Our brand and visual identity are integral parts of The University of Texas Rio Grande Valley experience and are as central to the university as the burning letters, Bronc Trail, or the architecture on campus. These symbols play an important role in promoting UTRGV, building lifelong affinity among our students and alumni, and bringing the entire campus community together. This brand and identity guide has been crafted with these goals and the overarching reputation of the university in mind.

Our updated brand and identity standards and logo system align with the university's decision to strengthen the UTRGV brand by transitioning away from divergent or independent brands and logos. Always use the current official renditions of the UTRGV primary and secondary logos and update any older iterations of logos where they exist. Abiding by these standards ensures a unified, professional appearance across all communications media.

Consistent application of the university branding program strengthens perceptions and reinforces public awareness of UTRGV, its colleges, schools, departments and other areas. When the logos are used properly with other elements of the branding program, a unique and effective visual style can be established. By presenting a cohesive and consistent identity to the public, our students and our key stakeholders, all areas of the university can benefit from one another's success and collectively enhance our reach and reputation.

University Marketing and Communications is tasked by the university to ensure this new brand and style guide is implemented wherever our brand and visual identity are used. For any questions, please contact Roberto Castro at (956) 665-2741.

Questions?
Contact University Marketing and Communications:
Phone: 956-665-2741
Email: umc@utrgv.edu

By downloading any of the UTRGV logos, the user agrees to comply with the rules of use set forth in this guide.

UTRGV wordmarks and logos are for university office use only and may not be shared with any outside organizations or reproduced on any non-UTRGV materials without express permission from University Marketing and Communications.
EDITORIAL STYLE GUIDE

UNIVERSITY NAME
The University of Texas Rio Grande Valley is the official name of the university.

The University of Texas Rio Grande Valley should always be used in first reference in all formal communications. “The” is part of the name and should always be included, uppercase, in first reference. Second references of the university name will be abbreviated as UT Rio Grande Valley or UTRGV (preferred because it reinforces the web address utrgv.edu). Do not use hyphens in the university name e.g., UT-RGV or UT-Rio Grande Valley.

The official university name in Spanish is La Universidad de Tejas de El Valle del Río Grande.

CAMPUSES & SITES
UTRGV is a distributed institution made up of numerous campuses and sites across the Rio Grande Valley. Use the appropriate name from the following list when identifying specific campuses or sites:

- The University of Texas Rio Grande Valley Edinburg Campus
- UTRGV Edinburg Campus
- The University of Texas Rio Grande Valley Brownsville Campus
- UTRGV Brownsville Campus

DO NOT use hyphens, such as in these examples: The University of Texas Rio Grande Valley-Edinburg; UTRGV-Edinburg; UTRGV-Brownsville campus, or similar configurations.

- UTRGV Harlingen Clinical Education Site
- UTRGV McAllen
- UTRGV Port Isabel School of Earth, Environmental and Marine Sciences
- UTRGV Rio Grande City
- UTRGV SPI Coastal Studies Lab
- UTRGV Stargate
- UTRGV Weslaco Center for Innovation and Commercialization (CIC)

ACADEMIC DEPARTMENTS & ACADEMIC UNITS
Specific departments and academic units are capitalized when referred to by their official names. Examples: Department of Biology, College of Liberal Arts, Office of the President, MBA Program, etc. Lowercase examples: biology department, the college, president’s office, the program, etc.

On first reference, refer to the full name of the division (e.g., Division of Institutional Advancement, School of Medicine, the Department of Mathematics, the Office of University Marketing and Communications) using uppercase style. When the antecedent is absolutely clear, on subsequent references, use lowercase “school,” “department,” “office,” etc.

AMPERSand (&)
The ampersand (&) character is part of the official wordmark for UTRGV colleges and departments and should always be used in secondary logos. However, the ampersand should not be used in place of “and” in written communications.

In matters of editorial style, the prevailing standards for university publications of a promotional nature shall be those of the Associated Press (AP) Stylebook and the UT System and UTRGV editorial style guide.
UTRGV COLOR PALETTE

The University’s official colors are orange, gray and white, as specified below. Note that UTRGV gray may be either the PMS spot color, “Cool Gray 10,” or 74% black, in process printing or a black-ink-only setting.

