



SYSTEM

# UNT SYSTEM™

BRAND IDENTITY &  
COMMUNICATIONS GUIDELINES

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# INTRODUCTION

The University of North Texas System (UNT System) includes the University of North Texas (UNT) in Denton, the University of North Texas at Dallas (UNT Dallas), the University of North Texas Health Science Center (HSC) in Fort Worth and UNT System Administration.

Like its component universities, the UNT System is committed to a clear, consistent brand identity and communications standard – both internal and external – as part of an overall coordinated, system-wide identity program. The guidelines outlined in these pages are designed to establish consistency in all forms of graphic branding and written communications for the UNT System.

The Office of Marketing & Communications offers several support and self-service resources that have been put in place to assist UNT System teams with their presentation, branding and messaging efforts.

All UNT System teams may request support from the Office of Marketing & Communications's service portal by visiting [untsystem.edu/brand](https://untsystem.edu/brand) and clicking on "Submit Support Ticket" in the left-hand menu to send a request via ServiceNow. Additionally, templates and logos may be downloaded by visiting the same URL and clicking "Template Library" in the left-hand menu.

The UNT System universities have their own brand identity and communications guidelines at the following links:

[University of North Texas](#)  
[University of North Texas Health Science Center](#)  
[University of North Texas at Dallas](#)

## UNT SYSTEM™ Marketing & Communications

If you have questions about the UNT System brand identity and communications standards, please contact the Office of Marketing & Communications at [Communications@UNTSystem.edu](mailto:Communications@UNTSystem.edu).



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# LOGO USAGE

Dallas

The UNT System is proud to be the only public university system based exclusively in the Dallas-Fort Worth region. We are proud to be DFW's university system, working closely with local civic leaders, corporations and elected officials to help sustain North Texas' position as a leading global economy.

Either logo is suitable for use in branding any official UNT System business, and may not be stretched, rearranged or altered in any way other than proportional scaling and appropriate use of color. UNT System logos should always appear in black and white.

These logos, as well as departmental lock-ups and templates may be downloaded from the UNT System Marketing & Communications Department at: [UNTSystem.edu/brand](https://untsystem.edu/brand) or by emailing [Communications@UNTSystem.edu](mailto:Communications@UNTSystem.edu).

## UNT SYSTEM PRIMARY LOGOS

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UNT SYSTEM™

UNT  
SYSTEM™

## How to use the UNT System logos appropriately

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The UNT System's primary horizontal and vertical logos may be used interchangeably, based on design. To help simplify design choices, the Office of Marketing & Communications has created templates for letterheads, business cards, PowerPoints and more, available by clicking "[Template Library](#)" in the left-hand margin at [UNTSystem.edu/brand](http://UNTSystem.edu/brand).

- A UNT System logo is required on all forms of communication for official UNT System business, whether for internal or external use. Exceptions to this requirement may only be granted by the Chancellor or Chief Communications Officer. This includes system-funded publications, as well as those that are externally funded. For example, if the system sponsors an event, an official UNT System logo should be included on a sponsor recognition page. If printing is funded by an outside entity, it still must comply with UNT System identity guidelines.
- A UNT System logo must appear on either the front or back of any multipage printed collateral piece (front is preferred) and must be visible on any single-page printed piece.
- UNT System logos may not be altered from their original form.
- UNT System logos may not be stretched, rearranged

Horizontal Logo

UNT SYSTEM™

Vertical Logo

UNT  
SYSTEM™

- or altered in any way other than proportional scaling and appropriate use of color.
- UNT System logos should always appear in black and white.
  - A UNT System logo must appear at the top of all UNT System web sites with no scrolling necessary.
  - No additional text or imagery should touch or be superimposed onto UNT System logos, other than approved departmental lock-ups.

The Office of Marketing & Communications will provide each UNT System office or department with a professionally designed “lock-up” graphic that includes sub-branding. Examples of an approved sub-branded UNT System lock-up can be seen to the right.

If your team needs a sub-branded lock-up, please contact the Office of Marketing & Communications at [Communications@UNTSystem.edu](mailto:Communications@UNTSystem.edu) to make a request.

