

University of Texas at Arlington Initials Logo and Signature Guidelines

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Primary Marketing Logo



The University's "UTA" initials logomark, along with "The University of Texas at Arlington" wordmark, is the primary marketing logo and should appear on all marketing communications. The logo has been specially drawn and spaced; do not redraw, change, stack, or reposition it.

Questions regarding proper use of the logo should be directed to [University Communications](#)

Minimum Logo Size

The minimum size for the initials logomark should be 0.375" or larger for print and 50 px or greater for the web. These rules—which help maintain brand presence and enable legibility—apply to all signature types.



Logo Color Variations

The permitted color variations for signatures are

- Full color, blue, orange, and black (on white or light background).



THE UNIVERSITY OF TEXAS
AT ARLINGTON

- All black (on white when only one black is required).



THE UNIVERSITY OF TEXAS
AT ARLINGTON

- All blue (on white or orange* when only one color is required; never on black). Only used for one-color print jobs.



THE UNIVERSITY OF TEXAS
AT ARLINGTON

- Blue with orange star (on white or light background; never on orange). Only used for two-color (orange and blue) print jobs.



THE UNIVERSITY OF TEXAS
AT ARLINGTON

- All white (on black, blue, orange, or dark colors).



- White with orange star (on black** and blue; never on orange.).



- All orange (on blue*; never on black or white). Only used for one-color print jobs.



**Only for use with one-color print jobs, not for digital or designs that allow for other logo color combinations.*

***If the logo is to appear on a black section of a design or item, the overall design or item must contain more than 60% blue; if not, the all-white logo should be used. For example:*





Note: The white bevel on the star, in all versions, is always on the left.

Orange Logo on Blue and Blue Logo on Orange

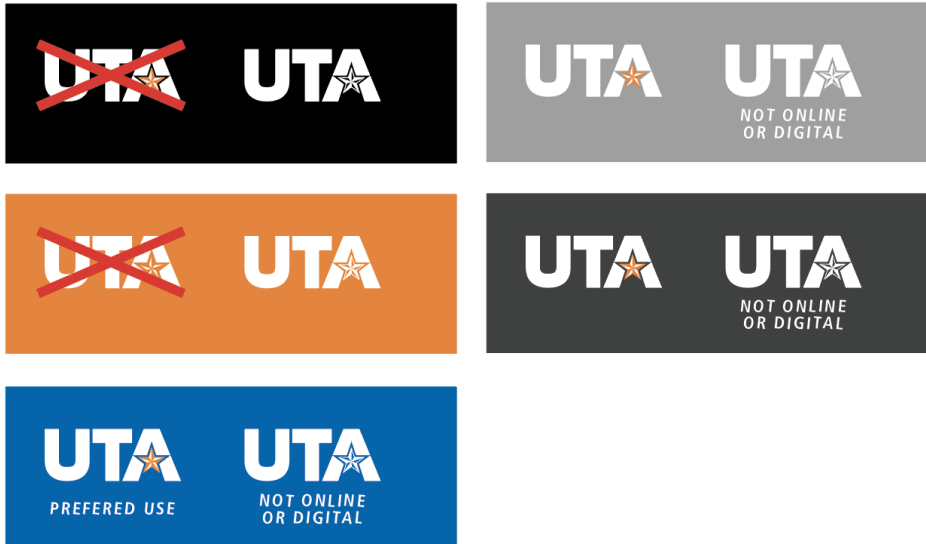
Only used for one-color print jobs, not for online content or when the printing process offers brand-compliant options (e.g., in a two-color job, the white logo on blue would be used).



Note: The orange is on the left when printed orange on blue.

White-Only Logo vs. White Logo with Orange Star

The white logo with orange star is only used on blue, with one exception: if it is on black, but the design is more than 60% UTA blue.



Example of exception: white logo with orange star on black; must have greater than 60% coverage of blue in the overall design.



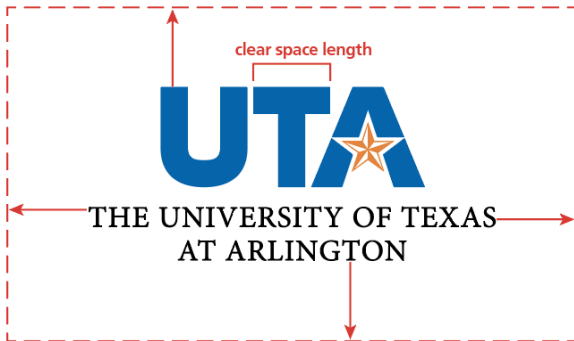
Black Logo



This is used for reduced-color print jobs or when it is the only option. It is preferred to the all-blue or all-orange options; however, it is not required if the orange or blue logos meet the branding criteria described above. It should never be used for digital projects.

