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The University of North Texas System (UNT System) includes the University of North Texas (UNT) in Denton, the University of North Texas at Dallas (UNT Dallas), the University of North Texas Health Science Center (HSC) in Fort Worth and UNT System Administration.

Like its component universities, the UNT System is committed to a clear, consistent brand identity and communications standard – both internal and external – as part of an overall coordinated, system-wide identity program. The guidelines outlined in these pages are designed to establish consistency in all forms of graphic branding and written communications for the UNT System.

The Office of Marketing & Communications offers several support and self-service resources that have been put in place to assist UNT System teams with their presentation, branding and messaging efforts.

All UNT System teams may request support from the Office of Marketing & Communications's service portal by visiting [UNTSystem.edu/brand](https://untsystem.edu/brand) and clicking on "[Submit Support Ticket](#)" in the left-hand menu to send a request via ServiceNow. Additionally, templates and logos may be downloaded by visiting the same URL and clicking "[Template Library](#)" in the left-hand menu.

The UNT System universities have their own brand identity and communications guidelines at the following links:

[University of North Texas](#)

[University of North Texas Health Science Center](#)

[University of North Texas at Dallas](#)

# LOGO USAGE

The UNT System is proud to be the only public university system based exclusively in the Dallas-Fort Worth region. We are proud to be DFW's university system, working closely with local civic leaders, corporations and elected officials to help sustain North Texas' position as a leading global economy.

Either logo is suitable for use in branding any official UNT System business, and may not be stretched, rearranged or altered in any way other than proportional scaling and appropriate use of color. UNT System logos should always appear in black and white.

These logos, as well as departmental lock-ups and templates may be downloaded from the UNT System Marketing & Communications Department at: [UNTSystem.edu/brand](https://untsystem.edu/brand) or by emailing [Communications@UNTSystem.edu](mailto:Communications@UNTSystem.edu).

## UNT SYSTEM PRIMARY LOGOS

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# UNT SYSTEM SEAL USAGE

## UNT System Seal

The official UNT System seal is the most significant, formal symbol belonging to the System. Per Regent's Rule 04.803, the seal is reserved for the highest and most formal communication and for ceremonial, commemorative and promissory purposes. The Office of Marketing & Communications is responsible for ensuring the appropriate use of the seal. Board of Regent approval is required for revision to the seal.

UNT System Seal

- 
- UNT System Board of Regents Board Briefings
  - UNT System Board of Regents Board Orders
  - Ceremonial documents, such as awards and proclamations
  - Formal letters and contracts
  - Commemorative objects created for limited distribution, and made out of durable high-quality materials
    - Examples include: plaques, medallions and

# TYPOGRAPHY & COLORS

## Typography

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Consistent typography creates a uniform look of quality in UNT System publications. The recommended typefaces for System communications can be seen to the right.

These typefaces have been selected to complement the UNT System lock-up in a legible, professional manner. The fonts must be purchased from a licensed software/font vendor.

For assistance in purchasing, installing and using the UNT System's primary fonts, please email [Communications@UNTSystem.edu](mailto:Communications@UNTSystem.edu).

## Primary Fonts

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Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&\*()

Century Old Style

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&\*()

## Secondary Fonts

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Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&\*()

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&\*()



## Colors

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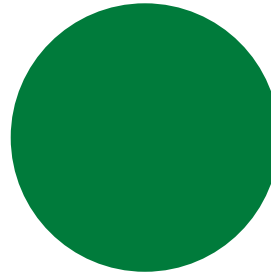
The official colors of the System are green and white, in the same shades as approved for UNT and UNTHSC. Black may be used as a secondary color and may be substituted for green or white in single color communications. Board of Regents approval is required for revision of System colors.

For electronic branding, the following color model settings will reproduce UNT green in most graphic design and HTML coding software.

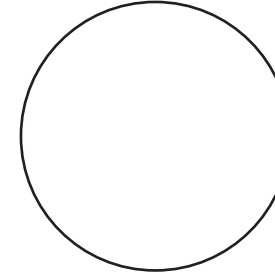
Additionally, the UNT System has a secondary color palette that complements the primary colors. The secondary colors may be used in presentations and marketing materials. Board approval is required for revision to System or Institution colors. Please email [Communications@UNTSystem.edu](mailto:Communications@UNTSystem.edu) for guidance.