Upon approval, a professionally-designed, sub-branded lock-up will be created.

An area of clear space surrounding any UNT System lock-up should be used to maintain visual impact and legibility. Other graphic elements, such as typography, pictures, etc., should not infringe upon this clear space to ensure legibility.

No portion of a UNT System lock-up may be screened back.

## SAMPLE LOCK-UPS

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**UNT SYSTEM™**  
Office of Budget

**UNT SYSTEM™**  
Office of Procurement

**UNT SYSTEM™**  
Human Resources

**UNT SYSTEM™**  
Board of Regents

# UNT SYSTEM SEAL USAGE

## UNT System Seal

The official UNT System seal is the most significant, formal symbol belonging to the System. Per Regent's Rule 04.803, the seal is reserved for the highest and most formal communication and for ceremonial, commemorative and promissory purposes. The Office of Marketing & Communications is responsible for ensuring the appropriate use of the seal. Board of Regent approval is required for revision to the seal.

UNT System Seal



## The UNT System seal is reserved for the following items

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- UNT System Board of Regents Board Briefings
- UNT System Board of Regents Board Orders
- Ceremonial documents, such as awards and proclamations
- Formal letters and contracts
- Commemorative objects created for limited distribution, and made out of durable high-quality materials
  - Examples include: plaques, medallions and commemorative crystal paperweights
- Permanent signage in limited usage, such as at the main entryway to the UNT System headquarters, but not on exterior building signs and not in less-formal settings
- Financial documents such as official system budgets, checks, system-issued securities and other financial papers, where it is essentially a mark of guarantee
- Approved UNT System electronic communication or presentation pieces.

# TYPOGRAPHY & COLORS

## Typography

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Consistent typography creates a uniform look of quality in UNT System publications. The recommended typefaces for System communications can be seen to the right.

These typefaces have been selected to complement the UNT System lock-up in a legible, professional manner. The fonts must be purchased from a licensed software/font vendor.

For assistance in purchasing, installing and using the UNT System's primary fonts, please email [Communications@UNTSystem.edu](mailto:Communications@UNTSystem.edu).

## Primary Fonts

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Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&\*()

Century Old Style

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&\*()

## Secondary Fonts

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Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&\*()

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&\*()



## Colors

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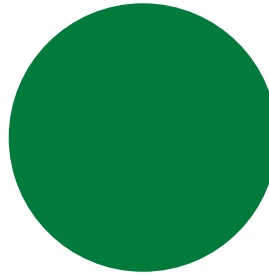
The official colors of the System are green and white, in the same shades as approved for UNT and UNTHSC. Black may be used as a secondary color and may be substituted for green or white in single color communications. Board of Regents approval is required for revision of System colors.

For electronic branding, the following color model settings will reproduce UNT green in most graphic design and HTML coding software.

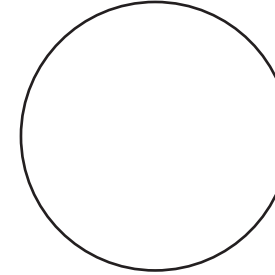
Additionally, the UNT System has a secondary color palette that complements the primary colors. The secondary colors may be used in presentations and marketing materials. Board approval is required for revision to System or Institution colors. Please email [Communications@UNTSystem.edu](mailto:Communications@UNTSystem.edu) for guidance.

## Primary Colors

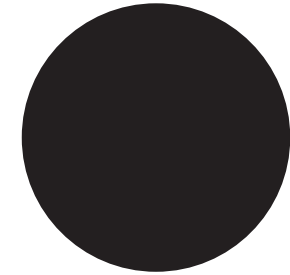
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**UNT System - Green**  
**Pantone:** PMS 356\*  
**CMYK:** 100, 0, 100, 33  
**RGB:** 5, 144, 51  
**HEX:** #059033



