UNT SYSTEM™

Brand Identity & Communications Guide

The University of North Texas System, like its component universities, is committed to a clear, consistent brand identity and communications standard – both internal and external – as part of an overall coordinated institutional identity program. The guidelines outlined in these pages are designed to establish consistency in all forms of graphic branding and communications for the UNT System. These guidelines apply only to the UNT System and not its member institutions.

Our UNT System universities have their own institutional guides at these links:

University of North Texas
University of North Texas Health Science Center
University of North Texas at Dallas

If you have questions about the UNT System brand identity and communications standards, please contact:

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University of North Texas System
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WORDMARK/LOGO USAGE

Approved Wordmarks
As of September 1, 2016, the UNT System's graphic identity is represented by one horizontal and one vertical wordmark.

Below is the UNT System's primary approved wordmark. This horizontal wordmark with a green box is the UNT System's primary mark and should be used whenever possible in printed and electronic communications pieces:

When using a UNT System wordmark for black and white, printed documents, the primary wordmark should appear in black and white with no gray scale:

Below is the UNT System's secondary approved wordmark. This vertical wordmark with a green box is the UNT System's secondary mark and should only be used in designs not suited for the primary, horizontal mark. Also below is the non-color version on the secondary wordmark, which utilizes a black box and no gray scale for use in black and white, printed documents.
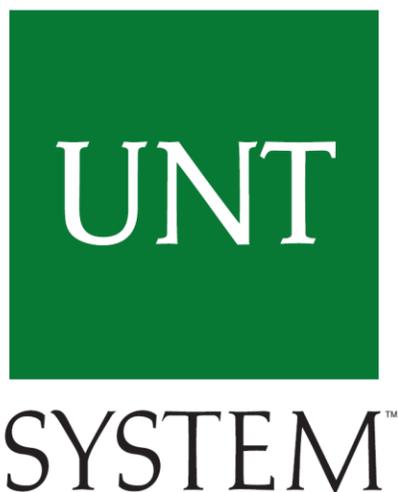
Basic wordmark use requirements are:

- The primary UNT System wordmark, horizontal in design, should be used whenever possible. The secondary UNT System wordmark, vertical in design, should only be used in designs not suited for the primary wordmark. For any questions regarding appropriate use of the UNT System wordmarks, please contact the Director of Communications.

- A UNT System wordmark is required on all forms of communication that describe or illustrate the System and/or System business, whether for internal or external use. Exceptions to this requirement can only be granted by the Chancellor or Director of Communications. This includes System-funded publications, as well as those that are externally funded. For example, if the System helps to sponsor an event, the wordmark should be included on a sponsor listing page. If printing is funded by an outside entity, it still must comply with identity guidelines.

- A UNT System wordmark must appear on either the front or back of any multi-page printed piece (front is preferred) and must be visible on any single-page printed piece.

- A UNT System wordmark must appear at the top of all UNT System web sites with no scrolling necessary.

- UNT System wordmarks may not be altered from their original form.

- UNT System wordmarks may not be stretched, rearranged or altered in any way other than proportional scaling and appropriate use of color.

- UNT System wordmarks should always appear in UNT green, white and black when possible. The only acceptable variation is black and white, with no grayscale, for use in black and white, printed documents.

- No additional text or imagery should touch or be superimposed onto UNT System wordmarks.

- The Director of Communications will provide each UNT System office or department with a professionally designed "lock-up" graphic that will include sub-branding. An example of an approved sub-branded UNT System wordmark is below:

- If you feel your area needs a specific, sub-branded wordmark, please contact the Director of Communications to make a request. Upon approval, a professionally-designed, sub-branded wordmark will be created.

- An area of clear space surrounding any UNT System wordmark should be used to maintain visual impact and legibility. Other graphic elements, such as typography, pictures, etc., should not infringe upon this clear space to ensure legibility.

- No portion of a UNT System wordmark may be screened back.

