



Policy Chapter: Chapter 4 Administration

Policy Number and Title: 04.019 Institutional Brand Identity

I. Policy Statement

The purpose of this policy is to identify the ownership and proper use of trademarks, service marks, logos, and any other such mark or indicia associated with the University, so as to preserve and protect the University's rights to use and control its protected identity. This policy also ensures unity, consistency, and clarity of UNT's brand identities, both internally and externally.

II. Application of Policy

All University

III. Policy Responsibilities

A. Scope

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) institutional identity.

B. Ownership & Protections

UNT is the owner of all right, title and interest in its trademarks, service marks, 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.

C. Guidance

All divisions, departments, units, and auxiliaries and individuals communicating on behalf of UNT must follow guidelines outlined in the [UNT Brand Identity Guide](#) (Identity Guide).

D. Communications that Describe or Illustrate UNT

Communications that describe or illustrate UNT, 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.

E. Requirements

For requirements applicable to communication, see the [UNT Brand Identity Guide](#) or call the Division of University Brand Strategy and Communications at (940) 565-2108 for a copy of the Brand Identity Guide or for further guidance.

F. External Entities

External entities employed by UNT 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.

G. Printing & Copying Services

UNT units should direct requests for printing and copying to [Printing & Distribution Solutions \(PDS\)](#) in accordance with UNT Policy 04.022, Printing Services and Copy Centers. All printing and copying produced by non-UNT (external) vendors must be approved in advance by PDS.

H. Licensing

Vendors seeking to use the University’s identity elements, such as logos, letter marks, word marks, and related graphics, must be licensed by an authorized agent or representative of the University. For more information related to identity elements, please see the [Identity Guide](#). All apparel, commemorative, and promotional products ordered by UNT units for internal use are exempt from licensing fees, but units must use University approved vendors.

I. Student-Sponsored Publications & Other Exemptions

Student-sponsored publications (e.g., *NTDaily*), scholarly journals, and dissertations are not subject to this policy. Certain UNT-affiliated organizations are not subject to the guidelines outlined in the Identity Guide. Consult the Identity Guide for an up-to-date list of exempted entities.

IV. Resources/Forms/Tools

- [UNT Brand Identity Guide](#)
- [UNT Printing & Distribution Solutions](#)

V. References and Cross-References

- [UNT Policy 04.022, Printing Services and Copy Centers](#)

VI. Revision History

Policy Contact:	VP Brand Strategy & Communications
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