



THE UNIVERSITY OF TEXAS AT EL PASO

# GRAPHIC IDENTITY GUIDE

Version 1.7 / 2020

# THE UNIVERSITY OF TEXAS AT EL PASO

An aerial photograph of The University of Texas at El Paso campus. The foreground shows a large green lawn with several people walking. In the middle ground, there's a paved area with a circular green space, possibly a plaza or a small stadium. The background features the university's buildings, which have red-tiled roofs and light-colored walls. Beyond the campus, the city of Juarez, Mexico, is visible, showing a dense concentration of houses and buildings on a hillside.

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# FOREWORD

The UTEP Graphic Identity Guide contains standards that ensure a consistent and cohesive style in all communications.

This guide deals with the basic identity elements: logos, registered marks, seals, endorsement guidelines and University colors that form the basis of our visual identity.

Verbiage such as "The University of Texas at El Paso," "UTEP" and "Miners," as well as the official UTEP seal, UTEP pickaxe logo and Miner logo are the property of The University of Texas at El Paso and are protected trademarks. These elements may not be used to designate a business; a social, political, religious or other organization; or to imply or otherwise suggest the University's endorsement, support or association with any organization, product or service without permission of the University.

The guide is intended for internal and external users. It was created by the UTEP Office of University Communications, which is charged with the responsibility to develop and maintain the standards that promote and protect the UTEP brand.

# WELCOME

Dear Members of the UTEP Community,

A first impression of a university is often related to its visual identity, whether it is through a flyer, a website, an invitation or a brochure. Our logos, colors, typefaces and other brand elements portray a consistent look and feel that convey what UTEP is all about: fostering access and academic and research excellence for the students we serve.

The UTEP Graphic Identity Guide is a valuable resource to help you craft messages that are effective, professional and consistent with UTEP's vision/mission of access and excellence. Although this publication is not intended to answer every question, it will address those issues most frequently raised on our campus, from use of the UTEP logos to working with electronic and print guidelines.

As an R1 top tier research university, having a consistent visual identity is important in maintaining an image that is instantly recognized by all of the University's stakeholders. We ask for your compliance with these standards to ensure that all our images and communication efforts reflect UTEP's quality and the pride we share in the success of the University.

Go Miners!

# TRADEMARK & LICENSING

## BEFORE YOU BEGIN

When considering the use of official UTEP marks, logos and verbiage in graphics, communication materials, resold products or promotional giveaways, it is helpful to review The University of Texas System's trademark and licensing program and policies.

A trademark may be a word, name, symbol or any combination of those that is used by its owner to identify or distinguish goods or services. Rights in trademarks and service marks arise as a result of use of the mark in commerce to identify the source of goods and services. In addition, a trademark remains the property of the owner as long as the owner continues to use it properly as a trademark.

Verbiage such as "The University of Texas at El Paso," "UTEP" and "Miners," as well as the official UTEP seal, UTEP pickaxe logo and Miner logo are the property of The University of Texas at El Paso and are protected trademarks. Licensing agreements are issued to deserving vendors with permission to reproduce the protected marks of the University.

## TRADEMARK PROGRAM

The University of Texas' Office of Brand, Trademarks and Licensing along with CLC administers the licensing program. Royalties are paid to the University by licensed vendors for UTEP-branded product that is resold to the public and financially supports the University for various needs. The Collegiate Licensed Product Label is the consumer's assurance that the products they purchase are as authentic as their support of their favorite school or team - the UTEP Miners! Most items that are ordered for campus use or department giveaways are royalty exempt.

## BASIC LICENSE AGREEMENT INFORMATION

CLC generally issues two types of agreements: 1. Standard License: this applies to companies that desire to produce licensed products for resale to the general public; 2. Internal Usage License: this applies to companies that desire to produce licensed products for internal use only (not for resale and paid for by university funds) at the selected institution.

### Additional Basics:

- The UT System runs a limited licensing program and does not accept all applicants.
- The System only will license finished products that are ready for sale.
- CLC requires licensees to maintain product liability insurance.
- The license can be renewed annually and it grants the nonexclusive right to use the licensed marks in connection with products of quality acceptable to the Board of Regents.
- Licensees must indemnify and hold harmless The University of Texas System, its regents, officers, employees and agents for any liability attributable to any of the licensee's products bearing the trademarks of any component institution of the UT System.
- An add-a-school request may be submitted for each institution within the UT System, except UT Austin, to be added to a vendor's current licensing agreement with CLC.

