



UT San Antonio Brand Guidelines

Quick-Start Guidelines
V1.3 :: 08012025

UT San Antonio Quick-Start Guidelines

Table of Contents

Brand Positioning Strategy	1
Brand Architecture	2
Identity	4
Logo	5
Color	10
Typography	14
Graphics	17
Application Examples	21
Review and Approval	25



Brand Positioning Strategy

Mission

To make lives better by advancing excellence in education; research, discovery and commercialization; health; public service; and community engagement.

Brand Promise

UT San Antonio is the launchpad.
For people.
For communities.
For a new era of learning, discovery and care.

Brand Principles

Society's biggest challenges are our everyday work

We focus our academics and research on heavy-hitting movers of society and culture, innovating to serve emerging population challenges, new economic paradigms and national interests in key areas of STEM.

Education is the greatest health initiative of all time

We elevate education as the foundation of human thriving — bridging the classroom, the lab, the clinic, and the community — to create an enduring impact on social mobility, health and progress in Texas for generations to come.

Intellectual generosity expands opportunities

We think and act together — embracing reinvention, collaborating in unparalleled ways and solving big problems for our community at unprecedented speed.

We maximize both access and excellence

We create the conditions for excellence to flourish in many areas and disciplines, unlocking meaningful, exponential opportunity for all.

Our community is a model for the future

We take pride in serving our community by co-creating a hub of service, discovery, innovation and translation that we all live together.

Brand Architecture

As two institutions become one, UT San Antonio has a significant opportunity to enhance clarity and relevance for its audiences through brand architecture.

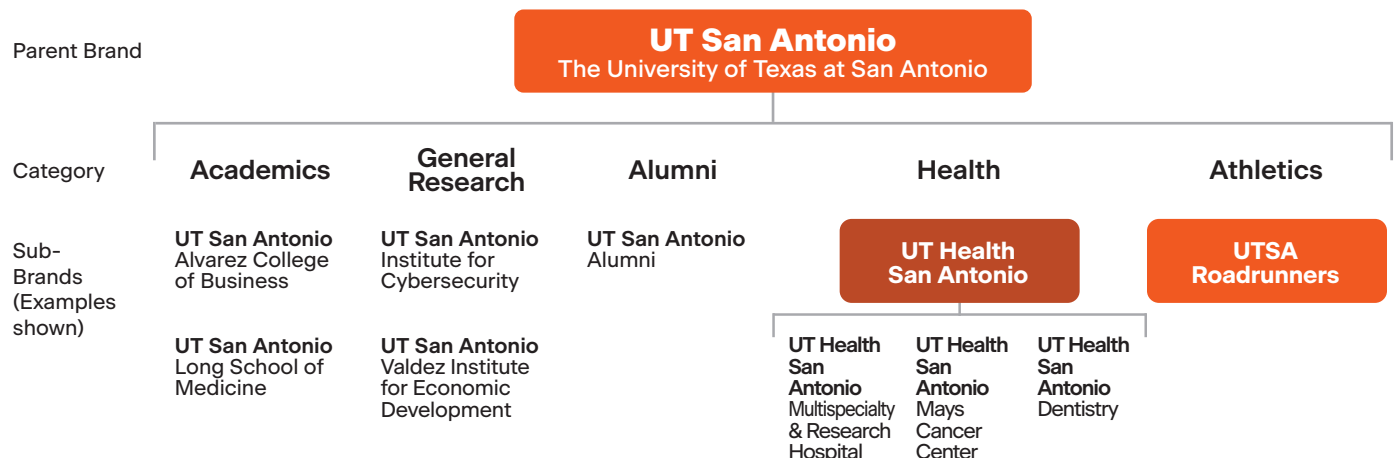
UT San Antonio will be the parent brand for the unified institution, with a partially integrated brand architecture. The UT San Antonio parent brand applies to all academics, general research and alumni to maximize clarity and relevance.

2.0

Destination brands

The regental name of the unified institution has been established as The University of Texas at San Antonio. This brand architecture pertains to the specific brands within the institution.

UT San Antonio's brand architecture organizes key categories of brands under the parent brand: Academics, General Research, Alumni, Health and Athletics.



2.1

UT Health San Antonio

UT Health San Antonio will continue to use its trusted and widely recognized logo as a vital sub-brand of UT San Antonio. As the region's leading academic health center, UT Health San Antonio is a respected and established brand, known for delivering exceptional patient care, advancing clinical research and serving the health needs of South Texas.

UT Health San Antonio's strong reputation and deep community presence make it an essential asset within our unified university brand. The current name and logo design will be maintained, using the standard UT Health San Antonio logo template. For proper usage, please refer to the full visual identity guidelines at branding.uthscsa.edu.



2.2

UTSA Athletics

UTSA Roadrunners will remain the athletics sub-brand to maximize reputational benefits.

To ensure proper use of the UTSA Athletics brand, please refer to the full visual identity guidelines available at utsa.pro/ArtSheet.

Local sports fans and community members will feel pride in continuing to support the UTSA Roadrunner athletics brand, which has strong brand affinity and a growing national reputation.

Primary logo mark

The primary logo should not be combined with any other font or logotype. Logo architecture must start with the primary logo as the preferred logo mark. The logo must be used with a white keyline boundary. The logo may be used without the TM for internal purposes only. The logo should only be scaled uniformly. The primary logo is not to be used on uniforms, merchandise or in-venue applications without prior approval.



