



**UTSA**<sup>®</sup>

The University of Texas at San Antonio<sup>™</sup>

BRAND IDENTITY GUIDE

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# INTRODUCTION

## ■ Brand Identity Guide.

The University of Texas at San Antonio is committed to providing access to excellence in teaching and learning, discovery and research, and community service. As we communicate about our work both internally and externally, it is crucial that we be both consistent and effective. We ask all members of the university community to use the new UTSA Branding Guide to ensure that our visual communications—print or electronic—convey a cohesive image.

This guide outlines the standards designed to promote UTSA, its colleges and programs to all audiences on and off our campuses. It applies to such printed pieces as brochures, fliers, posters, letterhead, business cards, advertising and newsletters. It also includes official university web pages and presentations.

We, the leadership of UTSA, endorse this guide and ask that each UTSA employee and department leader work with us to uphold these standards. Our continuing success as a leader in higher education is best told through consistent application of identity standards.

Together we are UTSA!

Ricardo Romo  
President

John Frederick  
Provost and Vice President for Academic Affairs

Kerry Kennedy  
Vice President for Business Affairs

Jude Valdez  
Vice President for Community Services

Gage Paine  
Vice President for Student Affairs

Marjie French  
Vice President for University Advancement

“We ask all members of the university community to use the new UTSA Identity Program to ensure that our visual communications—print or electronic—convey a cohesive image.”

- The Branding Guide contains standards that ensure a consistent and cohesive style in all communications.

This section deals with the basic identity elements: wordmarks, logos, seals, endorsement guidelines, university colors and typefaces that form the basis of our visual identity. You will also find boilerplate information, such as recommended vocabulary and terms to use on your communications to ensure a consistent message throughout the university.

The University of Texas at San Antonio's name, wordmark, logos and seal are property of the State of Texas. 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 manual is intended for both internal and external users. It was created by the UTSA Office of University Communications and Marketing, which is charged with the responsibility to develop and maintain the standards that promote and protect the UTSA brand.



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# UTSA'S BRAND

## ■ **Mission. Vision. Core Values.**

### **Mission**

The University of Texas at San Antonio is dedicated to the advancement of knowledge through research and discovery, teaching and learning, community engagement and public service. As an institution of access and excellence, UTSA embraces multicultural traditions and serves as a center for intellectual and creative resources as well as a catalyst for socioeconomic development—for Texas, the nation and the world.

### **Vision**

To be a premier public research university, providing access to educational excellence and preparing citizen leaders for the global environment.

As part of UTSA's 2016 Strategic Plan, A Shared Vision, UTSA is committed to five initiatives:

- Enriching educational experiences to enable student success
- Serving society through creativity, expanded research and innovations
- Promoting access and affordability
- Serving the public through community engagement
- Expanding resources and infrastructure

### **Core Values**

We encourage an environment of dialogue and discovery, where integrity, excellence, inclusiveness, respect, collaboration and innovation are fostered. UTSA's core values reflect how we have pursued our plan as well as how we will fulfill our mission and realize our vision.

**Integrity:** Adhering to a standard of core values at UTSA and ensuring that one acts in a fair and ethical fashion

**Excellence:** Commitment to delivering consistently high-quality service, teaching and research through superior performance

**Inclusiveness:** Fostering diversity and providing access to educational and socioeconomic opportunities for all, regardless of individual backgrounds and philosophies

**Respect:** Treating others with civility and openness, recognizing the dignity inherent in each individual

**Collaboration:** Working with others toward common goals while valuing teamwork, participation and commitment to public service

**Innovation:** Encouraging ingenuity, creativity and discovery

## ■ Brand Persona

Key messages that should be incorporated into communications when appropriate:

- **Top-tier university**  
Focuses on UTSA's path to becoming a Tier One university
- **We Are UTSA**  
Focuses on "we" and the people we serve. Also the name of the capital campaign.
- **Access to Excellence**  
Focuses on scholarships, fellowships and programs
- **Serving Society**  
Focuses on centers of knowledge that will serve pressing issues of the city and a broader community
- **Creating New Knowledge**  
Focuses on research and exceptional faculty members
- **Enriching Experiences**  
Focuses on the university's vibrant campus life and athletics

## UTSA Boilerplate

Use the following text as needed on your communications and publications pieces.

The University of Texas at San Antonio (UTSA) is an emerging Tier One research institution specializing in health, energy, security, sustainability, and human and social development. With nearly 29,000 students, it is the largest university in the San Antonio metropolitan region. UTSA advances knowledge through research and discovery, teaching and learning, community engagement and public service. The university embraces multicultural traditions and serves as a center for intellectual and creative resources as well as a catalyst for socioeconomic development and the commercialization of intellectual property—for Texas, the nation and the world.





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## VISUAL STYLE GUIDE

## ■ **University Name**

The consistent use of “The University of Texas at San Antonio” name plays a critical part in the university’s identity. By using the official name of the university, we build greater recognition not only throughout the state, but worldwide. The recommended designations for the university are:

Formal and first reference – The University of Texas at San Antonio  
Second reference – UTSA

When used in copy, the complete name “The University of Texas at San Antonio” should be used on first reference. Thereafter, “UTSA” may be used.

“The” must be capitalized when writing out the university name in all instances. DO NOT say Texas-San Antonio or UT-San Antonio

When referencing the university, consider the audience of the publication. Internal audiences are familiar with the acronym “UTSA” so it may be used more frequently. For external audiences that may be less familiar with the acronym, use “UTSA” sparingly. The formal name of the university must be on all legal documents as well as university publications.

