



**Policy Number and Chapter:** 04.019 Administration

**Policy Title:** Institutional Brand Identity

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**Policy Statement.** UNT is the owner of all right, title and interest in its trademarks, service markers, trade names, graphic images, logos, seals, symbols, mascots, taglines, pride lines and any other such mark or indicia associated with the University, including marks associated with all previous names of the University. Their use is legally restricted. Accordingly, this policy serves to preserve and protect UNT’s legal right to use and control its trademarked identity. It also protects the trademarked identity of UNTS.

**Application of Policy.** All University.

**Definitions.** None.

**Procedures and Responsibilities.**

The Institutional Brand Identity Policy applies to all forms of University communication – print and electronic – and establishes guidelines and standards for presentation of the University of North Texas (UNT) and University of North Texas System (UNTS) institutional identities.

UNT is the owner of all right, title and interest in its trademarks, service markers, trade names, graphic images, logos, seals, symbols, mascots, taglines, pride lines and any other such mark or indicia associated with the University, including marks associated with all previous names of the University. Their use is legally restricted. Accordingly, this policy serves to preserve and protect UNT’s legal right to use and control its trademarked identity. It also protects the trademarked identity of UNTS.

The policy also ensures unity, consistency and clarity of UNT’s and UNTS’ brand identities, both internally and externally. Accordingly, all divisions, departments, units and auxiliaries and individuals communicating on behalf of UNT and UNTS must follow guidelines outlined in the University of North Texas and UNT System Brand Identity Guide (Identity Guide), published online at [www.unt.edu/identityguide](http://www.unt.edu/identityguide).

The most basic graphic requirements of the Identity Guide, and consequently the policy, are:

- The full University and System names in wordmark format must appear on all forms of communications that describe or illustrate UNT or UNTS
- Use of the University and System’s acronyms (UNT and UNTS) must appear in the lettermark format
- Use of the UNT and UNTS seals is limited
- The official colors of UNT and UNTS are green and white

Communications that describe or illustrate UNT or UNTS, its programs and functions include, but are not limited to, stationery and business cards in the required format, serial and other publications, brochures, web sites and advertisements, among others.

For additional requirements applicable to communication, see the Identity Guide online at [www.unt.edu/identityguide](http://www.unt.edu/identityguide) or call the Division of University Relations, Communications and Marketing at 565-2108 for a copy.

External entities employed by UNT or UNTS units to provide design, composition, printing or copying, publishing, web page development, any related services, or the manufacture of goods also must comply with guidelines outlined in the Identity Guide in accordance with this policy.

UNT units are prohibited from using University credit cards to purchase printing and copying services. All printing and copying produced by non-UNT (external) vendors must be approved in advance by Printing Services.

In accordance with this policy and Purchasing Services Policy 10.043, employees who make purchases in violation of the guidelines outlined in the Identity Guide commit unauthorized purchases. In accordance with University policy, the employees may encounter a personal obligation to the vendor. Employees who intentionally violate this policy and fail to take corrective measures may be subject to disciplinary action.

Vendors seeking to use the University's and System's identity elements must be licensed by an authorized agent or representative of the University and/or System. All apparel, commemorative, and promotional products ordered by UNT or UNTS units for internal use are exempt from licensing fees, but units are not exempt from using University and/or System approved vendors.

Student-sponsored publications, such as the *NTDaily*, scholarly journals and dissertations are not subject to the policy. Certain UNT-affiliated organizations are not subject to the guidelines outlined in the Identity Guide. Please consult the Identity Guide for an up-to-date list of exempted entities.

**Responsible Party:** University Relations, Communications and Marketing

**References and Cross-references.**

University of North Texas and UNT System Brand Identity Guide (Identity Guide), published online at [www.unt.edu/identityguide](http://www.unt.edu/identityguide).

UNT Policy 10.043, Purchasing Services

<b>Policy Contact:</b>	Charity Beck
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