INTRODUCTION

The University of Tampa Brand Guidelines provides instruction on the use of UT’s logo, typography and style, and offers a framework to creatively produce effective marketing tools. These guidelines are intended for anyone producing communication, marketing or branding materials for The University of Tampa. Adherence to these graphic standards ensures the UT brand will remain strong and recognizable. The Office of Public Information and Publications can offer guidance and provide boundaries within which to use the marks.

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Institutional Marks

University Logos are available upon request and are available in various color options (full color, black and white, reversed out, etc.) Contact Erin Dixon, art director, Office of Public Information and Publications, at edixon@ut.edu with any requests.

**PLANT HALL LOGO**
This is our primary institutional mark. However, due to its detail it may not be appropriate for certain uses, such as printing in small sizes or on darker backgrounds.

**WORDMARK**
When the Plant Hall logo is unable to be used for design or reproduction reasons, the UT Wordmark can be used. The Wordmark is well-suited for use on apparel and promotional items.

**UT MINARET**
The same color must be used for the minaret, text and rule components. This mark can also be reversed out of a dark background and is well-suited for use on apparel and promotional items.

**SINGLE MINARET**
The single minaret is a good choice when the strong horizontal shape of the other logos doesn’t fit into a design well. When using the single minaret, reference to The University of Tampa must be included somewhere on the page or item.

**UT SEAL**
The University seal is reserved for academic and ceremonial uses only and requires authorization from the Office of Public Information and Publications. Examples include diplomas and transcripts.
Athletic Marks

Athletic marks have been developed specifically for athletics use, but can be used in other University print materials or on items as well.

**SPARTAN CIRCLE**
The Spartan Circle is the primary UT athletic mark.

**SPARTAN HEAD**
When using the Spartan Head logo, reference to The University of Tampa somewhere on the page or item is recommended.

**INTERLOCKING UT**
Due to its simplicity, the interlocking UT is ideal for small applications.
Customized marks are available upon request. Samples of the various options are at right. If you would like a customized mark for your department, please contact Erin Dixon, art director, Office of Public Information and Publications, at edixon@ut.edu.
CLEAR SPACE AND SIZING

When using one of the official University of Tampa logos, it should be surrounded with an area of clear space to ensure its visibility and impact. No graphic elements of any kind should appear within this space.

Logo Clear Space

Using the clear space and size guidelines below ensures the UT logos are always prominent and visible. The minimum clear space is measured on all sides of any UT logo, and should be no less than .2 inches.

Minimum Logo Sizes

Logos must not be used any smaller than shown for print.
INCORRECT LOGO USAGE

Do not change the University logos in any way. Use only the official logos.

Incorrect Logo Usage

Below are a few examples of incorrect logo usage.

Never skew the logos

Never distort the logos

Never rotate the logos

Never change the font of the logos

Never change the color of the logos

Never create a new logo from an official logo
**Primary Colors**

**UT RED** – PMS 186C or 186U
- CMYK (print)  
  - C: 0  
  - M: 100  
  - Y: 100  
  - K: 5  
- RGB (web)  
  - R: 200  
  - G: 16  
  - B: 46  
- Embroidery  
  - Madeira: 1147

**BLACK** – PMS Process Black
- CMYK (print)  
  - C: 0  
  - M: 0  
  - Y: 0  
  - K: 100  
- RGB (web)  
  - R: 0  
  - G: 0  
  - B: 0  
- Embroidery  
  - Madeira: 1000

**Secondary Colors**

**UT GRAY** – PMS 404C or Warm Gray 11U
- CMYK (print)  
  - C: 0  
  - M: 3  
  - Y: 15  
  - K: 70  
- RGB (web)  
  - R: 104  
  - G: 92  
  - B: 83

**UT GOLDEN YELLOW** – PMS 116C or 109U
- CMYK (print)  
  - C: 0  
  - M: 20  
  - Y: 100  
  - K: 0  
- RGB (web)  
  - R: 255  
  - G: 205  
  - B: 0

**TAMPA STEEL** – PMS 429C
- CMYK (print)  
  - C: 21  
  - M: 11  
  - Y: 9  
  - K: 23  
- RGB (web)  
  - R: 162  
  - G: 170  
  - B: 173

**TAMPA SILVER** – PMS 427C
- CMYK (print)  
  - C: 7  
  - M: 3  
  - Y: 5  
  - K: 8  
- RGB (web)  
  - R: 208  
  - G: 211  
  - B: 212

Using the exact brand colors is an essential element of a marketing campaign project. Using the recommended colors within the brand-approved color palette amplifies University-wide communications efforts and invokes consistent visual identity.

