UTSA™

ATHLETICS

UTSA ROADRUNNERS

DEPARTMENT OF INTERCOLLEGIATE ATHLETICS

UTSA Athletics transforms lives as San Antonio's nationally recognized NCAA Division I program. UTSA Athletics develops champions in the classroom, in competition and in life, while serving as an integral part of the undergraduate student experience, enhancing the visibility of the university and engaging the community.

The goal of this branding guideline is to make sure the brand is consistent across all applications and captures new audiences in an authentic and meaningful way. That doesn't mean everything has to look the same. **Using the brand identity system in a consistent manner will build credibility for the brand, speed recognition, and differentiate UTSA Athletics from the competition.**

COLORS

UTSA BLUE

PANTONE 289 C
PMS 289
CMYK 100,76,12,70

RGB 11,34,64
HEX #0B2240

UTSA ORANGE

PANTONE 1665 C
PMS 1665
CMYK 7,87,100,1

RGB 225,69,4
HEX #E14504

TYPO GRA PHY

UTSA INLINE

UTSA BOLD

PARAGRAPH FONT

INDUSTRIAL

BODY COPY FONT

ITC Avant Garde Gothic

PRIMARY LOGO MARK

The primary logo should not be combined with any other font or logotype. Logo architecture must start with primary as main preference for logo marks. The logo must be used with white keyline boundary. The logo may be used without TM for internal purposes only. The logo should only be scaled uniformly as directed in this guide. The primary logo is not to be used on uniforms, merchandise or in-venue without prior approval.

The protected area around the primary logo ensures that no other graphic elements interfere with its clarity and integrity. The protected area will always be scaled symmetrically with the logotype. The depth of the protected area is equivalent to the height and width of the space where the gray dot is placed.

LIGHT VARIANT

Color variant for dark backgrounds. Must be used with white keyline boundary.

DARK VARIANT

Color variant for light backgrounds.

PRIMARY WORD MARK

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

™ UTSA

™ UTSA

The protected area around the primary word mark ensures that no other graphic elements interfere with its clarity and integrity. The protected area will always be scaled symmetrically with the logotype. The depth of the protected area is equivalent to the height and width of the space where the gray dot is placed.

UTSA

LIGHT VARIANT

Color variant for dark backgrounds.

DARK VARIANT

Color variant for light backgrounds.

UTSA

SECONARY LOGO MARK

Full color & whte variant must be used with white keyline boundary.
The logo may be used without TM for internal purposes only.
Logo is not to be used on uniforms, merchandise or in-venue without prior approval.

SECONARY WORD MARK

Main variant with option to use with white keyline boundary.

The logo may be used without TM for internal purposes only.

Logo is not to be used on uniforms, merchandise or in-venue without prior approval.

TERITARY WORD MARK

Main variant with option to use with white keyline boundary.
The logo may be used without TM for internal purposes only. `
Logo is not to be used on uniforms, merchandise or in-venue without prior approval.

RUNNERS

RUNNERS

RUNNERS

BIRDS UP
WORD MARK

Main flat color variants still following protective area around logos.
Mark is not to be used on uniforms, merchandise or in-venue without prior approval.

BIRDS UPS

BIRDS UPS

BIRDS UPS

WEBSITE MARK

Main flat color variants still following protective area around logos.
Mark is not to be used on uniforms, merchandise or in-venue without prior approval.

GOUTSA.COM

GOUTSA.COM

GOUTSA.COM

WORD MARK LOCKUPS

The word mark lockups should not be combined with any other font or logotype. This style may be used for naming of other departments within Athletics program. Typography architecture must follow primary UTSA Inline then secondary UTSA Bold. Word mark lockups are not to be used on uniforms, merchandise or in-venue without prior approval.

™ UTSA
ATHLETICS

™ UTSA
FOOTBALL

™ UTSA
BASKETBALL

™ UTSA
SOFTBALL

™ UTSA
VOLLEYBALL

™ UTSA
GOLF

™ UTSA
SOCCER

™ UTSA
TENNIS

™ UTSA
BASEBALL

™ UTSA
TRACK & FIELD

™ UTSA
CROSS COUNTRY

™ UTSA
CHEERLEADING

AMERICAN ATHLETICS CONFERENCE

INSTITUTIONAL LOGOS

These are variants of institutional logos for UTSA provided by The American Athletics Conference. Logo architecture is primary in our blue color and secondary in our orange.

Conference logo patch & color usage must follow branding standard guide provided by Conference. Logo is not to be used on uniforms, merchandise or in-venue without prior approval.

PRIMARY

SECONDARY

INCORRECT *USAGE*

DISCONTINUED LOGOS

ATHLETIC NUMERALS

Numerals are to be used only on official uniforms or apparel. Numeral architecture must start with primary then secondary. Following our typography usage however may be adjusted accordingly for clarity & legibility purposes. For example, an outline may be used around numerals for better clarity. Numerals are not to be used on uniforms, merchandise or in-venue without prior approval.

PRIMARY UTSA INLINE

0 1 2 3 4
5 6 7 8 9

SECONDARY UTSA BOLD

0 1 2 3 4
5 6 7 8 9

FOOTBALL

LOGO & PATCH PLACEMENT

For illustrative purposes only. Variants and placement may change according to uniform brand template. Main purpose is to showcase how all branding usage must be uniform and consistent to current guideline standards. Numerals must follow standards according to "Athletic Numerals" page. Logo usage must be used without Trademark (TM) and follow standards from Logos & Word Mark pages. Must be prior approval before usage. Dark and light colors must follow specific sport.