## Primary Colors

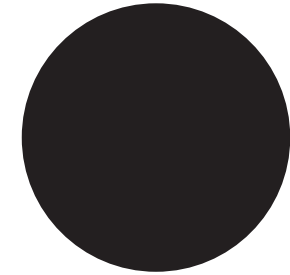
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**UNT System - Green**  
**Pantone:** PMS 356\*  
**CMYK:** 100, 0, 100, 33  
**RGB:** 5, 144, 51  
**HEX:** #059033



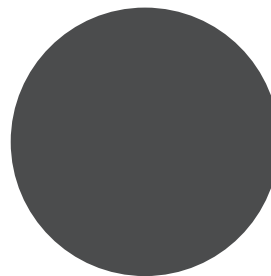
**White**  
**CMYK:** 0, 0, 0, 0  
**RGB:** 255, 255, 255  
**HEX:** #FFFFFF



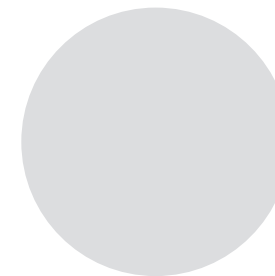
**Black**  
**CMYK:** 0, 0, 0, 100  
**RGB:** 0, 0, 0  
**HEX:** #000000

## Secondary Colors

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**Dark Gray**  
**CMYK:** 0, 0, 0, 85  
**RGB:** 77, 77, 79  
**HEX:** #4D4D4F



**Light Gray**  
**CMYK:** 0, 0, 0, 15  
**RGB:** 220, 221, 222  
**HEX:** #DCDDDE



# Letterhead & Envelopes

The UNT System has developed a standard letterhead and envelope stationery format for use by all system departments and employees. The letterhead format has been thoughtfully arranged to allow a generous amount of open space.

Letterhead will not be pre-printed with additional information such as lists of names





## Email Signatures

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Using consistent email signatures for @untsystem.edu email accounts is an opportunity to create brand alignment while relaying relevant contact information. In addition, consistent and clear email signatures present a professional appearance for conducting business through email. The UNT System has one preferred email signature style.

## Email Signature Example

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**First and Last Name**

Job Title  
Department Name  
Pronoun

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University of North Texas System  
1901 Main Street • Dallas, TX 75201  
XXX.XXX.XXXX

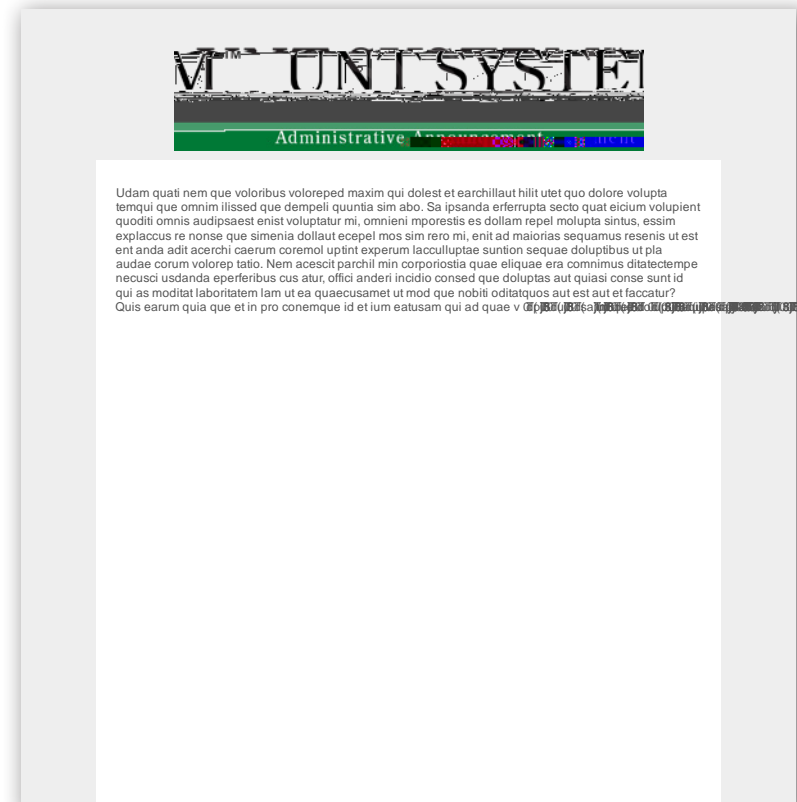
The following are recommended guidelines for staff members using an @UNTSystem email account:

- Less is more: Email signatures should be under 10 lines. Also, refrain from using quotes or epigraphs in business communications to keep the message professional and to avoid having others assume a particular statement represents the institution.
- Adding pronouns to email signatures creates space for people to feel safe when referring to them. We encourage people not to assume they know the pronouns of the people they're emailing with. Often, "guessing" someone's pronouns based off their name can lead to misgendering – the harmful act of using the wrong pronouns or gendered titles for someone.
- Font: Use Calibri, which is a standard font on both Mac and PCs and works in all email clients. Non-standard fonts and HTML may not translate across email clients.
- Color: Black is preferable and consistent with the brand color palette. The University of North Texas System color is the approved UNT green (Reference pg. 9).
- Phone numbers: Include the phone and/or fax numbers you use regularly in an effort to make it easy for others to reach you. Don't include a cell or fax number if it's not something you often use or want to share broadly.