In running copy, capitalize the word “The” when referencing the full name of the university. DO NOT capitalize “university” when it stands alone. Capitalize it only when it’s being used as part of the proper name: The University of Texas at San Antonio.

When employed in a graphic context, the wordmark for the university should be used. (See page 13)

## Seal

The seal is reserved for use by the President's Office and for official business of the university. When representing the university publicly, use the official UTSA wordmark.

## Uses

Use of the seal is prohibited without written consent from the Office of the President (Elvira Jacquez at [elvira.jacquez@utsa.edu](mailto:elvira.jacquez@utsa.edu)).

When reproduced in one color, the seal should always appear in The University of Texas at San Antonio's signature colors, orange (PMS 1665) or blue (PMS 289). No other color is acceptable, with the exception of all black for use on faxes, memos and in newspapers, and all white on dark backgrounds. A full-color version of the seal is also available.

Graphic filters, such as drop shadows, bevels, 3-D effects, embosses or glows should not be applied to the seal. Any manipulation or alteration of the seal is strictly prohibited.

Contact the President's Office (Elvira Jacquez at [elvira.jacquez@utsa.edu](mailto:elvira.jacquez@utsa.edu)) for permission to use the seal and the seal files.



Disciplina Praesidium Civitatis.

"The cultivated mind is the guardian  
genius of democracy."

- President Mirabeau B. Lamar

■ **Roadrunner Graphic**

In addition to the UTSA wordmark and signature, the university is represented by the Roadrunner, pursuant to the Handbook of Operating Procedures, Section 4.22. The Roadrunner is the official mascot of UTSA.

**“Rowdy” the Roadrunner**

These representations of Rowdy are authorized for use university-wide and are not limited to Athletics use.



Non-Athletics Roadrunner graphics

## ■ Logo Elements

### Wordmark

The University of Texas at San Antonio wordmark is the primary means by which we are recognized and should appear on as many forms of communication as possible.

The wordmark has been specially drawn and spaced and must never be redrawn or changed. The wordmark should never be stacked or positioned in any way other than that designated by the guidelines.

The wordmark must only be reproduced in four colors: UTSA Blue (PMS 289), UTSA Orange (PMS 1665), black and white. Graphic filters, manipulation or alternation is strictly prohibited.

See Do's and Do Not's on page 22.



### Signature

The University of Texas at San Antonio signature is an important element in our visual identity. It can be used in conjunction with the wordmark or as a separate element.

The signature has been specially spaced and must never be redrawn or changed. The signature should never be stacked or positioned in any way, other than that designated by the guidelines.

The signature must only be reproduced in four colors: UTSA Blue (PMS 289), UTSA Orange (PMS 1665), black and white. Graphic filters, manipulation or alternation is strictly prohibited.

See Do's and Do Not's on page 22.



### Note:

The UTSA wordmark and signature must include the Registered and Trademark symbols attached as shown.

■ **Logo Configurations**

The wordmark and signature may be positioned either left-aligned or centered.

Primary configuration	
Left-aligned configurations (if space is restricted)	
	
	
Centered configurations	
	
Roadrunner configurations	

■ **Academic Subbrand Logo**

To further show the relationship among the departments, colleges and university, the university wordmark should always appear conspicuously on all college and departmental communications.

Independent logos for university-supported units, departments, colleges and schools are not approved for publication or merchandise use.

By aligning the college and academic department's logo, the college will be able to visually show the relationship between the two organizations. Departments must appear in hierarchical format in logos and letterheads.

**Positioning**

The wordmark may be positioned left, right, or centered depending on the need.

**Sizing**

Spacing and size of the university wordmark are relative to the size of the college's, department's or unit's wordmark. The university wordmark is half the height of the college/department/unit wordmark. The university wordmark is spaced a quarter of the height of the college/department/unit wordmark.

Examples of college use:




Additional college examples

■ **Academic Department Use:**

In logos and running text, eliminate the words “office of” in names of departments, unless the office is an individual’s title (e.g. Office of the Provost). Certain exceptions continue to call for “office of” or “office of the” to retain meaning.



Department examples

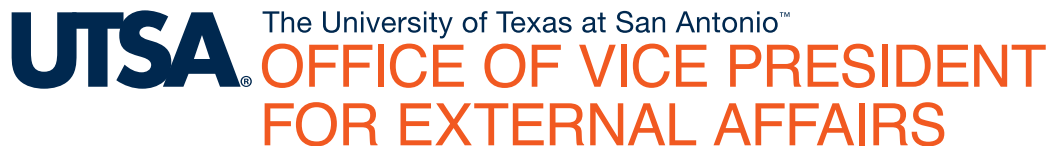
■ **Administrative Subbrand Logo**

**Positioning**

The mark may be positioned left, right or centered depending on the need.

**Sizing**

Spacing and size of the university wordmark are relative to the size of the college’s, department’s or unit’s wordmark. The university wordmark is half the height of the college/department/unit wordmark. The university wordmark is spaced a quarter of the height of the college/department/unit wordmark.



Additional examples



■ **Institutes and Centers**

For an updated list of approved logos for institutions and centers associated with The University of Texas at San Antonio, visit the brand identity website at <http://utsa.edu/identity>.

■ **Athletics**

The athletics logos were developed for use by UTSA's Athletics Department. Versions are available in which official team sport names are incorporated into the banner of the logo.

These marks are not available for use by other university departments and may not be incorporated into club sports or academic units.



