University's visual images and written communication.

This publication is designed to both guide and empower our Falcon family and friends in using UT Permian Basin's visual and written assets. Included are specific directions for use of logos, typography, and colors.

All University personnel will use UT Permian Basin's visual and written identity elements for formal and informal communications, advertising, apparel, and promotional purposes in accordance with the brand guidelines. If you send the UT Permian Basin logo to an external vendor, always send these guidelines as well.

TM

# Mission, Vision & Values

Central to our identity as a University are UT Permian Basin's mission, vision, and values. These are the principles that should guide every intention and decision we make as members of the University. They are the benchmarks we use as the foundation of our brand messaging—the message that reaches external audiences and encourages students to become Falcons.

## OUR MISSION

As a regional, comprehensive institution, The University of Texas Permian Basin serves a diverse community of students from the region, the state, and beyond. Through excellence in student-centered teaching, learning, research, and public service, the University cultivates engaged citizens and impacts lives while advancing the technological and public interests of West Texas.

## OUR VISION

The University of Texas Permian Basin will be an innovative, responsive university that thinks large and lives local. We will lead in advancing education, research, economic competitiveness, and cultural enrichment.

## OUR VALUES

The University believes in:

- **Extra Mile Service** which starts with an attitude of “yes,” enables flexibility to go above and beyond, and is proactive in finding solutions.
- **Kindhearted** means being nice, positive, friendly, and respectful; being generous with your gifts and talents; and investing in the success and well-being of others.
- **Integrity** means doing right, even when no one else is looking; being forthright in your intentions, words, and actions; and being honest, honorable, and trustworthy.
- **Collaboration** is a big tent mentality, being a partner who embraces and considers diverse perspectives and always being aware of and pursuing positive collective impact.
- **Innovation** inspired by curiosity, adaptability, and responsiveness; embracing the “wildcatter” spirit to be the solution.

# Our Name

## The University of Texas Permian Basin

Our full, official name is The University of Texas Permian Basin.  
Use the full name on first reference and in all formal mentions.

In first references, use:

**The University of Texas Permian Basin™**

In subsequent references, use:

**UT Permian Basin™**

**UTPB™**

**Falcons™**

**UT Permian Basin Falcons™**

### Do not use:

**The University of Texas of the Permian Basin**

"of the" Permian Basin is not an approved reference

**U.T.P.B.**

The use of . in abbreviations is not an approved reference

**U.T. Permian Basin**

The use of . in abbreviations is not an approved reference

**UT - Permian Basin**

The use of - is not an approved reference

**University of Texas - Permian Basin**

The use of - is not an approved reference



THE UNIVERSITY OF TEXAS  
**PERMIAN BASIN**<sup>TM</sup>



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**PERMIAN BASIN**<sup>TM</sup>



THE UNIVERSITY OF TEXAS  
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THE UNIVERSITY OF TEXAS  
**PERMIAN BASIN™**



THE UNIVERSITY OF TEXAS  
**PERMIAN BASIN™**

Our logo is a symbol of our pride and the most visible representation of who we are. In a sense, it's our face, so it's important for us to uphold the design so that it remains the same in all materials.

The University of Texas Permian Basin logo is a combination of a wordmark and the UTPB shield. The letters **UTPB** can be found within. The synonymous with the landscape of the Permian Basin region.



The black areas of each shield represent the letters **UTPB** which together make up the full shield.



A **trademark™** should always be included with any variation of the UT Permian Basin logo.



## IMPROPER USE

Here are some examples of improper uses and/or changes to the official logo.



Do not distort, stretch, or warp.



Do not remove, resize, or rearrange elements.



Do not recolor individual elements.



Do not remove any elements.



Do not rotate, skew, or bend.



Do not recolor the logo outside of approved colors.



Do not use drop shadows, object effect, or text effects.