**Primary Palette**

<table>
<thead>
<tr>
<th>Color</th>
<th>Ink Colors:</th>
<th>CMYK:</th>
<th>Digital Colors:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Orange</strong></td>
<td><em>PMS: 1655</em></td>
<td>C:0 M:84 Y:100 K:0</td>
<td>Hex: F05023, RGB: R:240 G:80 B:35</td>
</tr>
<tr>
<td><strong>74% Black</strong></td>
<td>CMYK: C:0 M:0 Y:0 K:74</td>
<td>Hex: 646469, RGB: R:100 G:100 B:105</td>
<td></td>
</tr>
<tr>
<td><strong>White</strong></td>
<td>CMYK: C:0 M:0 Y:0 K:0</td>
<td>Hex: FFFFFF, RGB: R:255 G:255 B:255</td>
<td></td>
</tr>
</tbody>
</table>

Cool Gray 10 and 74% black are interchangeable.

*Since PMS requires the purchase of special ink, we recommend you use the CMYK values when printing.

Pantone is a registered trademark of PANTONE, Inc. The colors shown on this page and throughout this manual are not intended to be an exact match for the PANTONE Color Standards. For the PANTONE Color Standards, refer to the current edition of the PANTONE Color Formula Guide. All color builds are based on Adobe Illustrator’s interpretation of the PANTONE colors.
NOTE: The university’s name is trademarked; therefore, when printing marketing materials or promotional items that will carry the university’s name—but not the UTRGV logo—the trademark designation ™ must be included unless deemed illegible on small imprint areas. Approved university names include the following:
The University of Texas Rio Grande Valley™ (preferred) • UTRGV™ • UT Rio Grande Valley™

PRIMARY ACADEMIC LOGO

PREFERRED VERSION: FULLY SPELLED NAME - TWO LINES

The primary, and preferred, visual mark for the university is the logo that shows the full university name spelled out in two lines. Both lines align visually along the left side. The top line, “The University of Texas,” is smaller than the second line, “Rio Grande Valley.” Use this logo on all official publications and as the first identifier of the university. The preferred version is in two colors, with the top line in UTRGV Orange and the second line in UTRGV Gray. All versions of the university logo must include the trademark symbol.

SECONDARY PREFERRED VERSION: INITIALS

The secondary preferred version of the logo presents the university initials in a single block, with a color break between UT and RGV. Use this logo in situations where the university’s identity is well-established, for example, as the closing mark on a publication whose cover bears the full mark. It might also be chosen for campus banners, internal communications, or anywhere the full name has already been established.

FULLY SPELLED NAME: ONE LINE

This version is ONLY to be used when print specs won't allow for preferred versions. This option will be used only with University Marketing and Communication’s approval.

ABBREVIATED UT NAME: ONE LINE

This version is ONLY to be used when print specs won't allow for preferred versions. This option will be used only with University Marketing and Communication’s approval.

STACKED

This version is ONLY to be used when print specs will not allow for preferred versions. This option will be used only with University Marketing and Communication’s approval.
COLLABORATION LOGO

UT Health Rio Grande Valley is the clinical practice of the UTRGV School of Medicine. As such, the UT Health Rio Grande Valley logo appears alongside the UTRGV logo—as a single Collaboration Logo—to boost awareness of this fundamental relationship. Please refer to the Division of Health Affairs style guide or contact UMC about proper usage. To view or download the UTHealth Rio Grande Valley’s style guide you can visit utrgv.edu/umc.

Vertical Collaboration Logo

Horizontal Collaboration Logo

PRIMARY ACADEMIC LOGO: Color Variations

Make sure the background color has a good contrast with the orange text. Accessibility issues need to be avoided at all times.

PREFERRED VERSION:
FULLY SPELLED NAME - TWO LINES

INITIALS
PRIMARY ACADEMIC LOGO: Color Variations

**FULL COLOR**

*The University of Texas Rio Grande Valley*

![Full Color Logo Variations](image)

**1 COLOR: GRAY**

*The University of Texas Rio Grande Valley*

![Gray Logo Variations](image)

**1 COLOR: ORANGE**

*The University of Texas Rio Grande Valley*

![Orange Logo Variations](image)

**1 COLOR: WHITE**

*The University of Texas Rio Grande Valley*

![White Logo Variations](image)

**1 COLOR: BLACK**

*The University of Texas Rio Grande Valley*

![Black Logo Variations](image)
* Full rider is our least preferred version. When printed small, many of the details get lost.