## FOR ASSISTANCE:

Office of Brand, Trademarks and Licensing  
The University of Texas  
trademarks@utexas.edu  
512-475-7923  
trademarks.utexas.edu

Office of University Communications  
The University of Texas at El Paso  
brand@utep  
915-747-5526  
uc.utep.edu



# UTEP IDENTITY

THE BRAND

## THE UNIVERSITY NAME

The University's official name is The University of Texas at El Paso, and the official acronym is UTEP. The word "The" when used in the official name is always capitalized, no matter where it may fall in a sentence.

In communications, please use "The University of Texas at El Paso" on first reference, and "UTEP" on subsequent references. When referring to UTEP as "the University," always capitalize the word "University."

### CORRECT:

The University of Texas at El Paso  
UTEP  
the University

### INCORRECT:

University of Texas at El Paso  
the University of Texas at El Paso  
Texas-El Paso  
UT El Paso

## THE UNIVERSITY SEAL

The University of Texas at El Paso seal is used primarily for official University documents such as degrees, certificates, special awards or plaques as directed by the Office of the President. The seal also is used in specific applications, where a more formal presentation is desired, such as stationery, Commencement and event programs, commemorative items and other merchandise.

The seal should only be used for applications directly related to the official business of the University. Approval as to the use of the seal rests with the Office of the President.

When reproduced in color, the seal always should appear in the signature four-color version.

### Refrain from:

- Using the seal if the reproduction is less than **1.0 inch** in diameter.
- Using other colors, with the exception of black and white for use on faxes, memos and in newspapers, and all white for reverses on dark backgrounds.

Any manipulation or alteration to the seal is strictly prohibited.

COLOR



BLACK AND WHITE



### MINIMUM SIZE



The University seal must be used at a size no smaller than **1.0 inch** in diameter.

## OFFICIAL UTEP LOGOS

### THE CLASSIC LOGO

The classic logo is the primary identifier for The University of Texas at El Paso and creates an easily recognizable and memorable image to enhance the University's visibility.

Using the approved classic logo for publications, signs, clothing and other purposes develops a strong identity that connects the University to all of our constituencies, from students and faculty to alumni and donors. When produced in color, the classic logo should always appear in UTEP's signature colors: UTEP Orange, UTEP Blue and UTEP Silver (see page 21 for color use).



### THE FLAT LOGO

The flat logo can be used in place of the classic. This mark gives the brand versatility as well as legibility across all platforms and mediums. Flat marks may be used for one-color applications.



### THE BOX MARK

The box mark is intended for use in cases where added space and color is necessary to properly brand the University. This mark already contains the required clear space necessary for proper breathing room. The box mark commonly will be used on posters, fliers and digital signage where busy images are used.



### CREATING YOUR OWN LOGO

In order to ensure consistency in branding, all colleges, departments, programs and other entities within the University should refrain from creating their own logo. For questions related to branding colleges, departments or programs on individual projects, please contact the Office of University Communications by emailing brand@utep.edu.

### FLAT VARIATIONS

If you choose to use the flat logo, limit to the following color applications. **DO NOT** use any other colors than the approved UTEP colors.



### BOX MARK VARIATIONS

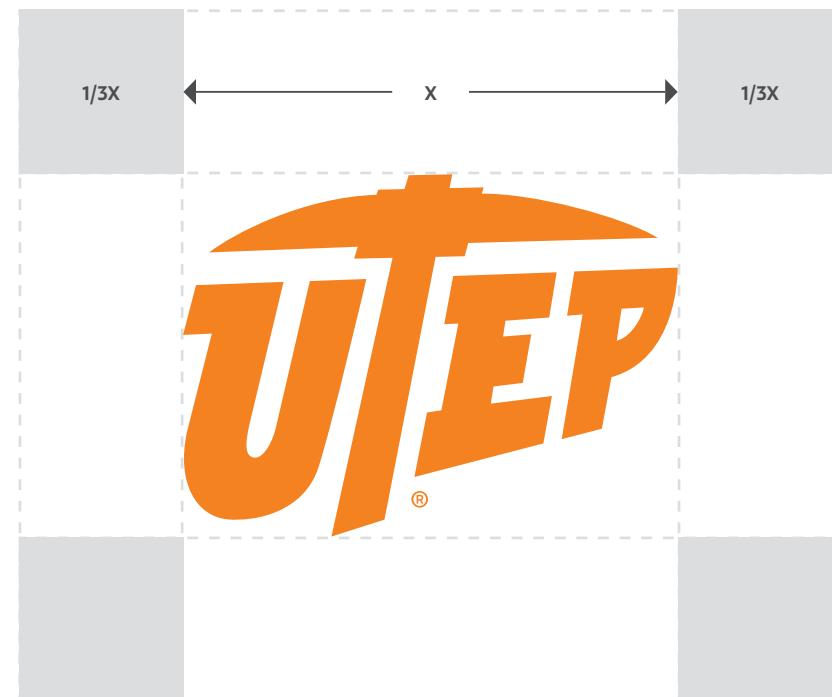
If you choose to use the box mark, you may select from these samples. **DO NOT** use any other colors than the approved UTEP colors.