Secondary Athletics logo



Secondary Athletics logo



Athletics logo with wordmark



Main Athletics wordmark



Athletics wordmarks

■ **Alumni Association**

The Alumni Association logo ties into the university brand. The logo may not be used by other departments or student groups without prior consent from the Alumni Association.



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The UTSA Alumni logo is intended to be used with activities NOT associated with the Alumni Association. This logo has the same color variations as the UTSA Alumni Association logo.



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Approved name labels and events can be called out within the Alumni Association logo.

Approved name labels include: "Alumni & Friends," "Life Member," "Member" and "Volunteers"

Approved events include: Gala, Diploma Dash, Grad Fest and Mr. & Ms. UTSA



■ **Giving Societies**

The following logos have been approved for giving societies associated with The University of Texas at San Antonio.



## ■ Logo Placement and Boundary

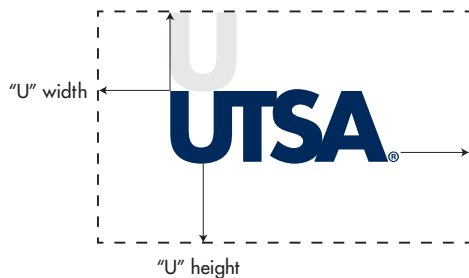
Placing any element too close to the logo diminishes its importance.

A boundary around the logo protects its prominence and integrity. The logo should be a set distance from text, photos and other design elements. The minimum boundary is the height of the logo type.



### Appropriate Spacing

The "U" spacing is designated by leaving space around the logo that is equal in width and height to the "U" in the UTSA wordmark.



### Minimum Size

To ensure legibility, the logo should never be reduced to an unreadable size.

The logo should not be used less than 50px width for the web or 0.5" for print.

**UTSA.**  
Example at 0.5"

The logo/signature combination should never be less than 2" in width

**UTSA.** The University of Texas at San Antonio™

■ **Do Not's**

Do Not: Add elements to the logo

Do Not: Stack or group the logo with other elements

Do Not: Stretch or distort the logo

Do Not: Redraw or retype the logo

Do Not: Add graphical styles such as drop shadows and gradients

Do Not: Place the logo in a way that groups it too closely with other graphical elements

Do Not: Outline the logo to help it stand out. In the event the logo is layered over a photo for the purposes of advertising or communications, place the logo in a neutral, uncluttered space on the photograph. Nothing in the background should distract from the logo.

Do Not: Use the logo in a line with text or a URL

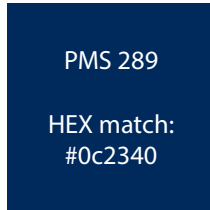
Do Not: Drop the ® mark



Examples of what not to do

## Colors

Blue and orange are the official colors of the university. Our colors are a distinguishing feature of our identity.



CMYK:  
100, 76, 12, 70  
RGB:  
12, 35, 64



CMYK:  
0, 80, 100, 0  
RGB:  
241, 90, 34

### Printing Colors

Colors can be printed either with PMS colors or through a 4-color (CMYK) process. Most often, you will be sending files to a vendor with CMYK values. Please use the corresponding CMYK values as opposed to having the vendor (or design software) auto convert your PMS into CMYK. Auto converting or relying on vendors may result in the wrong CMYK formulas. Please note, there is no need to convert CMYK, RGB, or HEX for uncoated printing. You only need to worry about uncoated if you are printing with PMS colors.

### On Screen Colors

When creating files to be placed on a website or social media, files should be in RGB. You can also use the HEX colors for HTML elements.

### Using UTSA Logos

When reproduced in color, the wordmark should always appear in UTSA's signature color, blue (PMS 289), orange (PMS 1665), white or black. The logo should never be represented in any colors other than UTSA colors.

For assistance, contact University Communication and Marketing.

■ **Reverse Out**

If reproduction constraints prevent the use of color, use one of the optional black and white versions of the logo.

**UTSA**®





## ■ Typeface

The university's typographic identity is visible across many applications, including print, electronic and web. Type selections have been made that best represent the brand of the university. Additional type suggestions are included to help the campus community achieve coordinated and consistent materials.

### Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&^\*()\_+</p></div>

### Primary Typeface

For publications and materials created for external use, the primary typefaces are the following:

Helvetica Neue LT Std family (condensed and regular width versions in thin, light, roman, medium, bold, heavy, black weights)

### Internal Typeface

For internal publications and when the primary typeface choices are unavailable, it is acceptable to use the following:

Helvetica, for sans-serif

Times New Roman, for serif

### Web Typeface

For web copy, use the following:

Arial

UTSA allows creative flexibility in the selection of body text/body copy fonts for publications. Type selections should be easy to read and complement the UTSA font.

