

The University of Texas Rio Grande Valley™



Brand Guidelines & Style Guide

SPRING 2024

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Our brand and visual identity are integral to The University of Texas Rio Grande Valley (UTRGV) experience; they are as central to the university as "the burning letters," Bronc Trail, or the architecture on campus. These symbols are critical to promoting UTRGV, building lifelong affinity among our students and alumni, and uniting the entire campus community. 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 and 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 (UMC) is responsible for ensuring the implementation of this new brand and style guide wherever our brand and visual identity are used. For any questions, please contact Creative Services at (956) 665-2741.

Questions?

Contact University Marketing and Communications:

Phone: 956-665-2741

Email: umc@utrgv.edu

UTRGV primary and secondary 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

ABOUT UTRGV

The University of Texas Rio Grande Valley (UTRGV) was created by the Texas Legislature in 2013 as the first major public university of the 21st century in Texas. This transformative initiative provided the opportunity to expand educational opportunities in the Rio Grande Valley, including a new School of Medicine, and made it possible for residents of the region to benefit from the Permanent University Fund – a public endowment contributing support to the University of Texas System and other institutions.

UTRGV has campuses and off-campus research and teaching sites throughout the Rio Grande Valley including in Boca Chica Beach, Brownsville (formerly The University of Texas at Brownsville campus), Edinburg (formerly The University of Texas–Pan American campus), Harlingen, Port Isabel, Rio Grande City, and South Padre Island. UTRGV, a comprehensive academic institution, enrolled its first class in the fall of 2015, and the School of Medicine welcomed its first class in the summer of 2016.

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)

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 reference of the university name will be abbreviated as **UTRGV**. Do not use hyphens in the university name e.g., UT-RGV.

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

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 secondary logo 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.

MISCELLANEOUS

VENDOR PROCESS

Areas using university names or logos must use licensed vendors. Vendors must follow a two-level approval process when requesting promo items:

- 1. First level.** University Marketing and Communications.
Estimated time of approval: 2-3 business days.
- 2. Second level.** UT System Trademark and Licensing Office.
Estimated time of approval: 3-5 business days.

The approval process may take from 5-7 business days. Vendors cannot promise product delivery before the approval timeline. Please note that UT System Trademark and Licensing Office will not approve requests until they receive the first approval (University Marketing and Communications). Failure to obtain University Marketing and Communications' permission will result in delays.

NOTE: University Marketing and Communications will work with the athletics department to guide team uniforms.

UMC REVIEW

As overseers of the brand, University Marketing and Communications must consider these factors:

- Logo and brand guidelines.
- Accessibility issues (must avoid at all costs).
- Current marketing campaigns.

University Marketing and Communications, not clients or vendors, is responsible for using the brand across the university and promo items. University Marketing and Communications must review promo items created by vendors. Send files to umcreview@utrgv.edu.



<https://utrgv.link/umcreview>

GRANTS

All grants processed by Grants and Contracts, Office of Sponsored Projects, or Institutional Advancement (private grants) are subject to follow university logo and brand guidelines.

Grants requesting the creation of a logo must use the university's secondary logo system. A secondary logo can only be produced by University Marketing and Communications. Customized logos are NOT permitted.

When branding for partnerships, sponsorships, collaborative events or initiatives, and overall university branding is required, you must consult University Marketing and Communications for guidance and approval.

If your grant language requires a creation of a customized logo, contact University Marketing and Communications in advance before applying for that grant so we discuss solutions.

GONFALONS PROMOTIONAL ITEMS

At UTRGV, each college has a custom-designed banner, called a gonfalon, to represent it at special ceremonial events such as **Commencement, Convocation, Pinning Ceremony, and White Coat Ceremony.**

Gonfalons are to be used exclusively at these ceremonial events. However, colleges can provide the following items with the gonfalon image:

- Memory stole
- Lapel pin
- Lanyard

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

Color	Ink Colors	Digital Colors
 Orange	*PMS: 1655 CMYK: C:0, M:84, Y:100, K:0	Hex: F05023 RGB: R:240, G:80, B:35
 Gray	*PMS: Cool Gray 10 CMYK: C:61, M:53, Y:48, K:19	Hex: 646469 RGB: R:100, G:100, B:105
 74% Black	CMYK: C:0, M:0, Y:0, K:74	Hex: 646469 RGB: R:100, G:100, B:105
 White	CMYK: C:0, M:0, Y:0, K:0	Hex: FFFFFFFF RGB: R:255, G:255, B:255

Cool Gray 10 and 74% Black are interchangeable.



*Since PMS requires the purchase of special ink, we recommend using CMYK ink colors 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.

UTRGV OFFICIAL TAGLINES

To build recognition in the overall UTRGV brand, the university has a set of official taglines. These are the official taglines that must be used across the University:

Academic Efforts

- The Future of Texas
- The Valley's University

School Spirit Efforts

- Rally the Valley
- Home of the Vaqueros
- Get Your Orange On

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

PRIMARY ACADEMIC LOGO

Primary logos must not be altered, duplicated or modified. Do not replace the approved typeface with any other typeface. Primary logos must ONLY be produced by University Marketing and Communications.

PREFERRED VERSION: FULLY SPELLED NAME - TWO LINES

This logo must be used on all official publications and is the first identifier of the university. University Marketing and Communications will provide proper version with trademark "TM" symbol.

The University of Texas
Rio Grande Valley™

SECONDARY PREFERRED VERSION: INITIALS

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.