## CLEAR SPACE

The UTEP logo is a valuable asset. It provides brand recognition and should be used correctly to ensure it has room to breathe. For proper effectiveness, it should not be crowded or overwhelmed by any other elements. "Clear Space" refers to the area surrounding the signature that should be kept free from visual distraction.

The gray areas shown here display the minimum area to be kept clear from any graphics or other interference. This area is displayed as one-third the width of the logo.



## SIZING

When using any version of the UTEP logo, please be mindful of its size and legibility.

### MINIMUM



*The UTEP logo must be used at a size no smaller than **0.5 inches** high.*

### MAXIMUM

*There is no maximum restriction when enlarging the UTEP logo. Typically this would be reserved for special projects.*



# THE MINER PICK

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## THE CLASSIC PICK

The Miner pick serves as a spirit mark and always should remain on its own. **DO NOT** combine it with any other graphic, logo or text.

The Miner pick is easily recognizable to UTEP students, faculty, employees and friends, and as such, should primarily be used when communicating with internal audiences familiar with the University. When produced in color, the Miner pick always should appear in UTEP's signature colors: UTEP Orange, UTEP Blue and UTEP Silver (see page 21 for color use).

As with the UTEP logos, refrain from manipulating or altering the Miner pick. **DO NOT** alter its colors or proportions in any way.

Please allow the Office of University Communications to review your use of the pick on your designs. The Miner pick logo is the property of the University and its use is limited to University employees, offices and departments for official purposes only.



## FLAT VARIATIONS

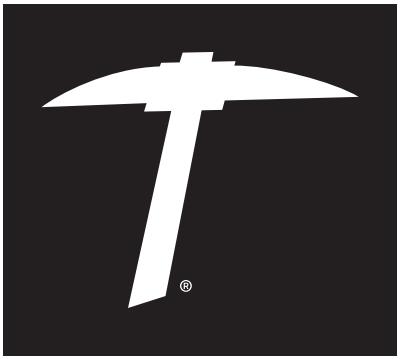
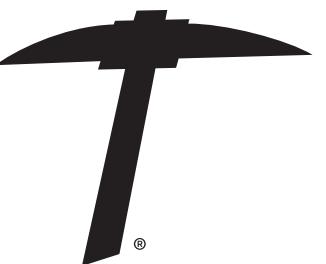
If you choose to use the flat pick, limit them to the following color applications. **DO NOT** use any other colors than the approved UTEP colors.



## THE FLAT PICK

The flat pick can be used in place of the classic pick. This mark gives the brand versatility as well as legibility across all platforms and mediums. Flat marks may be used for one-color applications.

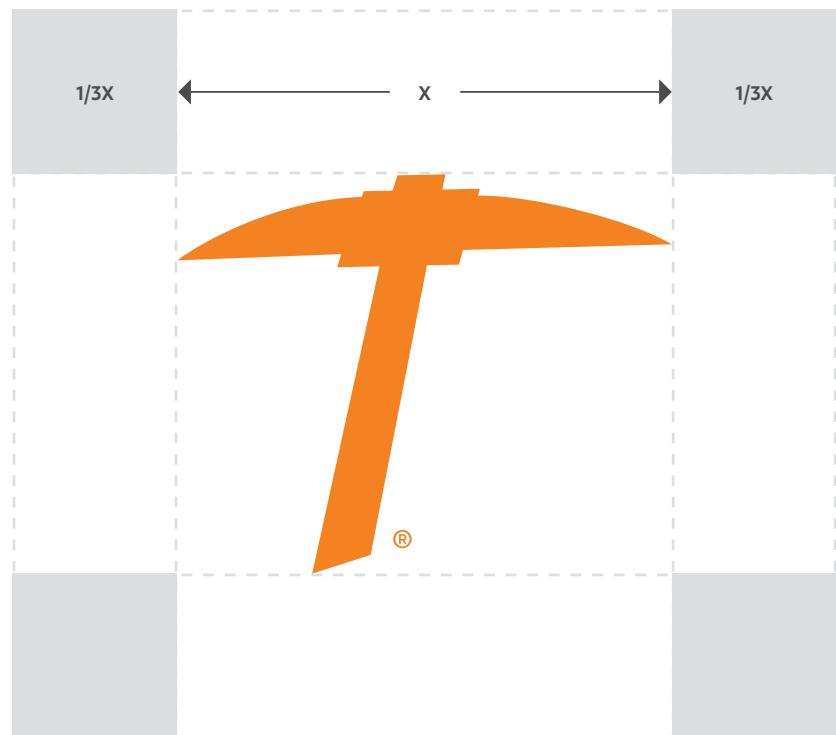
**DO NOT** combine it with any other graphic, logo or text.