### Type Do's and Do Not's:

Do: Use clean and classic faces, with a preference for sans-serif fonts, such as Arial

Do: Keep punctuation to a minimum

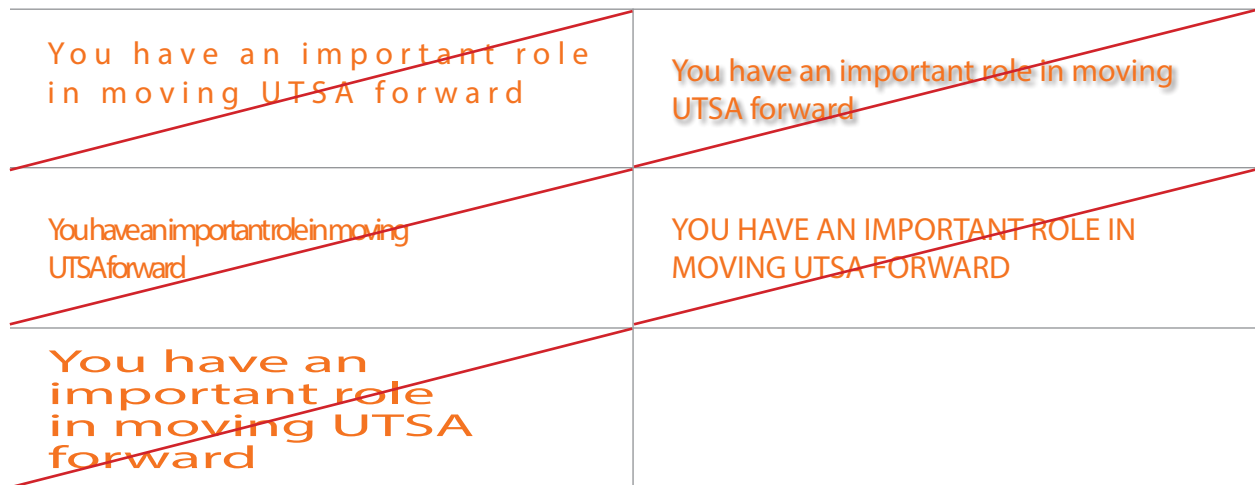
Do Not: Use fonts that are overly stylized

Do Not: Use drop shadows

Do Not: Condense, use excessive tracking or horizontal scaling

Do Not: Set type in all capitals

Do Not: Use type with additional inter-character spacing



Examples of what not to do



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## BRAND APPLICATIONS

## ■ **Publications**

Brochures, bulletins, posters, newsletters, magazines, websites, video and other forms of communication should create a favorable, long-lasting impression, generating interest and support for the university. To provide a consistent visual image that every publication is related, it is important that each publication appear as a member of a family, sharing common graphic elements.

- An approved university signature must be clearly and prominently displayed on the front cover of all university publications.
- No other logo or icon affiliated with UTSA may appear on the cover of primary publications. Some exceptions to this standard may be allowed for secondary publications targeting limited or internal audiences.

Units of the university that have long-standing graphic identifiers may use such marks only on inside pages or the back cover of printed materials. No secondary logos are allowed on the front cover of publications or in proximity of the UTSA signature. In the case of one-sided printed materials, a secondary logo may be used if necessary, but must be reserved to the lower third of the page.

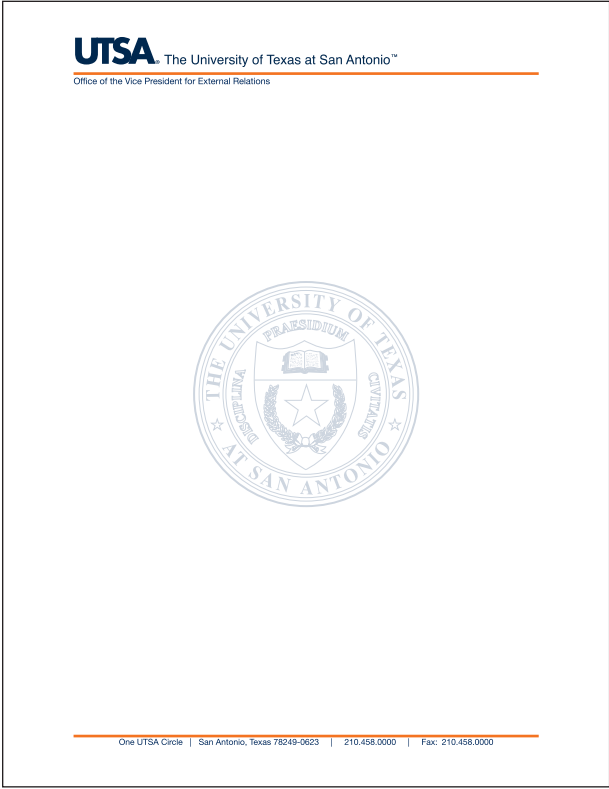
- In magazines, the signature or wordmark must also appear in the masthead and on the back cover. When and where appropriate, the words "The University of Texas at San Antonio" are to be used in page folios.
- The signature and wordmark may be printed over a photograph, texture or other image, provided they remain a prominent visual element.
- All licensed or promotional products displaying established college or department logos or icons are acceptable providing they are not used in conjunction with the university signature, wordmark or seal.
- Logos of non-UTSA partner institutions, such as funding or research partners, may be included on covers with the UTSA signature, as long as there is sufficient distance maintained.

## ■ Stationery

Stationery items play an important role in communicating a consistent image. Proper use of the corporate identity elements and adherence to these guidelines will ensure consistency among all administrative units and convey the desired university visual identification.

