

# UNIVERSITY OF TAMPA BRAND GUIDELINES



Office of Communications and Public Affairs

# INTRODUCTION

The University of Tampa *Brand Guidelines* provides instruction on the use of logos, 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 UTampa brand will remain strong and recognizable. The Office of Communications and Public Affairs can offer guidance and provide boundaries within which to use the marks.

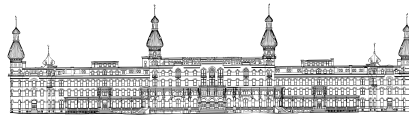
## TABLE OF CONTENTS

- University Logos..... 2
- Clear Space and Sizing ..... 5
- Incorrect Logo Usage ..... 6
- Color Specifications ..... 7
- Color Usage..... 8
- Typography ..... 9
- Licensing Program..... 11
- Writing Style Guide..... 12
- Social Media Policies..... 13
- Resources..... 14

# UNIVERSITY LOGOS

## 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 Communications and Public Affairs, at [edixon@ut.edu](mailto:edixon@ut.edu) with any requests.



*The University Of*  
T A M P A<sup>®</sup>

### PLANT HALL LOGO

This is the 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 Wordmark can be used. The Wordmark is well-suited for use on apparel and promotional items.



**THE UNIVERSITY OF TAMPA<sup>®</sup>**

### UTAMPA 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.



### UTAMPA SEAL

The University seal is reserved for academic and ceremonial uses only and requires authorization from the Office of Communications and Public Affairs. Examples include diplomas and transcripts.

# UNIVERSITY LOGOS

## 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 athletic mark.



### SPARTAN HEAD

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



### UT BANNER

Due to its simplicity, the UT Banner is ideal for smaller applications.



### UT CIRCLE

When the full University name is desired, the UT Circle is a good option.



### UT TAMPA

When a simple logos is needed within a complex or busy design, the UT Tampa is a good option.

*These three logos have been added to the University's brand standards to integrate the interlocking UT logo with "Tampa." The logos are meant to replace the use of a solitary interlocking UT.*

# UNIVERSITY LOGOS

## Customized Marks

Customized marks are available upon request. All logo options available for customization are shown at right. If you would like a customized mark for your department, please contact Erin Dixon, art director, Office of Communications and Public Affairs, at [edixon@ut.edu](mailto:edixon@ut.edu).



The University Of  
T A M P A.  
OFFICE OF HUMAN RESOURCES

PLANT HALL



CAMPUS RECREATION

SPARTAN HEAD

THE UNIVERSITY  
OF TAMPA.  
SYKES COLLEGE OF BUSINESS

WORDMARK



OFFICE OF  
ADMISSIONS

UT BANNER



THE UNIVERSITY OF TAMPA.  
College of Arts and Letters

UT MINARET



MAIL SERVICES

UT CIRCLE



ORIENTATION

UT CIRCLE



*The UT Tampa is recommended only for shorter department and program names. The extra lines of copy create a vertical shape that is not suitable for most applications.*

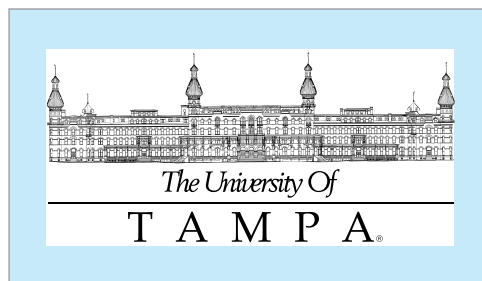
UT TAMPA


# 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

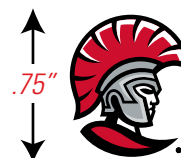
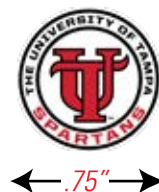
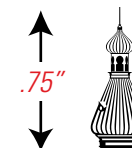
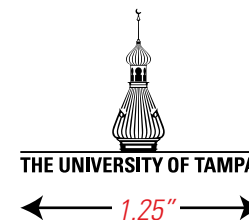
Using the clear space and size guidelines below ensures the UTampa logos are always prominent and visible. The minimum clear space is measured on all sides of any UTampa logo, and should be no less than .25 inches.