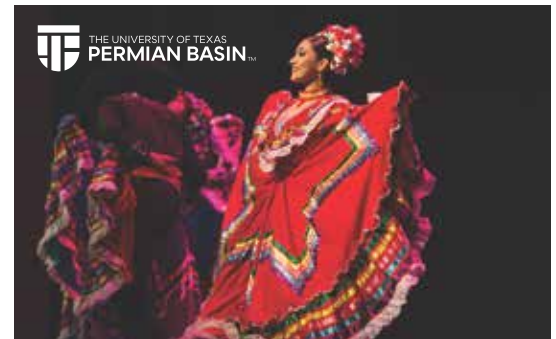
Do not place objects, or other logos, on or near logo.



Do not replace any elements.

## LOGO USE ON PHOTOS

When placing logos directly on top of a photo, there should be enough contrast to see and read the logo clearly. The white version works well on dark colors. The color version may be used on lighter areas.



## LOGO FILE FORMATS AND USAGE

UT Permian Basin logos are available on **Falcon4U** in three different formats. Each format has specific uses.

**JPEG** - Use JPG files on the web and other online media (screen resolution, RGB).

**PNG** - Use PNG files for web and other online media where background transparency is required (screen resolution, RGB).



**EPS** - Use EPS files for print media (high resolution, CMYK). EPS files are also called vectors—a format which is completely scalable without loss of quality. This is the format most often required for professional vendors. EPS files should be opened in Adobe Illustrator.

## COLOR PALETTE

There are three primary colors used in the UT Permian Basin color palette that create consistency across the brand: UTPB orange, black, and white. Secondary colors are to be used sparingly.

### Primary Colors



#### UTPB Orange

PMS 166 C  
C=0 M=76 Y=100 K=0  
R=227 G=82 B=5  
#e35205



#### Black

PMS Process Black  
C=0 M=0 Y=0 K=100  
R=0 G=0 B=0  
#000000



#### White

PMS Process White  
C=0 M=0 Y=0 K=0  
R=255 G=255 B=255  
#ffffff

### Secondary Colors



#### Gray

PMS Cool Gray 6 C  
C=16 M=11 Y=11 K=27  
R=167 G=168 B=170  
#a7a8aa



#### Dark Gray

PMS Cool Gray 10 C  
C=40 M=30 Y=20 K=66  
R=99 G=102 B=106  
#63666a

## TYPOGRAPHY PRIMARY FONT FAMILY

LATO  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz | 0123456789

## TYPOGRAPHY SECONDARY FONT FAMILY

BOZON  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz | 0123456789

UT Permian Basin brand fonts are available for download on **Falcon4U**.

### ALTERNATE FONTS

GILL SANS  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz | 0123456789

Gill Sans is available on most computers and should be used as the University's return address on envelopes and communications like flyers, posters, etc.

GOTHAM  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz | 0123456789

Gotham is available on most computers and can be used when other fonts are unavailable in communication designs and other materials.



**UT** PERMIAN  
BASIN™



**UTPB**™



**UT** PERMIAN  
BASIN™



**UTPB**™



THE UNIVERSITY OF TEXAS **PERMIAN BASIN**™



These alternative versions are acceptable for use when design considerations require it.

The **Shield with no wordmark** should only be used in cases where the text would be unreadable or scale dictates its use.

# College Logos

The five academic colleges at UT Permian Basin have unique needs to use a personalized logo associated with their college. The primary University logo is always preferred on branding and marketing materials; however, there may be special needs to use a college-branded logo. In these instances, colleges have the option to use the college logo.