Primary word mark

The primary word mark should not be combined with any other font or logotype. Logo architecture must start with the primary word mark as the preferred word mark. The logo may be used without the TM for internal purposes only. The logo should only be scaled uniformly. The primary word mark is not to be used on uniforms, merchandise or in-venue applications without prior approval.



Spirit marks





UT San Antonio

Brand Guidelines

Identity

All publications originating from UT San Antonio should follow the same guidelines for consistency and readability. This style applies to news sites, university magazines, reports, newsletters, brochures, web pages and other publications produced by the university.

3.0

University name

This guide serves as initial guidance for language usage pertaining to the new, merged university. UT San Antonio encompasses academic schools, health professional schools, clinical and basic research, and patient care for the community.

The university's official, regental name is The University of Texas at San Antonio.

➤ First reference: **The University of Texas at San Antonio**

➤ Second reference: **UT San Antonio**

➤ Third and subsequent references: "the university" when referring to academics and research, "the institution" when referring to the complete organization, including patient care.

➤ Capitalize "The" in front of all UT System school names on first reference: The University of Texas at San Antonio.

UTSA

The "UTSA" name retains powerful brand equity and cultural significance and will continue to be used selectively in contexts where it resonates most. This includes athletics, where "UTSA" remains prominently featured on team uniforms, facilities and promotional materials. The name may also be used in student-facing programs and initiatives that foster school spirit and uphold university traditions. Additionally, "UTSA" may appear in city signage and wayfinding applications, such as directional or street signs, where it aids in public recognition and continuity.

Usage will be evaluated on a case-by-case basis in coordination with the Office of Student Affairs, to ensure

thoughtful application that honors the legacy and identity of UTSA while maintaining brand consistency across the unified university.

UTSA Athletics

The official name is UTSA Athletics. Teams are UTSA Football, UTSA Baseball, etc. Roadrunners is a good second reference to any team or the department.

Health Science Center

The formal name of the off-campus instructional site and campus location is UT San Antonio Health Science Center. It serves as the academic health center of The University of Texas at San Antonio.

UT Health San Antonio

UT Health San Antonio serves as the clinical care, clinical research and health enterprise of The University of Texas at San Antonio. UT Health San Antonio offers a comprehensive network of inpatient and outpatient care facilities staffed by medical, dental, nursing and allied health professionals who conduct more than 2.5 million patient visits each year.

Second reference is UT Health San Antonio. Never UT Health in written copy to avoid confusion with other UT Health institutions such as UTHealth Houston and UT Health Austin.



UT San AntonioTM
The University of Texas at San Antonio

Logo

The UT San Antonio logo is the foundation of our visual identity. This section defines its structure, variations and usage rules to ensure it is applied consistently across all touchpoints. When used properly, the logo builds recognition, reflects our brand values and creates a unified presence.

4.0

Our logo

The UT San Antonio logo reflects the enduring value of higher education, academic excellence, and the iconic visual heritage of our unified institution. Rooted in our brand promise to be a launchpad for a new era of learning, discovery and care, its design symbolizes upward trajectory, excellence and transformation we offer our students, faculty, researchers and community.

Our logo takes inspiration from the San Antonio River Basin, reflecting the confluence of rivers that shape the region and symbolizing the flow of ideas, innovation and transformation at the heart of our university's mission.

The sans serif wordmark, evolved from current typeface, balances the icon and subtly honors our Texas heritage with a distinctive spur serif.



UT San AntonioTM
The University of Texas at San Antonio

4.1
Logo versions

The UT San Antonio brand system includes several logo variations, each designed for specific use. These include the horizontal logo, regental logo, stacked vertical logo, circular crest, standalone shield, and sub-brand lockups for schools, colleges, institutes and centers. Each version plays a distinct role in ensuring clarity and consistency across our brand architecture.

Note
Sub-brand logo lockups are not being produced at this time as we transition to the new university brand. They will be developed and shared in a future phase. Please use the primary university logo in the interim.



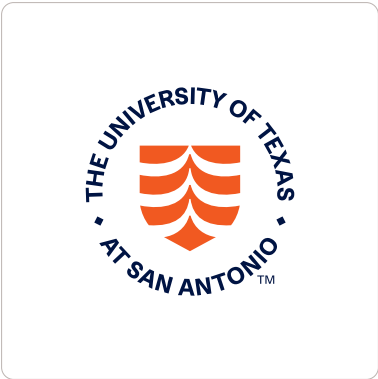
Regental logo



Horizontal logo



Stacked logo



Circular crest logo



Shield logo
For small-scale applications only



Illustrative sub-brand lockup

4.2
Trademark
symbol

To protect the integrity of our brand and maintain legal accuracy, the trademark symbol (TM) must always appear with the official UT San Antonio logo in all applications.

Do not remove, reposition or resize the TM symbol from the logo file.

This requirement applies to all uses, including digital, print, signage, merchandise and promotional materials.

For exceptions such as embroidery or specialty applications where the symbol may not reproduce clearly, please contact the UT San Antonio Brand Team for guidance and approval.