# INTERNAL COMMUNICATIONS

Internal communications via system-wide email distribution is reserved for electronic messages that include important news, invitations to system-wide events or affect the health and safety of employees and students on campuses. In order to work with the Office of Marketing & Communications on the creation and distribution of official system-wide emails and memos, please visit [UNTSystem.edu/brand](http://UNTSystem.edu/brand) and click on “[Submit Support Ticket](#)” in the left-hand menu to send a request via ServiceNow.

It is UNT System policy to include an employee contact in any group email – electronic communications should not be attributed to ambiguous entities, such as a department or office, without a name and contact information included. The Office of Marketing & Communications manages the “UNT System News” email account and may be contacted for assistance in distributing newsworthy items to UNT System employees. Please note ServiceNow instructions above.



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and clicking on "





emergencies and crisis situations. For more information, please contact [Communications@UNTSystem.edu](mailto:Communications@UNTSystem.edu).

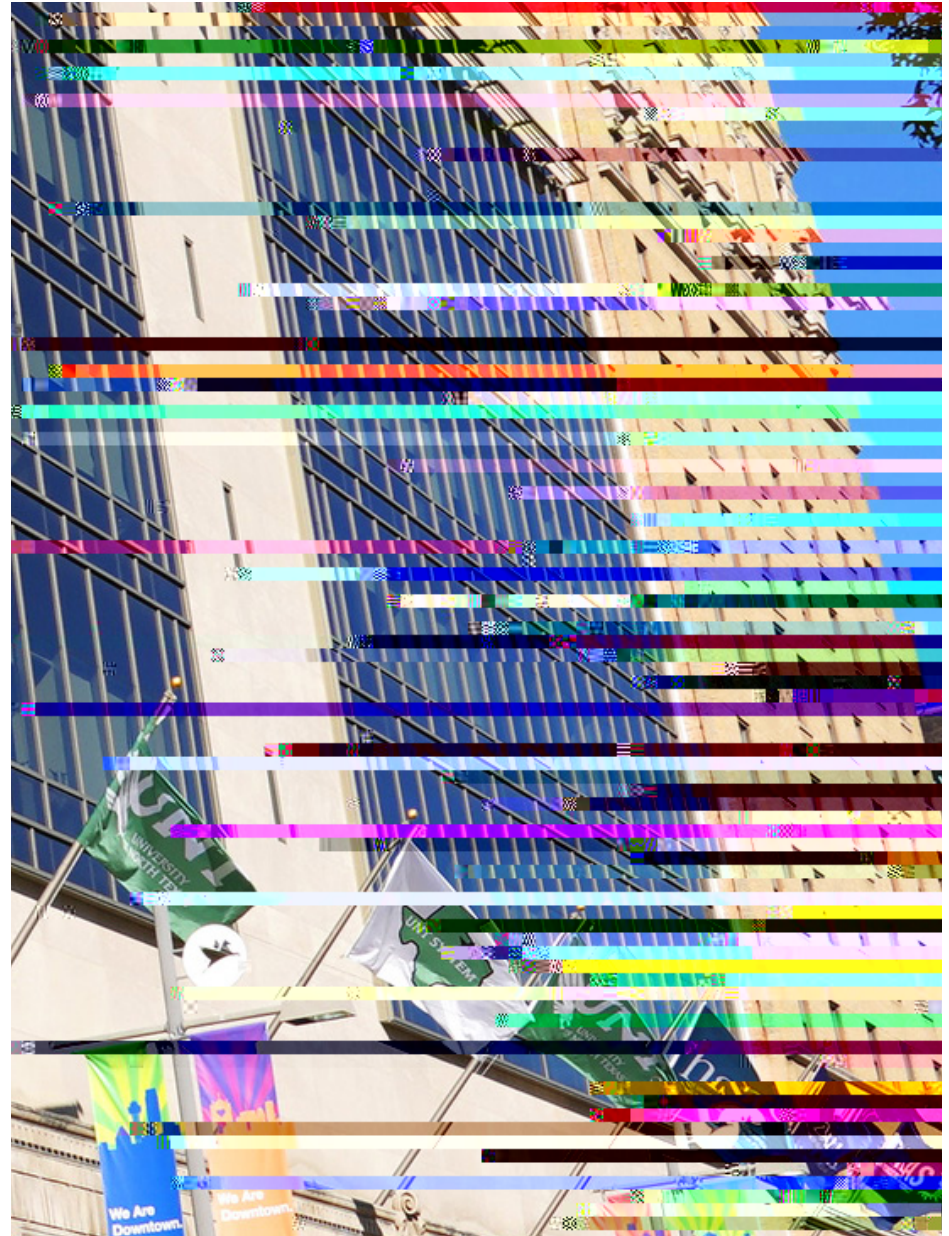
### **Media Training**

Media training is offered to departments and employees as needed for formal presentations or media interviews. Training includes assistance with messaging, positioning, appearance and speaking points, as appropriate. To request media training from the UNT System Office of Marketing & Communications, please visit [UNTSystem.edu/brand](http://UNTSystem.edu/brand) and click on “[Submit Support Ticket](#)” in the left-hand menu to send a request via ServiceNow.

### **Advertising**

All advertisements placed in local, state and national media representing the UNT System must be approved by the Office of Marketing & Communications or the Chancellor. The only exception to this is personnel advertisements, which must be approved by Human Resources. Promotional advertising must be placed using non-state funds.

Advertising on behalf of the UNT System, its departments, programs and organizations without proper approval is prohibited. The Office of Marketing & Communications is available to provide guidance related to copy, design and placement of advertisements by filing a service ticket through the aforementioned [ServiceNow](#) portal.



## SOCIAL MEDIA

The UNT System uses social media strategically to help communicate its messages to internal and external audiences. The Office of Marketing & Communications is responsible for the UNT System's official pages on social media sites, including Facebook, Twitter, Instagram,

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- If you participate in personal blogs or social networking sites at work, follow the UNT System's Acceptable Electronic Use Policy.
- Use your personal email address on your blog or social media profiles. All UNTS emails are considered state records; personal use of your UNT System email address should be limited.
- Clarify that your opinion is your own. Where your connection to the UNT System is apparent, make it

# STYLE GUIDE

In matters of editorial style, the prevailing standards of all approved UNT System documents and publications are those found in The Associated Press Stylebook ([\\_\\_\\_\\_\\_](#))