## CLEAR SPACE

The Miner pick should be treated the same way as the UTEP logo to ensure it has room to breathe. For proper effectiveness, it should not be crowded or overwhelmed by any other elements. "Clear Space" refers to the area surrounding the mark that should be kept free from visual distraction.

The gray areas shown here display the minimum area to be kept clear from any graphics or other interference. This area is displayed as one-third the width of the Miner pick.



## SIZING

When using any version of the Miner pick, be mindful of its size and impact on design.

### MINIMUM



*The Miner pick must be used at a size no smaller than **0.5 inches** high.*

### MAXIMUM

*There is no maximum restriction when enlarging the Miner pick. Typically this would be reserved for special projects.*



## INCORRECT USAGE

We do not want to come across all gloom and doom, but there is a right and a wrong way to present the logo.

To maintain consistency throughout our identity application, it is essential that the brandmark is never altered in any way. Please keep in mind that the integrity of the University is diminished when the signature is used incorrectly.

The guidelines shown here also will apply to the alternative configurations of our unit signatures. It is essential that the brandmark always is reproduced from the master artwork provided by the Office of University Communications.

Here are several examples of incorrect usage, but this list is by no means complete. If you are faced with using the logo in an application that you find questionable or not included in this manual, please contact the Office of University Communications.

**FOR ASSISTANCE**  
Email: [brand@utep.edu](mailto:brand@utep.edu)



**DO NOT**  
Alter or distort the UTEP logo.



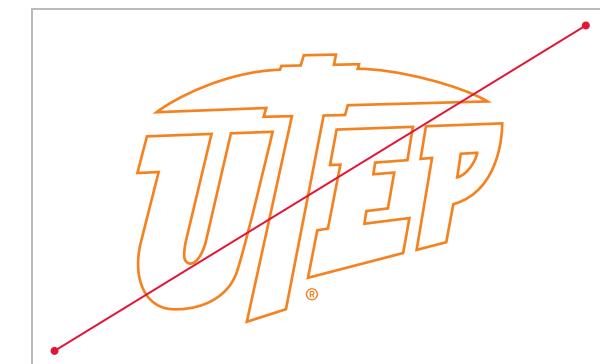
**DO NOT**  
Rotate or create a dynamic composition.



**DO NOT**  
Create multiple strokes around the UTEP logo.



**DO NOT**  
Use the UTEP logo on a busy background.



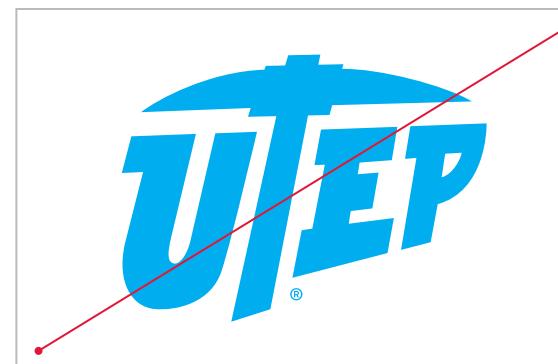
**DO NOT**  
Outline or create strokes.



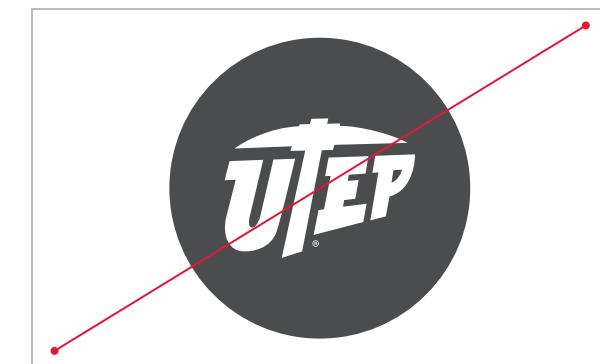
**DO NOT**  
Create patterns or textures.



**DO NOT**  
Apply drop shadows or outer glows.



**DO NOT**  
Change colors or use any other nonapproved colors.



**DO NOT**  
Add other elements or shapes behind or around the logo.



**DO NOT**  
Add gradients.

## ATHLETIC LOGOS

The Paydirt Pete logo is the primary identifier for UTEP Athletics. Do not use the athletic logos with academic, business, official or legal communications. For those applications, use the classic or flat UTEP logo (see page 9).

