



# UNT | SYSTEM™

## Brand Identity & Communications Guide

# UNT | SYSTEM™

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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 the Office of Marketing & Communications.

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**WORDMARK**

**USAGE**

As of March 2018, the UNT System's primary graphic identity is represented by one horizontal and one vertical Wordmark.

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

UNT | SYSTEM™

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:

UNT | SYSTEM™

Below is the UNT System's secondary approved Wordmark. This vertical Wordmark 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 of the secondary Wordmark for use in black and white printed documents.

UNT  
SYSTEM™

UNT  
SYSTEM™

### **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 Office of Marketing & 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 Associate Vice Chancellor. 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 collateral 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, other than approved departmental lock ups.

- The Office of Marketing & 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:

## UNT | SYSTEM™

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### Office of General Counsel

- If you feel your area needs a specific, sub-branded Wordmark, please contact the Office of Marketing & 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.

#### **UNT System Chancellor’s Mark**

The UNT System Chancellor’s Mark was created by Chancellor Lesa Roe as an illustration of the System as a unified, singular entity that is greater as a whole than as the sum of its parts. This mark is used primarily on internal materials and presentation that come from the Chancellor’s Office. Authorization for use is required from the Office of Marketing & Communications.



UNT World includes UNT, UNT Health Science Center, UNT Dallas and UNT System Headquarters. It is the collective of our institutions, aligned as a team and driven by our shared purpose to transform lives and create economic opportunity through education.

### UNT System Texas Mark

The UNT System is proud to be the only university system based in the Dallas-Fort Worth Region. As such, a secondary mark – featuring a Texas silhouette with a star marking the UNT System’s home region of DFW – is now in use. This mark is intended to be used in less formal settings, such as in social media, brochures, advertisements, apparel and promotional items. The Texas Mark should not be used in official letterheads or other business-related documents.



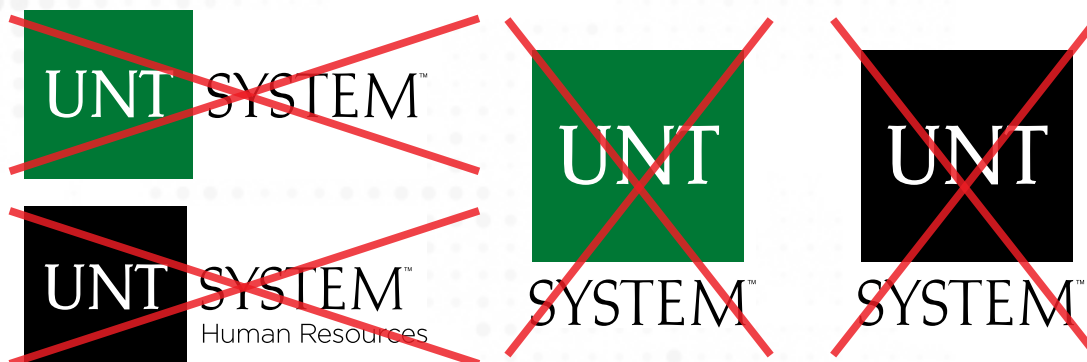
### UNT System Headquarters

UNT System Headquarters, sometimes referred to as system administration, provides leadership, governance and services to UNT System component institutions in the areas of legal, finance, human resources, audit, academic affairs and student success, facilities and construction, and governmental relations.



### Outdated Wordmarks

The UNT System’s former Wordmarks may not be used electronically or in the production of any new materials beginning on March 1, 2018. In order to best utilize resources, however, a “grace” period for use of the former UNT System Wordmark in stocks of printed materials will exist through the end of fiscal year 2018 in order to avoid wasting current stocks of items such as letterhead or business cards. The grace period for use of old mark in printed materials expires on September 1, 2018.





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**TYPOGRAPHY &**

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**8** **COLORS**

## Typography

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.**
- Poppins is an alternate font used for printed communications and in electronic presentations.  
**This is an example of Poppins in Light weight and Regular weight used for printed communications and in electronic presentations.**
- Fira is a secondary alternate font used for printed communications and in electronic presentations.  
**This is an example of Fira in regular weight used for printed communications 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 one of the following four-color process:

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





# 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 Office of Marketing & 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 Regents Board Briefings.
- UNT System Board of Regents 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 official System budgets, checks, System-issued securities and other financial papers, where it is essentially a mark of guarantee.
- Approved UNT System 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 the Office of Marketing & 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 Watermark, 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 or green on official UNT System announcements is acceptable.

Any exceptions to these rules require the permission of the Chancellor or the Office of Marketing & Communications.