The printing of stationery for use by offices of The University of Texas at San Antonio should be governed by the following:

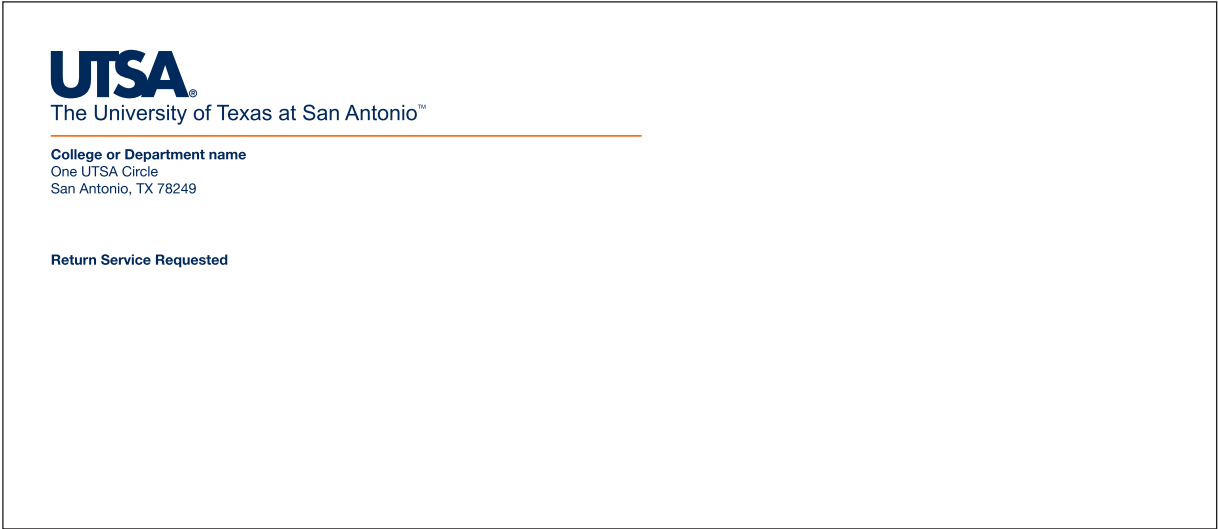
- Only administrative offices, academic departments and established centers that have been approved through appropriate administrative channels may have their own stationery.
  
- The names of individuals may not be included in the text of stationery printed at state expense. However, the names of individual faculty and administrative officials and, as appropriate, endowed position title, office telephone number, fax number and e-mail address may be added by means of laser printer or other printing technology to official stationery as the stationery is being used. The format design for this information is described below. Stationery not printed at state expense may include this individual information in the printed text, but avoid preparing large quantities of stock that may become obsolete.
  
- The basic format for all stationery used by university offices shall be the design adopted in this document.



letterhead example



businesscard example



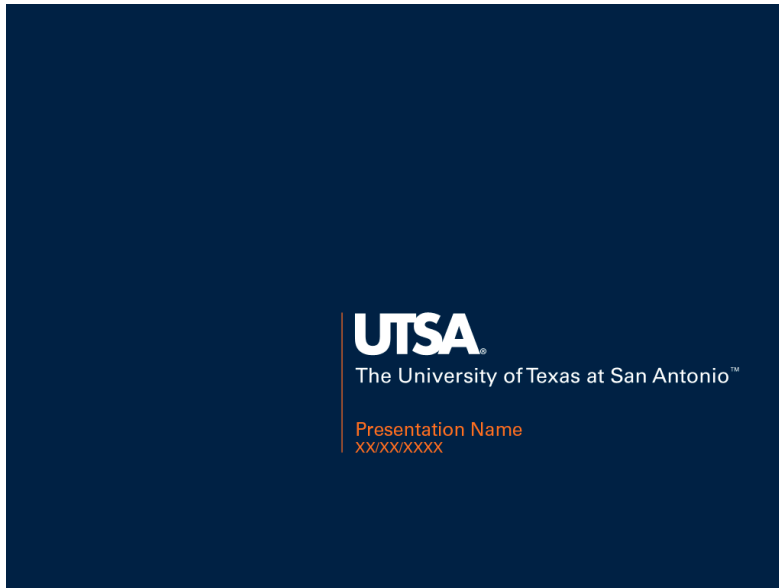
envelope example



■ **Presentations**

Presentation templates are available for download from the Identity Guidelines website. The templates include a background image and fonts.

PowerPoint presentation:



PowerPoint template cover



PowerPoint template

## ■ Email Signatures

Consistent email signatures deliver a visually coherent look across university departments and offices. Just as our business cards follow a standardized approach, email signatures should be consistent. Consider your email signature your digital business card, and include the appropriate information.

Email signatures should include:

- Your name
- Department or college
- Phone number
- Fax number (if applicable)
- Job title
- Name of the university
- Cell number (if applicable)
- Address

An example of an appropriate UTSA email signature:

**First Name Last Name**  
title

The University of Texas at San Antonio  
Department  
One UTSA Circle  
San Antonio, TX 78249  
t: 210.458.####  
c: 210.###.####

Please note the following guidelines:

- Personal quotations or philosophical statements should not be included as part of your signature. Your UTSA signature is a direct representation of the university's viewpoint.
- Watermarked, colored or photographic backgrounds in emails are not permitted as they often make correspondence difficult to read and are not always compatible with other email programs.
- Preferred font and size: Arial 10 point.
- When applicable, professional designations or certifications may be placed directly after your name. For example: Jane Doe, FAIA.
- When required, the confidentiality clause can be included at the bottom of the signature.  
For example:

"This email message is intended only for the personal use of the recipient(s) named above. If you are not an intended recipient, you may not review, copy or distribute this message.

If you have received this communication in error, please notify the sender immediately by email and delete the original message."

- Social media links should not be included as part of your email signature. If it is necessary, do not use images, only links because images add attachments to each email you send.