NOTE: The UTRGV Athletics Department should also refer to the official, internal Athletics Style Guide for further additional Spirit Logo details.
### PRIMARY SPIRIT: Color Variations

<table>
<thead>
<tr>
<th>FULL COLOR</th>
<th>1 COLOR: GRAY</th>
<th>1 COLOR: ORANGE</th>
<th>1 COLOR: WHITE</th>
<th>1 COLOR: BLACK</th>
</tr>
</thead>
</table>

**NOTE:** These Spirit Logo variations are available for general usage upon approval. Color variations, beyond those provided below, will be reviewed on a case-by-case basis. To request permission to use the Spirit Logo, send an email to twelve01review@utrgv.edu containing the following: 1) where the Spirit Logo will be used, and 2) why the Spirit Logo is being requested.
SECONDARY ACADEMIC LOGOS

The secondary academic logo will be used by divisions, colleges, departments, offices, centers and administrative units that are academic in nature. The secondary logo comes in two versions: the **full version** and the **initials version** (examples below).

**Full Version**

The University of Texas
Rio Grande Valley
College of Sciences

**Initials Version**

UTRGV
College of Sciences

WHO GETS A SECONDARY ACADEMIC LOGO?

- Divisions
- Colleges
- Departments
- Offices
- Centers
- Academic programs

Anything below this level will use the logo from the unit they belong to.

Unit name must not exceed three lines.

Secondary logos cannot use unit acronyms.

All unit names must be fully spelled out.

SECONDARY SPIRIT LOGOS

The secondary spirit logo will be used only by departments, centers, offices, and administrative units within athletics, student involvement, and campus life.

The secondary spirit logo format must not be altered, duplicated or modified. Do not replace the approved typeface with any other typeface. Secondary spirit logos can only be produced by University Marketing and Communications.

**NOTE:** Units assigned a secondary spirit logo cannot use secondary academic logo and vice versa.
LOGO FORMAT FOR UNITS COLLABORATING ON AN EVENT

When multiple academic units are collaborating on an event, they will use the format shown below.

NOTE: If there are both academic and spirit units combining efforts, the use of either secondary academic logo or the secondary spirit logo will be determined by the unit in charge of hosting or taking lead of the event. University Marketing and Communications will provide a file to be placed on marketing materials.

SECONDARY ACADEMIC VERSION:

Official format for 3 units

UTRGV | Office of Global Engagement | International Admissions & Student Services | International Programs & Partnerships

Official format for more than 3 units

UTRGV | Office of Global Engagement | Language Institute | Leadership & Mentoring | Institutional Advancement
| Strategic Enrollment | Academic Affairs | Deputy President | Student Success

SECONDARY SPIRIT VERSION:

Official format for 3 units

UTRGV | UNIVERSITY RECREATION | STUDENT INVOLVEMENT | LEADERSHIP & MENTORING

Official format for more than 3 units

UTRGV | UNIVERSITY RECREATION | STUDENT INVOLVEMENT | LEADERSHIP & MENTORING | STUDENT ACTIVITIES | COUNSELING CENTER | STUDENT MEDIA
LOGO PROPORTIONS

A minimum space between the logo and other elements, including the canvas, must be maintained to ensure optimal visual integrity. The safe zone for the University logo is determined by positioning the T as pictured below.
LOGO VIOLATIONS

Whether you are using a university or college logo, maintain the proportion and integrity of the mark. This page contains some of the most common logo violations.

ACADEMIC LOGO

Never condense, stretch or change proportions

Never use special effects

Never distort in any way

SECONDARY ACADEMIC LOGO

Never condense, stretch or change proportions

Never use special effects

Never distort in any way

SECONDARY SPIRIT LOGO

Never condense, stretch or change proportions

Never use special effects

Never distort in any way

Never combine University logos.
SECONDARY LOGO VIOLATIONS

All units across the university have an assigned secondary academic/spirit logo, according to the area they belong.

The use of any logos other than secondary academic/spirit logos is not permitted. The combination of old logos and a secondary logo is not allowed. Old logos not following approved secondary logo formats, shall not be used on any kind of marketing pieces (print or web).