Outdated Wordmarks
The UNT System's former wordmarks may not be used electronically or in the production of any new materials beginning on September 1, 2016. In order to best utilize resources, however, a "grace" period for use of the former UNT System wordmark in stocks of underlined printed materials will exist through the end of 2016 in order to not waste current stocks of items such as letterhead or business cards. The grace period for use of old mark in printed materials expires on January 1, 2017.

If you are unsure about how to incorporate UNT System wordmarks into your design, please contact the Director of Communications.

TYPOGRAPHY & COLORS

Consistent typography creates a uniform look of quality in UNT System publications. The recommended typefaces for System communications are:

- Georgia is used for formal printed communications and in electronic presentations.
    - This is an example of Georgia, used in formal printed communications and presentations.

- Calibri is used for email, electronic newsletters and in electronic presentations.
    - This is an example of Calibri, used for email, electronic newsletters and in electronic presentations.

- Arial is an alternate font used in electronic presentations, primarily for headlines.
    - This is an example of Arial, used in electronic presentations.

These typefaces have been selected to complement the UNT System wordmark in a legible, professional manner. The fonts must be purchased from a licensed software/font vendor.

Colors
The official colors of the UNT System are UNT green and white. (UNT green is Pantone Matching System PMS 356*.) Black is used as a tertiary accent color. When UNT green is used, it must be PMS 356* or the following four-color process (CMYK) equivalent:

CMYK:
100 percent cyan - 0 percent magenta - 100 percent yellow - 33 percent black.

For electronic branding, the following color model settings will reproduce UNT green in most graphic design and HTML coding software.

Hex color for UNT green: #059033
HSL color model for UNT green: Hue 93, Sat 224, Lume 70
RGB color model for UNT green: Red 5, Green 144, Blue 51

The UNT System has an approved palette of colors for use in presentations and collateral:

PRIMARY COLORS

PMS 356
CMYK 100 0 100 33
RGB 5 144 51

100% BLACK

WHITE

SECONDARY/ACCENT COLOR PALETTE

PMS COOL GRAY 7
CMYK 42 34 33 1
RGB 154 155 157

PMS COOL GRAY 1
CMYK 10 8 10 0
RGB 226 225 221

PMS 7494
CMYK 36 21 42 0
RGB 168 179 154

PMS 358
CMYK 35 0 55 0
RGB 169 220 147

PMS 360
CMYK 64 0 91 0
RGB 92 193 81

PMS 357
CMYK 94 13 83 44
RGB 31 96 61

PMS 324
CMYK 35 0 13 0
RGB 190 220 223

PMS 638
CMYK 73 10 7
RGB 0 174 217

PMS 3145
CMYK 100 11 28 20
RGB 0 123 147

PMS 660
CMYK 84 57 0 0
RGB 42 110 187

PMS 651
CMYK 41 23 5 0
RGB 149 175 210

PMS 7457
CMYK 20 2 6 0
RGB 200 226 234

PMS 179
CMYK 5 92 91 1
RGB 226 69 48

PMS 115
CMYK 3 10 85 0
RGB 252 220 55

PMS 268
CMYK 85 99 14 3
RGB 80 45 127

PMS 1815
CMYK 32 92 82 39
RGB 122 36 38

PMS 167
CMYK 18 80 100 7
RGB 192 80 23

PMS 466
CMYK 22 26 57 0
RGB 201 178 128

UNT SYSTEM SEAL USAGE

The official UNT System seal is the most important, formal symbol belonging to the System. Per Regent's Rule 04.803, the seal is reserved for the highest and most formal communication and for ceremonial, commemorative and promissory purposes. The Director of Communications is responsible for ensuring the appropriate use of the seal. Board of Regent approval is required for revision to the seal.

The UNT System seal is reserved for the following items:

- UNT System Board of Regent Board Briefings.

- UNT System Board of Regent Board Orders.

- Ceremonial documents, such as awards and proclamations.

- Formal letters and contracts.

- Commemorative objects created for limited distribution, and made out of durable high-quality materials. Examples include plaques, medallions and commemorative crystal paperweights.

