

UTEP  
100 YEARS  
CENTENNIAL CELEBRATION · 1914-2014  
THE UNIVERSITY OF TEXAS AT EL PASO



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CENTENNIAL *style guide*



## CENTENNIAL LOGO

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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.





**PRIMARY**  
Trajan Pro Bold (font)



**SECONDARY**



**GREYSCALE**



**ONE COLOR: UTEP Blue**



**ONE COLOR: UTEP Orange**



**ONE COLOR: Black**



# 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.

SPOT COLOR	PMS	PROCESS	HTML
UTEP Orange	151	0-60-100-0	FF7900
UTEP Blue	282	100-82-10-64	002147
Logo Dark Brown	478	19-75-74-58	703D29
Logo Light Brown	719	5-18-28-0	EFD1B5



# CENTENNIAL FONT FAMILY

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

## PRIMARY: BRANDON GROTESQUE

<b>Centennial</b> BLACK	<b>Centennial</b> MEDIUM	Centennial LIGHT
<b>Centennial</b> BLACK ITALIC	<b>Centennial</b> MEDIUM ITALIC	Centennial LIGHT ITALIC
<b>Centennial</b> BOLD	<b>Centennial</b> REGULAR	Centennial THIN
<b>Centennial</b> BOLD ITALIC	<b>Centennial</b> REGULAR ITALIC	Centennial THIN ITALIC

## COMPLIMENTARY: PALATINO PERPETUA

Centennial REGULAR	Centennial REGULAR
<i>Centennial</i> ITALIC	<i>Centennial</i> ITALIC
<b>Centennial</b> BOLD	<b>Centennial</b> BOLD
<b>Centennial</b> BOLD ITALIC	<b>Centennial</b> BOLD ITALIC



# CENTENNIAL CONTACTS

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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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