Space Within and Around Logo (Clear Space)

Use the width of the “T” crossbar to determine the space around the logo, also called the “clear space” or “exclusion zone.” At the top, bottom, left, and right of the logo, there should be no words or images placed in the area equal to the width of the “T” crossbar.



Measurement Ratio



Logo Usage Without the Wordmark

The University of Texas Arlington wordmark from the logo should never be used as a standalone graphic, but there are instances when the logomark may be used without the wordmark.

UTA Initials Logo



The initials logo may only be used without the wordmark in a signature or when space limitations prevent the latter's inclusion.

The A Logo



The A can only be used as a standalone graphic element in special cases when space is limited. It can also be used as a design element.

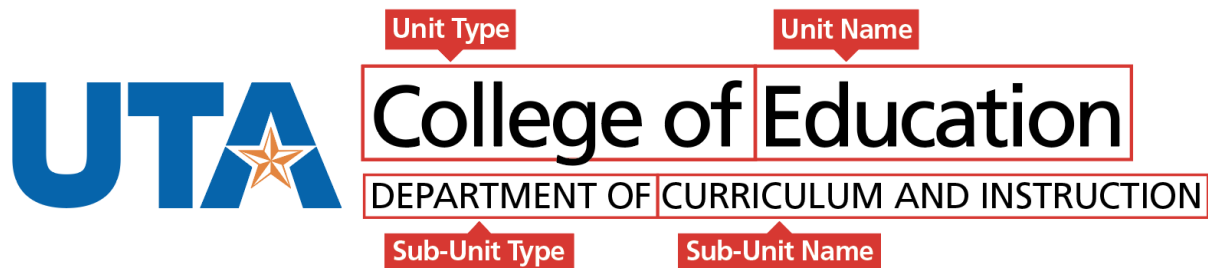
Note: Never create words by replacing an "A" with the A logo.



Signatures for Colleges, Offices, Schools, Centers, Divisions, and Departments

The signature represents your unit/sub-unit on campus and serves as your unit's logo—no other marks are allowed to represent units/sub-units. (The only exception is federal grant-sponsored programs that have their own logos.)

Efforts to distinguish your unit should be made with messaging and the story you tell through your marketing materials, not through an independent logo.



Customized signatures for individual UTA schools, centers, and divisions (units), as well as departments (sub-units), are created by integrating the name of the unit with the UTA signature using specific templates and these guidelines. There are several versions to allow for size limitations and variation for design applications.

The following signatures are for marketing use. They allow for a stronger university brand and also provide a more clear and versatile mark for the many digital/online uses marketing requires. The “A” signature will be reserved for more formal use, such as documents or signs.