Approved secondary academic logo

The University of Texas
Rio Grande Valley
Star Center

Not approved logo - old logo

DO NOT COMBINE TWO UNIVERSITY APPROVED LOGOS

i.e., Half rider and primary logo.

DO NOT MIX secondary university logo with non-approved or old logo elements.
SECONDARY LOGO VIOLATIONS

The use of any non-UTRGV approved logos in conjunction with an approved UTRGV secondary academic or secondary Spirit Logo is **PROHIBITED**. Below are some samples of how **NOT** to combine previously used elements from old logos and secondary logos.

**Facebook Banner**

**T-shirts**

**Poster**

**Mug**

**Web Banner**
STUDENT ORGANIZATION LOGOS

Official University-funded Student Organizations:
Official university-funded student organizations must work under the guidance and approval of their departmental advisors to choose between one of three different options for their logo:

**Option A:** Academic Secondary Logo,
**Option B:** Spirit Secondary Logo, or
**Option C:** A Non-UTRGV Trademark Logo

- While official university-funded student organizations may choose any of these options with the approval of their departmental advisors, only one logo is to be chosen. Once a logo has been chosen, the student organization will only use the selected logo. Official university-funded student organizations may not use multiple logos and visual identities that change based on context, use, audience, etc.

- If **Option A** or **Option B** is selected, no alterations are permitted. These options are part of our official brand identity and logo system and are standardized. Logo usage will follow the same parameters as university departments, colleges, divisions, etc.

- University Marketing and Communications creates all secondary logos using our official marks. While UMC generally does not create custom logos for student organizations (**Option C**), we are happy to make an exception and assist the select funded student organizations that want to go down that path. Otherwise, UMC can provide student organizations with feedback on their logo creation, as desired.

- UMC will provide student groups and departments with guidelines and examples on how to represent multiple departments collaborating on events in a marketing piece.

- UMC will also be able to provide student groups with color variations of the updated or new logos to cut costs when printing.

- UMC can help make sure branding guidelines are being followed and ensure that there are no trademark infringements or other issues that would cause a hold-up with licensing and printing. Please reach out anytime.
STUDENT ORGANIZATION LOGOS

University Non-Funded Student Organizations:
Non-funded student organizations have much freedom in the design of their logo. However, design restrictions consider how these organizations reference their affiliation to UTRGV without using any university trademarks.

- Non-funded student organizations may not use the primary or secondary UTRGV logos (Spirit Mark, Academic Mark, or any other trademarked graphic) and may not modify or redesign any of those marks as part of their logos.

- The proper way to indicate they are affiliated with UTRGV is to add “at UTRGV” or “at The University of Texas Rio Grande Valley” at the end of their student organization name. This should be in text in any standard font, but the university name shouldn’t be stylized or given a graphical text treatment. Both the fully spelled out university name or initials version need to have the "TM" symbol.

- Non-funded student organizations may opt not to indicate they are affiliated with the university (“at UTRGV” or "at The University of Texas Rio Grande Valley”), under the risk of not being related to the university.

- Since the university name itself is trademarked, student organizations must use licensed vendors to print promo items when the university name is included.

- We encourage student organizations to use the university’s colors when creating their logos and visual identities. This is just a recommendation.

*Examples of non-funded student organization:*
UTRGV OFFICIAL TAGLINES

In an effort to build much needed recognition in the overall UTRGV brand, the university has a set of official taglines. These are the official taglines and must be used across the University.

**Academic Efforts**  
- The Future of Texas  
- Uniting. Serving. Transforming.  
- The Valley’s University  
- Stay Engaged. Stay Safe.

**School Spirit Efforts**  
- Get Your Orange On  
- Rally the Valley  
- Home of the Vaqueros

**UT Health Rio Grande Valley**  
- What Matters to Your Health, Matters to Us  
- Transforming the Quality of Health Care in the Valley  
- Transforming Health Care and Medical Research in the RGV

OFFICE OF TRADEMARK LICENSING

**PROPER PROCEDURES**

**Office of Trademark and Licensing**
Trademark and Licensing is not a unit within University Marketing and Communications. Trademark and Licensing is in charge of overseeing logo usage and brand standards for the entire UT System.

**Trademark Licensing Timeline and Queue**
The best way to ensure you can get your promo items on time is to plan ahead of time. Since Trademark and Licensing is its own entity, their timeline is very different from University Marketing and Communications. In view of Trademark and Licensing overseeing the entire UT system, it takes a minimum of three days to review submitted artwork.