UTRGV™

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.

The University of Texas Rio Grande Valley™

Full-color logo above. 1-color options are available in white, black, orange, and gray.



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™

To request UTRGV logo assets, please contact us at: logo@utrgv.edu

PRIMARY LOGOS

PRIMARY SPIRIT LOGO

SPIRIT LOGO (Preferred Version)



UTRGV-Texas



V LOGO



Full-color logo above. 1-color options are available in white, black, orange, and gray.



NOTE: The UTRGV Athletics Department should also refer to the official, internal Athletics Style Guide for guidance on team uniforms.

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 contact University Marketing and Communications about proper usage. To view or download the UTHealth Rio Grande Valley's style guide you can visit utrgv.edu/umc.

Horizontal Collaboration Logo



Vertical Collaboration Logo



Full-color logo above. 1-color options are available in white, black, orange, and gray.

To request UTRGV logo assets, please contact us at: logo@utrgv.edu

SECONDARY LOGOS

Secondary logos can only be produced by University Marketing and Communications.

SECONDARY ACADEMIC LOGO

The secondary logo comes in two versions: the **full version** and the **initials version**.

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 **must** use the logo from the unit they belong to.

College degrees do NOT qualify for a secondary logo.

Academic programs are initiatives that enhance the student experience, not academic degrees.

Despite being a distributed campus, the university is considered one entity. **Secondary logos will not include department locations.**



Secondary logos cannot use unit acronyms. All unit names must be fully spelled out.

Unit name **must not** exceed three lines.

SECONDARY SPIRIT LOGO

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



Secondary spirit logos can only be produced by University Marketing and Communications.

The secondary spirit logo format must not be altered, duplicated or modified.



Do not replace the approved typeface with any other typeface.



Unit name **must not** exceed two lines.



NOTE: Units assigned a secondary spirit logo cannot use secondary academic logo and vice versa.

To request UTRGV logo assets, please contact us at: logo@utrgv.edu

SECONDARY COLLABORATION LOGOS

HORIZONTAL VERSION



VERTICAL VERSION



SIDE TEXT VERSION



The secondary logo comes in three versions.

Although any of these logos may be proportionately scaled to fit, the relative type size and the overall spatial relationship within each pattern must not be altered.

THE SECONDARY COLLABORATION LOGO WILL BE USED BY:

- School of Medicine
- School of Nursing
- School of Pharmacy
- School of Social Work
- Institute of Neuroscience
- School of Podiatric Medicine
- College of Health Professions
 - School of Rehabilitation Services & Counseling
 - Department of Communications Sciences & Disorders
 - Department of Health & Biomedical Sciences
 - Department of Health & Human Performance
 - Department of Occupational Therapy
 - Department of Physician Assistant

To request UTRGV logo assets, please contact us at: logo@utrgv.edu

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 University Marketing and Communications. University Marketing and Communications will provide a file to be placed on marketing materials.

Logos for units collaborating on an event must ONLY be produced by University Marketing and Communications.

SECONDARY ACADEMIC VERSION:

Official format for 2 units



Official format for 3 units



Official format for more than 3 units



SECONDARY SPIRIT VERSION:

Official format for 2 units



Official format for 3 units



Official format for more than 3 units



To request UTRGV logo assets, please contact us at: logo@utrgv.edu

CO-BRANDING

There is an official external format for external collaborations.

UTRGV logos and names are trademarked and licensed through the state of Texas. All external collaborations **must contact University Marketing and Communications for approval and design format**, as explicit written permission from University Marketing and Communications must be provided for any external partnerships.



For questions, please contact: umcreview@utrgv.edu

LOGO VIOLATIONS

University logo **MUST never be modified**. This page contains some of the most common logo violations. Modified logos won't be approved for use. Secondary logos can **ONLY** be produced by University Marketing and Communications.

NEVER CHANGE COLORS.



DO NOT DISTORT.

Never squeeze, stretch or distort the logo.
Always scale it proportionally.



NEVER USE SPECIAL EFFECTS.



LATTICE SYMBOL

- Lattice symbol cannot be smaller than .5 inches. If lattice symbol is smaller than .5 inches, use logo without it.
- Never use the lattice symbol by itself or included in another logo.



NEVER ALTER THE LOGO OR ANY VISUAL ELEMENTS.

- Never change fonts
- Never combine university logos
- Never create your own logo
- Never modify the layout
- Never redesign any element of the logo
- Never add elements to the logo, such as punctuation marks, or additional illustrations.
- Never use the R by itself or include it in another logo
- Never use the RGV by itself or included in another logo



Never create your own logo



Never combine University logos.



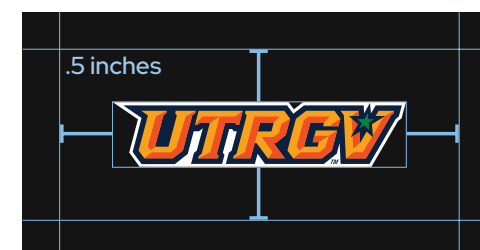
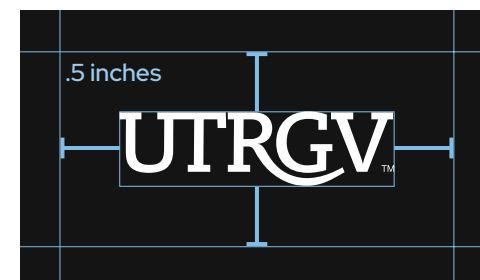
Never add elements to the logo



Never change fonts on secondary logos

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 cannot be printed less than .75 inches wide.



