



BRAND STYLE GUIDE

Uintah Basin Technical College

UBTech Guidelines

- All branded items must be approved by the Marketing and Communications department prior to ordering - regardless of budget account.
- Items carrying any form of the UBTech logo, symbol, or UBTech Titans logos or wording can only be orange, white, black, or grey.
- When using the abbreviated college name, UBTech, there is NO space between “UB” and “Tech”. In emails or other documentation the abbreviated name is UBTech with NO space and preferably with a lowercase “ech” in Tech. NO “The” before UBTech.

UBTech ✓ **UB Tech** X **UB tech** X **Ubtech** X **UBtech** X **The UBTech** X

- For more information please see Policy 101 – Advertising

POLICY 101 - ADVERTISING | CLICK HERE

OR SCAN



<https://www.mysolved.com/ViewReport.aspx?download=true&ri=47807>

UBTech Tagline

- Experience the Power of Technical Education
 - “Experience the”, and “of Technical education” font: Bebas Neue
 - “Power” font: Billy Ohio
 - or entire tagline can be used in font: Lato

EXPERIENCE THE *Power* OF TECHNICAL EDUCATION

UBTech Logos

Primary:



Alternative UBTech Logo/Symbol



Uintah Basin Technical College

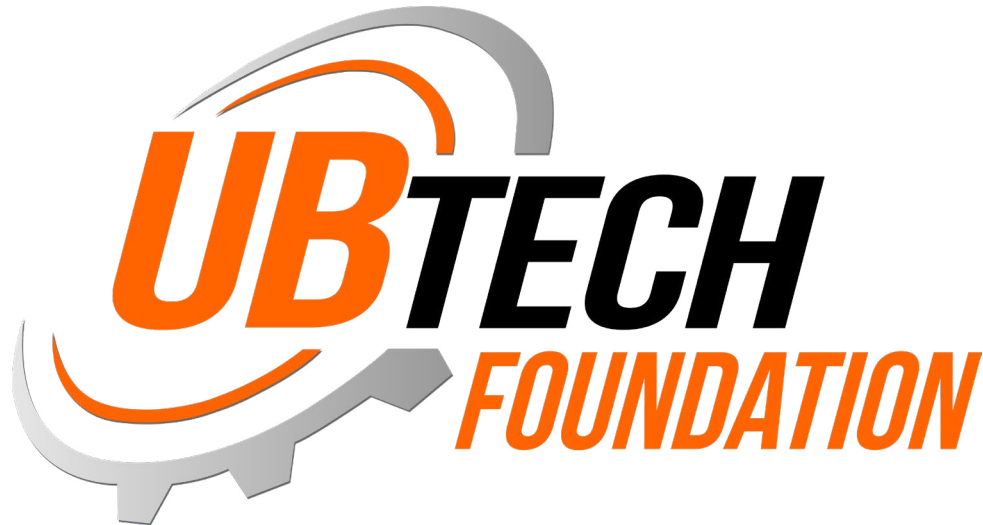


Logos should never be skewed, stretched, pixelated, crowded, or inverted.

**NO COLOR VARIATIONS ARE PERMITTED WITHOUT APPROVAL
FROM THE MARKETING AND COMMUNICATIONS DEPARTMENT**

UBTech Foundation Logos

Primary:



UBTech Foundation Tagline

THE STRENGTH OF COMMUNITY
THE POWER OF EDUCATION

- When using the UBTech Foundation logo, with the permission of the Chief Development Officer, the document or publication should include the following information:

**The UBTech Foundation is a 503(c) non-profit organization.
All proceeds benefit the UBTech Foundation to support
local student scholarships in technical education.**

Logos should never be skewed, stretched, pixelated, crowded, or inverted.

**NO COLOR VARIATIONS ARE PERMITTED WITHOUT APPROVAL
FROM THE MARKETING AND COMMUNICATIONS DEPARTMENT**

UBTech Mascot Logos

Primary:



Alternative UBTech Titans Logos / Symbols



OUR MASCOT CAN BE REFERRED TO AS “TEK” OR “TEK THE TITAN”.

OUR MASCOT SHOULD NOT BE REFERRED TO AS A LION.

Logos should never be skewed, stretched, pixelated, crowded, or inverted.

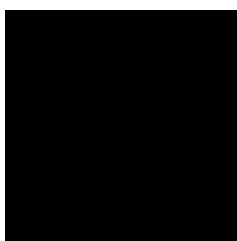
**NO COLOR VARIATIONS ARE PERMITTED WITHOUT APPROVAL
FROM THE MARKETING AND COMMUNICATIONS DEPARTMENT**

UBTech Color Palette



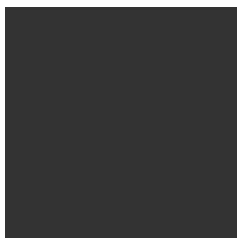
PANTONE 1505C

C: 0 R: 255
M: 75 G: 100
Y: 100 B: 0
K: 0 #FF6400



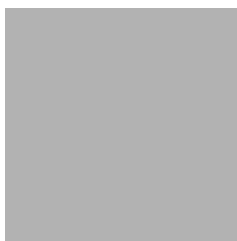
PANTONE BLACK

C: 0 R: 0
M: 0 G: 0
Y: 0 B: 0
K: 100 #000000



**PANTONE BLACK
7C**

C: 69 R: 51
M: 63 G: 51
Y: 62 B: 51
K: 58 #333333



**PANTONE COOL
GRAY 5C**

C: 31 R: 178
M: 25 G: 178
Y: 25 B: 178
K: 0 #B2B2B2

UBTech Typography

Lato (Regular)

BEBAS NEUE

Lato (Black)

Billy Ohio