4.3

Clear space

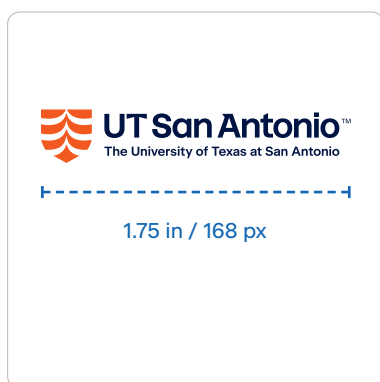
To maintain visual clarity, always keep clear space around the UT San Antonio logo equal to the width of the “U” of the wordmark. This space should remain free of any text, graphics or other elements to protect the logo's legibility and impact.



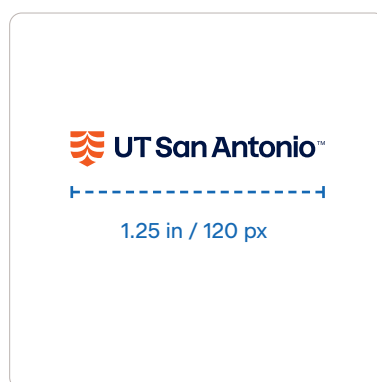
4.4

Minimum size

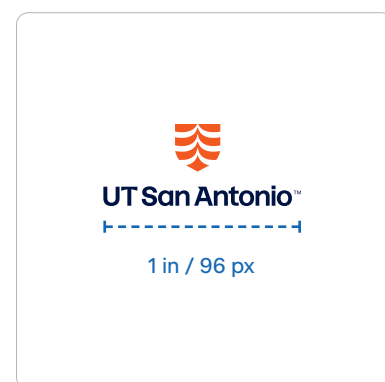
To ensure legibility and impact, always maintain the logo's minimum size requirements as specified — never scale it below the recommended dimensions.



Regental logo minimum size
For print applications: 1.75 in
For digital applications: 168 px



Horizontal logo minimum size
For print applications: 1.25 in
For digital applications: 120 px

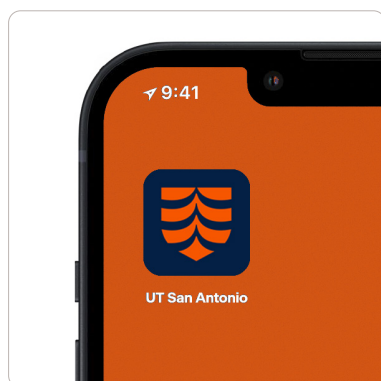


Stacked logo minimum size
For print applications: 1 in
For digital applications: 96 px

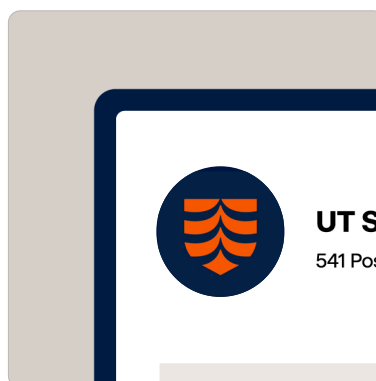
4.5

Small-scale applications

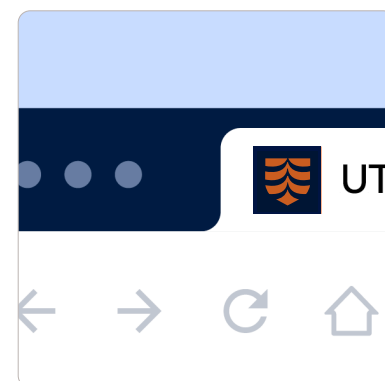
Our shield may be used on its own only in small-scale applications where space is limited and legibility is key — such as social media profile images, app icons and favicons. In these contexts, the simplified mark ensures our brand remains recognizable, even at reduced sizes.



Social avatar – square



Social avatar – circle



Favicon

4.6

Incorrect usage

When using the UT San Antonio branded elements, the goal is to promote the brand in a positive way. Any representation of the UT San Antonio logo should be executed with care and caution. Please consult with the UT San Antonio Brand Team for approval.



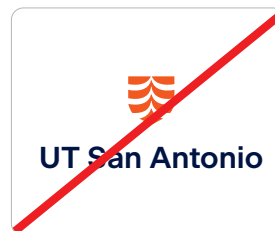
Do not add elements to the logo.



Do not stack or group the logo with other elements.



Do not stretch or distort the logo.



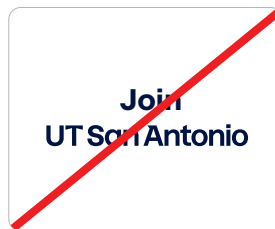
Do not redraw or retype the logo.



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 place the logo in a way that groups it too closely with other word marks.



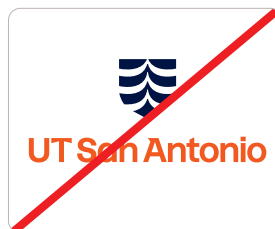
Do not create color alterations, including the use of the secondary palette or unapproved colors.



Do not use the logo in a line with text or a URL.



Do not replace the shield with Rowdy or any other graphic.



Do not use Midnight blue with orange or white lettering. Midnight Blue should only be used with Midnight lettering in one color.



Do not replace the shield with UT Health San Antonio's shield or any other graphic.



Do not outline the logo. 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.

4.7
Shield



As part of our new brand launch, it is essential to build strong and consistent recognition of the full UT San Antonio logo across all touchpoints. While the shield is a distinctive design element, it should not be used on its own. The full logo is required on all items, products and communication materials.

The shield may be used as a secondary graphic element, only when the full logo is present or in close proximity. It should serve to complement, not replace, the official logo.