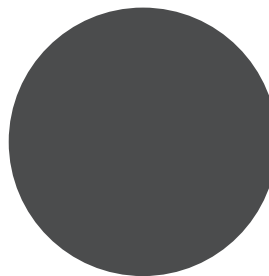
**White**  
**CMYK:** 0, 0, 0, 0  
**RGB:** 255, 255, 255  
**HEX:** #FFFFFF



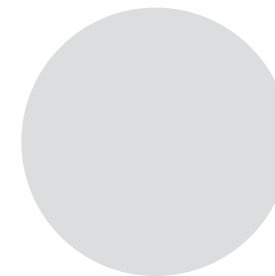
**Black**  
**CMYK:** 0, 0, 0, 100  
**RGB:** 0, 0, 0  
**HEX:** #000000

## Secondary Colors

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**Dark Gray**  
**CMYK:** 0, 0, 0, 85  
**RGB:** 77, 77, 79  
**HEX:** #4D4D4F



**Light Gray**  
**CMYK:** 0, 0, 0, 15  
**RGB:** 220, 221, 222  
**HEX:** #DCDDDE

# BUSINESS CARDS & STATIONERY

## Business Cards

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There is an approved UNT System business card template. Content for business cards is arranged in a standardized format with exceptions considered on a case-by-case basis. All business card orders must be placed through UNT Printing and Distribution Solutions, then later routed through the Office of Marketing & Communications for approval of compliance with brand standards.

For ordering business cards and other printed materials, please contact:

### UNT Printing and Distribution Solutions

940-565-2005

[pds@UNT.edu](mailto:pds@UNT.edu)

*Please note that if you have business cards created with a previous template, it's best to use those cards before ordering the new template.*

## Approved Templates

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**UNT SYSTEM™**  
Strategic Infrastructure,  
Planning & Construction



**Jackie Miller**  
*Deputy Fire Marshal*

1155 Union Circle, #311040

Denton, TX 76203-5017

Office: 940.369.7069

Fax: 940.565.4650

Email: [Jackie.Miller@UNTSysstem.edu](mailto:Jackie.Miller@UNTSysstem.edu)

## Letterhead & Envelopes

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The UNT System has developed a standard letterhead and envelope stationery format for use by all system departments and employees. The letterhead format has been thoughtfully arranged to allow a generous amount of open space.

Letterhead will not be pre-printed with additional information such as lists of names in a sidebar. However, this information can be set up and printed as part of your body copy. Content for letterhead is arranged in a standardized format with exceptions considered on a case-by-case basis. Electronic letterhead can be downloaded by clicking "[Template Library](#)" in the left-hand menu at [UNTSystem.edu/brand](https://UNTSystem.edu/brand).

All stationery orders should be placed through UNT Printing and Distribution Solutions. For ordering printed materials, please contact:

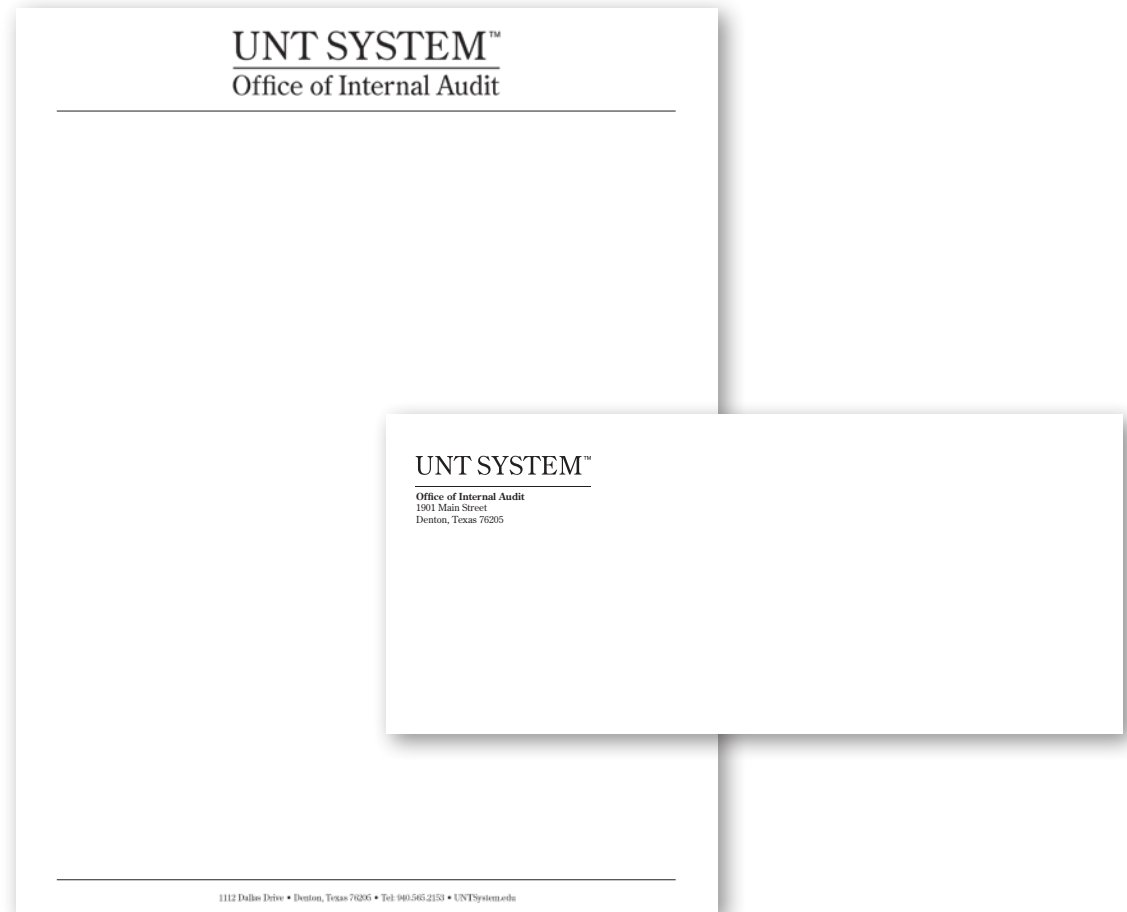
### UNT Printing and Distribution Solutions

940-565-2005

[pds@UNT.edu](mailto:pds@UNT.edu)

## Examples

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# ELECTRONIC BRANDING

## PowerPoint Presentations

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The UNT System has an approved PowerPoint template. The template has a style guide related to the color palette embedded within the document. The Office of Marketing & Communications also creates departmental PowerPoint templates that utilize departmental lock-up logos. Contact the Office of Marketing & Communications to request a PowerPoint template:

### Office of Marketing & Communications

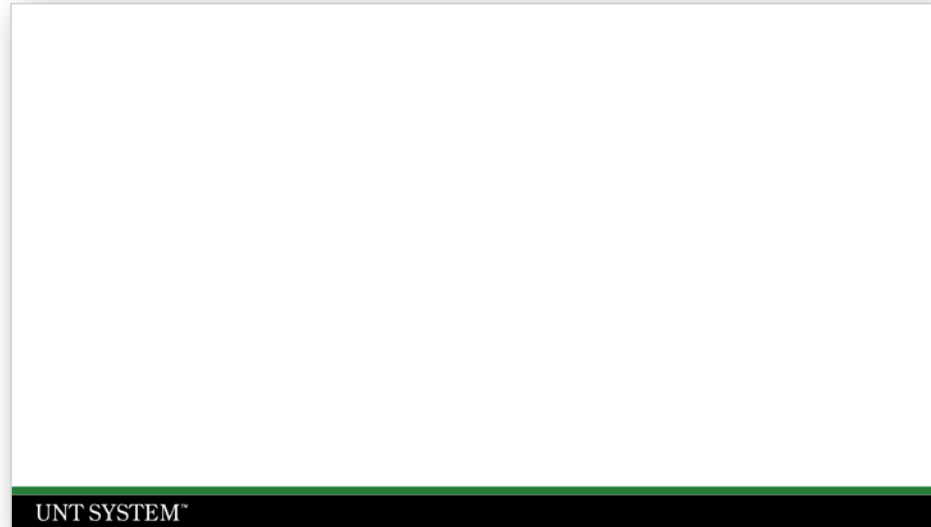
[Communications@UNTSystem.edu](mailto:Communications@UNTSystem.edu)

### Additional PowerPoint style guidelines include:

- Presentations should not contain lengthy text narratives. Rather, points should be summarized in bullet format and augmented with charts, graphs, tables and photos.
- Any infographics created should be notated and follow guidelines embedded into the approved PowerPoint Template.
- Fonts within the approved template include Poppins, Century Old Style, Georgia, Arial and Calibri. These fonts may not be changed or altered.

