CENTENNIAL LOGO

The Centennial Logo is the primary identifier for UTEP’s Centennial Celebration. Using the approved UTEP Centennial Logo for all publications, signs, clothing and other purposes dealing with the Centennial Celebration develops a strong brand identity that connects the University and all of our Centennial efforts.

Please refrain from:
• Altering the logo colors in any way.
• Altering the proportions of the logo in any way (stretched or squeezed, for example).

The Centennial logo is the trademarked property of the University and its use is limited to University employees, offices and departments for official purposes only.
CENTENNIAL COLOR PALETTE

The Centennial Color Palette is the foundation of the University’s Centennial graphic identity. The primary colors in all publications and websites dealing with the Centennial Celebration should be some combination of UTEP Orange, UTEP Blue and white. The logo’s Dark Brown and Light Brown may be used as secondary accent colors.

<table>
<thead>
<tr>
<th>SPOT COLOR</th>
<th>PMS</th>
<th>PROCESS</th>
<th>HTML</th>
</tr>
</thead>
<tbody>
<tr>
<td>UTEP Orange</td>
<td>151</td>
<td>0-60-100-0</td>
<td>FF7900</td>
</tr>
<tr>
<td>UTEP Blue</td>
<td>282</td>
<td>100-82-10-64</td>
<td>002147</td>
</tr>
<tr>
<td>Logo Dark Brown</td>
<td>478</td>
<td>19-75-74-58</td>
<td>703D29</td>
</tr>
<tr>
<td>Logo Light Brown</td>
<td>719</td>
<td>5-18-28-0</td>
<td>EFD1B5</td>
</tr>
</tbody>
</table>

The Centennial Font Family should be used on all University publications and websites dealing with the Centennial Celebration.

<table>
<thead>
<tr>
<th>PRIMARY: BRANDON GROTESQUE</th>
<th>COMPLIMENTARY: PALATINO</th>
<th>PERPETUA</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Centennial</strong> BLACK</td>
<td><strong>Centennial</strong> BLACK ITALIC</td>
<td></td>
</tr>
<tr>
<td><strong>Centennial</strong> MEDIUM</td>
<td><strong>Centennial</strong> MEDIUM ITALIC</td>
<td><strong>Centennial</strong> LIGHT</td>
</tr>
<tr>
<td><strong>Centennial</strong> BOLD</td>
<td><strong>Centennial</strong> BOLD ITALIC</td>
<td><strong>Centennial</strong> LIGHT ITALIC</td>
</tr>
<tr>
<td><strong>Centennial</strong> BOLD ITALIC</td>
<td><strong>Centennial</strong> BOLD ITALIC</td>
<td><strong>Centennial</strong> LIGHT ITALIC</td>
</tr>
<tr>
<td><strong>Centennial</strong> REGULAR</td>
<td><strong>Centennial</strong> REGULAR</td>
<td></td>
</tr>
<tr>
<td><strong>Centennial</strong> ITALIC</td>
<td><strong>Centennial</strong> ITALIC</td>
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<td><strong>Centennial</strong> BOLD</td>
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</tr>
<tr>
<td><strong>Centennial</strong> BOLD ITALIC</td>
<td><strong>Centennial</strong> BOLD ITALIC</td>
<td></td>
</tr>
</tbody>
</table>
CENTENNIAL CONTACTS

For assistance in branding your event/project with the Centennial Campaign, or any questions regarding the Centennial Style Guide, please contact the following:

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