- Permanent signage in limited usage, such as at the main entryway to the UNT System headquarters, but not on exterior building signs and not in less-formal settings.

- Financial documents such as the official system budgets, checks, system-issued securities and other financial papers, where it is essentially a mark of guarantee.

- Approved UNT electronic communication or presentation pieces.

Prohibited uses of the UNT System seal:

- Do not use the seal in place of the UNT System wordmarks.

- Do not use the seal on any disposable item unless approved by the Chancellor or Director of Communications.

- Examples of inappropriate uses of the seal include, but are not limited to, clothing, coffee mugs, napkins, water bottles, notebooks, portfolios, plastic cups and disposable cups. Use the UNT System logo, rather than the seal, for these purposes.

Basic guidelines when using the UNT System seal:

- Use only reproduction-quality images of the official seal with a resolution of at least 300 dpi for print.

- Use the seal in its entirety. It should not be used as a design element.

- Use the seal alone. Do not combine the seal with another emblem or symbol, except where it appears with a UNT System wordmark.

- The seal may be combined with type, but type should not touch or be superimposed on it.

- To prevent fraud the seal may be used as a watermark on certain important papers.

- Reproduce the seal in a single color of UNT System green or black.

- Embossing the seal in gold, silver and green on official UNT System announcements is acceptable.

- Any exceptions to these rules require the permission of the Chancellor or Director of Communications.

BUSINESS CARDS & STATIONARY

Business Cards

There is one approved version of the UNT System business card. Content for business cards is arranged in a standardized format with exceptions considered on a case-by-case basis. All business card orders must be placed through Printing and Distribution Solutions or routed through the Director of Communications for approval of compliance with brand standards.

Business Card Front   *Business Card Back*

Letterhead & Envelopes

The UNT System has developed a standard letterhead and envelope stationary format for use by all System departments and employees. The letterhead format has been thoughtfully arranged to allow a generous amount of open space for user flexibility.

Letterhead will not be pre-printed with additional information such as lists of names in a side-bar. However this information can be set-up and printed as part of your body copy. Content for letterhead is arranged in a standardized format with exceptions considered on a case-by-case basis.

All stationary orders must be placed through Printing and Distribution Solutions or routed through the Director of Communications for approval of compliance with brand standards.

Letterhead

UNT SYSTEM

| UNT | UNT HEALTH SCIENCE CENTER | UNT DALLAS | UNT SYSTEM ADMINISTRATION |

OFFICE OF   First Last Name, *Main Title*

1901 MAIN STREET | DALLAS, TEXAS 75201 | TEL 214.123.1234 | FAX 214.123.1234 | TTY 940.369.8652
WWW.UNTSYSTEM.EDU | FIRST.LAST@UNTSYSTEM.EDU

ELECTRONIC BRANDING

PowerPoint Presentations
The UNT System has one approved PowerPoint template. The template has a style guide related to color palette embedded within the document. Contact the [Director of Communications](#) to request a copy of the approved PowerPoint template.

Additional PowerPoint style guidelines include:

- Presentations should begin with a succinct summary statement that defines a problem or issue, describes why this problem/issue is relevant and shares a solution to the problem/issue.

- Presentations should not contain lengthy text narratives. Rather, points should be summarized in bullet format and augmented with charts, graphs, tables and photos.

- Any infographics created should be notated and follow guidelines embedded into the approved PowerPoint Template.

- Fonts within the approved template include Georgia for titles and headers, and Calibri for bullets and sub-copy. These fonts may not be changed or altered.

Electronic Mastheads
The Director of Communications will provide each UNT System office or department with a professionally designed "lock-up" graphic that will include sub-branding. These lock-up marks are approved for use as electronic mastheads in emails and newsletters. An example of an approved sub-branded UNT System wordmark is below:

Any other electronic mastheads must be approved by the Director of Communications.