To preserve brand consistency and integrity:

- Do not use the shield by itself when the university name is not included in the surrounding written content.
- Do not manipulate, distort or alter the shield, including color changes or special effects.

4.8
Embroidery

To ensure legibility and maintain brand integrity in embroidered applications, logos must be sized appropriately and adhere to the following guidelines:

Logo size: Logos should be embroidered between 2.5 to 4 inches wide and 1 to 2 inches tall, depending on logo orientation and available space.

White coats and scrub tops: Logos on white coats and scrub tops must be 4 inches wide.

Use Madeira embroidery thread: Madeira is favored for its durability and ability to withstand repeated washing and wear, making it ideal for healthcare uniforms.

Trademark symbol (TM): The TM symbol should be removed from embroidery applications, as it does not reproduce well in thread and may compromise clarity.

Approval process: A prototype sew-out/stitch-out must be submitted for review and approval before production. Contact the UT San Antonio Brand Team to obtain approval.

MADIERA C: 1987	MADIERA C: 1555
UT San Antonio Orange	Midnight



4.9
Color variations /
limited color

Our logo colors are a foundational part of our visual identity. They reinforce brand recognition and ensure consistency across all applications. The following section outlines approved color options for the logo and guidance on when and how to use them.

Dual-color logo Use on light backgrounds.	Single-color white logo For usage on UT San Antonio Orange, dark secondary colors and dark photography.	Dual-color reverse logo Use on dark backgrounds.	Single-color Midnight logo Use on light secondary colors and light photography.
Single-color UT San Antonio Orange logo Use on white or light backgrounds for single-color imprint applications.	Single-color black logo Use for black and white applications only.		

Color

Our color palette centers on a bold, modernized orange that sets us apart within the UT System while honoring the spirit of Texas. This signature hue is complemented by secondary blues and vibrant tones inspired by the energy and diversity of our community.



5.0

Color values

Note

Color may vary slightly depending on the medium and printing process — testing colors before production is strongly recommended.

To ensure consistency across all applications, always follow the specifications provided: use RGB or HEX values for digital and on-screen content and PMS or CMYK values for print.

- › Make sure to use proper color values for specific uses and do not guess at color values or change the percentages.
- › Use colors from the primary color palette as the main colors in a design.
- › Use colors from the secondary color palette for accents only.

5.1

Primary colors

Our primary colors — UT San Antonio Orange and Midnight — are central to our visual identity. Orange represents energy, creativity and progress, capturing the bold spirit of our community. It is balanced by Midnight, a deep navy that conveys trust, tradition and the enduring strength of higher education. Together, these colors create a powerful blend of innovation and credibility, reinforcing our brand’s purpose and momentum.



UT San Antonio Orange

HEX: F15A22

RGB: 241, 90, 34

CMYK: 0, 80, 100, 0

PMS: 1665



Midnight

HEX: 032044

RGB: 3, 32, 68

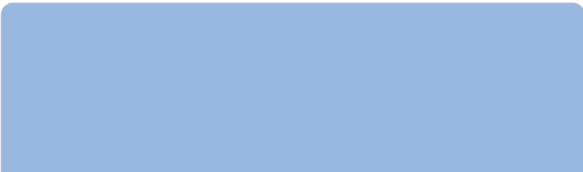
CMYK: 100, 66, 0, 76

PMS: 289

5.2

Secondary colors

Our secondary palette complements the primary colors, adding flexibility, contrast and depth. It brings visual interest to backgrounds, accents and graphics — ideal for layered or long-form applications.



River Mist

HEX: C8DCFF

RGB: 200, 220, 255

CMYK: 39, 19, 0, 0

PMS: 2128



Talavera Blue

HEX: 265BF7

RGB: 38, 91, 247

CMYK: 91, 60, 0, 0

PMS: 2387



Mission Clay

HEX: DBB485

RGB: 219, 180, 133

CMYK: 6, 22, 48, 2

PMS: 3596



Brass

HEX: A06620

RGB: 160, 102, 32

CMYK: 7, 51, 85, 33

PMS: 730



UT Health San Antonio Orange

HEX: B94700

RGB: 185, 71, 0

CMYK: 0, 77, 100, 14

PMS: 1525

5.3

Neutral colors

Our palette includes warm neutrals that bring balance and versatility to our bold core colors. For clear legibility, use Midnight text on light backgrounds and White on dark backgrounds. Black should be used only for printed copy when necessary and not applied to any other design elements.

Limestone
HEX: F8F4F1
RGB: 248, 244, 241
CMYK: 10, 10, 11, 0
PMS: Warm Gray 1

Concrete
HEX: EBE6E2
RGB: 235, 230, 226
CMYK: 16, 15, 16, 0
PMS: Warm Gray 2

Smoke
HEX: D5CFC8
RGB: 213, 207, 200
CMYK: 25, 24, 25, 2
PMS: Warm Gray 4

White
HEX: FFFFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

Black
HEX: 332F21
RGB: 51, 47, 33
CMYK: 48, 53, 84, 84
PMS: Black 2

5.4

Accessibility orange

UT San Antonio's accessible orange meets WCAG AA standards when paired with white for small text and may be used intentionally as a secondary color in print and digital applications.

UT San Antonio Accessible Orange
HEX: D3430D
RGB: 211, 67, 13
CMYK: 10, 85, 100, 2
PMS: 2349

5.5
Color
accessibility

To ensure legibility and support individuals with low vision, only use approved color combinations that meet accessibility standards. Always choose typography and background colors with enough contrast to maximize clarity and readability.

