

# Your UNT Brand Reference Guide

The key to growing and protecting UNT’s reputation is consistency. That’s why the UNT Identity Guide is your key resource for the guidance you need to create materials to best represent our university. The guide outlines the communication standards that will strengthen our brand through consistent visual and narrative expression.

## Typography

**Adobe Jenson** is a traditional serif font that is used to represent UNT in a formal context. It is free to use with a Creative Cloud license.

**EB Garamond**, which is available through Google Fonts, is an acceptable substitution for those without access to Adobe Jenson.

**Helvetica Neue** is a modern sans serif font that is used to represent UNT in a contemporary, informal way. It can be licensed from Linotype through MyFonts.

**Arial**, which is available through Microsoft 365, is an acceptable substitution for those without access to Helvetica Neue.

## Web Fonts

**Open Sans Condensed** is used for section headings that divide body copy. It is an open source font from Google that can be automatically installed for web visitors.

**Open Sans** is used to display the site name in the header at the top of the page and is the main font selected for web body copy.

**Montserrat** is used sparingly, in the footer and other places where you might see all-caps at a small size.

**FontAwesome** is used anywhere you see an icon, that is not an actual reference to an image file. Will appear in the codebase as `<i class="fa fa-icon"><i>`.

## Co-branding Example

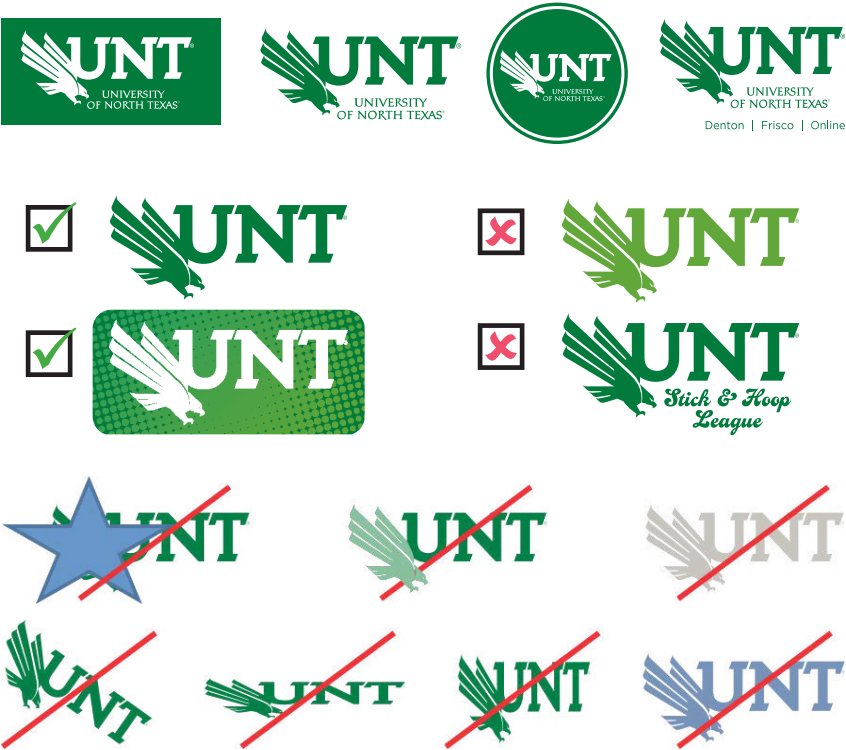
A contractual agreement is required to partner the UNT brand with any other brand.



## Brand Compliance

UNT trademarks must be in UNT green or in white on a green background. The black trademark may be used in monochrome communications only.

Brand trademarks are stand alone elements and may not be manipulated or combined with text, graphics, colors or imagery.



Only use brand marks downloaded from the UNT Identity Guide.  
[identityguide.unt.edu](https://identityguide.unt.edu)

## Department Lockup Example



## The Brand Story

Our UNT brand story must be consistent no matter what part of the university is speaking, and what we say must always be accurate, authentic, and embody our brand dimensions: **Creator / Contender / Provider**.

To capture our brand in writing, it helps to follow messaging standards, use approved, verified university facts, and write clearly and effectively. Working key messages and other supporting data points into your copy will help you more effectively tell your part of the UNT story. Contact UBSC for examples of written and visual brand dimensions aligned to audiences.

## Color

CMYK:  
100,0,100,33  
HEX:  
#00853E

UNT Green

100,0,100,0  
#00A950

70,0,100,9  
#509E2F

Secondary Greens

|                         |                      |              |
|-------------------------|----------------------|--------------|
| 29,0,100,0<br>#C4D600   | 85,3,0,0<br>#00A9E0  | Bold Accents |
| 63,52,44,33<br>#53565A  | 0,84,43,0<br>#EF4B81 |              |
| 100,0,100,55<br>#006747 | 40,95,0,0<br>#AD1AAC |              |
| 25,0,14,0<br>#B9DCD2    | 0,33,15,0<br>#FFB1BB | Soft Accents |

## Brand Resources

**The UNT Identity Guide:**  
[identityguide.unt.edu](https://identityguide.unt.edu) is your go-to resource for brand materials such as templates, trademarks, and lockups for divisions, colleges and academic departments.

**UNT Facts:** [facts.unt.edu](https://facts.unt.edu)

**Branded Photography:** [unt.photoshelter.com](https://unt.photoshelter.com)

**Branded Merch:** [promoplace.com/untpromos](https://promoplace.com/untpromos)

**Stationery & Printing:** [pds.unt.edu](https://pds.unt.edu)

**Marcom Support:** [brandstrategy.unt.edu](https://brandstrategy.unt.edu)

## #GoMeanGreen

## Brand Approval

All UNT promotional communications (such as flyers, T-shirts, brochures, etc.) must include official brand marks and be approved for brand compliance prior to distribution.

**For brand approval, send your design to the Division of University Brand Strategy & Communications**  
[ubscbrand@unt.edu](mailto:ubscbrand@unt.edu)

Items showcasing any UNT trademark may only be manufactured and purchased through a university approved vendor.

UNT’s Printing & Distribution Solutions Department (PDS) can ensure brand approval and deliver on your branded merch and printing needs.