**Ordering Promo Items**
When preparing to print promo items, keep in mind that there are two different approvals: University Marketing and Communications provides the first approval, while Trademark and Licensing provides a second approval. Once artwork has been approved by UMC, the vendor needs to submit the artwork to Trademark Licensing office. If the vendor skips UMC’s approval, Trademark and Licensing will deny artwork and send that artwork to be reviewed by UMC. In addition, there will be a waiting process of three days for items to be reviewed.

**Licensed Vendor List**
Since the university logo is a trademarked logo, only licensed vendors are allowed to print it. Licensed vendors have to pay royalties to the university for the privilege of printing the logo.

Licensed vendor list: [https://trademarks.utexas.edu/ut-system-institutions](https://trademarks.utexas.edu/ut-system-institutions)

Once you access the link, select the university name in order to get a file with a list of licensed vendors. Never print this list as it is constantly changing.
T-SHIRTS AND PROMO ITEMS

T-shirt color selection
The official t-shirt color options to select from vendors are orange, gray, white or black.

![T-shirt color options](image1)

Tint variations for orange or gray t-shirts are allowed, see examples below:

![Tint variations](image2)

Logos on promo items
When preparing to request promo items, do not recreate the university logo. Any university logos to be used on promo items and t-shirts must be provided by University Marketing and Communications. Don’t allow any vendors or your in-house graphic designer to recreate university logos. If a logo has been changed, artwork will not be approved until proper files are used.

Below are some examples of logo recreation that has been denied by the Office of Trademark and Licensing. Please refer to page 11 so you can become familiar with the official university secondary logo formats.

![Logo recreation denied examples](image3)

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Note:
Promo Item Approved Colors are:
Gray, Orange, White, Or Black

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Placement of university logo on printed pieces
The university logo should always be the most visible element when used on marketing pieces. In order to support university brand efforts, the university logo must not get lost in the design or overpowered by other logos.

![Placement of logo on printed pieces](image4)
The Vaquero is the official UTRGV mascot. It should not be altered in any way. The outfit is based on vaqueros who lived in the Rio Grande Valley region. All costume pieces and symbols were designed and voted on by our students. No unit within the University can use any other character, animal, or thing as their intentional or de facto mascot.

**NOTE:** The Mascot can only be used with University Marketing and Communications approval.

The examples below illustrate how **not** to use the mascot.

**MASCOT GRAPHIC VIOLATIONS**

- Never create another version
- Do not modify
- Do not change colors
- Do not mix with other logos
- Never use special effects
- Do not adorn
MASCOT
INDIVIDUAL ELEMENTS

When the mascot is not required to be used in its full form, the elements below are the **ONLY** approved options that can be used. **NOTE:** Mascot individual elements can only be used with University Marketing and Communications approval.
GONFALONS

At UTRGV, each college has a custom-designed banner, known as a gonfalon, that represents it at special ceremonies. Each gonfalon is rich in unique symbolism while also showing unity through size, shape and color.

The use of gonfalons is reserved only for special ceremonies such as commencement. Gonfalon artwork and/or colors are not to be used on marketing materials or as a branding scheme or unique color palette by individual colleges.
GRADUATION STOLES

College-Based Stoles

Stoles are a decorative vestment worn by students in respect to the specific college they are graduating from. These are the official stoles to be used at commencement by each college. Front and back samples can be seen below.

Student Organizations Stole Templates

Any student organization requesting its own stole can use any of these three approved templates.

NOTE: If a student organization does not use one of these approved templates, it cannot use official university colors, logos or names* in its stole design.

*Names include the following: The University of Texas Rio Grande Valley; UTRGV; UT Rio Grande Valley; official names of UTRGV colleges.
STATIONERY: LETTERHEAD & ENVELOPE

University Letterhead and Envelopes
Just as each variation of the logo is carefully designed to express the university’s brand, so, too, are the standard vehicles for communication from the university — letterhead and envelopes.

This page contains the standard letterhead and business-size envelopes for offices in the university. A letterhead designed for colleges and departments follows on the next page.

Since UTRGV is a distributed campus, many offices will need to include all three main campus addresses.

For offices in outer buildings, please include the main campus address and your building abbreviation and room number.