Note
These are the recommended color combinations, but they do not represent every option in the palette. Always test for sufficient contrast before using any unlisted combinations. For compliance information, visit, www.access-board.gov.



AAA, compliant for all text
Midnight + White



AAA, compliant for all text
Midnight + Limestone



AAA, compliant for all text
White + Midnight



AAA, compliant for all text
River Mist + Midnight



AA18, compliant for large text only
UT San Antonio Orange + White



AA18, compliant for large text only
UT San Antonio Orange + Limestone



AA18, compliant for large text only
White + UT San Antonio Orange



AA, compliant for all text
Midnight + UT San Antonio Orange



AA, compliant for all text
Talavera Blue + White



AA, compliant for all text
Talavera Blue + Limestone



AA, compliant for all text
White + Talavera Blue



AA18, compliant for large text only
Talavera Blue + Midnight



AA, compliant for all text
Brass + White



AA, compliant for all text
Brass + Limestone



AAA, compliant for all text
Midnight + Mission Clay



AA, compliant for all text
White + Brass



Typography

Typography is the visualization of our voice, imbuing all our communications with our unique personality. Our typography emphasizes clarity and legibility and reinforces the brand’s key elements.

6.0

Brand typefaces

Beausite is our brand font, used across all communications to create a distinctive and cohesive voice. Our dual typeface system — Beausite Fit and Beausite Classic — offers versatility, allowing us to balance bold, contemporary expression with a more refined, academic tone.

Beausite Fit

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Aa

Beausite Fit

Our headline typeface, Beausite Fit, echoes the visual rhythm of our logo mark — featuring a distinctive contrast between thick and thin strokes that give it a bold, modern character. It is designed for impact and is best used in headlines, smaller bodies of copy and other key text elements across our brand communications.

Beausite Classic

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Aa

Beausite Classic

Our secondary typeface, Beausite Classic, is a geometric neo-grotesque that brings clarity and versatility to our typographic system. Designed for readability, it complements our headline typeface and is ideal for subheadings, body copy and call-to-action buttons across both print and digital applications.

We use our fallback fonts when creating collateral for internal use or limited distribution when our brand typefaces are not available. In these cases, Microsoft Office and Google Fonts offer acceptable alternatives that avoid the need for additional licensing. While these fonts may not fully reflect our ideal brand expression, they provide a practical solution when software or access limitations arise.

Note

Do not use fallback fonts on external, widely published collateral.

6.1.1

Google Fonts

**Arsenal is a Google Font
substitute for headline copy.**

Aa

Arsenal

Google Font replacement for Beausite Fit

Libre Franklin is a Google Font
substitute for body copy, when
Beausite Classic is not available.

Aa

Libre Franklin

Google Font replacement for Beausite Classic

6.1.2

Microsoft fonts

**Aptos Serif is a Microsoft
Office system font substitute
for headline copy.**

Aa

Aptos Serif

Microsoft Office font replacement for Beausite Fit

Aptos is a Google Font substitute for
body copy, when Beausite Classic is
not available.

Aa

Aptos

Microsoft Office font replacement for Beausite Classic

6.1.3

Condensed fonts

**Aptos Narrow is a Microsoft
Office system font that is
condensed.**

Aa

Aptos Narrow Bold

Microsoft Office font that can be used when a condensed font is needed

Aptos Narrow is a Microsoft
Office system font that is
condensed.

Aa

Aptos Narrow Regular

Microsoft Office font that can be used when a condensed font is needed

6.2
Type hierarchy

Consistent use of our typefaces is key to maintaining a cohesive brand presence and ensuring a seamless experience across all external materials.

Use the following guidance as a foundation for typesetting, while adjusting formatting as needed to suit the context and purpose of each application.

Where potential meets possibility

**Designed for access.
Driven by impact.**

At UT San Antonio, we believe every student deserves access to a high-quality education that prepares them to lead, innovate, and make a difference. That's why we've built a university designed for access—removing barriers to opportunity and expanding pathways to success.

Through world-class academics, hands-on learning, and a deep commitment to community, we turn ambition into action and ideas into impact. This is more than a place to earn a degree—it's a launchpad for those ready to shape the future.

About Us

Illustrative application

Student Success

H1: headlines
Beausite Fit Medium
Tracking -3%, Leading 90–120%

Transform what's possible

H2: headlines
Beausite Fit Light
Tracking -3%, Leading 90–120%

**Designed for access.
Driven by impact.**

Subheads
Beausite Classic Bold
Tracking -2%, Leading 100–120%

At UT San Antonio, we prepares them to lead designed for access—

Through world-class turn ambition into action —it's a launchpad for

Body copy
Beausite Classic Regular
Tracking -2%, Leading 130–160%

At UT San Antonio, we prepares them to lead designed for access—

Through world-class turn ambition into action —it's a launchpad for

Body copy (emphasis)
Beausite Classic Bold
Tracking -2%, Leading 130–160%

About Us

Labels & CTA
Beausite Classic Bold
Tracking -2%

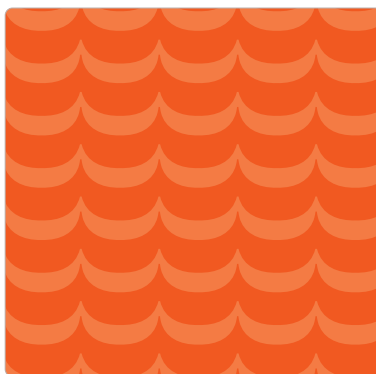
Graphics

Our graphic elements help create consistent, on-brand communications that reflect our role as a launchpad for innovation. Inspired by our logo symbol, they form a unified system that brings motion, momentum and energy to our layouts.