 = .25 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

# COLOR SPECIFICATIONS

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 UTampa apparel colors are: UTampa Red, Black, White and Gray.

## Primary Colors

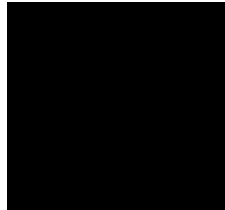


### UTampa RED – PMS 186C or 186U

CMYK (print)	<b>C: 0</b>	<b>M: 100</b>	<b>Y: 100</b>	<b>K: 5</b>
--------------	-------------	---------------	---------------	-------------

RGB (web)	<b>R: 200</b>	<b>G: 16</b>	<b>B: 46</b>
-----------	---------------	--------------	--------------

Embroidery	Madeira: 1147
------------	---------------



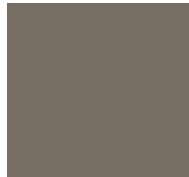
### BLACK – PMS Process Black

CMYK (print)	<b>C: 0</b>	<b>M: 0</b>	<b>Y: 0</b>	<b>K: 100</b>
--------------	-------------	-------------	-------------	---------------

RGB (web)	<b>R: 0</b>	<b>G: 0</b>	<b>B: 0</b>
-----------	-------------	-------------	-------------

Embroidery	Madeira: 1000
------------	---------------

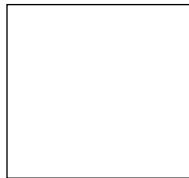
## Secondary Colors



### UTampa GRAY – PMS 404C or Warm Gray 11U

CMYK (print)	<b>C: 0</b>	<b>M: 3</b>	<b>Y: 15</b>	<b>K: 70</b>
--------------	-------------	-------------	--------------	--------------

RGB (web)	<b>R: 104</b>	<b>G: 92</b>	<b>B: 83</b>
-----------	---------------	--------------	--------------



### UTampa WHITE – PMS 116C or 109U

CMYK (print)	<b>C: 0</b>	<b>M: 00</b>	<b>Y: 0</b>	<b>K: 0</b>
--------------	-------------	--------------	-------------	-------------

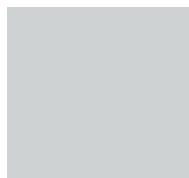
RGB (web)	<b>R: 255</b>	<b>G: 205</b>	<b>B: 255</b>
-----------	---------------	---------------	---------------



### TAMPA STEEL – PMS 429C

CMYK (print)	<b>C: 21</b>	<b>M: 11</b>	<b>Y: 9</b>	<b>K: 23</b>
--------------	--------------	--------------	-------------	--------------

RGB (web)	<b>R: 162</b>	<b>G: 170</b>	<b>B: 173</b>
-----------	---------------	---------------	---------------



### TAMPA SILVER – PMS 427C

CMYK (print)	<b>C: 7</b>	<b>M: 3</b>	<b>Y: 5</b>	<b>K: 8</b>
--------------	-------------	-------------	-------------	-------------

RGB (web)	<b>R: 208</b>	<b>G: 211</b>	<b>B: 212</b>
-----------	---------------	---------------	---------------

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

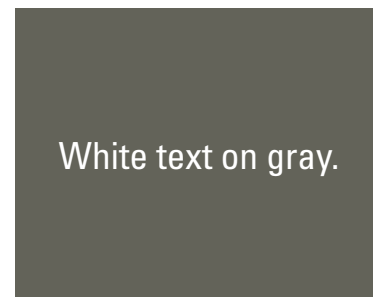
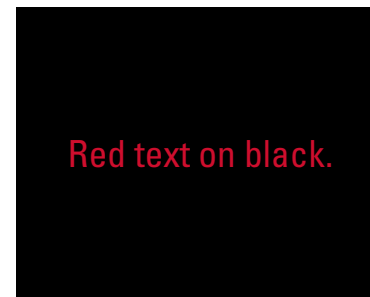
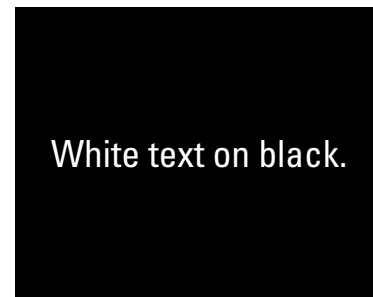
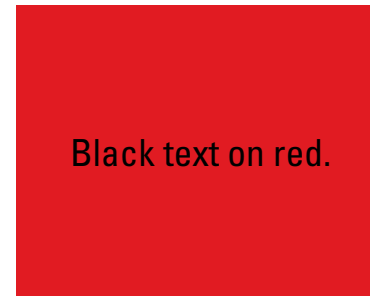