Always have a minimum clear space of .5 inches around the logo.

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

OPTION A

The University of Texas
Rio Grande Valley
.....
Student Government
Association

OPTION B



OPTION C



- While official university-funded student organizations may choose any of these options with the approval of their departmental advisors, only one logo must 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 University Marketing and Communications 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, University Marketing and Communications can provide student organizations with feedback on their logo creation, as desired.
- University Marketing and Communications will provide student groups and departments with guidelines and examples on how to represent multiple departments collaborating on events in a marketing piece.
- University Marketing and Communications will also be able to provide student groups with color variations of the updated or new logos to cut costs when printing.
- University Marketing and Communications can assist in ensuring branding guidelines are being followed and there are no trademark infringements or other issues that could affect licensing and printing process.

STUDENT ORGANIZATION LOGOS

UNIVERSITY NON-FUNDED STUDENT ORGANIZATIONS: TEMPORARY ORGANIZATIONS (NEW STUDENT ORGANIZATIONS) REGISTERED STUDENT ORGANIZATIONS (RSO):

Temporary or registered 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.

- A student organization (temporary or registered) 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. The name should be in generic / standard font. 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.
- A student organization (temporary or registered) 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.
- If a student organization uses UTRGV affiliation reference ("at UTRGV" or at "The University of Texas Rio Grande Valley"), it must use licensed vendors to print promo items, due to university name being trademarked.
- We encourage student organizations to use the University's colors when creating their logos and visual identities.

EXAMPLES OF NON-FUNDED STUDENT ORGANIZATION:



ACRONYMS

The use of acronyms on logos **is not permitted**. As a recommendation we also suggest to not use acronyms on social media platforms and/or identifiers.

- STEER
- MASS
- STARGATE
- TDOI
- CHAPS
- AHEC
- CARA
- IMPACT
- AHEC
- B3
- COLTT
- OVAVP
- HESTEC
- UP
- FESTIBA
- SOUL



UTRGV CEP @utrgvcep · 2h
Border SPICES and SOUL members and affiliates sponsored another beautiful BEEP event on the The University of Texas Rio Grande Valley Brownsville Campus last Saturday. #UTRGVCEP #UTRGVSOUL #UTRGVBorderSPICES

NOT APPROVED LOGO



The University of Texas
Rio Grande ValleyTM
.....
ARC

APPROVED SECONDARY ACADEMIC LOGO



The University of Texas
Rio Grande ValleyTM
.....
Agricultural Risk Coverage

FONTS

The following fonts are recommended to use in university marketing materials. These are the official fonts used on all UTRGV Marketing and Communications campaigns.

RED HAT

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0



Click [here](#) or scan QR code
to download this font.



PATUA ONE


**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**



Click [here](#) or scan QR code to download this font.

Welcome to The Future of Texas


We can't wait to show you all that The University of Texas Rio Grande Valley has to offer. From the Gulf Coast to deep space, you'll discover an unparalleled learning experience across our 125+ accredited programs. You'll also have support every step of the way, because student success is at the heart of everything we do. So, whether you're a native Texan or one at heart, you'll find your future here at UTRGV.




Exceptional Education. Exceptional Value.

Our goal is to make quality education affordable. And having the largest Texas Grant allocation of any public university in the state ensures we can do just that. Each year, UTRGV awards over a quarter of a billion dollars to students in the form of scholarships, grants, and other aid, including our Tuition Advantage program. By relieving Vagabonds of excessive financial burdens, we believe students are better positioned to do what they're here to do: study.


Learn more about Tuition Advantage, Guaranteed Tuition, Flat Rate Tuition, and other ways to pay for college at www.utrgv.edu/utcentral/paying-for-college.




#1 Ranked National Public University for Least Student Debt



#1 Nationwide for Most Bachelor's Degrees Awarded to Hispanic Students



16 NCAA Division I Athletic Programs



32,618 Total Enrollment for Fall 2020

Academics

While our deep commitment to student success sets us apart, it's not the only thing that makes us unique. We're also one of the nation's premier Hispanic serving institutions, and poised to be the state's first university with schools of medicine, pharmacy, and podiatry. Our campus facilities are hotspots for innovation and growth, and the dynamic border and coastal communities we call home serve as a laboratory for students and future global disciplines. From international business to marine biology, we have the program you've been wanting to explore.

So, are you starting to see how we've made the UTRGV undergraduate experience all about your success?

Browse the majors, minors, and certificates we offer across our nine academic colleges at www.utrgv.edu/en-us/academics/undergraduate/.

T-SHIRTS AND PROMO ITEM GUIDELINES

T-SHIRT COLOR SELECTION

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



T-SHIRT RECOMMENDATION

Blue Generation:	Core 365:
Orange Graphite	Campus Orange
Graphite Black	Carbon Grey
Black Graphite	

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



LOGOS ON PROMO ITEMS

When preparing to request promo items, do not recreate the university logo. Any university logo 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. Proper files must be used.

Below are some examples of logo recreation that has been denied by UT System Trademark and Licensing office. Please refer to page 8 so you can become familiar with the official university secondary logo formats.



Do not recreate the logo



Do not change/modify the colors



Do not change/modify the dotted line



Note: Promo Items must always be university approved colors: Gray, Orange, White, Or Black

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.