7.0

Graphics overview

Below is a summary of the graphic elements that make up our visual system. These include our river patterns, journey arrows, focus frames, graphic shapes and image frames. Together, these graphic tools create a flexible, expressive system that brings cohesion, character and clarity to our visual storytelling.



River pattern



Journey arrow



Graphic shapes



Image frames

Just as our logo symbol was inspired by the San Antonio River Basin, our river patterns reflect the same spirit —symbolizing connection, flow and the idea of carving new paths. Available in both filled and outline versions, they offer flexibility within our system, allowing us to express the brand in either bold or more understated ways depending on the context.



River pattern 01

Fill version



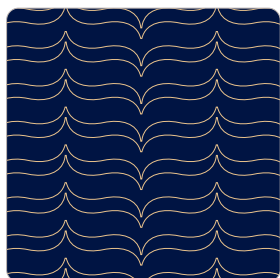
River pattern 02

Fill version



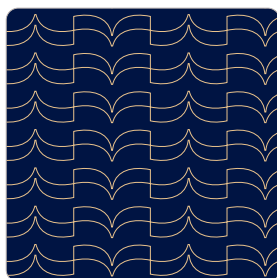
River pattern 03

Fill version



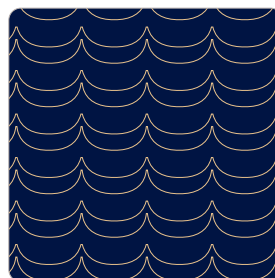
River pattern 01

Outline version



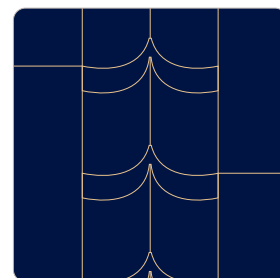
River pattern 02

Outline version



River pattern 03

Outline version



River pattern 04

Only in outline version

These patterns have a wide variety of subtle uses to explore — combined with photographic and other design elements, used as background textures and environmental graphics, cropped, and layered for depth. However, intentionality remains paramount, and patterns should never be used without purpose. Their primary role is to add visual interest to a page or story and to provide continuity with the brand expression recommendations, ensuring a cohesive and engaging visual language throughout all touchpoints.

These are the recommended color applications for our graphic devices — while not an exhaustive list of every possible combination, these represent the most commonly used and effective pairings within our palette.

To ensure consistency in the brand, always use the official patterns as provided.

Do not create new patterns or modify the existing ones — this helps maintain a unified and recognizable visual identity across all materials.

How to use the patterns to ensure maximum legibility:

- › As a background
- › As a hint of color
- › Behind text, not in front
- › At full opacity or with reduced opacity when layering text on top
- › Cropped or at an angle to create visual interest while avoiding blocking important elements of your design

7.2

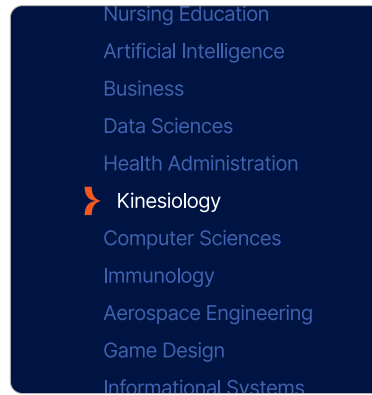
Journey arrows

Our journey arrows are versatile elements that can be used in a variety of ways. They can interact with typography to highlight key messages, enhance navigation in digital and UI applications, and support directional cues in wayfinding signage — all while reinforcing a sense of movement and progress.

Our journey arrows interact with typography in two key ways: pointer phrases and focus frames. Both techniques are designed to highlight key words or messages, guiding the viewer's attention and adding visual impact to layouts. When appropriate, they can also be enhanced through motion to further energize and activate the content.



Journey arrow



Pointer phrases using journey arrow

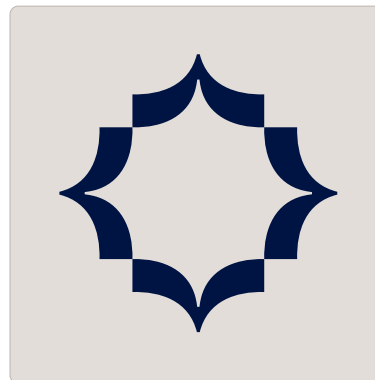


Focus frames using journey arrows

7.3

Graphic shapes

Our graphic shapes draw inspiration from both our logo symbol and the distinctive forms found throughout the city and history of San Antonio. These elements bring dynamic energy to our layouts and can be used flexibly — as bold supergraphics or subtle supporting graphics that enrich visual storytelling.



Graphic shape 01



Graphic shape 02



Graphic shape 03



Graphic shape 04

7.4

Image frames

Our image frames are used to highlight individuals we feature in our photography. The image frame and subject of the image should be the central, predominant focal point. The image frame should always be centered around an individual's face with ample breathing room to ensure clarity, balance and visual impact.