**NOTE:** No department or area other than the University Print Shop can lay out letterheads. If you need to order letterhead or envelopes, contact University Print Shop at 956-665-5252.

If you have questions, contact University Marketing and Communications.
STATIONERY: COLLEGE AND DEPARTMENT LETTERHEAD AND ENVELOPES

College and Department Letterhead and Envelopes
This page contains the letterhead and business-size envelopes for any college, department or similar academic unit in the university.

Since UTRGV is a distributed campus, many offices will need to include all three main campus addresses. For offices in outer buildings, please include the main campus address and your building abbreviation and room number.

**NOTE:** No department or unit other than the University Print Shop can lay out letterhead. If you need to order letterhead or envelopes, or you need a copy of your digital letterhead, contact University Print Shop at 956-665-5252.

If you have questions, please contact University Marketing and Communications.
BUSINESS CARDS

Business Cards

Business cards have been designed with three options for the front: choose the option that best suits the amount of contact information each card will contain. For the back, you may choose UTRGV Orange or UTRGV Gray.

Note, the UTRGV standard business card does not include a street address. This is intentional. In some special situations, an address will be included on the card, but this is the exception, not the rule.

A foldover card (not shown here) is available if three full addresses are needed.

If you have questions, please contact University Marketing and Communications.

CARD A

**CARD A:**
This option is for anyone using only 2 contact numbers.
Select 2 of the following options:
o=office; c=cell; d=department; f=fax
No address is specified

CARD B

**CARD B:**
This option is for anyone using only 2 contact numbers AND a specific address.
Select 2 of the following options:
o=office; c=cell; d=department; f=fax
Specify an address using a building abbreviation and room number (i.e. EACSB)

CARD C

**CARD C:**
This option is for anyone using one telephone number and no specific address.

Back - Option 1

**Back - Option 2**

**Suffix Notes**
The suffix area of the name line is reserved for academic degrees (e.g., Ph.D., Ed.D., M.D., and so on). If your name includes a suffix such as Jr. or III, please include it before the comma.
OFFICIAL COLLEGE AND DEPARTMENT/UNIT NAMES

To request the official name of your department/unit, please contact Lilia St. Clair from comptroller’s office via email at lilia.stclair@utrgv.edu.

UNIVERSITY SEAL

The university seal is only for use on official documents — diplomas, certificates and transcripts — at official meetings and functions, such as commencement, or as approved by the UTRGV president. The seal cannot be used as a graphic element in items or materials such as brochures, advertisements, invitations or apparel.

EMAIL SIGNATURES

Your university email must also present a consistent look to reinforce the university’s identity and build trust. Official university email should not have a colored background or additional emblems or pictures aside from what is provided on the official email signature block below.

All UTRGV employees are encouraged to include the following at the end of their email:

NOTICE: The information contained in this electronic mail message and any attachments hereto is intended only for the personal and confidential use of the designated recipients. This message and any attachments hereto may constitute an attorney-client communication, and as such are privileged and confidential. This message may also contain confidential student information. If you are not the intended recipient or an agent responsible for delivering it to the intended recipient, you are hereby notified that you have received this message in error, and that any review, dissemination, distribution or copying of this message and any attachments hereto is strictly prohibited under the Federal Family Educational Rights & Privacy Act (20 U.S.C. 1232 G, 34 C.F.R. Part 99). If you have received this message in error, please notify me immediately.
OFFICIAL ADDRESSES

As a distributed campus, UTRGV is spread across the Rio Grande Valley. However, only three main addresses will be used at this time. They include:

- **One West University Blvd.**
  - Building Name Office Number
  - Brownsville, TX  78520

- **2102 Treasure Hills Blvd.**
  - Building Name Office Number
  - Harlingen, TX 78550

- **1201 West University Dr.**
  - Building Name Office Number
  - Edinburg, TX 78539

Mail services uses these three main addresses to distribute mail to the entire university community.

If an office requires a different address than the ones listed above, contact University Marketing and Communications.
THE_HUB

Welcome to THE_HUB. This is UTRGV Marketing & Communication’s one-stop shop for all your marketing needs. On this website, you’ll find print, web and video templates designed to make your life easier. Take a look at our video below for a laugh and quick intro. When you’re ready, just click on the “Get Started” button underneath.