- When referencing the UNT System in written copy, first reference should be spelled out as University of North Texas System. Upon second reference, UNT System or UNTS are acceptable. After first reference, the term “system” may also be used with lowercase “s”.
- **UNT System – For Internal Use Only**  
For internal communications only, the UNT System offices may use the inclusive term **UNT System** as a unifying mechanism when referencing the UNT System community as a whole – this includes students, faculty, staff and alumni of UNT, UNT Health Science Center, UNT Dallas and UNT System Administration. **The term UNT System should only be used for internal audiences, however, as it may cause brand confusion to external audiences.**
- UNT System Administration, also referred to as UNT System Headquarters, provides leadership, governance and services to UNT System component institutions in the areas of legal, finance, human resources, audit, academic affairs and student success, facilities, government relations and marketing/communications. On second reference, system administration is acceptable.
- Capitalize the “S” when referring to the University of North Texas System or UNT System. Use a lowercase “s” on subsequent references to the system.
- Capitalize any employee titles when attached to a proper name; for example, Chancellor Michael R. Williams on first reference and Chancellor Williams on second reference.
- Capitalize Board of Regents and capitalize any regent titles when attached to a proper name; for example, Regent Laura Wright on first reference and Regent Wright on second reference. When referring to the board or regents in subsequent references, use lowercase letters.
- When referencing a UNT System university in written copy, first reference should be spelled out, for example: University of North Texas. Upon second reference, UNT is acceptable. Each UNT System member institution has its own individual style guidelines that can be accessed at:  
  
[University of North Texas](#)  
[University of North Texas Health Science Center](#)  
[University of North Texas at Dallas](#)

## BOILERPLATE COPY

The following boilerplate copy is approved when describing the UNT System in official documents:

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### ABOUT THE UNIVERSITY OF NORTH TEXAS SYSTEM

The University of North Texas System inspires courageous discovery that empowers our students, campuses, and communities to pursue a brighter vision for tomorrow.

UNT System is the only university system based in and exclusively focused on the Dallas-Fort Worth region.

We embrace our role in creating opportunities through education and developing the workforce of tomorrow for North Texas.

### PURPOSE

With our heart in North Texas, we transform lives and create economic opportunity through education.

### VISION

By 2026, the UNT System is one team, values-driven and customer-focused with an emphasis on excellence, curiosity, and innovation.

### VALUES

Courageous Integrity  
Be Curious  
We Care  
Better Together  
Show Your Fire

[Download our Values Blueprint!](#)

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If you have any questions regarding this copy please contact:

**Office of Marketing & Communications**  
[Communications@UNTSystem.edu](mailto:Communications@UNTSystem.edu)



UNT SYSTEM™