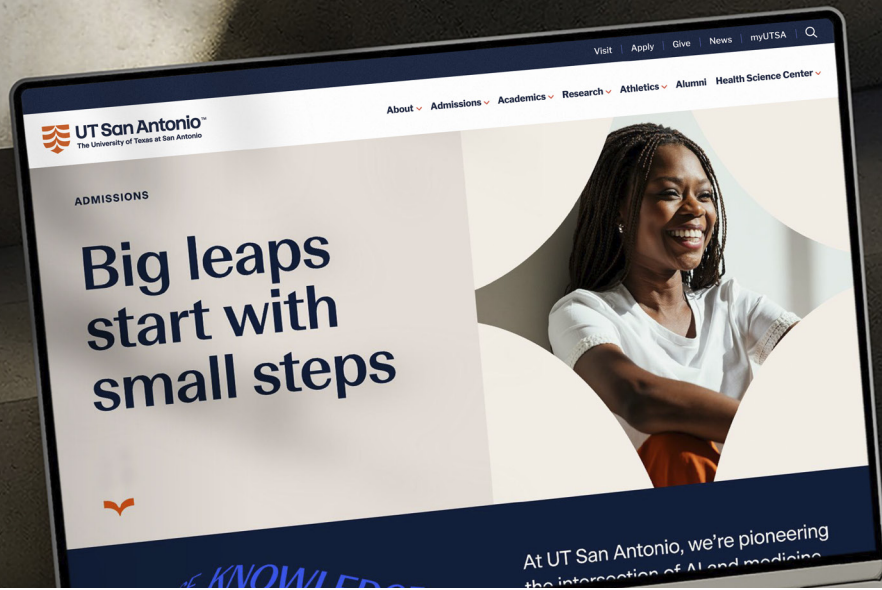
Frame 01



Frame 02



Frame 03



Application Examples

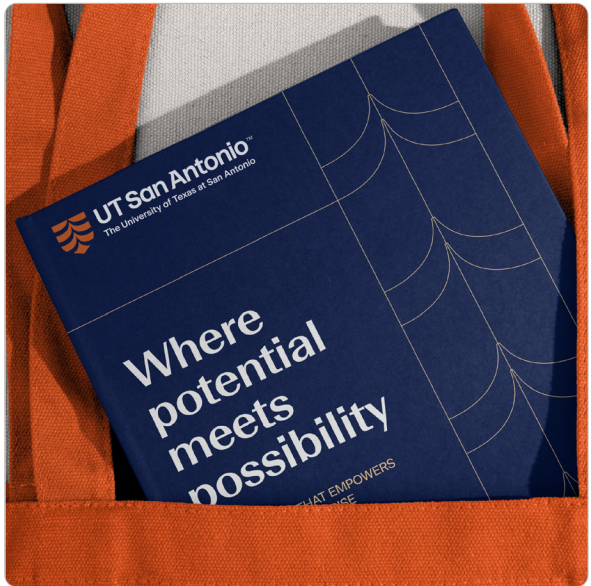
This section showcases example applications of our visual system in action — from print and digital layouts to signage and merchandise. These examples demonstrate how core brand elements like color, typography, imagery and graphic devices come together to create a cohesive, recognizable identity across various touchpoints.