## PowerPoint Example

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## Email Signatures

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Using consistent email signatures for @untsystem.edu email accounts is an opportunity to create brand alignment while relaying relevant contact information. In addition, consistent and clear email signatures present a professional appearance for conducting business through email. The UNT System has one preferred email signature style.

## Email Signature Example

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**First and Last Name**

Job Title  
Department Name  
Pronoun

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**UNT SYSTEM™**

University of North Texas System  
1901 Main Street • Dallas, TX 75201  
XXX.XXX.XXXX

### The following are recommended guidelines for staff members using an @UNTSYSTEM email account:

- Less is more: Email signatures should be under 10 lines. Also, refrain from using quotes or epigraphs in business communications to keep the message professional and to avoid having others assume a particular statement represents the institution.
- Adding pronouns to email signatures creates space for people to feel safe when referring to them. We encourage people not to assume they know the pronouns of the people they're emailing with. Often, "guessing" someone's pronouns based off their name can lead to misgendering – the harmful act of using the wrong pronouns or gendered titles for someone.
- Font: Use Calibri, which is a standard font on both Mac and PCs and works in all email clients. Non-standard fonts and HTML may not translate across email clients.
- Color: Black is preferable and consistent with the brand color palette. The University of North Texas System color is the approved UNT green (Reference pg. 9).
- Phone numbers: Include the phone and/or fax numbers you use regularly in an effort to make it easy for others to reach you. Don't include a cell or fax number if it's not something you often use or want to share broadly.

# INTERNAL COMMUNICATIONS

Internal communications via system-wide email distribution is reserved for electronic messages that include important news, invitations to system-wide events or affect the health and safety of employees and students on campuses. In order to work with the Office of Marketing & Communications on the creation and distribution of official system-wide emails and memos, please visit [UNTSystem.edu/brand](https://untsystem.edu/brand) and click on “[Submit Support Ticket](#)” in the left-hand menu to send a request via ServiceNow.

It is UNT System policy to include an employee contact in any group email – electronic communications should not be attributed to ambiguous entities, such as a department or office, without a name and contact information included. The Office of Marketing & Communications manages the “UNT System News” email account and may be contacted for assistance in distributing newsworthy items to UNT System employees. Please note ServiceNow instructions above.



## Support Resources from the Office of Marketing & Communications

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The Office of Marketing & Communications offers several support and self-service resources that have been put in place to assist UNT System teams with their presentation, branding and messaging efforts.

All UNT System teams may request support from the Office of Marketing & Communications's service portal by visiting [untsystem.edu/brand](https://untsystem.edu/brand) and clicking on "[Submit Support Ticket](#)" in the left-hand menu to send a request via ServiceNow. Additionally, templates and logos may be downloaded by visiting the same URL and clicking "[Template Library](#)" in the left-hand menu.

### SERVICENOW

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Marketing & Communications support may now be requested through the ServiceNow system. Services available include stationery/letterhead design, presentation templates, logo requests, formal memo assistance/distribution, news announcements, staff headshot photos, flyers, invitations, web site content support, social media posts and communication-plan consultation.

To submit a support ticket, simply visit the Marketing & Communications homepage and click on Submit Support Ticket in the left menu panel or by going directly to: [untsystem.edu/CommSupport](https://untsystem.edu/CommSupport).

### SELF-SERVICE PHOTO DATABASE

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Our online [Photo Database](#) includes a robust library of images from the UNT System and our member institutions.