For instructions on how to set up your signature in Outlook, please follow this link: <http://bit.ly/rjdEMC>

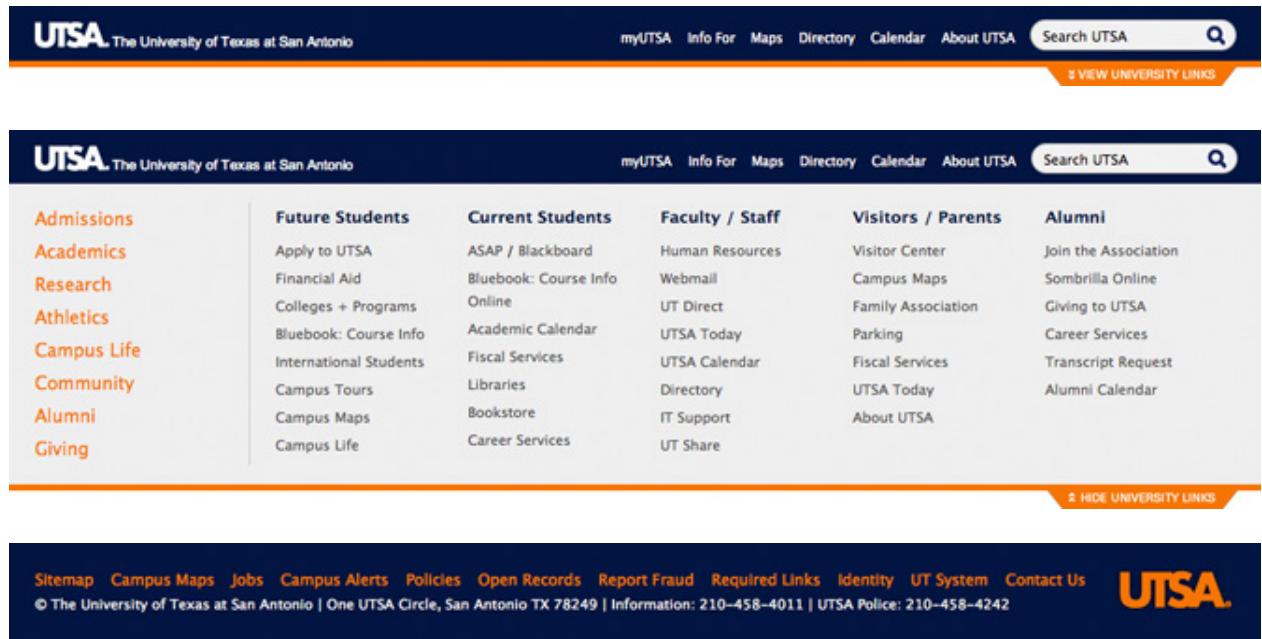
For instructions on how to set up your signature in Entourage, please follow this link: <http://bit.ly/r3prdz>

## Website

Official sites for The University of Texas at San Antonio are those that officially represent UTSA programs and contain official content targeted at external and internal audiences.

### Required Elements

The UTSA header and footer are required elements for any websites hosted under the utsa.edu domain.



Above are screen shots of the UTSA header and footer.

The core of UTSA's web identity is the official UTSA header. This header must appear on all official UTSA websites. It is recommended that all pages adopt the UTSA header and footer in the university's signature blue that includes all the required elements. The UTSA branding masthead offers a simple way to connect our thousands of sites and let users know where they are at all times. No content can appear on top of this element at any time.

### Accessibility

UTSA websites are designed to be accessible, so that people with disabilities have access to online information, data and services comparable to that accorded individuals who do not have disabilities. UTSA follows the standards established under Section 508 of the Rehabilitation Act of 1973, amended in 1998 by the Work Force Investment Act (Section 1194.22 and its subsequent amendments) as its minimum requirements for web accessibility. It is recommended that we follow the Web Content Accessibility Guidelines established by the World Wide Web Consortium's Web Accessibility Initiative (W3C-WAI) that are not addressed in Section 508.

University Communications and Marketing will provide support for the masthead, and footers but will rely on the college, unit and other entities' internal web or IT staff to implement the strip. For implementation or exceptions questions, e-mail [umarketing@utsa.edu](mailto:umarketing@utsa.edu)



## ■ Templates

Templates are available for academic and administrative units to use for their websites. Templates should be used as provided or modified minimally to accommodate specific area needs. There are four established templates:

### Homepage Template

Used only for the homepage of the university website.

### Starter Template

Used only for main-level global navigation pages. The reason is to establish these pages different from the college/administrative level pages.

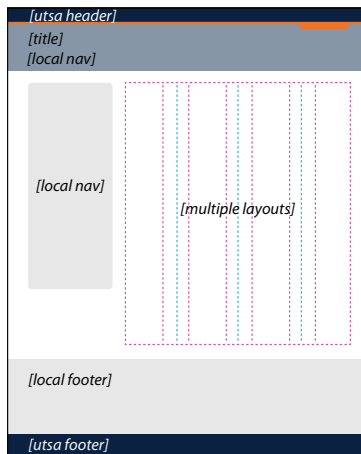
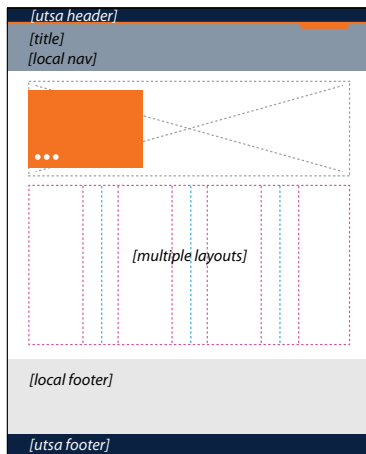
### Academic Templates

Used for colleges and any academic departments.