# COLOR USAGE

UTampa red and black are UTampa's primary colors. They can be combined with white. Gray is a secondary color.

The boxes at right provide examples of optimal color combinations.

## Examples of strong color combinations



# TYPOGRAPHY

Univers Condensed is the official University font. It is 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***

# TYPOGRAPHY


If you need assistance installing the font on your computer, contact IT at [helpdesk@ut.edu](mailto:helpdesk@ut.edu).

## Installing Univers Condensed on your computer (UTampa 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 UTampa 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](mailto:helpdesk@ut.edu) or call x6293.

# LICENSING

The mission of the University of Tampa's licensing program is to protect and promote the UTampa brand and to ensure the public can properly identify and associate the University's name and logos with officially licensed products bearing the University's marks.

When you license your brand, you are giving another company permission to use your intellectual property on products they produce and sell. UTampa's licensing program ensures that UTampa's brand 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 University goals and image. The program also ensures the quality, content, production and distribution of products meets UTampa's standards. UTampa 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 UTampa 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, and royalties apply if products are sold. There are no royalty fees for giveaways and internal usage.

All UTampa trademarks are the property of the University of Tampa.

All licensed items must be approved by the Office of Communications and Public Affairs. If you have an item for approval, or questions about licensing, please contact Erin Dixon, art director, Office of Communications and Public Affairs, at [edixon@ut.edu](mailto:edixon@ut.edu).

For more information, please visit the [licensing page](#).

# WRITING STYLE GUIDE

The University of Tampa Style Guide provides guidelines for writers on campus. The purpose is to help produce consistency throughout the University's publications and website.

Please contact Holly Neumann writer/editor, Office of Communications and Public Affairs, at [hneumann@ut.edu](mailto:hneumann@ut.edu) with any questions on writing style.

All external publications must be reviewed by the Office of Communications and Public Affairs for copy and branding before being produced. Please allow time in your schedule for the Office of Communications and Public Affairs to review.

The guidelines are based on the Associated Press (AP) Stylebook, Merriam-Webster dictionary and local usage. In cases of conflict, The University of Tampa Style Guide supersedes the AP Stylebook and AP supersedes Merriam-Webster. 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 Merriam-Webster for further reference.

To view the current style guide, please visit [ut.edu/about-ut/university-services/office-of-communications-and-public-affairs/style-guide](https://ut.edu/about-ut/university-services/office-of-communications-and-public-affairs/style-guide)

Email questions or comments to the Office of Communications and Public Affairs at [publicaffairs@ut.edu](mailto:publicaffairs@ut.edu).

# SOCIAL MEDIA POLICIES

Social media sites can be effective tools for exchanging information and raising the visibility of the University. When unsure how or what to post, contact the Office of Communications and Public Affairs at [publicaffairs@ut.edu](mailto:publicaffairs@ut.edu) or (813) 253-6232.

The University of Tampa has crafted best practices to help clarify how best to utilize social media to further the University mission and how to enhance and protect personal and professional reputations when participating in social media. Employees maintaining University social media sites must also refer to the [Social Media Policy](#).

Requests to start departmental social media accounts must be approved by the Office of Communications and Public Affairs, and all new accounts must be created using a departmental email address. Requests to feature an event, student or story on any of the official UT social media accounts, including TikTok, Instagram, Facebook, X, YouTube, Threads and Snapchat, can be sent to [publicaffairs@ut.edu](mailto:publicaffairs@ut.edu).

For more details about UTampa's social media guidelines, visit the [social media guide](#), or scan the QR code.



# RESOURCES

For more details and all UTampa branding resources, visit the [branding and guidelines](#) page or scan the QR code.