### STYLE GUIDE & TEMPLATE LIBRARY

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[The UNT System Style Guide & Template Library](#) is a SharePoint site that houses direct downloads of the UNT System Brand Identity & Communications Guide, approved logos, departmental lock-ups, email signature template and PowerPoint templates.

# EXTERNAL COMMUNICATIONS

## PUBLICATIONS

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Any printed collateral material or publications (brochures, fliers, newsletters, etc.) intended for mailing/distribution to external audiences must be approved by the Office of Marketing & Communications and designed professionally with appropriate UNT System brand usage.

### News

The Office of Marketing & Communications will communicate news regarding the UNT System to external audiences, the UNTS website, UNTS social media accounts on Facebook, Twitter, Instagram, YouTube and LinkedIn, as well as to local, regional and national media via press releases. If you feel you have newsworthy information to share, please send a summary of the news item to the Office of Marketing & Communications. The information will be evaluated for distribution externally via social media, traditional media or the internet. News tips may be sent to [Communications@UNTSystem.edu](mailto:Communications@UNTSystem.edu).

### Media Relations

The UNT System's Office of Marketing & Communications pitches newsworthy story ideas to the media with the intent of highlighting key people, projects, accomplishments, initiatives or milestones of the UNT System. Any other proactive media contact –

for purposes of gaining media attention for a UNTS individual, department or project – must be coordinated with the Office of Marketing & Communications. For media relations consultation, please contact [Communications@UNTSystem.edu](mailto:Communications@UNTSystem.edu).

The Office of Marketing & Communications will also handle all incoming media inquiries regarding the UNT System or requests for interviews with UNT System employees. Any UNT System employee receiving media-related phone calls, emails or written correspondence should consult with the Office of Marketing & Communications before responding in order to ensure consistency of key messages, institutional direction, facts and overall follow-up protocol are achieved. The Office of Marketing & Communications is available to help establish key points and provide coaching related to media interviews.

### Crisis Communications

In the event of a crisis, the Chief Communications Officer will serve as the UNT System's public information officer under direction of the Chancellor, Office of the General Counsel, or other designated parties. UNT System staff should continue to refer any and all media contact to the Office of Marketing & Communications in crisis situations, unless otherwise instructed. Please note, the Office of Marketing & Communications is "on-call" at all times to handle media relations related to



emergencies and crisis situations. For more information, please contact [Communications@UNTSystem.edu](mailto:Communications@UNTSystem.edu).