THE UNIVERSITY OF TEXAS  
PERMIAN BASIN™  
**COLLEGE OF ARTS AND SCIENCES**



THE UNIVERSITY OF TEXAS  
PERMIAN BASIN™  
**COLLEGE OF BUSINESS**



THE UNIVERSITY OF TEXAS  
PERMIAN BASIN™  
**COLLEGE OF EDUCATION**



THE UNIVERSITY OF TEXAS  
PERMIAN BASIN™  
**COLLEGE OF ENGINEERING**



THE UNIVERSITY OF TEXAS  
PERMIAN BASIN™  
**COLLEGE OF HEALTH SCIENCES  
AND HUMAN PERFORMANCE**

# Unit Signatures

Unit signatures distinguish a specific area of UT Permian Basin. Unit signature logos should primarily be used for internal use (i.e. letterhead, envelopes, or branded items specific to the department, office, or program).

In all outward marketing and branding, the primary University logo is preferred. Examples of Unit Signatures are below.



**UT PERMIAN BASIN™**  
OFFICE OF ACCOUNTING

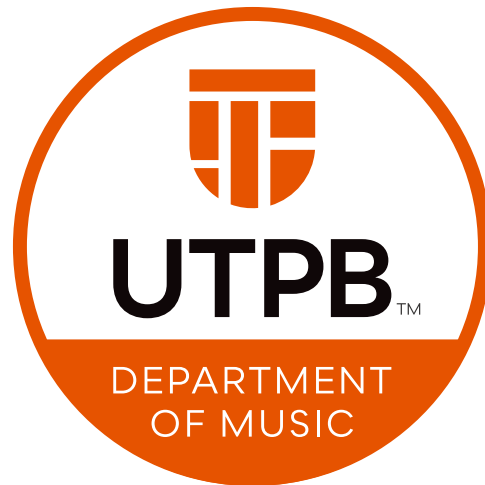


**UT PERMIAN BASIN™**  
DEPARTMENT OF MUSIC

UT Permian Basin unit signatures are available for download on **Falcon4U**.

When representing UT Permian Basin on social media, it is important that we remain consistent with our branding and imagery to ensure that we are representing the University professionally. The use of correct University logos on your pages is important to maintain a cohesive brand appearance.

The Office of Communications and Marketing department is available to create a social media logo for your college, school, or department if needed. Contact [Communications@UTPB.edu](mailto:Communications@UTPB.edu) with your request.



## FALCON LOGO USAGE

The Falcon logo and imagery is **ONLY** reserved for athletics and UT Permian Basin spirit groups.



## Guidelines

- Download the email signature logo on **Falcon4U**
- Copy and paste the email signature text into your email signature
- Use Arial Regular, 10 pt font
  - You may bold first and last name
  - Additional phone numbers may be added on the same line as office phone, separated by a vertical line |
- Social media handles may be added on a line beneath phone numbers
- Remember to include the italicized disclaimer under the logo

### Name

Pronouns (optional): xx/xxx/xxx

Title

Office/College/Department (optional)

The University of Texas Permian Basin

4901 E. University Blvd., Odessa, TX 79762

office phone | other phone (optional)

@socialmedia (optional)

www.utpb.edu

(INSERT LOGO HERE)

*This e-mail message is intended only for the personal use of the recipient(s) named above.  
If you received this communication in error, please notify the sender immediately.*

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## EXAMPLE EMAIL SIGNATURE

### **Freddy Falcon, PhD**

Falcon Spirit Director

Office of Student Life

The University of Texas Permian Basin

4901 E. University Blvd., Odessa, TX 79762

(432) 555-5555 | (432) 555-5555

@UTPB

www.utpb.edu



THE UNIVERSITY OF TEXAS  
**PERMIAN BASIN**™

*This e-mail message is intended only for the personal use of the recipient(s) named above.  
If you received this communication in error, please notify the sender immediately.*

Refer to this writing style guide to avoid common mistakes and maintain consistency amongst publications. Unless it appears (1<sup>st</sup>) in this style guide and/or (2<sup>nd</sup>) in the official UT System Style Guide ([www.utsystem.edu/sites/branding/writing-style-guide](http://www.utsystem.edu/sites/branding/writing-style-guide)), UT Permian Basin follows the AP Style Guide.