## **Business Cards**

There are two approved versions 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](#) then later routed through the Office of Marketing & Communications for approval of compliance with brand standards.

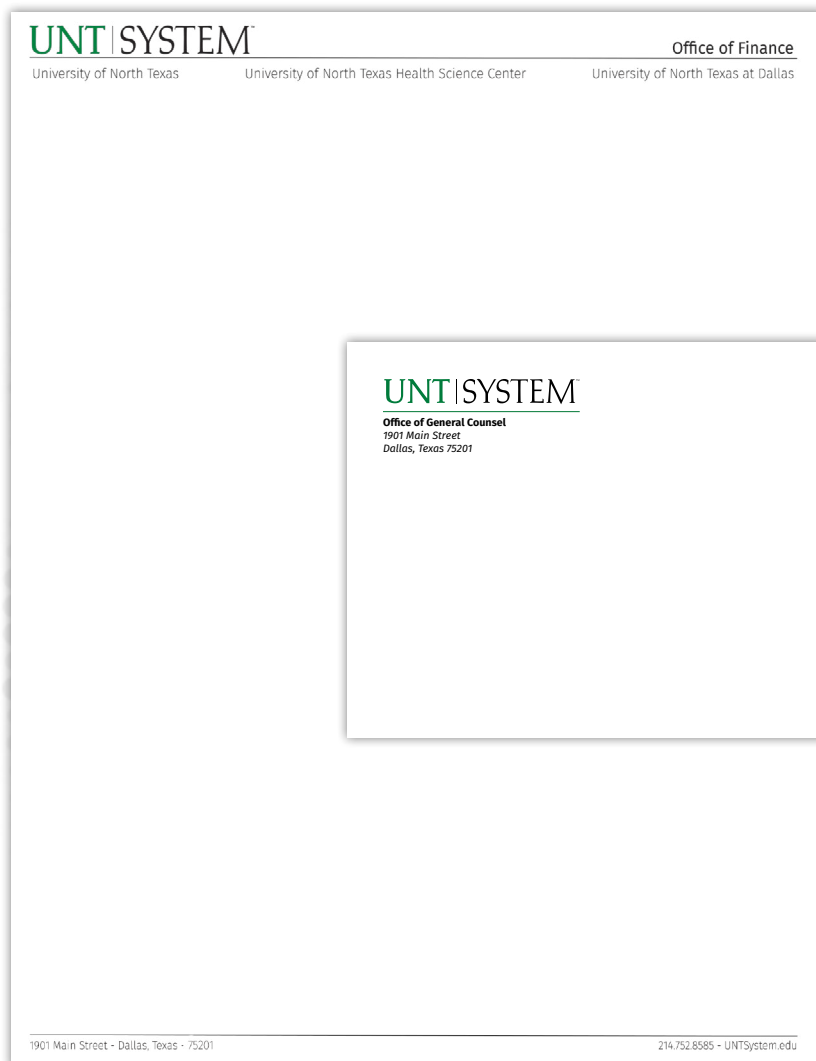


## **Letterhead & Envelopes**

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

Letterhead will not be pre-printed with additional information such as lists of names in a side-bar. However this information can be setup 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 stationery orders must be placed through Printing and Distribution Solutions then later routed through the Office of Marketing & Communications for approval of compliance with brand standards.





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**ELECTRONIC**

**BRANDING**

## **PowerPoint Presentations**

The UNT System has an approved PowerPoint template. The template has a style guide related to color palette embedded within the document. Contact the Office of Marketing & 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, Arial, Fira, and Calibri. These fonts may not be changed or altered.

### **Electronic Mastheads**

The Office of Marketing & 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:

**UNT | SYSTEM™**  
Office of General Counsel

## Email Signatures

Using consistent email signatures for @untsystem.edu email accounts is an opportunity to create brand alignment while relaying relevant contact information. In addition, consistent and clear email signatures present a professional appearance for conducting business through email. The UNT System has one preferred email signature style.



The following are recommended guidelines for staff members using an @untsystem email account:

- Less is more: Email signatures should be under 10 lines. If you feel you need to add more information, use pipes (|) to separate components adding two spaces between content and pipes. Also, refrain from using quotes or epigraphs in business communications to keep the message professional and to avoid having others assume a particular statement represents the institution.
- Font: Use Calibri which is a standard font on both Mac and PCs and works in all email clients. Non-standard fonts and HTML may not translate across email clients.
- Color: Black is preferable and consistent with the brand color palette. The "UNIVERSITY OF NORTH SYSTEM" color is the approved UNT green (Reference pg. 9).
- Phone numbers: Include the phone and/or fax numbers you use regularly in an effort to make it easy for others to reach you. Don't include a cell or fax number if it's not something you often use or want to share broadly.