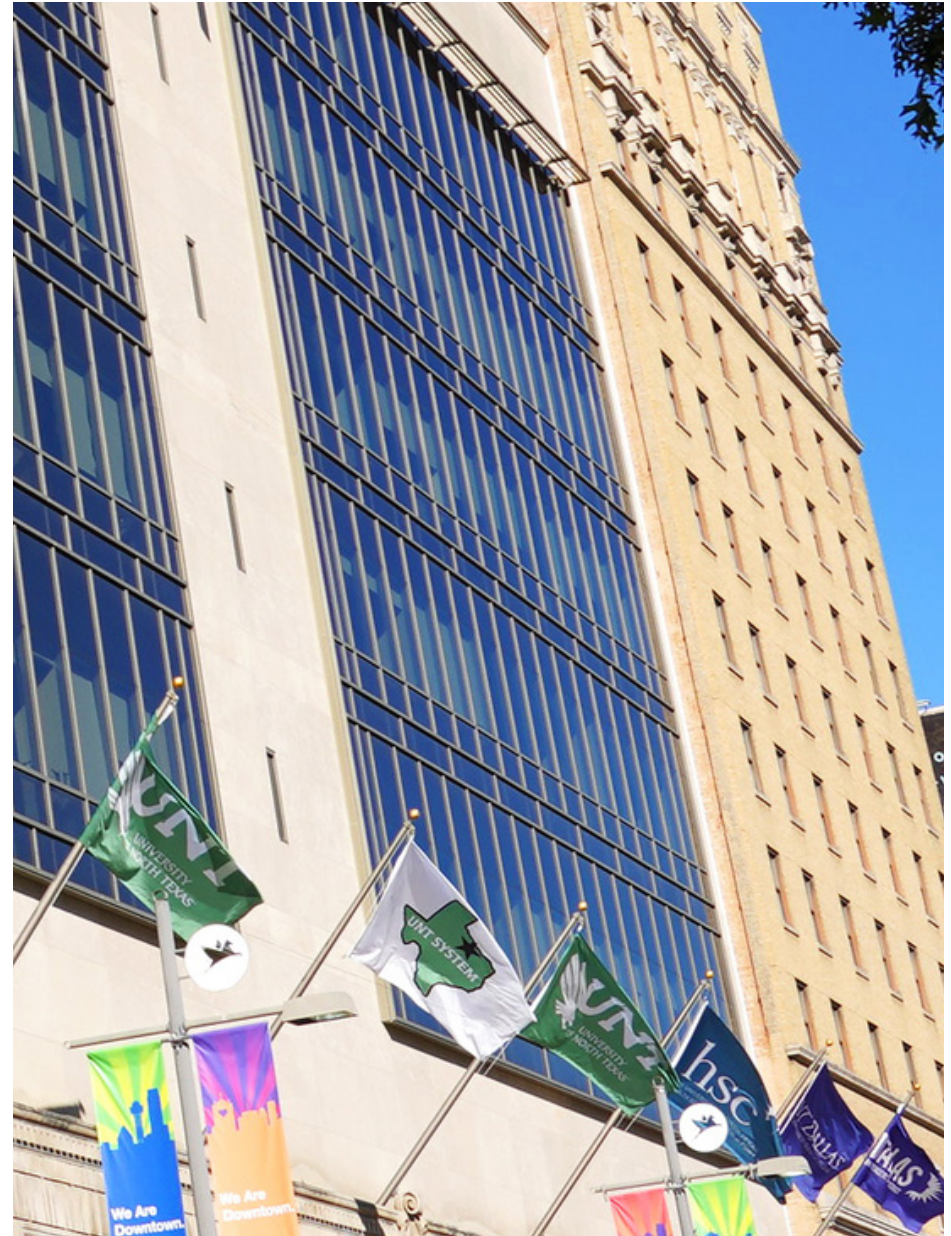
### **Media Training**

Media training is offered to departments and employees as needed for formal presentations or media interviews. Training includes assistance with messaging, positioning, appearance and speaking points, as appropriate. To request media training from the UNT System Office of Marketing & Communications, please visit [UNTSystem.edu/brand](http://UNTSystem.edu/brand) and click on “[Submit Support Ticket](#)” in the left-hand menu to send a request via ServiceNow.

### **Advertising**

All advertisements placed in local, state and national media representing the UNT System must be approved by the Office of Marketing & Communications or the Chancellor. The only exception to this is personnel advertisements, which must be approved by Human Resources. Promotional advertising must be placed using non-state funds.

Advertising on behalf of the UNT System, its departments, programs and organizations without proper approval is prohibited. The Office of Marketing & Communications is available to provide guidance related to copy, design and placement of advertisements by filing a service ticket through the aforementioned [ServiceNow](#) portal.



## SOCIAL MEDIA

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The UNT System uses social media strategically to help communicate its messages to internal and external audiences. The Office of Marketing & Communications is responsible for the UNT System's official pages on social media sites, including Facebook, Twitter, Instagram, YouTube, LinkedIn and Spotify. Any UNT System departmental social media pages must be approved by the Office of Marketing & Communications. Any UNT System employee wishing to post information or photo(s) to UNTS social media outlets should email the information, photo(s) or proposed content to the Office of Marketing & Communications at [Communications@UNTSystem.edu](mailto:Communications@UNTSystem.edu).

ALL APPLICABLE UNT SYSTEM POLICIES APPLY TO THE USE OF BLOGS, SOCIAL MEDIA PLATFORMS, OR ANY OTHER ONLINE FORM OF COMMUNICATION.