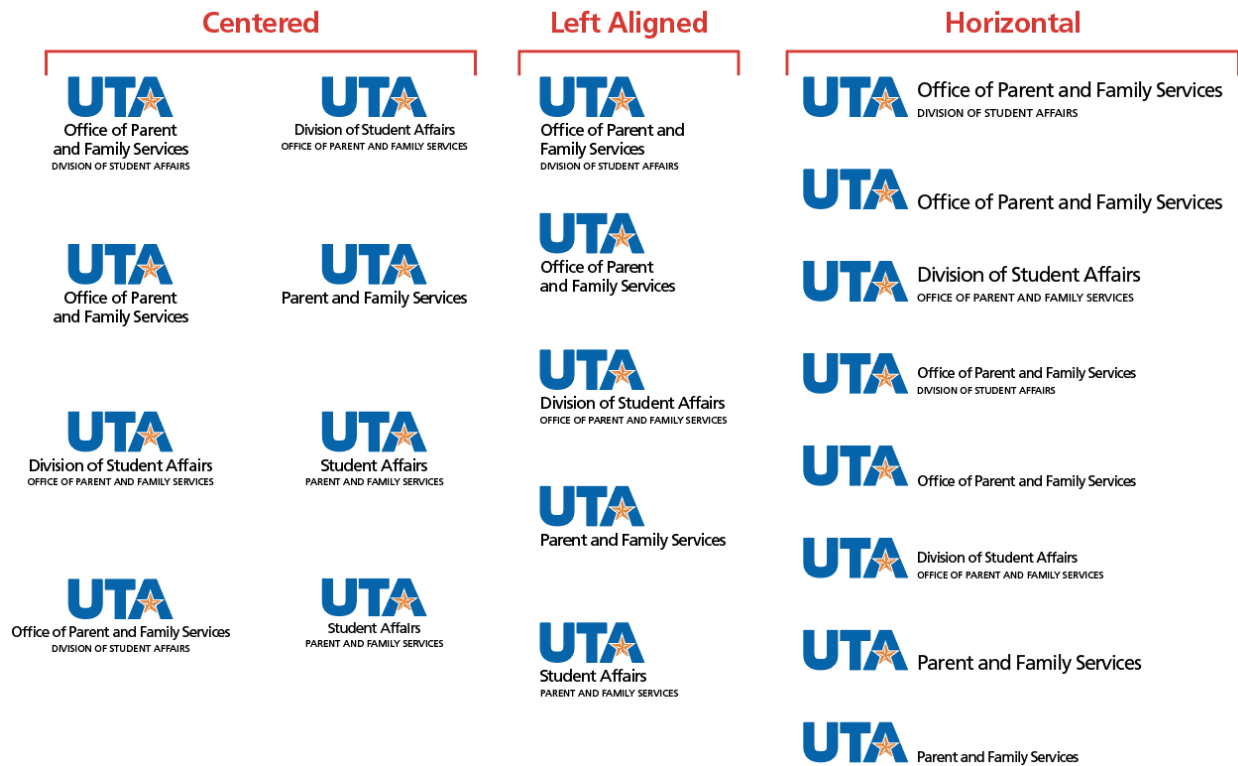
The full suite will have differently oriented versions (centered, left, horizontal), long and short versions, and color variations. Additionally, for signatures, we will be offering the option to include degrees.

There is no need to purchase a new font; the logos use Frutiger 55 Roman, tracking at -50. (The smaller all-caps text has a tracking of -10.)

Signatures as Logo

For this usage, the “UTA” initials logomark and a signature combine to create a logo. Signatures comprise the unit type and/or name and the sub-unit type and/or name.

Note: You cannot create your own unit name, logo, or any other image that becomes synonymous with the unit other than these signatures.



Long Versions

These versions contain unit type and unit name with the sub-unit type and sub-unit name.



College of Business

DEPARTMENT OF ACCOUNTING



College of Business

DEPARTMENT OF ACCOUNTING



College of Business

DEPARTMENT OF ACCOUNTING

If your department has only a sub-unit name it will be considered a long version.



New Maverick
Orientation

DIVISION OF STUDENT AFFAIRS



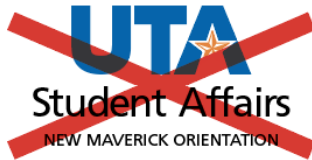
Division of
Student Affairs

NEW MAVERICK ORIENTATION



New Maverick
Orientation

STUDENT AFFAIRS



Student Affairs

NEW MAVERICK ORIENTATION

Short Versions

These versions drop the unit type and only feature the unit name, but the unit type is always larger and on top. These are not preferred; they are reserved for space limitation and audience considerations.



Business

ACCOUNTING

Note: Both the long and short versions pair the unit name to the sub-unit name. Do not mix long and short, as shown below:



The unit/sub-unit order may also be reversed.



In circumstances when print area space limitations constrain the design, you may use the sub-unit short and long versions alone.



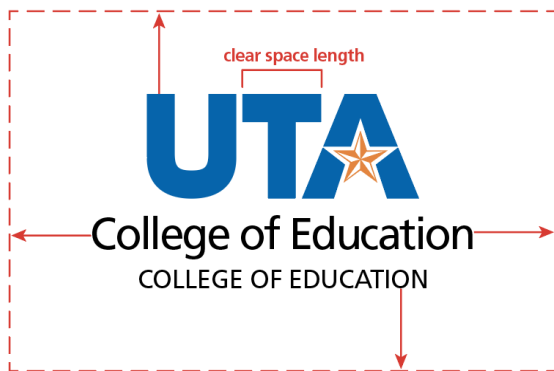
Degree Signatures

The University now allows the inclusion of degree names in signatures. There is not a short version for degrees, as it must be paired with the college. Below are a few examples:



Clear Space

When the signature is used as a logo, it has its own clear space, which is the width of the "T" in the "UTA" logomark.



Special exceptions can be granted in situations where there is limited space.

"And" versus "&"

Signatures use "and" not "&."