INTERNAL COMMUNICATIONS

Internal communications via System-wide email distribution is reserved for electronic messages that include important news, invitations to System-wide events or affect the health and safety of employees and students on campuses. The Director of Communications should be consulted prior to distribution of any System-wide emails.

Only select UNT System users, generally communications professionals, are authorized to send e-mails to the all-staff and/or all-student e-mail distribution lists.

It is UNT System policy to include an employee contact in any group email – electronic communications should not be attributed to ambiguous entities, such as a department or office, without a name and contact information included.

The Director of Communications manages the "UNT System News" email account and may be contacted for assistance in distributing newsworthy items to UNT System employees.

EXTERNAL COMMUNICATIONS

Publications
Any printed collateral material or publications (brochures, fliers, newsletters, etc.) intended for mailing/distribution to external audiences must be approved by the Director of Communications and designed professionally with appropriate UNT System brand usage.

News
The Director of Communications will communicate news regarding the UNT System to external audiences via the UNTS web site, UNTS social media accounts on Facebook, Twitter, Instagram, YouTube! and LinkedIn, as well as to local, regional and national media via press release.

If you feel you have newsworthy information to share, please send a summary of the news item to the Director of Communications. The information will be evaluated for distribution externally via social media, traditional media or the Internet.

New Leader Announcements
The Director of Communications and/or the Associate Vice Chancellor for Human Resources will announce the hiring or promotion of any UNT System employees who are at the Director level or above, including: Vice Chancellor, Associate Vice Chancellor and Regents. These announcements will typically include an external news release, web site posting and internal email featuring a photo.

Employing departments should contact the Director of Communications regarding any hiring/promotion announcements. All new hires and job status changes should be reported to the Director of Communications by UNT System department heads in order to add/remove any new/exiting UNTS System employees to the UNTS web site.

Media Relations
The UNT System's Director of Communications occasionally pitches newsworthy story ideas to the media with the intent of highlighting key people, projects, accomplishments, initiatives or milestones of the UNT System. Any other proactive media contact – for purposes of gaining media attention for a UNTS individual, department or project – must be coordinated with the Director of Communications.

The Director of Communications will also handle all incoming media inquiries regarding the UNT System or requests for interviews with UNT System employees. Any UNT System employee receiving media-related phone calls, emails or written correspondence should consult with the Director of Communications before responding in order to ensure consistency of key messages, institutional direction, facts and overall follow-up protocol are achieved. The Director of Communications is available to help establish key points and provide coaching related to media interviews.

Crisis Communications
In the event of a crisis, the Director of Communications will serve as the UNT System's public information officer under direction of the Chancellor, Office of the General Counsel or other designated parties. UNT System Staff should continue to refer any and all media contact to the Director of Communications in crisis situations unless otherwise instructed. Please note, the Director of Communications is "on-call" at all times to handle media relations related to emergencies and crises involving the UNT System

Media Training
Media training is offered to departments and employees as needed for formal presentations or media interviews. Training includes assistance with messaging, positioning, appearance and speaking points, as appropriate. Contact the Director of Communications for more information.

Advertising
All advertisements placed in local, state, and national media representing the UNT System must be approved by the Director of Communications or the Chancellor. The only exception to this is personnel advertisements, which must be

approved by Human Resources. Promotional advertising must be placed using non-state funds.

Advertising on behalf of the UNT System, its departments, programs and organizations without proper approval is prohibited. The Director of Communications is available to provide guidance related to copy, design and placement of advertisements.

Social Media
The UNT System uses social media strategically to help communicate its messages to internal and external audiences. The Director of Communications is responsible for the UNT System's official pages on social media sites, including Facebook, Twitter, Instagram, YouTube! and LinkedIn. Any UNT System departmental social media pages must be approved by the Director of Communications. Any UNT System employee wishing to post information or photo(s) to UNTS social media outlets should email the information, photo(s) or proposed content to the Director of Communications.