Home Uniforms - May use word marks showcasing our mascot name i.e "Roadrunners" or "Runners"as our community is aware of who & where we are. Utilize the marks that can look balanced and fill space correctly.

Away Uniforms - For events outside of institutional enviroment uniforms must use primary word mark for purposes of showcasing our Institution of The University of Texas at San Antonio (UTSA). Representing where we are from.

Alternate Uniforms - UTSA Orange may be used as an altenate for limited usage or to contrast opponent uniform in certain circumstances. Any other variations such as black, grey or for specific edition must be approved prior to usage.

Helmet - Must use primary logo mark of Roadrunner head and follow color standards. Any other variation must be approved prior to usage.

Conference logo patch & color usage must follow branding standard guide provided by Conference.

BASKETBALL

LOGO & PATCH PLACEMENT

For illustrative purposes only. Variants and placement may change according to uniform brand template. Main purpose is to showcase how all branding usage must be uniform and consistent to current guideline standards. Numerals must follow standards according to "Athletic Numerals" page. Logo usage must be used without Trademark (TM) and follow standards from Logos & Word Mark pages. Must be prior approval before usage. Dark and light colors must follow specific sport.

Home Uniforms - May use word marks showcasing our mascot name i.e "Roadrunners" or "Runners"as our community is aware of who & where we are. Utilize the marks that can look balanced and fill space correctly.

Away Uniforms - For events outside of institutional enviroment uniforms must use primary word mark for purposes of showcasing our Institution of The University of Texas at San Antonio (UTSA). Representing where we are from.

Alternate Uniforms - UTSA Orange may be used as an altenate for limited usage or to contrast opponent uniform in certain circumstances. Any other variations such as black, grey or for specific edition must be approved prior to usage.

Conference logo patch & color usage must follow branding standard guide provided by Conference.

BASEBALL & SOFTBALL

LOGO & PATCH PLACEMENT

For illustrative purposes only. Variants and placement may change according to uniform brand template. Main purpose is to showcase how all branding usage must be uniform and consistent to current guideline standards. Numerals must follow standards according to "Athletic Numerals" page. Logo usage must be used without Trademark (TM) and follow standards from Logos & Word Mark pages. Must be prior approval before usage. Dark and light colors must follow specific sport.

Home Uniforms - May use word marks showcasing our mascot name i.e "Roadrunners" or "Runners"as our community is aware of who & where we are. Utilize the marks that can look balanced and fill space correctly.

Away Uniforms - For events outside of institutional enviroment uniforms must use primary word mark for purposes of showcasing our Institution of The University of Texas at San Antonio (UTSA). Representing where we are from.

Alternate Uniforms - UTSA Orange may be used as an altenate for limited usage or to contrast opponent uniform in certain circumstances. Any other variations such as black, grey or for specific edition must be approved prior to usage.

Other equipment as in hats & protective helmets must utilize primary logo or word marks.

Conference logo patch & color usage must follow branding standard guide provided by Conference.

VOLLEYBALL

LOGO & PATCH PLACEMENT

For illustrative purposes only. Variants and placement may change according to uniform brand template. Main purpose is to showcase how all branding usage must be uniform and consistent to current guideline standards. Numerals must follow standards according to "Athletic Numerals" page. Logo usage must be used without Trademark (TM) and follow standards from Logos & Word Mark pages. Must be prior approval before usage. Dark and light colors must follow specific sport.

Home Uniforms - May use word marks showcasing our mascot name i.e "Roadrunners" or "Runners"as our community is aware of who & where we are. Utilize the marks that can look balanced and fill space correctly.

Away Uniforms - For events outside of institutional enviroment uniforms must use primary word mark for purposes of showcasing our Institution of The University of Texas at San Antonio (UTSA). Representing where we are from.

Alternate Uniforms - UTSA Orange may be used as an altenate for limited usage or to contrast opponent uniform in certain circumstances. Any other variations such as black, grey or for specific edition must be approved prior to usage.

Conference logo patch & color usage must follow branding standard guide provided by Conference.

APPAREL USAGE

LOGO PLACEMENT

For illustrative purposes only. Logo variants may be used interchangeable within color usage. Main purpose is to showcase how all branding usage must be uniform and consistent to current guideline standards. Logo usage must be used with Trademark (TM) and follow standards from Logos & Word Mark pages. Alternate colors and logo usage must have prior approval before usage.

Logo placement may change depending apparel not shown here but must still follow logo architecture provided. Must have prior approval before usage.

Reference proper logo usage below.

BRAND USAGE TRADEMARKS LICENSING & APPROVAL

Main purpose is to showcase how all branding usage must be uniform and consistent to current guideline standards. Logo usage must be used with Trademark (TM) and follow standards from Logos & Word Mark pages, unless specified otherwise. Alternate colors and logo usage must have prior approval before usage. Logo is not to be used on uniforms, merchandise or in-venue without prior approval.

STYLE GUIDE USAGE

The goal of this branding guideline is to make sure that the brand is consistent across all applications. Using the brand identity system in a consistant manner will build credibility for the brand, speed recognition, and differentiate UTSA Athletics from the competetion.

CONTACT INFORMATION

UTSA RACE Facility

UTSA Department of Intercollegiate Athletics
One UTSA Circle
San Antonio, Texas 78249
Phone: (210) 458-8820

Creative Services

Charles Davis or Christopher Muñoz
charles.davis@utsa.edu | christopher.munoz2@utsa.edu