## abbreviations

Abbreviations of time expressions and countries' names take periods with no space between the elements: p.m., U.K., U.S.

Use periods but no space for names, Example: J.B. Pace

Acronyms for job titles and names of most organizations, centers, buildings, forms, tests and other objects are generally spelled without periods: CEO, CIA, SAT, etc.

Plural forms of acronyms receive an "s" and no apostrophe: She ordered two BLTs with avocado.

Academic degrees use: BA, MA, PhD, LLD, MD, EdD, etc.

e.g., i.e.

The abbreviation e.g. means "for example." The abbreviation i.e. means "that is" or "in other words." Always follow e.g. and i.e. with a comma.

## academic titles

Capitalize titles only when preceding a name; otherwise, lower case, e.g. Sarah Brown, vice president for business affairs, met with us today. Before a name, give a person only one title: Do not use phrases such as Dean of Arts and Sciences and Professor of English Joe Smart. (A better alternative: Dean of Arts & Sciences Joe Smart, who is also a professor of English, said hi.)

## address

The UT System Board of Regents is preferred. Avoid using UT Board of Regents. Lowercase "board" and "regents" only if used separately. (She is a regent. He is on the board.)

## alumni

Alumna - one woman

Alumnae - a group of women

Alumnus - one man

Alumni - a group of men or a group of men and women.

It's rare to see the feminine plural form, "alumnae." Most often "alumni" is used for a group of graduates.

## The Board of Regents

The UT System Board of Regents is preferred. Avoid using UT Board of Regents. Lowercase "board" and "regents" only if used separately. (She is a regent. He is on the board.)

## capitalization

Official names are capitalized; unofficial, informal, shortened or generic names are not. This rule applies to offices, buildings, schools, departments, programs, centers, etc. (See also, titles and academic titles.)



Phrases such as the center, the institute, or the new museum are not capitalized. Examples:  
the Office of Admissions, Office of the Registrar, the registrar's office, the registrar  
the College of Business, the business college, the college  
the Dunagan Library, the library

Capitalize official names of bulletins, forms, conventions, conferences, classes, etc. Example: Dr. Johnson will teach Advanced Environmental Geology next semester. He will teach advanced geology.

### **colleges**

Capitalize when referring to a specific college by its full proper name: College of Business. Otherwise, lowercase: the college.

Names of colleges:

College of Arts & Sciences

College of Business

College of Education

College of Engineering

College of Nursing

### **commas**

Use the Oxford comma before the "and" or other conjunctions in a series. Red, white, and blue.

### **committee names**

Capitalize the names of committees, e.g., the Academic Affairs Committee will meet on Thursday.

### **degrees**

Capitalize Bachelor of Arts, Bachelor of Science, Master of Science, etc., when completely spelled out, but do not capitalize the major unless it's a language or nationality.

A bachelor's degree or bachelor's can be used, but not capitalized. Use an apostrophe in bachelor's degree and master's degree, but there is no apostrophe when referring to an associate degree:

bachelor's degree, bachelor's degree in history

master's, master's degree in Spanish

doctorate, doctoral degree

(See also, abbreviations.)

**Correct:** He's expected to graduate with a bachelor's degree in English in December. She received her Master of Fine Arts in performance and choreography.

**Incorrect:** Matthew McConaughey has a Bachelor's degree in radio-television-film. She earned her associate's degree in the fall.

### **departments**

Capitalize if referring to a specific department or other academic unit by its full proper name. Examples: the Department of History, Office of Advancement. Otherwise, lower case: the history department, advancement.

## Official Names of Departments

Office of Accounting	NOT: Financial Services
Office of Admissions	NOT: Office of Admission
Office of Advancement	NOT: Office of Institutional Advancement or Office of Development
Office of Financial Aid	

## directions

(north, south, east, west). If a region is commonly known, it is capitalized. Tyler is in East Texas. UT Permian Basin is located in West Texas. Otherwise, do not capitalize. Austin is north of San Antonio.

