



# ATHLETICS

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## BRAND GUIDELINES



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# Introduction

This guide serves as direction for usage and creation of materials containing branding related to The University of Texas Permian Basin and its athletics department and individual sports.

Prior to usage and production of materials that include UTPB branding, official approval is necessary. Please contact the Office of Marketing and Communications via email with proofs for approval at [Communications@utpb.edu](mailto:Communications@utpb.edu) before production.

# 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™**

**UTPB Falcons™**

**UT Permian Basin Falcons™**

**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

**Texas Permian Basin**

The use of this abbreviation is not an approved reference



***These are the primary logos to be used on any materials, uniforms, or publications. Primary marks should be used in all instances of production when possible to ensure consistent branding.***



*These are the approved color variations for the primary and secondary logos.*



## 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



**Dark Blue**

PMS 3553 C

C=90 M=55 Y=2 K=0

R=0 G=111 B=179

#006fb3



**Dark Gray**

PMS Cool Gray 10 C

C=40 M=30 Y=20 K=66

R=99 G=102 B=106

#63666a



**Gray**

PMS Cool Gray 6 C

C=16 M=11 Y=11 K=27

R=167 G=168 B=170

#a7a8aa



**Light Blue**

PMS 636 C

C=42 M=1 Y=8 K=0

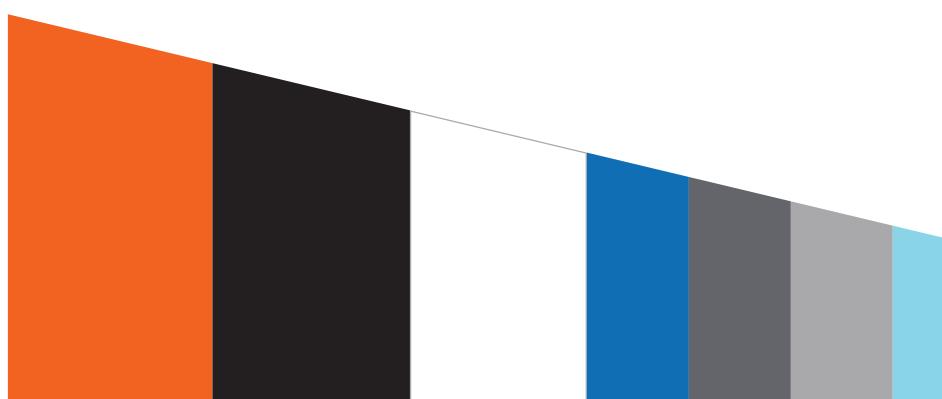
R=140 G=210 B=230

#8cd2e6

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.**

**The UTPB Shield may only be shown with primary branding colors. No exceptions.**

### Color Usage Visualization



## TYPOGRAPHY

These are the primary brand fonts for UTPB Athletics and the University. When available, these should be used on all print, digital, and jersey productions. When these primary fonts are not an option, please seek guidance from UTPB Marketing and Communications Office. Accessibility standards will apply regardless of if font is an approved font and the Marketing and Communications Office may require updates.

### TYPOGRAPHY PRIMARY FONT FAMILY

#### GOTHAM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz | 0123456789

### TYPOGRAPHY SECONDARY FONT FAMILY

#### BANK GOTHIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ | 0123456789

### 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.

## 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. Ex. TM



Do not recolor individual elements.



Do not remove any elements.



Do not rotate, skew, or bend.



Do not recolor the logo.



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



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



A trademark™ should always be included with any variation of the Falcon or UTPB Athletics logos.

The TM may be removed in certain scenarios where production may require it. Please contact UTPB Marketing and Communications for permissible removal prior to production of materials.



***These are the secondary logos to be used on any materials or publications only  
when the primary versions are not appropriate for materials.***

## FREDDY FALCON



## FIONA FALCON



## FREDDY & FIONA FALCON



*These mascot variations logos are only to be used as branding on special occasions and with prior approval by the Marketing and Communications Office.*



***The sport specific variations are used for each separate sport as a logo option to the primary UTPB Falcons logos. No alteration or variations to these are allowed.***

## SOCIAL MEDIA

When representing UT Permian Basin athletics 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 and sport specific logos** on your pages is important to maintain a cohesive brand appearance.

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



## LICENSED AND APPROVED VENDORS

Using licensed and approved vendors for producing branded items is essential to maintaining the integrity of UT Permian Basin Athletics' brand. These vendors ensure that all designs meet the University's brand standards, reflect our identity accurately, and align with UT System regulations.

Additionally, working with approved vendors guarantees that royalties are collected to support UTPB programs and initiatives, reinforcing our commitment to excellence. By adhering to these guidelines, we protect the value and reputation of the Falcons' brand while fostering a consistent and professional image.

If you have a question about a vendors' licensing status, or need recommendations for vendors, please contact [Communications@utpb.edu](mailto:Communications@utpb.edu)

## JERSEY NUMBERS



***An outline, or stroke is preferred on the outside of numbers within approved color variations when possible.***

***If a vendor does not have the ability to match numbering font and style guidelines due to material limitations, match colors and fonts as close to the guidelines as possible.***

## 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
- The sport specific department logo may be used in place of primary UTPB Falcons 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](http://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

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### Freddy Falcon

Title Information

The University of Texas Permian Basin Athletics

4901 E. University Blvd., Odessa, TX 79762

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

@UTPB

[www.utpb.edu](http://www.utpb.edu)



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