When reproduced in color, the Paydirt Pete logo should always appear in The University of Texas at El Paso's signature colors: UTEP Orange, UTEP Blue and UTEP Silver (see page 21).

### Refrain from:

- Using other colors, with the exception of black and white or grayscale for use on faxes, memos and in newspapers, and white for reverses on dark backgrounds.
- Manipulating or altering the Paydirt Pete logo in any way.

The Paydirt Pete logo is the property of the University and its use is limited to University employees, offices and departments for official purposes only.

**NOTE:** UTEP Athletic logos may not be used to promote UTEP club or intramural sports. For those applications, use the classic or flat UTEP logo or the Miner Pick (see pages 9 and 13).

### ALTERNATE TO THE PRIMARY



### FOR ASSISTANCE:

UTEP Athletics  
Brumbelow Building  
201 Glory Road  
915-747-6822

## THE BRAND

### PRIMARY



### SECONDARY



### WORDMARK

The athletics wordmark may be used to represent UTEP Athletics when the primary and secondary marks are not practical (although use of the primary mark is preferred). This includes applications where vertical space is limited.

All athletic program uniforms and team gear will display the athletic primary logo, secondary logo and/or athletic wordmark.



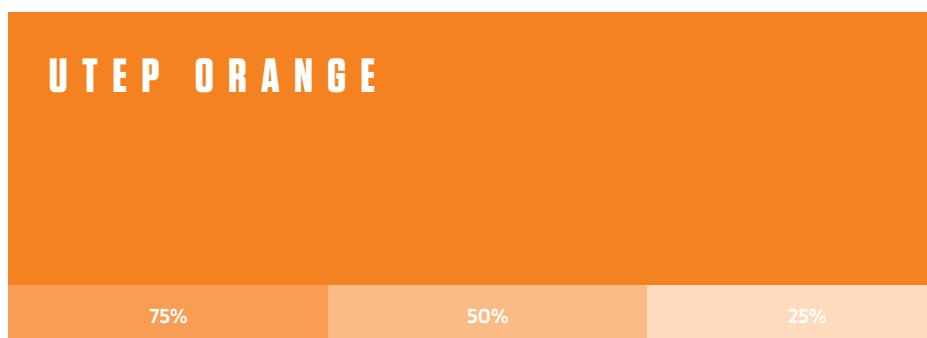
*Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function. The recommended minimum size for printing on all material is 0.5" in width. Keep clear space in mind when using the athletics logos. Do not clutter the logos with additional logos, graphics or text.*

## OFFICIAL UTEP COLORS

The official school colors of The University of Texas at El Paso are UTEP Orange, UTEP Blue and UTEP Silver, which is used as an accent color. The colors are the foundation of UTEP's graphic identity and should never be altered. Although it is common for designers of University publications and websites to use the UTEP color palette, they are not limited to using only those colors. However, the main colors in all University publications should be some combination of UTEP Orange, UTEP Blue, UTEP Silver and white.

For 4-color printing applications, use the CMYK (cyan, magenta, yellow, black) equivalents.

Pantone	PMS 151 C
CMYK	0-54-100-0
RGB	255-130-0
HEX	#FF8200



Pantone	PMS 282 C
CMYK	100-72-0-73
RGB	4-30-66
HEX	#041E42



Pantone	PMS Cool Gray 5 C
CMYK	28-21-18-1
RGB	177-179-179
HEX	#B1B3B3



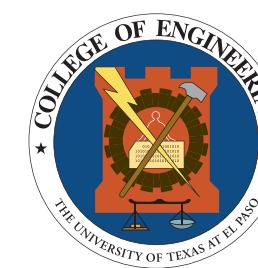
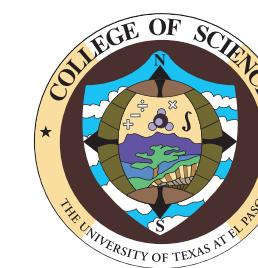
## COLLEGE & SCHOOL SEALS

The University of Texas at El Paso college and school seals are used primarily for official items such as certificates, banners, programs, special awards or plaques as directed by the dean's office. Only use the seal for applications directly related to the official business of the college or school. Discretion as to the use of the seal rests with the dean of the college or school.

If the reproduction of the seal is less than **1.0 inch** in diameter, do not use the seal.

When reproduced in color, the seal always should appear in the version approved by the college or school dean. No other colors are acceptable, with the exception of black and white or grayscale for use on faxes, memos and in newspapers, and white for reverses on dark backgrounds.