## em-dash

An em-dash ( — ) is a long dash. It should connect to the letters on either side. “Students can receive support from many sources—including the Office of the President, Student Health Center, and Academic Advising.”

## fiscal year

Capitalize when referring to a specific fiscal year e.g., Fiscal Year 2009. Abbreviated FY. Use FY only once when referring to a range of years. Example: FY 2006 - 2001 and not FY 2006 - FY 2001.

## full time, full-time

Hyphenate as an adjective. Otherwise, two words. He is a full-time faculty member. She teaches full time.

## fundraising

One word.

## high-quality

Hyphenate when it is an adjective. The University has high-quality programs. Otherwise, no hyphen: The University is known for its high quality. (This rule on hyphens also applies to many other words.)

## institutions

Always use the institution’s complete name on first reference and its official abbreviation on second reference, e.g., The University of Texas Permian Basin, then UT Permian Basin, or UTPB. (UT Permian Basin is preferred on second reference.) Second references can also be “the University.” (See also, university.)

Do not use hyphens or periods in second references, e.g., UT-Permian Basin, U.T. Permian Basin.

## Legislature

Capitalize this noun in all references to a particular legislative body, such as the Texas Legislature, which can also be referred to as the Legislature. Do not capitalize legislature when it is used in a generic way: The law-making body in a democracy is called a legislature.

## noon

Not 12:00 noon. Does not need to be capitalized in agendas.

## numbers

In most cases, use numerals for numbers 10 and above, but spell out numbers one through nine.

**quotation marks**

Set quotation marks outside of periods and commas. "There are several people missing," he said. He wrote a report called "Our Stylish Guidelines."

**seasons**

Do not capitalize seasons. He enrolled in fall 2011. (This is better than "he enrolled in the fall of 2011.")

**semester**

Do not capitalize. He enrolled in the fall semester.

**time**

Use lowercase letters with periods after each letter and no spaces. Examples: 2 p.m., 6:30 a.m., 9 o'clock.

**titles**

Capitalize a person's title when it precedes the name. Do not capitalize a title when it follows a name or stands by itself. (Exception: It is permissible to capitalize Chancellor or Regent.) In general publications, do not use "Dr." or "MD" (See also, academic titles.)

Examples:

President Larry Smith

Larry Smith, president of UT Permian Basin, ate dinner.

The president of the Faculty Senate was late.

The Chancellor and the chairman of the board were on time.

Jane L. Smith, professor of sociology at UT Permian Basin, ate dinner.

**United States**

Spell out as a noun, abbreviate as an adjective. No space in U.S.

**university name**

Use the University's full name, The University of Texas Permian Basin. Capitalize the word University when reference is to a UT System institution, e.g., Thank you for supporting the University. (See also, institutions.)

**web page**

Web page is still two words, although webpage is becoming more accepted and can be used in more informal communication.

**website**

one word, no hyphen.

**West Texas**

Capitalize. UT Permian Basin is in West Texas. (See also, directions.)

**which/who**

Use commas to set off nonrestrictive phrases such as those beginning with which/who. A nonrestrictive phrase or clause does not restrict or limit the meaning of the word it is modifying. It is, in a sense, interrupting the sentence to add extra information. Even though removing the non-restrictive element

would result in some loss of meaning, the sentence would still make sense without it.

Example (nonrestrictive): The country of Haiti, which for decades has suffered with grinding poverty and mind-numbing violence, is unfamiliar with the workings of a true democracy.

Example (restrictive): Those residents of Texas who do not hold well-paying jobs must resent the common portrayal of the state as a land of opportunity.

**Who, whom:** Use who when someone is the subject of a sentence, clause or phrase and use whom when someone is the object of a verb or preposition .

**Who, whom, that, which:** Use who and whom when referring to people and to animals with a name. Robert Jones is the person who designed the course. Use that and which in reference to inanimate objects and to animals without a name.