## **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 Office of Marketing & 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 Office of Marketing & Communications manages the “UNT System News” email account and may be contacted for assistance in distributing newsworthy items to UNT System employees.

The Marketing & Communications team is excited to share several new resources that have been put in place to assist UNT System Headquarters' teams with their presentation, branding and messaging efforts. All UNT System Headquarters' teams may request Marketing & Communications support through our new service portal, and self-service resources that include an online photo database, template library and revised style guide.

**Details of these new resources, and instructions for access, can be found below:**

### **SERVICE NOW**

Marketing & Communications support may now be requested through the ServiceNow system. Services available include stationary/letterhead design, presentation templates, logo requests, formal memo assistance/distribution, news announcements, staff headshot photos, flyers, invitations, website content support, social media posts and communication plan consultation.

To submit a support ticket, simply visit the [Marketing & Communications homepage](#) and clicking on **Submit Support Ticket** in the left menu panel or by going directly to: [UNTSystem.edu/CommSupport](https://UNTSystem.edu/CommSupport).

## **SELF-SERVICE PHOTO DATABASE**

Our online [Photo Database](#) includes a robust library of images from the UNT System and our member institutions. This database is protected from the general public and may be accessed by entering the password **UNTSys19**

## **STYLE GUIDE & TEMPLATE LIBRARY**

The UNT System [Style Guide & Template Library](#) is a SharePoint site that houses direct downloads of the UNT System Brand Identity & Communications Guide, approved logos, departmental lockups, email signature template and PowerPoint templates.

### **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 Office of Marketing & Communications and designed professionally with appropriate UNT System brand usage.

**Below are link to approved collateral, images and templates for use:**

#### **News**

The Office of Marketing & Communications will communicate news regarding the UNT System to external audiences via media releases, 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 Office of Marketing & Communications. The information will be evaluated for distribution externally via social media, traditional media or the Internet.

#### **New Leader Announcements**

The Office of Marketing & 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 Office of Marketing & Communications regarding any hiring/promotion announcements. All new hires and job status changes should be reported to the Office of Marketing & Communications by UNT System department heads in order to add/remove any new/existing UNTS System employees to the UNTS web site.

### **Media Relations**

The UNT System's Office of Marketing & 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 Office of Marketing & Communications.

The Office of Marketing & 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 Office of Marketing & Communications before responding in order to ensure consistency of key messages, institutional direction, facts and overall follow-up protocol are achieved. The Office of Marketing & Communications is available to help establish key points and provide coaching related to media interviews.

### **Crisis Communications**

In the event of a crisis, the Office of Marketing & 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 Office of Marketing & Communications in crisis situations unless otherwise instructed. Please note, the Office of Marketing & 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 Office of Marketing & Communications for more information.

### **Advertising**

All advertisements placed in local, state, and national media representing the UNT System must be approved by the Office of Marketing & 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 Office of Marketing & 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 Office of Marketing & 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 Office of Marketing & 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 Office of Marketing & Communications.

ALL APPLICABLE UNT SYSTEM POLICIES APPLY TO THE 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 Office of Marketing & 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 Office of Marketing & Communications.
- Do not use the UNT System Wordmarks without approval from the Office of Marketing & 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 UNT System.
- Do not speak on behalf of the UNT System without approval of the Chancellor or the Office of Marketing & 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 Office of Marketing & 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 Office of Marketing & 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.
- UNT World includes UNT, UNT Health Science Center, UNT Dallas and UNT System Headquarters. It is the collective of our institutions, aligned as a team and driven by our shared purpose to transform lives and create economic opportunity through education.
- UNT System Headquarters, sometimes referred to as system administration, provides leadership, governance and services to UNT System component institutions in the areas of legal, finance, human resources, audit, academic affairs and student success, facilities and construction, and governmental relations.
- 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 Lesa Roe on first reference and Chancellor Roe on second reference
- Capitalize Board of Regents and capitalize any regent titles when attached to a proper name; for example, Regent Laura Wright on first reference and Regent Wright 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 includes the University of North Texas in Denton, the University of North Texas Health Science Center in Fort Worth, the University of North Texas at Dallas and UNT System Headquarters. The UNT System is the only public university system headquartered in Dallas-Fort Worth – the fourth-largest metropolitan area in the United States. UNT System institutions enroll more than 45,000 students and award more than 11,000 degrees each year – including the largest number of master’s and doctoral degrees in the DFW region.