Any manipulation or alteration to the seals is strictly prohibited.



# UTEP TYPOGRAPHY

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Typography plays an important role within UTEP's identity. It helps strengthen the brand message while keeping a form of consistency throughout all means of communication and design.

## TUNGSTEN

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Smart, tough and stylish, Tungsten is the University's primary typeface for headlines.

It comes in eight different weights. From a sleek and sharp thin weight to a bold and defining heavy weight, this typeface has the versatility to speak volumes.

University Communications has purchased Tungsten font licenses for UTEP employees who are directly involved in the creation of marketing and communication materials. To access the font and request license use, visit [utep.edu/university-communications](http://utep.edu/university-communications) and look under the 'Resources' tab.



**Aa Aa**  
**ABCDEFGHIJKLM NOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

**ABCDEFGHIJKLM NOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

## USAGE

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### Headlines & Titles

- Tungsten Semibold, Bold or Black, uppercase
- Leading is -10 percent of the heading point size. So, if the point size is 40pt, the leading becomes 40 minus 10 percent (4pt) which ends up being 36pt.
- Tracking is 75 (Adobe packages)

### Subheads

- Any Tungsten weight. Upper and lowercase
- Same leading as headlines and titles
- Same tracking as headlines and titles

## SUBSTITUTE FOR TUNGSTEN

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Roboto Condensed is a free font from the Google Font Directory and may be used as a substitute for Tungsten. Roboto Condensed is available to download directly at [fonts.google.com/specimen/Roboto+Condensed](https://fonts.google.com/specimen/Roboto+Condensed).

### Roboto Condensed



**Aa**  
**ABCDEFGHIJKLM NOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

## FOR ASSISTANCE

Email: [brand@utep.edu](mailto:brand@utep.edu)

## Open Sans

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Nimble, soft and free. Open Sans is used primarily for body copy.

Open Sans is a humanist sans serif typeface that was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

If you do not have Open Sans, it is free to download directly from the Google Font Directory at [fonts.google.com/specimen/Open+Sans](https://fonts.google.com/specimen/Open+Sans) or visit [utep.edu/university-communications](http://utep.edu/university-communications) and look under the 'Resources' tab



**Aa Aa**  
**ABCDEFGHIJKLM NOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

**ABCDEFGHIJKLM NOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

## SUBSTITUTE FOR OPEN SANS

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Cover Sans is a humanist geometric typeface that comes in seven different weights, with matching italics and small caps and may be used as a substitute for Open Sans. It is available to download here: [latinotype.com](http://latinotype.com) or [myfonts.com](http://myfonts.com)

### Cover Sans



**Aa**  
**ABCDEFGHIJKLM NOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

# UTEP IDENTITY

USAGE

# BUSINESS CARDS & STATIONERY

Stationery items play a very important role in communicating the brand identity of The University of Texas at El Paso. Every element of the University's business communications must be consistent in the placement of graphic elements, color and paper. To maintain this consistency, always place orders for standard stationery items with Dahill/Xerox or with other printing vendors approved by the University.

#### Standard stationery items must adhere to the following guidelines:

A. Only administrative offices, academic departments and established centers that have been approved through appropriate administrative channels shall have their own stationery.

B. The names of individuals may not be printed on stationery (other than business cards) at state expense. However, individuals may add the names and titles of faculty and administrative officials and other information to pre-printed stationery by means of a laser printer.

C. Alumni of the University may add their graduation years to their business cards if they wish (see example below).

D. The basic format for all stationery used by University offices shall be the designs shown on the following page. The stationery shall be printed on the following paper stock:

- Letterhead: Beckett Concept, Fiber finish, 24lb text, Sandstone
- Envelope: Beckett Concept, Fiber Finish, 24lb text, Sandstone
- Business Card: Beckett Concept, Fiber Finish, 80lb cover, Sandstone

The text ink color for all standard stationery items will be printed in UTEP Blue, with no exceptions. The primary UTEP logo will be printed on all standard stationery items. No other logos will be allowed.

#### DEPARTMENT OF ATHLETICS BUSINESS CARDS

UTEP Athletics business cards are for use by individuals in that department.



