

Rules for UT Southwestern Logo Usage

- UT Southwestern logos cannot be combined with or incorporated into any graphic or unique piece of art created by a vendor, department, or student organization.
- The UT Southwestern/UTSW name cannot be listed in text within any graphic or unique piece of art created by a vendor, department, or student organization.
- Logos on shirts must include the Trademark TM symbol.
- UT Southwestern logos must be used in approved branded colors only.
 - White and light color shirts should use either the blue/grey logo, all-black logo, or all-blue logo.
 - Dark color shirts should use only the white logo.
 - You may not alter the UT Southwestern logo in any way to “match” unique art.
- Any shirt printed with a UT Southwestern logo must be produced by a UT Southwestern-approved vendor and receive approval from UT System/Learfield before production.
- Pre-production samples are strongly encouraged for quality control to ensure that our logo and colors are represented with integrity.

Logos can be downloaded for use [here](#).

Logo Placement Rules (Please see page 2 for a visual representation of correct logo placement.)

1. To put **unique art on the back of a shirt**, the **UT Southwestern logos can be placed:**
 - a. On the front of the shirt (right side as one faces the shirt; left side if one is wearing the shirt), 3.75” below the collar, 2.5” from the center of the collar. The logo should be 3.875” wide.
 - b. On the right sleeve (right if you’re facing the shirt; left if you’re wearing it), centered, 1” above the hem. The logo should be 3” wide.
2. To put **unique art on the front of a shirt**, the **UT Southwestern logos can be placed:**
 - a. On the back of the shirt, centered, 4.5” below the collar and 11” wide, *or*
 - b. On the right sleeve (right if you’re facing the shirt; left if you’re wearing it), centered, 1” above the hem and 3” wide.
3. To **put unique art on the front and back of a shirt**, the appropriate **UT Southwestern logo can be placed:**

- a. On the right sleeve (right if you're facing the shirt; left if you're wearing it), centered, 1" above the hem. The logo should be 3" wide.

Approval Process

1. You may work with any [UT System-approved vendor for UT Southwestern](#) to create shirt art, assuming the above rules are followed. The vendor will provide a digital proof of the shirt for review.
2. Digital proofs may be sent to the UTSW Brand Marketing Team [marketingteam@utsouthwestern.edu] for **compliance** review. The Brand Team will review a mockup only to approve or deny UTSW logo usage. UTSW Marketing is not responsible for approving unique art created by student organizations.
3. Once logo usage on the mockup is deemed compliant by UTSW Marketing, you may ask the vendor to proceed with producing the shirts.
4. UTSW-approved vendors must submit the art to the UT System for overall brand approval. All approved vendors have instructions on how to do this. Once the UT System approves, the vendor can print the whole order.
5. UTSW Marketing strongly encourages you to have a pre-production sample created and shipped for your review before printing the whole order. This gives you an opportunity to check the quality of the product.