PROMO ITEMS SPECS GUIDELINES

University logos must be provided by University Marketing and Communications.

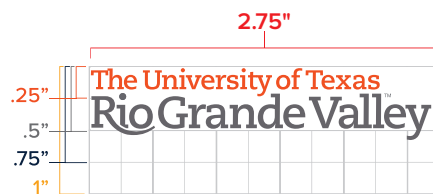
Don't allow any vendors or your in-house graphic designer to recreate university logos. Recreated logos will not be approved.

If the logo presents accessibility issues in size, it will be replaced with standard text.



NOTE: If the logo presents accessibility issues in size, then we would have to use standard text. Standard text: Smallest 6pt.

UTRGV PRIMARY ACADEMIC LOGOS

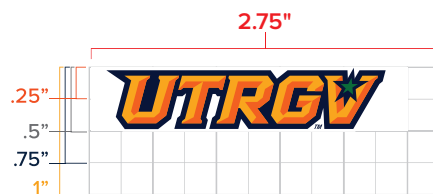


Smallest: .5" Height

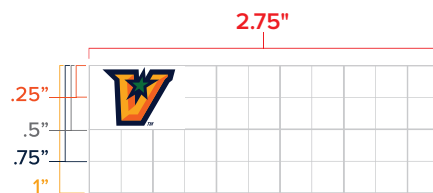


Smallest: .25" Height

UTRGV PRIMARY SPIRIT LOGOS



Smallest: .5" Height

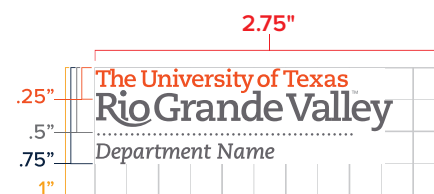


Smallest: .5" Height

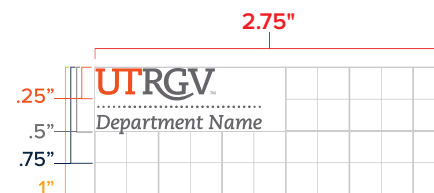
UTRGV SECONDARY LOGOS



Smallest: .75" Height



Smallest: .5" Height



Smallest: .5" Height



Smallest: .25" Height

PROMO ITEMS - LOGO PLACEMENT



Logo + Name



Logo only



If logo presents accessibility issues in size, use standard text. Text cannot be smaller than 6pts.



There are no Department, Office, or Program logos under the School of Medicine.



UTRGV trademarked logos have to remain on its own separate from other graphics. Logo can be added to one of the sleeves or to the back of the shirt.



The official color options to select from vendors are orange, gray, white or black.

UT SYSTEM TRADEMARK AND LICENSING OFFICE PROPER PROCEDURES

VENDOR PROCESS

Areas using university names or logos must use licensed vendors. Vendors must follow a two-level approval process when requesting promo items:

- 1. First level.** University Marketing and Communications.
Estimated time of approval: 2-3 business days.
- 2. Second level.** UT System Trademark and Licensing Office.
Estimated time of approval: 3-5 business days.

The approval process may take from 5-7 days. Vendors cannot promise product delivery before the approval timeline. Please note that UT System Trademark and Licensing Office will not approve requests until they receive the first approval (University Marketing and Communications). Failure to obtain University Marketing and Communications' permission will result in delays.

NOTE: University Marketing and Communications will work with the athletics department to guide team uniforms.

Licensed Vendor List

Since the university logo and name are trademarked, only licensed vendors are allowed to print it. Licensed vendors must pay royalties to the university for the privilege of printing the logo. To avoid working with unlicensed vendors, University Marketing and Communications can provide guidance and refer licensed vendors who can price match.



Licensed vendor list:

<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.

PROMO ITEMS APPROVAL PROCESS

STEP 1

Select a licensed vendor.

The university logo is a trademarked logo, only licensed vendors are allowed to print it.

STEP 2

Vendor submits artwork to UMC.

If vendor skips UMC's approval, UT System Trademark and Licensing office will deny artwork. Skipping UMC's approval will delay production.

Plan ahead. Allow 2 – 3 days to review submitted artwork.

STEP 3

Vendor submits artwork to UT System Trademark and Licensing office.

When artwork is approved by UMC, vendor will then submit artwork to UT System Trademark and Licensing office for review and approval.

Allow 3 – 5 days to review submitted artwork. UMC has no control over the T&L process, and they manage their timelines.



UMC REVIEW

UMC, not clients or vendors, are responsible for the use of the brand across the university as well as promo items. Items not produced by UMC must be sent to umcreview@utrgv.edu.

UMC REVIEW



<https://utrgv.link/umcreview>

For the following services, please email umcreview@utrgv.edu.

DEPARTMENTAL LOGO

YOU DON'T HAVE YOUR DEPARTMENT LOGO?

Reach out to us if you don't have your departmental logo.

Please be aware vector files are strictly for vendor related items. You will receive high-resolution PNG format files.

To request UTRGV logo assets, please contact us at: logo@utrgv.edu

REVIEW DESIGNS

YOU CREATED FLYERS OR MARKETING COLLATERAL?

If you created your own flyers or marketing collateral, please send proofs for review and approval before distributing.

Files cannot be sent to print unless there is a UMC quality approval.

GOT ANY DESIGN QUESTIONS?

DON'T KNOW WHERE TO START?

Our team can help you with suggestions, ideas, or overall review of sketches.