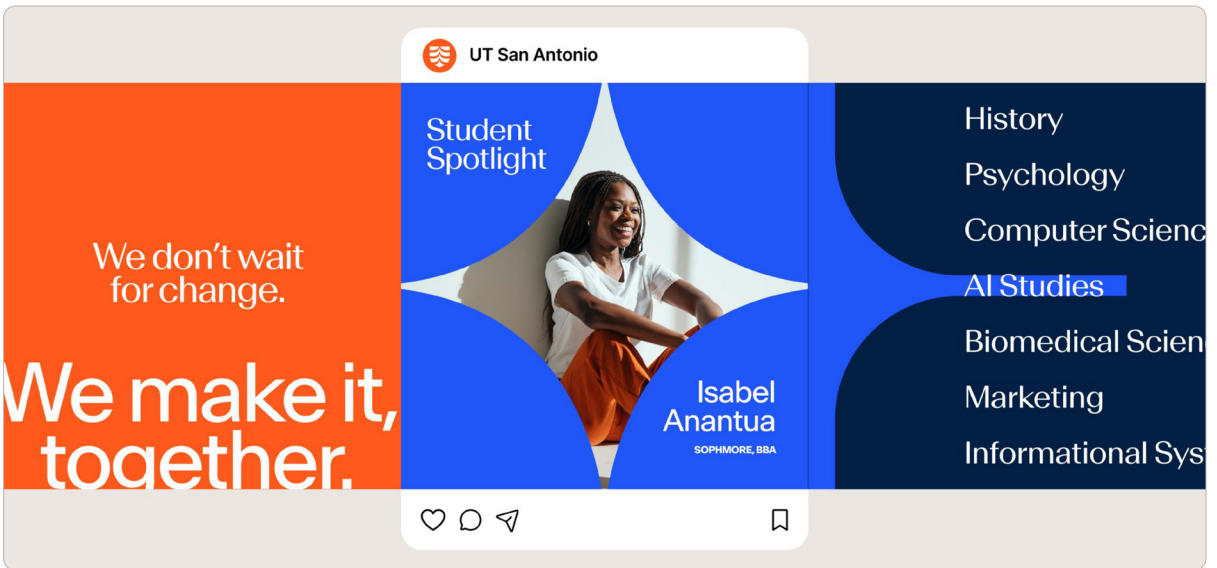
Note

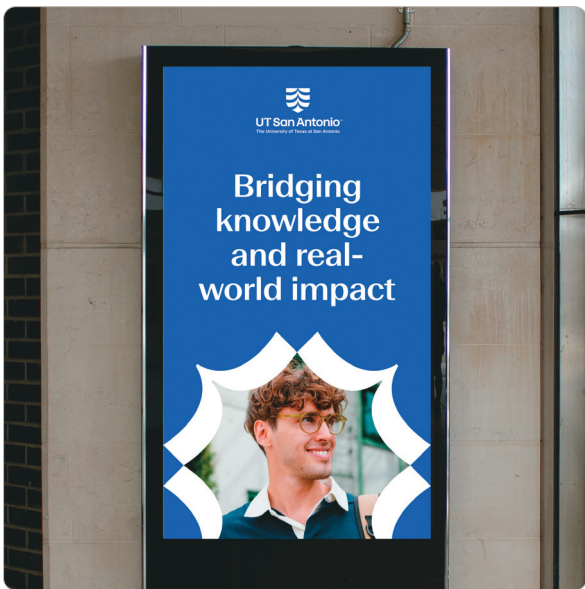
These examples are for illustrative purposes and serve as general guidance on how brand elements can be applied across different formats.

8.0









Review and approval

Brand governance, review and approval processes ensure the consistent and effective management of our brand identity, strengthening the impact and influence of our communications and marketing efforts.

9.0

Brand governance

Effective brand governance is essential for maintaining a strong, consistent and unified brand identity. A Brand Governance Committee co-led by the Office of Marketing, Communications & Public Affairs from both UTSA and UT Health San Antonio oversees brand governance.

Responsibilities of the Brand Governance Committee include:

- › Reviewing and approving new logo or identity requests
- › Maintaining and updating brand architecture documentation
- › Developing and implementing policies related to logo usage, brand management and visual identity
- › Coordinating brand strategy training and communication
- › Evaluating and approving exceptions or special cases regarding logo and visual identity implementation, ensuring that any deviations align with the overall brand strategy and preserve brand integrity
- › Providing oversight for vendor and partner branding agreements

9.1

Logo request and approval process

Our logo serves as the cornerstone of our institutional brand identity, representing our values and mission in a distinctive and recognizable manner. The logo requests and approval process ensures that all new logos align with our established brand standards and maintains a consistent visual representation across all platforms.

Note

Sub-brand logos are not being produced at this time as we transition to the new university brand. They will be developed and shared in a future phase. Please use the primary university logo in the interim.

When a new logo or identity may be considered

New logos or identities may be considered for the following:

- › Donor-named buildings, colleges, centers or programs
- › Joint initiatives with external institutions or government entities
- › Mandated designations (e.g., NCI-designated center, federally funded center of excellence)
- › Endorsed brands
- › Sub-brand lockups

Requests will be evaluated based on the following criteria:

- › Alignment with university's mission and strategic goals
- › Public-facing need for a distinct identity
- › Reputational or legal impact
- › Financial investment and sustainability
- › Potential for confusion or dilution of master brand

Request process:

- › Submit logo request by email:

mktg-group@utsa.edu

UTHealthBranding@uthscsa.edu

- › Include rationale, target audience, budget and proposed usage
- › Requests will be reviewed quarterly by the Brand Governance Committee or on an ad-hoc basis for urgent needs
- › Approved logos must follow design standards and be produced by the UT San Antonio Brand Team

9.2

Review and approval

The brand review and approval process ensures that all materials using the university name or logo — such as marketing collateral, visual elements and communications — align with our visual identity and meet established quality standards. This step is essential for maintaining consistent messaging and design across all touchpoints.

All materials that feature the UT San Antonio logo, any university mark and/or visual identity must be reviewed and approved before use.

Review and approval process:

- › Submit brand review and approval request by email:

mktg-group@utsa.edu

UTHealthBranding@uthscsa.edu

- › Attach artwork and include rationale, target audience, budget and intended usage.
- › The UT San Antonio Brand Team will review requests within four business days or on a priority basis according to the specific need and urgency.
- › In cases where submitted materials do not meet brand standards, the brand team will consult with the requester, provide guidance on necessary adjustments and assist with the changes if needed. Revised materials should be submitted for another review.
- › Exceptions for specific materials or unique circumstances can be requested by submitting a justification for the exception.

9.3 Resources

For a quick-start overview of brand standards and editorial guidelines, visit utsanantoniotogether.org/resources.

Employees must log in using their institutional email address and will receive an email message to log in.

These initial resources are the first steps toward comprehensive guides. Additional guidelines, branded templates, tools and materials will be added as the brand rollout continues.

Brand Guidelines

- › [UT San Antonio Quick Start Guides](#)
- › [UT Health San Antonio](#)
- › [UTSA Athletics](#)

Downloads

- › [UT San Antonio Logos, Graphics, Frames and Patterns](#)
- › [UT Health San Antonio Logos](#)
- › [UTSA Athletics Marks](#)

UT San Antonio Brand Team Contacts:

UTSA

- › mktg-group@utsa.edu

UT Health San Antonio

- › UTHealthBranding@uthscsa.edu





UT San Antonio™
The University of Texas at San Antonio