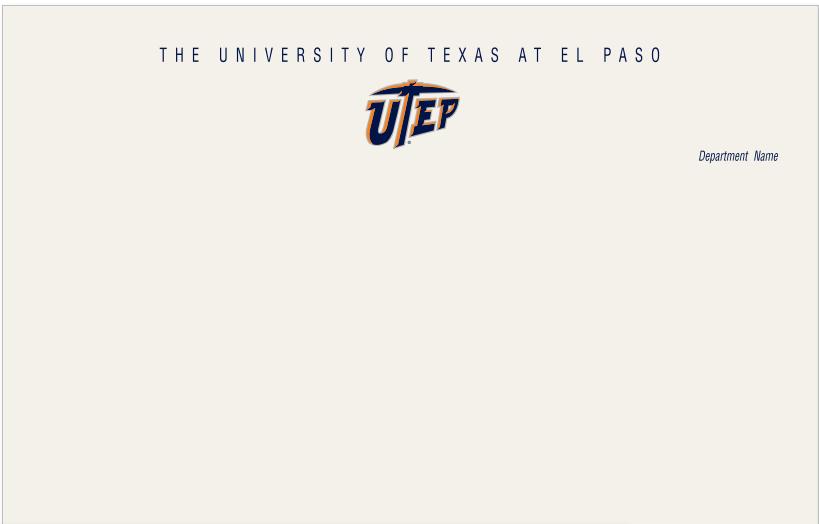
The UTEP graphic signatures are used on stationery as illustrated by the examples on the following page.

- Deviations from these formats are not permitted.
- No other logos, symbols or seals may be used.
- Colors are limited to those specified.
- Personal home addresses, phone numbers and e-mail accounts are not permitted.

#### BUSINESS CARD



#### LETTERHEAD & ENVELOPE



Department Name

500 W. University Ave.  
El Paso, Texas  
79968  
(915) 747-0000  
FAX (915) 747-0000

## EMAIL SIGNATURES

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The University of Texas at El Paso provides two options for faculty and staff email signatures, and one signature for Department of Athletics faculty and staff.

Signatures can be created by visiting  
[www.utep.edu/university-communications/signatures](http://www.utep.edu/university-communications/signatures)

You will have the opportunity to input your information and select the fields that you'd like to include or exclude from your email signature.

EMAIL SIGNATURE OPTION 1



**Paydirt Pete**  
Your Title

University Communications  
 The University of Texas at El Paso  
 Office: 915-747-5555  
 utep.edu



DEPARTMENT OF ATHLETICS EMAIL SIGNATURE



**Paydirt Pete**  
Your Title

Department of Athletics  
 The University of Texas at El Paso  
 Office: 915-747-xxxx  
 Cell: 915-999-9999  
 utepathletics.com



EMAIL SIGNATURE OPTION 2



**Paydirt Pete**  
Your Title

University Communications  
 The University of Texas at El Paso  
 Office: 915-747-5555  
 utep.edu



## ADVERTISING

Advertisements and banners are other ways the University builds brand awareness. To identify the ad as having been produced by UTEP, the primary UTEP logo, University name and web address must be included in the design. "The University of Texas at El Paso" must be used at the top of an advertisement so the reader will immediately associate the advertisement with UTEP.

The primary UTEP logo and web address should be placed at the bottom of the advertisement to reinforce UTEP's brand and provide a link to more information about the University. Some examples are included on this page.

The Office of University Communications offers advertising design services for the UTEP community. Advertisements require a lead time of three weeks.

### Here are some useful tips to keep in mind when designing advertisements:

- Allow for a generous amount of "white space" to attract the eye to the important graphics and text of the ad. The use of a single, isolated image can help reinforce the headline message.
- Include only the necessary information that is of most benefit or importance to the reader to call them into action—inspire them to call or log on to your program's website.
- Effective headlines consist of a statement that evokes interest or sparks an emotional response. Avoid clichés and passive headlines, such as degree titles or program names. A subhead will let the reader know the benefit of the program or event being advertised.
- Every ad should include a "call to action"—a phone number, a [utep.edu](#) web address or, when appropriate, an email address.



**THE UNIVERSITY OF TEXAS AT EL PASO**

The University of Texas at El Paso is a vibrant public research university enrolling more than 25,000 students. Located in one of the world's largest binational communities, UTEP is deeply committed to offering accessibility and rigorous academic and research opportunities that prepare graduates to achieve their highest aspirations.

**ACCESS AND EXCELLENCE.  
IT'S OUR LEGACY.**

[UTEP.EDU](#)




**THE UNIVERSITY OF TEXAS AT EL PASO**

**RESEARCH UNIVERSITY DRIVING MODERN  
MANUFACTURING THAT MATTERS**

MEDICINE TO AEROSPACE, CELLULAR TO MACRO

[utep.edu/manufacturing](#)





## LOGO USE ON MERCHANDISE

The University of Texas at El Paso has a licensing program that regulates the use of its logos, name and other trademarked graphics on items such as clothing, mugs, keychains and pens. The licensing process ensures that the University's logos and name are used appropriately and on products approved by the University.