If you have an idea but don't know where to start, our designers are here to provide guidance.

DELIVER FILES TO VENDOR

DO YOU HAVE A VENDOR AND A QUOTE, BUT ARE MISSING ARTWORK?

We can help you release your department logo to the vendor.

If your request requires customization, UMC queue timeline will be followed. Make sure to submit artwork ahead of time.

PROMO ITEMS DESIGN APPROVAL

IF YOU WORKED DIRECTLY WITH A VENDOR ON YOUR PROMOTIONAL ITEM, BE ADVISED THAT UMC MUST APPROVE MOCKUP BEFORE GOING TO PRINT.

UMC approval takes approx. 1-3 business days. After our approval, vendor must submit artwork to UT System Trademark and Licensing Office. Their timeline is about 3-5 business days. Make sure to plan ahead.

ACADEMIC EBLAST

This page contains the official eblast templates for offices in the university.

If you need an official Eblast for your office or have any questions, contact University Marketing and Communications.



To request an official email blast, please complete the University Marketing & Communications request form available at:
<https://www.utrgv.edu/umc/creative-services/job-request-form/index.htm>

STATIONERY: LETTERHEAD & ENVELOPE

University Letterhead and Envelopes

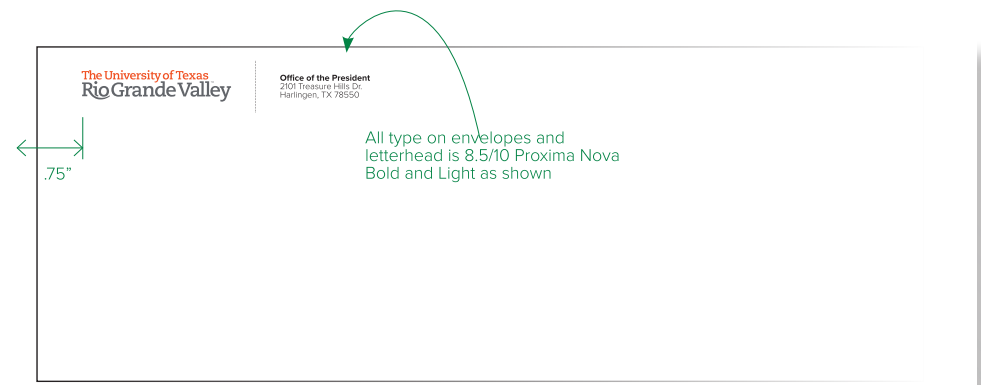
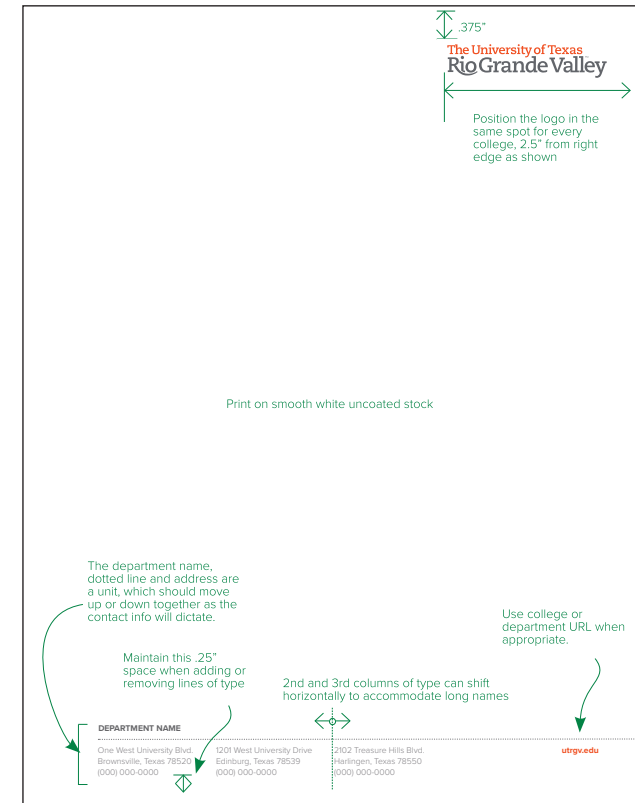
Just as each variation of the logo is carefully designed to express the university's brand, so, too, are the standard vehicles for communication from the university – letterhead and envelopes.

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 or print_svcs@utrgv.edu.

If you have questions, contact University Marketing and Communications.