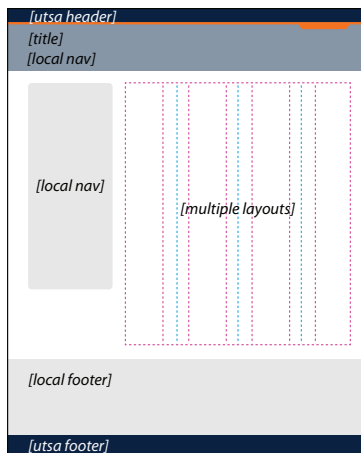
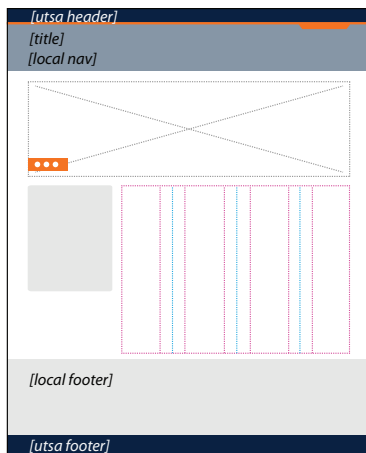
### Administrative Template

Used for administrative departments, offices and units.

Exceptions will be handled on a case-by-case basis.



Wireframe of the Academic Template, to be used by any college or academic department.



Wireframe of the Administrative Template, to be used by any administrative department or office.

An aerial photograph of a university campus, heavily tinted with a dark blue color. The image shows several large, modern academic buildings with flat roofs and numerous windows. A large parking lot filled with cars is visible in the upper left. A covered walkway or bridge connects different parts of the campus. The overall scene is a typical university setting, viewed from an elevated perspective.

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## SOCIAL MEDIA GUIDELINES

### ■ **UTSA Social Media Accounts**

Social media is a widely used form of communication and engagement, especially among current and prospective UTSA students. Because of its broad appeal, social media is a valuable tool to reach those audiences to share what UTSA has to offer.

The following guidelines are intended as recommendations for the use of social media by UTSA staff and faculty to promote engagement with their audiences. These recommendations will assist in planning and continuing conversations for the account. Whether your department is already engaged or considering launching a social media presence, these guidelines will help you navigate the social media landscape as a university employee.

## ■ Guidelines for Users

### **Have a plan.**

Before creating a new social media account, decide what you want to accomplish. Decide on the type of content you will offer, how often you will post new content, and who will be responsible for posting. Choose quality over quantity, but it is important to post regularly. Make sure you have a team of willing and able colleagues to help you keep up with posting content and responding to comments and questions.

### **Set goals for your social media presence.**

Define what you hope to accomplish, and evaluate over time whether your social media efforts have been effective.

### **Engage.**

Find creative ways to provide value to your audiences through exclusive content, offers, advice, multimedia, etc. Consider your audience's interests. Learn what your audience finds valuable in the social media realm. Remember, social media is about conversation. Avoid overly composed-sounding posts and responses, and respond to comments in a timely manner.

Engagement also means posting throughout the day and week, not updating with 10 posts in an hour. A flood of posts indicates to your audience that you are not really engaging. Timely updates, however, indicate that your audience is important to you.

### **Be accurate.**

Make sure you have all the facts straight before posting. Verify information with sources before posting to prevent the need to post a correction later. Link to sources when possible to promote honesty and build community.

Errors should be corrected quickly and visibly. Your audience will be more forgiving of honest mistakes than surreptitious deletions.

### **Be consistent.**

All UTSA's social media accounts are an extension of the UTSA brand. Remember key messages from this Branding Guide when you post, and weave these ideas into your social media efforts when possible.

### **Cross-collaborate.**

Like or follow other university-managed social media accounts. Share information and ideas among other accounts to help unify and strengthen UTSA's overall social media presence.

### **Think before you post.**

Use common sense when posting and commenting. Remember, nothing is truly private online.

### **Be transparent.**

Be honest about your identity. If you choose to post about UTSA on your personal time, identify yourself as a UTSA employee. Never hide your identity for the purpose of promoting UTSA through social media.

### **Be respectful.**

Especially when responding to negative comments. You will have more success achieving your goals with constructive and respectful responses.

### **Maintain confidentiality.**

Do not post confidential information about UTSA, its students, alumni or employees. Use good ethical judgment and follow university policies and federal requirements, such as FERPA. If you discuss a situation involving individuals on a social media site, be sure that they cannot be identified.

## ■ Getting Started

### Account administration

Use a group e-mail account (available through ASAP), rather than a personal account when setting up a new social media site. That way, several individuals in your office have access to the account. Notify Web and Multimedia Services by e-mail at [utsawams@gmail.com](mailto:utsawams@gmail.com) when creating a new social media account. Each UTSA-maintained account should have more than one account administrator in the event one of the page administrators can no longer access the site. Keep passwords and log-in information confidential.

### Set up the account

Identify who you are and post your contact information on the social media site. Depending on the social media platform and the purpose of the site, you may choose to provide your name, department name, or organization name. Link to your department's website and UTSA's website. When setting up an official site, clearly state that it is the official site for your department or organization.

Post a disclaimer on your site stating you reserve the right to remove inappropriate comments. Remove those comments containing vulgar language, those that attack a group or individual, those meant to advertise a product or service and those that are obviously spam.

### Naming conventions

Use UTSA as part of your profile name (e.g., UTSA Graduate School or English at UTSA). Consider informal or shorter names for your department such as Parking at UTSA instead of Business Auxiliary Services.