These colors are adaptable to use across all forms of print and digital communications. In addition, approved UT apparel colors are: UT Red, Black, White and Gray.

For website color options, visit [ut.edu/publicinformation/weboptions](http://ut.edu/publicinformation/weboptions).

UT Golden Yellow should be used sparingly. It should not be used in most situations.

These two colors are for the reproduction of the athletic marks only.
COLOR USAGE

UT red and black are UT’s primary colors. They can be combined with white. Gray and golden yellow are secondary colors. Golden yellow should be used sparingly.

The boxes at right provide examples of optimal color combinations.

Examples of strong color combinations

- White text on red.
- Black text on red.
- White text on black.
- Red text on black.
- White text on gray.
- Red text on white.
- Black text on white.
- Gray text on white.
Univers Condensed is the official University font. It needs to be used for all body copy and most other text elements as well. Other fonts can be used sparingly for display purposes, in conjunction with Univers Condensed.

**Univers 47 Condensed Light**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**Univers 47 Condensed Light Oblique**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**Univers 57 Condensed**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**Univers 57 Condensed Oblique**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**Univers 67 Condensed Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**Univers 67 Condensed Bold Oblique**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Installing Univers Condensed on your computer (UT faculty/staff only)

The font is available for both PC and Mac users. See following instructions.

PC Users

Windows users can install the font on their own using the directions provided below. You must be on the UT wired network in order to install the font. For installation:

• Select the Windows icon ( ) on your keyboard or at the bottom left of your screen.
• Start typing “Software Center” (without the quotes).
• Once you see the Software Center available, you can click on it to open the window.
• Select “UT Fonts–Install UT Fonts.”
• Select “Install.”

The fonts should install on your computer. Note that after installation, you must log off and then log back on before the fonts show up in your font listings.

You should then have both of the following fonts listed:

• Univers LT Std 47 Cn Lt
• Univers LT Std 57 Cn

There are, however, six total fonts installed. To get to the additional fonts, click on the little arrow at the bottom right of the font toolbar area.

You will then see the additional fonts listed in the right paned window of the font selection screen.

Mac Users

If you would like to have the font installed on your computer and you are a Mac user, you must request a manual install from the IT Help Desk. Please email helpdesk@ut.edu or call x6293.
UT’s licensing program ensures that UT’s brand identity is properly represented on products and services marketed to both the University community and the public. The licensing program is responsible for determining if a product and/or design are consistent with the goals and image of UT. The program also ensures the quality, content, production and distribution of products meets UT’s standards. UT contracts with Affinity Licensing to help coordinate its licensing program.

*Any item that uses a University trademark, whether for commercial or non-commercial purposes, must be purchased through an officially licensed vendor.*

It is the responsibility of the department producing the materials that include a UT logos to ensure the vendor is licensed. To find a licensed vendor or check if the vendor you wish to partner with is licensed, follow the steps below.

**Find a Licensed Vendor**

Visit [affinitylicensing.com](http://affinitylicensing.com). Under Find Licensed Products, click Start Your Search. From there, type University of Tampa under Organization and enter the product type under Search Product Category. A list of licensed vendors for that product will appear. If the vendor you wish to partner with is not on the list, have them follow the steps below to become a licensed vendor.

**Become a Licensed Vendor**

To become a licensed vendor, first register on the Affinity portal: [affinity-gateway.com/signup](http://affinity-gateway.com/signup). Once approved, an invitation will be sent to set up a log-in and password. Vendors may then apply for a license. There is an annual fee of $100 and royalty fees if products are sold. There are no royalty fees for giveaways and internal usage.

All UT trademarks are the property of The University of Tampa.

All licensed items must be approved by the Office of Public Information and Publications. If you have an item for approval, or questions about licensing, please contact Erin Dixon, art director, Office of Public Information and Publications, at edixon@ut.edu.

For more information, please visit the licensing page at [ut.edu/licensing](http://ut.edu/licensing).
All external publications must be reviewed by the Office of Public Information and Publications for copy and branding prior to being produced. Please allow time in your schedule for the Office of Public Information and Publications to review.

The guidelines are based on the Associated Press (AP) Stylebook, Webster’s New World Dictionary and local usage. In cases of conflict, The University of Tampa Style Guide supersedes the AP Stylebook and AP supersedes Webster’s. Entries address questions that may commonly arise when writing about the University, such as building and place names and proper reference to various University entities. Consult the AP Stylebook or Webster’s Dictionary for further reference.

To view the current style guide, please visit ut.edu/publicinformation/styleguide.

Email questions or comments to the Office of Public Information and Publications at publicinfo@ut.edu.