STATIONERY: COLLEGE AND DEPARTMENT LETTERHEAD AND ENVELOPES

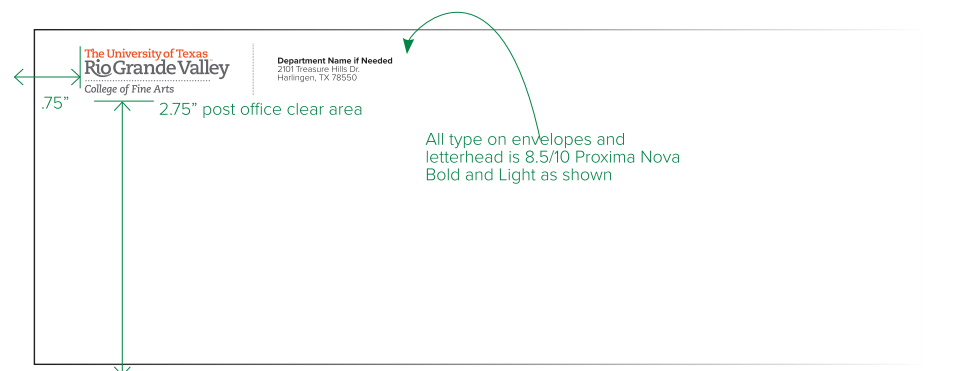
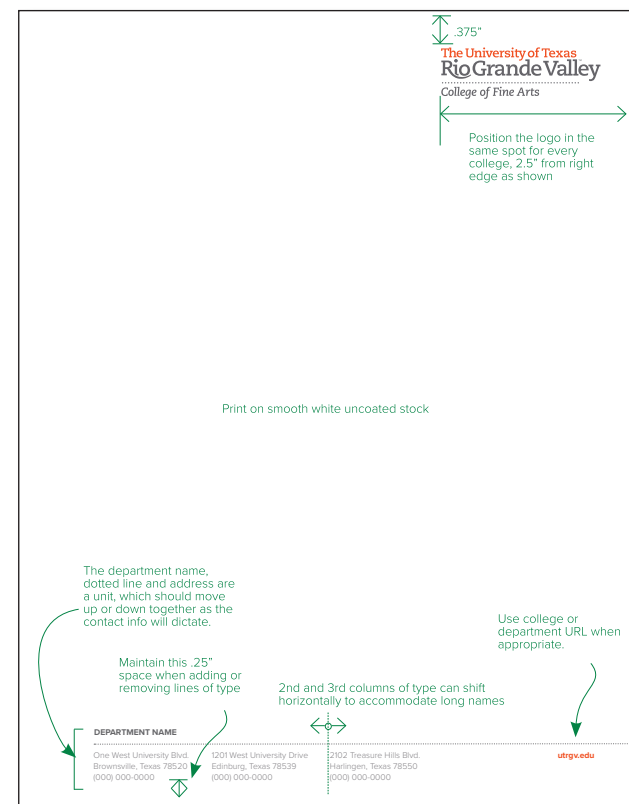
College and Department Letterhead and Envelopes

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 or print_svcs@utrgv.edu.

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



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.



NOTE: For all UT Health RGV and GME business cards, reference the UT Health RGV Style Guide.



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



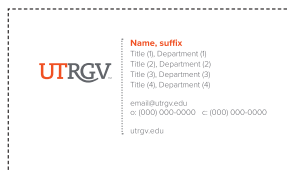
CARD B:

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:

This option is for anyone using one telephone number and no specific address.



CARD D:

This option is for anyone using multiple titles.



This option is available for anyone using
Back - Option 2 as the back of their business card.

Back - Option 1

The University of Texas
Rio Grande Valley

The University of Texas
Rio Grande Valley

Back - Option 2

UTRGV
UT Health
Rio Grande Valley

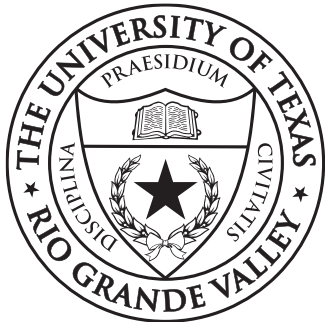
UTRGV | UT Health
Rio Grande Valley

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.



Name
Title
Department
School/College
123 Address
City, TX 12345
(000) 000-0000
email@utrgv.edu
utrgv.edu

Please refer to the next page to view all the available options.

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.

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

EMAIL SIGNATURES



UTRGV.edu

NAME LASTNAME

Title Placeholder

Department Name Placeholder

(956) XXX-XXXX

email.placeholder@UTRGV.edu

UTRGV.edu/[xxxxxxxxxx](#)



UTRGV.edu

NAME LASTNAME

Title Placeholder

Department Name Placeholder

(956) XXX-XXXX

email.placeholder@UTRGV.edu

UTRGV.edu/[xxxxxxxxxx](#)



UTHealthRGV.org

NAME LASTNAME

Title Placeholder

Department Name Placeholder

(956) XXX-XXXX

email.placeholder@UTHealthRGV.org

UTHealthRGV.org/[xxxxxxxxxx](#)



UTRGV.edu

NAME LASTNAME

Title Placeholder

Department Name Placeholder

(956) XXX-XXXX

email.placeholder@UTRGV.edu

UTRGV.edu/[xxxxxxxxxx](#)



UTRGV.edu

NAME LASTNAME

Title Placeholder

Department Name Placeholder

(956) XXX-XXXX

email.placeholder@UTRGV.edu

UTRGV.edu/[xxxxxxxxxx](#)



UTRGV.edu

NAME LASTNAME

Title Placeholder

Department Name Placeholder

(956) XXX-XXXX

email.placeholder@UTRGV.edu

UTRGV.edu/[xxxxxxxxxx](#)



Scan this QR code to download
the email signatures.

MASCOT

The Vaquero is the official UTRGV mascot. It should not be altered in any way. No unit within the University can use any other character, animal, or thing as their intentional or de facto mascot.

Mascot may be used on marketing pieces where it fits within creative concept and marketing purposes. When used, the mascot must be implemented as a decorative element on a design when appropriate. Don't use to communicate things that have a negative connotation or aren't related to spirit like payment deadlines, rebukes/ admonishments about rules, etc.

Please see examples below:

Mascot can be used to promote positive messages such as:

- Mascot promoting a new item at the spirit store
- Inviting students to get tickets for a basketball game.
- Promoting positive – campus spirit-oriented things.

