

The University of North Texas 4.801 Purpose

_____. Working together, the University of North Texas System and its Institutions provide educational, research, and community services in a partnership and share a unified commitment to excellence and achievement. It is important that the System's many publics experience a clear and consistent

appropriate policies and procedures in order to coordinate licensing efforts.

5. Each institution shall have the right to license the use of the identifying marks that it owns and to retain revenue from the licensed usage, subject to licensing guidelines set forth in System policies.

04.803 System and Institution Seals. The official seals are the most important symbols belonging to the System and Institutions. The seals are reserved for the highest and most formal communication and for ceremonial, commemorative and promissory purposes. The Chancellor or designee for the System and the Presidents or designees for their respective Institutions are responsible for ensuring the appropriate use of seals. Board approval is required for revision to the official seals.

04.804 System Colors. The official colors of the System are green and white, in the same shades as approved for UNT and UNTHSC. Black may be used as a secondary color and may be subor and

04.806

System Administration and Institution Identity Policies.

The System Administration and each Institution shall adopt policies and procedures consistent with this Rule that ensure unity, consistency and clarity of graphic brand identities. These policies shall apply to all forms of internal and external communication, both print and electronic, and require the creation of style guides/graphic standard manuals which define graphic branding guidelines, standards, restrictions and administrative procedures. The Chancellor and Presidents shall enforce the consistent and effective application of all System and Institution identity policies and use of identifying marks. The Chancellor and Presidents shall report periodically to the Board on the successful achievement of consistent communication within each organization.

Adopted: May 15, 2009
Effective: May 15, 2009
Revised: May 13, 2010