ALL APPLICABLE UNT SYSTEM POLICIES APPLY TO USE OF BLOGS, SOCIAL MEDIA PLATFORMS, OR ANY OTHER ONLINE FORM OF COMMUNICATION.

Guidelines for using social media as a designated UNT System employee:

- Do not use personal or organizational blogs or social media sites to communicate sensitive or private work-related information.
- Consult the Director of Communications before starting a blog or social media profile for your UNT System department or group.
- Comply with the terms of service of any social media platform that you use.
- Comply with copyright laws and do not use copyrighted images or materials without permission.
- Do not speak on behalf of the UNT System on any blogs or social media sites, including personal sites, unless you are authorized to do so by the Director of Communications.
- Do not use the UNT System wordmarks without approval from the Director of Communications.
- Only use approved institutional colors in your approved design.
- Check all facts to ensure accuracy before posting institutional information.

Best practices for personal use of social media:

- If you participate in personal blogs or social networking sites at work, follow the UNT System's Acceptable Electronic Use Policy.
- Use your personal e-mail address on your blog or social media profiles. All UNTS e-mails are considered state records; personal use of your UNT System e-mail address should be limited.
- Clarify that your opinion is your own. Where your connection to the UNT System is apparent, make it clear that you are not speaking on behalf of the UNT System. For example, add "The opinions expressed here are those of the author and do not necessarily reflect the positions of the UNT System," or a similar statement to your blog, social media profile or bio, and/or along with comments you post on other blogs regarding the UNTS.
- Do not speak on behalf of the UNT System without approval of the Chancellor or Director of Communications.
- If you are unsure if it is appropriate to post any information about the UNT System on a personal blog or social media profile, consult the Director of Communications.
- If communicating on a blog or social media site about the UNT System, identify your connection to and your role at the UNT System.
- If you see information or comments about the UNT System on a blog, web site or social media site that you think requires a response, contact the Director of Communications.
- Consider everything that is posted on social media sites as public.
- Ensure you have the appropriate permission to use any photos acquired from other online resources.
- Always remember that conversations and comments can turn up in web searches and should be considered public record.

STYLE GUIDE

In matters of editorial style, the prevailing standards of all approved UNT System documents and publications are those found in The Associated Press Stylebook (https://www.apstylebook.com). Key style items specific to the UNT System include:

- When referencing the UNT System in written copy, first-reference should be spelled out as *University of North Texas System* with parenthetical reference to *(UNT System or UNTS).* Upon second-reference, *UNT System* or *UNTS* are acceptable.
- Capitalize the word *System* in any written copy referencing the UNT System.
- Capitalize any employee titles when attached to a proper name, for example *Chancellor Lee Jackson* on first reference and *Chancellor Jackson* on second reference
- Capitalize *Board of Regents* and capitalize any regent titles when attached to a proper name, for example *Regent Brint Ryan* on first reference and *Regent Ryan* on second reference.
- When referencing a UNT System university in written copy, first-reference should be spelled out, for example: *University of North Texas* with parenthetical reference to *(UNT)*. Upon second-reference, *UNT* is acceptable.
- Capitalize all UNT System office or departmental names in written copy, for example *Office of the General Counsel.*

Boiler-plate Copy

The following boiler-plate copy is approved when describing the UNT System in official documents:

ABOUT THE UNIVERSITY OF NORTH TEXAS SYSTEM:

The University of North Texas System (UNT System or UNTS) includes the University of North Texas in Denton, the University of North Texas Health Science Center in Fort Worth and the University of North Texas at Dallas. The UNT System Administration is based in Downtown Dallas. UNTS is governed by a Board of Regents appointed by the Governor of Texas and is the only Texas public university system headquartered in the vibrant North Texas region. The three independent universities of the UNT System have combined enrollment exceeding 42,000 students across five major teaching locations, including each main campus, as well as Frisco and Downtown Dallas. UNTS institutions award more than 9000 degrees each year – including the largest number of master's and doctoral degrees in the region. Overall, the UNT System boosts the Texas economy by nearly $5.2 billion each year.