Mascot must not be used to promote messages such as:

- Reminding students to pay parking tickets
- General reminders or to convey certain rules or regulations.

MASCOT - INDIVIDUAL ELEMENTS

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



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

For questions, please contact: umcreview@utrgv.edu.

VAQUERO FULL BODY



INDIVIDUAL ELEMENTS

Vaquero Half Body



Vaquero Head



Vaquero Hat



MASCOT GRAPHIC VIOLATIONS

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



GONFALONS

At UTRGV, each college has a custom-designed banner, called a gonfalon, to represent it at special ceremonial events such as **Commencement, Convocation, Pinning Ceremony, and White Coat Ceremony.**

Gonfalons are to be used exclusively at these ceremonial events.

However, colleges can provide the following items with the gonfalon image:

- Memory stole.*
- Lapel pin.*
- Lanyard.*

* Samples on next page.

School of Medicine



School of Nursing



School of Social Work



College of Education and P-16 Integration



College of Engineering and Computer Science



School of Podiatric Medicine



College of Fine Arts



College of Health Professions



College of Liberal Arts



College of Sciences



Robert C. Vackar College of Business and Entrepreneurship



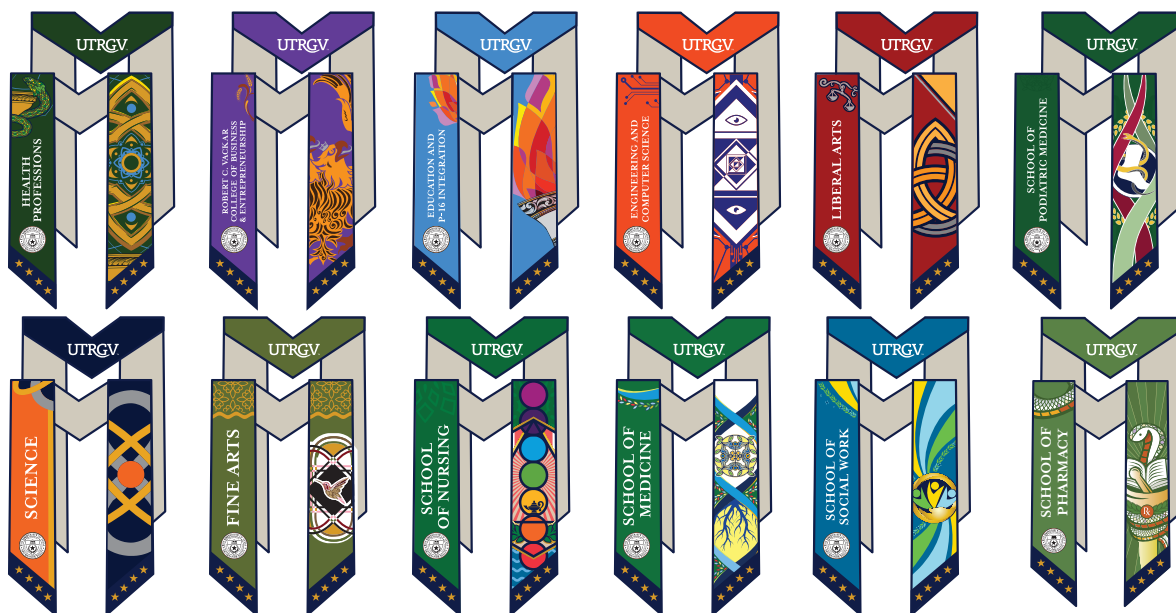
School of Pharmacy



GONFALONS PROMOTIONAL ITEMS

COLLEGE-BASED STOLES

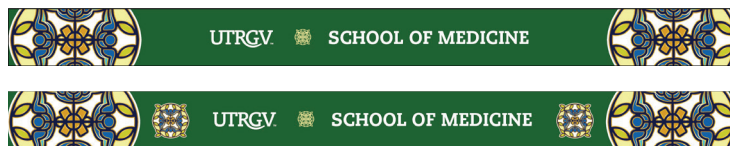
Stoles are a decorative vestment worn by students in respect to the specific college they are graduating from. These are the official stoles to be used at commencement by each college. Front and back samples can be seen below.



PINS

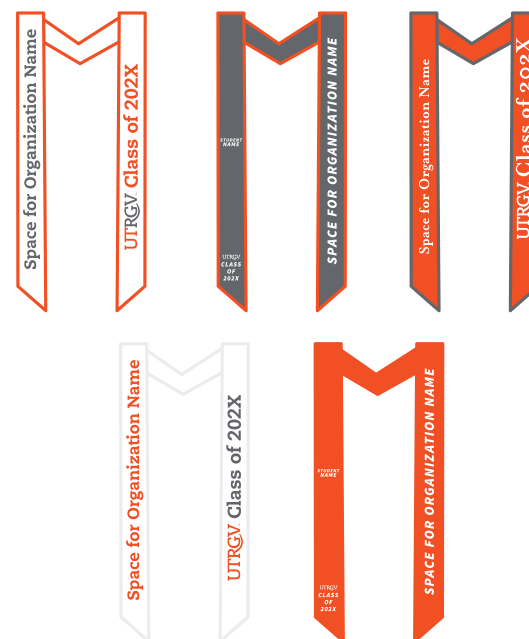


LANYARD



COMMENCEMENT STOLE TEMPLATES

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



NOTE: If an 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; official names of UTRGV colleges.