Student organizations must follow policies about names in the Student Organization Handbook. Registered student organizations should use their organization name at UTSA (e.g. Bubble Blowing Society at UTSA). Only sponsored student organizations should use UTSA organization name (e.g. UTSA SGA).

### Profile graphics

Use a profile graphic that supports university identification. UTSA departments are encouraged to use the official UTSA wordmark as their profile graphic, but the athletics wordmark is for athletics use only. Registered student organizations may not use the UTSA wordmark or other university marks or logos.

## ■ Legal Resources

There are several laws and policies in place at UTSA that govern the use of social media. These laws and policies, listed below, should be reviewed and followed when developing any social media initiative.

### **4.22 University Communications**

This policy, part of UTSA's Handbook of Operating Procedures, provides information on the role of the Office of University Communications and Marketing.

### **8.12 Information Resources Use and Security Policy**

This HOP policy provides general information on the principles on which UTSA information security is based.

### **8.13 The Organization and Appropriate Use of the Internet at UTSA**

This HOP policy provides information on developing organizational, faculty and student Web presences.

### **FERPA—Family Educational Rights and Privacy Acts**

The Family Educational Rights and Privacy Act (FERPA) is the federal law that protects the privacy of students' education records.

### **Brand and Logo Guidelines**

This Branding Guide outlines the standards for promoting UTSA, its colleges and programs to all audiences on and off campus, and it applies to printed pieces as well as university Web pages and presentations.



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## LICENSING & TRADEMARKS

## ■ Trademark

As a component of The University of Texas System (UT System), The University of Texas at San Antonio has achieved a reputation as an outstanding institution of higher education. Reputation is specific to the name of UTSA. Reputation is also represented by the seal, trademarks, logos and service marks used by the UT System and its component institutions (UT Trademarks).

Royalty income generated from the licensees that use UTSA's trademarks supports programs and services at UTSA. The sale of a product with an unlicensed UTSA trademark is an infringement of UTSA's valuable trademark rights.



## ■ **Licensing**

Licensing is vital to the appropriate promotion of the university, monitoring use of marks and association by others with UTSA. UTSA products can be made only by companies/licensees who are under contract with the university's licensing agent, Strategic Marketing Affiliates (SMA) Inc. A large number of licensees work with UTSA to offer a multitude of products for campus and retailers.

UTSA's licensees save campus department's time, effort, and money because of their expertise in dealing with licensing matters, often taking care of approvals and other details for you. If you have questions about which products are royalty bearing, contact the Office of Trademark Licensing at 512-475-7923 or visit [www.utexas.edu/trademarks](http://www.utexas.edu/trademarks).

### **Why Licensing is Required**

There are three reasons The University of Texas at San Antonio has a trademark licensing program:

- Protection
- Promotion
- Profit

### **What Licensees Do**

Licensees:

- Pay for the right to produce UTSA merchandise
- Carry appropriate liability insurance naming UTSA an additional insured
- Are familiar with university policies concerning appropriate use of trademarks
- Can usually create designs upon request
- Contact the Office of Trademark Licensing with questions concerning a product or marks
- Obtain design approval from University Communications and Marketing

### **What has to be licensed?**

Any product bearing The University of Texas at San Antonio marks must be produced only by licensees. Printed materials such as brochures, pamphlets, stationery, note cards and banners do not require licensing, but do require the approval of University Communications and Marketing. However, if any of these printed materials will be sold, such as a t-shirt or mug, the product must comply with UT System licensing policies and the vendor must be licensed through SMA.

## ■ **Becoming a UTSA Licensee**

Vendors interested in becoming an approved UTSA licensee must follow the steps indicated by the Office of Trademark Licensing or go to [www.utexas.edu/trademarks/process.html](http://www.utexas.edu/trademarks/process.html) and follow the appropriate steps outlined.

## ■ Merchandising

Campus departments and student organizations frequently purchase merchandise that include university trademarks for promotions or events. Requests can include lapel pins, cups, mugs, hats, apparel, bags, umbrellas, coasters, photo frames, and many other items. Each of these items is an extension of the university's brand or image. Just as there are branding guidelines for printing purposes, similar policies hold true for The University of Texas at San Antonio merchandise.

Because the use of The University of Texas at San Antonio's name or other UTSA trademarks with an organization name implies association with the university, only campus departments and student organizations that are recognized by the STUDENT ACTIVITIES are allowed to use UTSA trademarks in conjunction with their name.

### Obtaining Art and Approvals

As part of the UT System, UTSA works in conjunction with the Office of Trademark Licensing at UT Austin to manage and monitor the use of UTSA's valuable intellectual property.

- Licensee lists can be found at [www.utexas.edu/trademarks](http://www.utexas.edu/trademarks). There is a variety of licensed manufacturers available to assist your production needs including many in-state and locally licensed companies.
- Send your desired artwork to a licensee or ask the licensee to assist in designing a look for you. Please attach the Internal Request Form, which can be found at <http://utsa.edu/identity/licensing/internalrequest.html>.
- The licensee will submit your design to the UT Systems' Office of Trademark Licensing for approval and remit royalties to the university's licensing agent should that be necessary. You do not need to worry about these steps.
- If you cannot find a manufacturer who offers the product you want or if you need assistance, call the Office of Trademark Licensing at 512-475-7923 or visit [www.utexas.edu/trademarks](http://www.utexas.edu/trademarks). You may also contact University Communications and Marketing for assistance.