Products representing the University are manufactured under a code of conduct that reinforces fair labor practices and prohibits exploitative work conditions. All requests for merchandising any logo, name or graphic representing UTEP must be reviewed by the UT System Office of Trademark Licensing. For more information, see page 3.

### Some guidelines to follow when designing merchandise are:

- Use the University name whenever possible so that outside audiences make the connection between the UTEP logo and The University of Texas at El Paso.
- Reproduce the graphics in the correct colors and sizes. Do not alter the graphics (official colors, proportions, etc.) in any way.



## NCAA RULES

When considering images of student athletes in any print product or merchandise, the National Collegiate Athletic Association rules regarding the use of names or pictures of student athletes must be followed. To promote the spirit of amateurism in collegiate athletics, the NCAA has strict guidelines regarding the use of images of student athletes for promotions or commercial purposes.

**Violation of the NCAA bylaws could result in penalties for the University and possibly the student athlete.**

Before using images of student athletes in any materials, you must contact the Office of the Director of UTEP Athletics for guidance.



## FOR ASSISTANCE:

UTEP Athletics  
Brumbelow Building  
201 Glory Road  
915-747-6822

## LOGO USE ON VEHICLES

Vehicles owned and used by The University of Texas at El Paso are seen by the community every day, and consistent use of graphics on our motor fleet helps strengthen UTEP's brand identity.

Vehicles purchased for use by the University should have a white base color. This not only offers some cost savings, but also helps make University fleet vehicles easily identifiable on campus.

UTEP logo stenciling on vehicles should follow Department of Facilities Services guidelines, including consistent placement of the logo on the doors or back panel of the vehicle. Do not modify or distort the UTEP logo's proportions (do not squeeze or stretch the logo).

Also, per Facilities Services requirements, the department name and fleet vehicle number should be included on each vehicle.

Examples of vehicle graphics are shown on this page.



## SIGNAGE

### Exterior and Interior Signage

Permanent exterior and interior signs help visitors navigate the campus efficiently. It is important that sign design and manufacturing be consistent to meet architectural standards for the building. Also, permanent signage may require braille lettering for people with visual impairments.

Before beginning any project involving permanent signage, contact Department of Facilities Services.

### Temporary Signage

Temporary signs are used for special campus events to help guide visitors to parking and the event location. Always include the official UTEP logo so the sign can be identified as produced by the University.

### Banners

As stated in section 7 of the Handbook of Operating Procedures: Advance permission is required from the Office of the President of the University, and usually, advance reservations are required. Requests for such permission should be made to the Associate Vice President External Relations and Communications or other University official as designated by the President of the University. In locations administered by academic or administrative units other than the Dean of Students, organizations affiliated with the unit administering the location may be given priority.

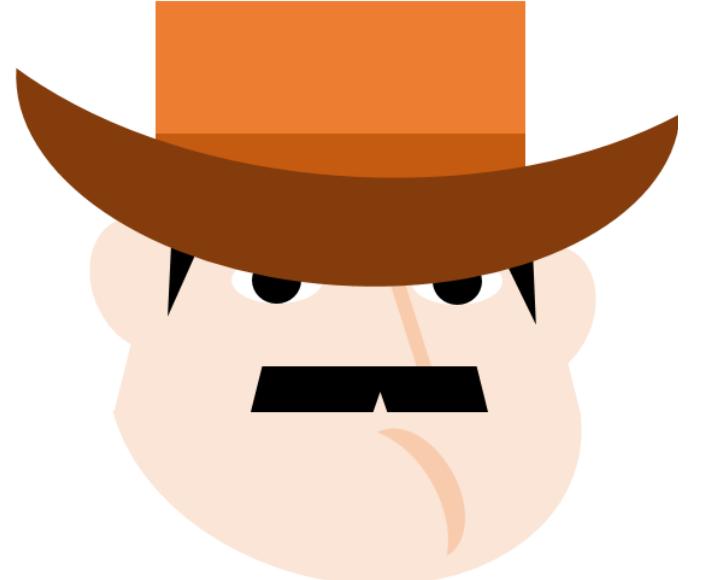
Source: [utep.edu/vpba/hoop](http://utep.edu/vpba/hoop)



## PAYDIRT PETE

Paydirt Pete and his likeness is an integral part of the UTEP brand and can be used for University campaigns and events to promote school spirit.

University Communications should review all instances of Paydirt Pete prior to finalizing your advertising or marketing materials. Paydirt Pete is the property of the University and its use is limited to University employees, offices and departments for official purposes only.





THE UNIVERSITY OF TEXAS AT EL PASO  
**OFFICE OF UNIVERSITY COMMUNICATIONS**

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