

04.800 System and Institution Identity

04.801 Purpose. Working together, the University of North Texas System and its Institutions provide educational, research, and community services in a partnership and share a unified commitment to excellence and achievement. It is important that the System’s many publics experience a clear and consistent graphic identity of the System and its Institutions. Accordingly, this Rule applies to all forms of print and electronic communication, addresses ownership, licensing, and use of identifying marks of the System and Institutions, the official colors and standards for the use of seals and other graphic images, and directs the creation and administration of policies that guide graphic identities.

04.802 Ownership, Use and Licensing of Identifying Marks.

1. The System shall own the identifying marks “University of North Texas” and “UNT,” and any other identifying marks it develops that specifically relate to the System.
2. Each Institution shall have the right to develop and own identifying marks specifically related to that Institution, as long as the marks comply with these Regents Rules and applicable System policies and do not undermine the value and integrity of marks owned by the System.
3. In the course of official business, each Institution shall have the right to use and combine the identifying marks “University of North Texas” and “UNT” with the full name or acronym for that Institution, as long as usage complies with these Regents Rules and applicable System policies.
4. The System shall have the right to license use of the identifying marks that it owns and to retain revenue from the licensed usage except as otherwise prescribed in this Rule. On behalf of the System, UNT shall have the right to license the use of the identifying marks “University of North Texas” and “UNT” and to retain revenue from the licensed usage. The System and UNT shall implement

appropriate policies and procedures in order to coordinate licensing efforts.

5. Each institution shall have the right to license the use of the identifying marks that it owns and to retain revenue from the licensed usage, subject to licensing guidelines set forth in System policies.

04.803 System and Institution Seals. The official seals are the most important symbols belonging to the System and Institutions. The seals are reserved for the highest and most formal communication and for ceremonial, commemorative and promissory purposes. The Chancellor or designee for the System and the Presidents or designees for their respective Institutions are responsible for ensuring the appropriate use of seals. Board approval is required for revision to the official seals.

04.804 System Colors. The official colors of the System are green and white, in the same shades as approved for UNT and UNTHSC. Black may be used as a secondary color and may be substituted for green or white in single color communications. Board approval is required for revision of System colors.

04.805 Institution Colors.

1. The official colors of the System, UNT and UNTHSC are green and white. The green is Pantone Matching System (PMS) 356. The four-color process (CMYK) equivalent is 100 percent cyan, 0 percent magenta, 100 percent yellow, and 33 percent black. Black may be used as a tertiary color and may be substituted for green and white in single color communications.
2. The official colors of UNT Dallas and the UNT Dallas College of Law are blue and green. The UNT Dallas blue is Pantone Matching System (PMS) 293. The green is the same as the System's. Yellow in the form of Pantone Matching System (PMS) 1235 will be used as a tertiary color. Black or blue may be used in single-color communications. Yellow may not be used in single-color communications.
3. Board approval is required for revision to System or Institution colors.

04.806

System Administration and Institution Identity Policies.

The System Administration and each Institution shall adopt policies and procedures consistent with this Rule that ensure unity, consistency and clarity of graphic brand identities. These policies shall apply to all forms of internal and external communication, both print and electronic, and require the creation of style guides/graphic standard manuals which define graphic branding guidelines, standards, restrictions and administrative procedures. The Chancellor and Presidents shall enforce the consistent and effective application of all System and Institution identity policies and use of identifying marks. The Chancellor and Presidents shall report periodically to the Board on the successful achievement of consistent communication within each organization.

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