



Swag Quick-Start Guide

Why Consistency Matters During Our Launch

The launch of our new UT San Antonio brand is more than just a logo change—it's the introduction of our unified identity to students, patients, faculty, alumni, partners, and the public. Every T-shirt, pen, tote bag, or water bottle is a touchpoint that shapes how people see and remember us.

Consistent use of the new logo, colors, and design reinforces:

- **Recognition:** The more consistently the public sees the new look, the faster they'll connect it with our institution.
- **Credibility:** Uniform branding signals that we are coordinated, professional, and intentional.
- **Pride & Belonging:** It builds a shared visual identity for all employees, students, and stakeholders.

During the early months of our rollout, inconsistent use of the visual brand can confuse our audiences and slow the adoption of our new identity. That's why every branded item—no matter how small—matters.

Ordering Guidelines

Every promotional item—whether it's a single pen or a bulk T-shirt order—represents our brand to the public. We need to ensure all swag aligns with the new UT San Antonio visual identity so audiences see a consistent, unified image. Before you order merchandise, be mindful of the following guidelines:

- Beginning Sept. 1, you may use the UT San Antonio parent regental logo (horizontal or stacked) when ordering branded merchandise.





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- Existing items with the current UTSA or UT Health logo may be used until depleted. When ordering items with the current logo, consider limited quantities and plan for the full brand transition.
- Do not create new logos, variations, lockups or modifications to the UT San Antonio logo—these can dilute the brand and cause confusion. This includes adding your office, department, initiative or unit to the logo.
- In the months to come, official department/customized/sub-brand logos will be made available. A Brand Migration Working Group will establish guidelines for creating and applying visual identity across schools, colleges, departments, divisions, centers and units. Until then, the parent logo should be used exclusively.
- Only use source logo files provided by the division of Marketing, Communications & Media. Never use images found via third parties or search engines (i.e. Google).

Logo Guidelines

Logos are the most visible expression of our identity. Using them consistently and correctly ensures recognition and brand equity over time—especially important in a launch year when audiences are learning our new look.

Preferred Formats:

- Horizontal regental logo for most items



- Stacked regental logo for square or vertical spaces





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If Space is Limited:

- Use the logo without the regental name if the imprint area is too small.



- Wordmark-only is acceptable for very small imprints.

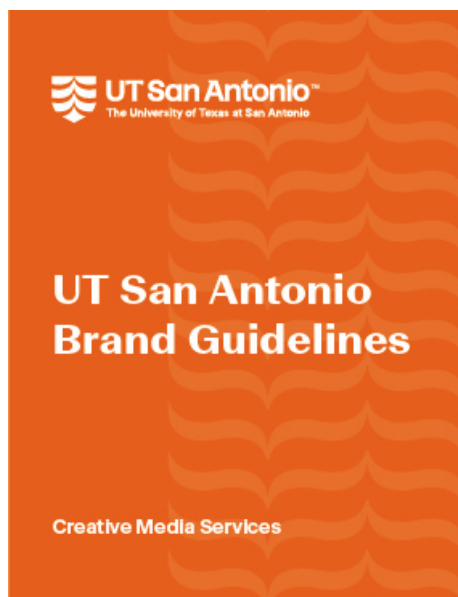
UT San Antonio™



- Do not use the shield symbol by itself. The shield symbol is still new to our audiences and cannot stand alone without the wordmark.
- The trademark (TM) icon must be included unless it becomes unreadable at the final imprint size. Embroidery may omit it for legibility.

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- Adding department or unit names must be text only, separated from the logo, and cannot appear combined with the UT San Antonio logo.





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Additional Guidance:

- Use only the selected brand colors – UT San Antonio Orange and Midnight. Secondary or accent colors should only be used if approved.



- The circular crest version of our logo can be used on merchandise that lends itself to a round imprint. However, the horizontal regental logo should be given preference.



Vendors & Purchasing

Licensed vendors are obligated to protect and reproduce the UT San Antonio brand accurately. They have direct access to the correct logo files and brand guidelines, ensuring what you order is correct.

- All UT San Antonio branded merchandise **must** be ordered through [CLC/UT System licensed vendors](#).
- There is no single preferred vendor at this time—choose from the approved list.
- Orders placed through licensed vendors will be automatically routed through the brand review process to ensure compliance before production begins. Please allow for 3-5 business days for brand administrative review.
- Licensed vendors have the new logos and can provide proofs for review.



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Review & Approval

Review of branded merchandise ensures that every item going into production meets our brand identity standards. During launch, this step is even more important because it prevents inconsistent or incorrect branding from entering circulation.

- **UTSA:** All merchandise with the UT San Antonio logo must be reviewed and approved prior to production. Submit brand review and approval request by email to mktg-group@utsa.edu.
- **UT Health San Antonio:** Continue with your current review and approval process—submit artwork and order details through the TDX system or email UTHealthBranding@uthscsa.edu.
- Review includes checking that the university name and trademark symbols are correct, the logo size and placement is appropriate, and the colors are accurate.

Resources

The brand team is here to help you save time, avoid costly reprints, and make sure your items proudly represent UT San Antonio. We can consult with you on logo usage, provide design support and make vendor recommendations.

➤ Brand Quick-Start Guide:

- Users with an **@utsa.edu email address:** utsa.photoshelter.com
- Users with an **@uthscsa.edu email address:** UTHealthsanantonio.photoshelter.com

➤ UT San Antonio Brand Team Contacts:

- **UTSA:** mktg-group@utsa.edu
- **UT Health San Antonio:** UTHealthBranding@uthscsa.edu