For questions, please contact: umcreview@utrgv.edu.

SOCIAL MEDIA AVATAR

A



Avatars must follow UTRGV brand guidelines. UMC can provide a fillable template to create your avatar. If you decide to create your own, you must think of legibility in small sizes, especially on mobile devices. The guidelines below ensure UTRGV brand compliance and accessibility.

- Avatars may use the orange, gray, or white colors from UTRGV's primary color palette.
- Acronyms are not permitted; write the unit's name entirely.

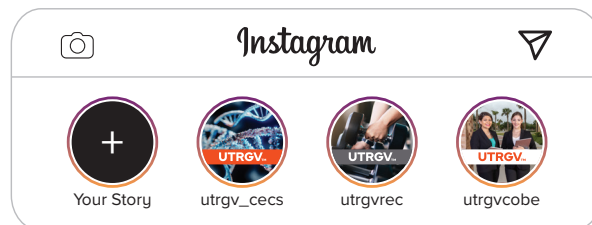
OPTION A - PLAIN UNIVERSITY AND UNIT NAME

- University name and unit name must be in plain text. This approach is not considered an official secondary logo.
- All unit names must be fully spelled out.

OPTION B - PHOTO WITH UTRGV IN PLAIN TEXT

- Units are encouraged to use photos that associate with their mission. Please avoid using photos of buildings. Add "UTRGV" in plain text to the image when using a photo.

B



SOCIAL COVER PHOTOS

Your cover photo (also known as header photo) is the image that is displayed at the top of your profile on Facebook or Twitter.

Cover photos can only be produced by University Marketing and Communications.

A



OPTION A - BANNER WITH SECONDARY LOGO

- Use initials version of the official secondary logo.
- Units assigned a secondary spirit logo cannot use secondary academic logo and vice versa.
- Background available in orange, gray and white.

B

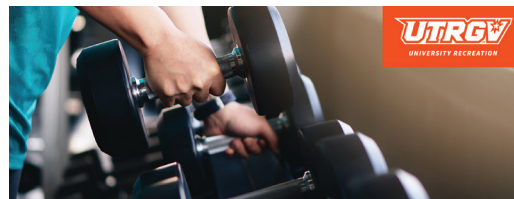


OPTION B - UTRGV CURATED PHOTOS

- The cover photo is a wonderful opportunity to highlight UTRGV's unique identity, and so we have curated a number of options for your use.

[*Download Here*](#)

C



OPTION C - PHOTO RELATED TO THE UNIT

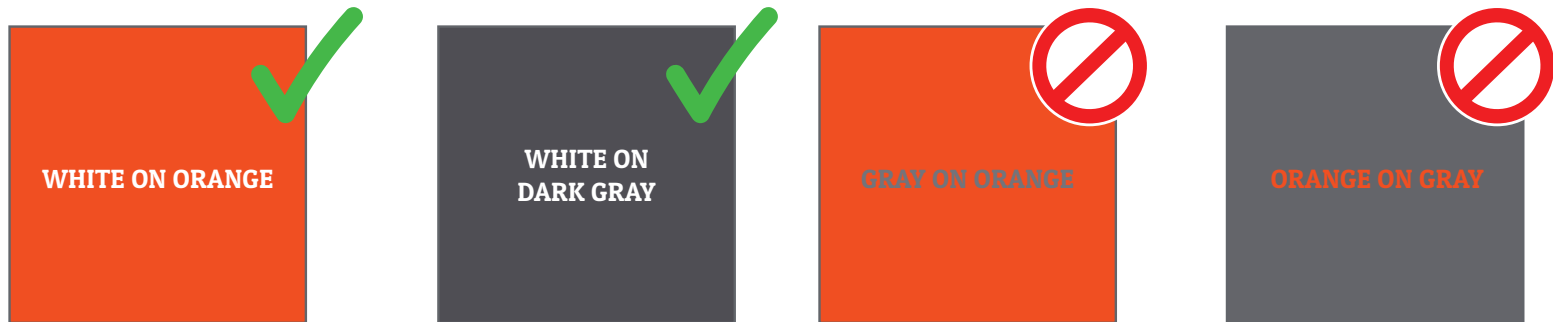
- Units are encouraged to use photos that associate with their mission. Using a single image across all social media channels builds recognition among audiences and should not be changed over time.
- Photos of buildings are not recommended.

ACCESSIBILITY

Accessibility in graphic design is of paramount importance as it ensures that information and visual content can be comprehended and appreciated by a wide range of individuals, regardless of their abilities or disabilities. Designers must create materials that are inclusive and usable for everyone, including those with visual, auditory, motor, or cognitive impairments. When accessibility is prioritized, it not only promotes social inclusion but also adheres to legal requirements and ethical standards. Accessible design often leads to better user experiences for everyone, enhancing usability and engagement.

COLOR

Proper color choices can improve text readability and legibility. For example, ensuring there is enough contrast between text and background colors makes content easier to read, especially for those with low vision or other reading difficulties.



TEXT

The choice of font can significantly impact the readability of text. Fonts with clear, well-defined letterforms and appropriate spacing between characters are easier for everyone to read, including those with visual impairments. Sans-serif fonts, such as Arial or Helvetica, are often preferred for their simplicity and legibility.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do tempor incididunt ut labore et dolore magna aliqua. Ut nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do tempor incididunt ut labore et dolore magna aliqua. Ut nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

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



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



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

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 University of Texas
Rio Grande ValleyTM