Naming Convention

When naming files for the signature logo, we follow the formula below:

Example: Training_Program-1.blk-ct-lgsm-sub-both

[Identifier-name].[color]-[orientation]-[name+type = lg, type only = sh][font size][headliner]-[does it feature both]



- A. The identifier name of the signature.
- B. Color description: cmyk = full color (blue, orange, and black); blk = black; wht = all white; wht-orn = white with orange star.
- C. Alignment: ct = center aligned; lf = left aligned; hz = horizontal aligned.
- D. Type and size: lg = long (contains sub-unit and unit type), sh = short (does not contain sub-unit type or unit type); lgsm and shsm = a smaller font version of the lg and sh versions.
- E. Unit OR sub-unit inclusion, but not both: sub = contains sub-unit, but not unit; unit = contains unit but not sub-unit.
- F. Both unit and sub-unit inclusion: both. Note: If the sub-unit name is more prominently displayed, use sub for item E; if the unit name is more prominent, use unit for E.

Centered	Left Aligned	Horizontal
 .cmyk-ct-lg-sub-both	 .cmyk-ct-lgsm-unit-both	 .cmyk-hz-lg-sub-both
 .cmyk-ct-lg-sub	 .cmyk-ct-sh-sub	 .cmyk-hz-lg-sub
 .cmyk-ct-lg-unit-both	 .cmyk-ct-sh-unit-both	 .cmyk-hz-lg-unit-both
 .cmyk-ct-lgsm-sub-both	 .cmyk-ct-shsm-unit-both	 .cmyk-hz-lgsm-sub-both
	 .cmyk-lf-lg-sub-both	 .cmyk-hz-lg-sm-sub-both
	 .cmyk-lf-lg-sub	 .cmyk-hz-lgsm-sub
	 .cmyk-lf-lg-unit-both	 .cmyk-hz-lgsm-unit-both
	 .cmyk-lf-sh-sub	 .cmyk-hz-lgsm-unit-both
	 .cmyk-lf-sh-unit-both	 .cmyk-hz-sh-sub
		 .cmyk-hz-shsm-sub

Existing Signature Versions

Marketing materials (brochures, shirts, give-away items, flyers, online graphics, etc.) that were brand-compliant under previous standards do not need to be immediately replaced. However, when these items are ready to be updated or reordered, they must be made compliant, as the use of outdated signatures is counterproductive to the University's efforts to create a strong brand.

The existing "A" logomark with the university wordmark name, along with the UTA initials logo, will serve as a formal logo and remain in use for business cards, documents, letterhead, door graphics, name plates, and other items. There is no need to reorder or update these. (The [existing branding guidelines for letterhead](#) will also remain in place.)

Wordmark

THE UNIVERSITY OF TEXAS AT ARLINGTON

When the name of The University of Texas at Arlington is used as a standalone graphic element apart from the signature, this horizontal configuration should be used. It may not be reconfigured in any way.

Unacceptable Usage

The University of Texas Arlington box wordmark from the formal logo should never be used as a standalone graphic.



Star Element



A version of the star portion of the logomark is available to use as a design element, but not as a replacement for the logo. The white triangles on the star bevels should always be on the left and should not be flipped or reversed, regardless of background color.



Fonts

Primary Font

The signature font is Frutiger 55 Roman. Frutiger is UTA's primary design font and should be considered as the primary choice to maintain a consistent look across campus; however, its use is not required. In general, sans serif fonts are preferred and recommended over serif fonts.

Within the Frutiger family, bold and light are preferred over ultra or condensed.

The quick brown fox
jumps over the lazy dog.

Frutiger Light

Frutiger Light Italic

Frutiger Roman

Frutiger Italic

Frutiger Bold

Frutiger Bold Italic

Frutiger Black

Frutiger Black Italic

Frutiger Ultra Black

Frutiger Light Cond

Frutiger Bold Cond

Frutiger Black Cond

Frutiger ExtraBlack Cond

Note: Always purchase “open type” versions of these fonts that are usable both on PC and Mac platforms. Several font substitutions are provided as needed when these primary fonts are not available.

Licensing restrictions prevent University Advancement from distributing the typefaces for free. Check to see if your unit/sub-unit has its own license for these, or purchase here:

Frutiger Family

<https://www.fonts.com/font/linotype/frutiger/packages>

Frutiger 55 Roman

<https://www.fonts.com/font/linotype/frutiger/55-roman>

<https://www.linotype.com/1270238/frutiger-family.html>