### **UNT SYSTEM SOCIAL MEDIA PLATFORMS**

**["X" formerly known as Twitter](#)**

**[Facebook](#)**

**[LinkedIn](#)**

**[Instagram](#)**

**[YouTube](#)**

### **Guidelines for using social media as a designated UNT System employee:**

- Do not use personal or organizational blogs or social media sites to communicate sensitive or private work-related information.
- Consult the Office of Marketing & Communications before starting a blog or social media profile for your UNT System department or group.
- Comply with the terms of service of any social media platform that you use.
- Comply with copyright laws and do not use copyrighted images or materials without permission.
- Do not speak on behalf of the UNT System on any blogs or social media sites, including personal sites, unless you are authorized to do so by the Office of Marketing & Communications.
- Do not use the UNT System lock-ups without approval from the Office of Marketing & Communications.
- Only use approved institutional colors in your approved design.
- Check all facts to ensure accuracy before posting institutional information.

## BEST PRACTICES FOR PERSONAL USE OF SOCIAL MEDIA

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- If you participate in personal blogs or social networking sites at work, follow the UNT System's Acceptable Electronic Use Policy.
- Use your personal email address on your blog or social media profiles. All UNTS emails are considered state records; personal use of your UNT System email address should be limited.
- Clarify that your opinion is your own. Where your connection to the UNT System is apparent, make it clear that you are not speaking on behalf of the UNT System. For example, add "The opinions expressed here are those of the author and do not necessarily reflect the positions of the UNT System," or a similar statement to your blog, social media profile or bio, and/or along with comments you post on other blogs regarding the UNT System.
- Do not speak on behalf of the UNT System without approval of the Office of Marketing & Communications or the Chancellor.
- If you are unsure if it is appropriate to post any information about the UNT System on a personal blog or social media profile, consult the Office of Marketing & Communications.
- If communicating on a blog or social media site about the UNT System, identify your connection to and your role at the UNT System.
- If you see information or comments about the UNT System on a blog, website or social media site that you think requires a response, contact the Office of Marketing & Communications.
- Consider everything that is posted on social media sites as public and permanent.
- Ensure you have the appropriate permission to use any photos acquired from other online resources.





# STYLE GUIDE

Dallas

In matters of editorial style, the prevailing standards of all approved UNT System documents and publications are those found in The Associated Press Stylebook (<https://www.apstylebook.com>). Key style items specific to the UNT System include:

- When referencing the UNT System in written copy, first reference should be spelled out as University of North Texas System. Upon second reference, UNT System or UNTS are acceptable. After first reference, the term “system” may also be used with lowercase “s”.
- **UNT System – For Internal Use Only**  
For internal communications only, the UNT System offices may use the inclusive term **UNT System** as a unifying mechanism when referencing the UNT System community as a whole – this includes students, faculty, staff and alumni of UNT, UNT Health Science Center, UNT Dallas and UNT System Administration. **The term UNT System should only be used for internal audiences, however, as it may cause brand confusion to external audiences.**
- UNT System Administration, also referred to as UNT System Headquarters, provides leadership, governance and services to UNT System component institutions in the areas of legal, finance, human resources, audit, academic affairs and student success, facilities, government relations and marketing/communications. On second reference, system administration is acceptable.
- Capitalize the “S” when referring to the University of North Texas System or UNT System. Use a lowercase “s” on subsequent references to the system.
- Capitalize any employee titles when attached to a proper name; for example, Chancellor Michael R. Williams on first reference and Chancellor Williams on second reference.
- Capitalize Board of Regents and capitalize any regent titles when attached to a proper name; for example, Regent Laura Wright on first reference and Regent Wright on second reference. When referring to the board or regents in subsequent references, use lowercase letters.
- When referencing a UNT System university in written copy, first reference should be spelled out, for example: University of North Texas. Upon second reference, UNT is acceptable. Each UNT System member institution has its own individual style guidelines that can be accessed at:
  - [University of North Texas](#)
  - [University of North Texas Health Science Center](#)
  - [University of North Texas at Dallas](#)





## BOILERPLATE COPY

The following boilerplate copy is approved when describing the UNT System in official documents:

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### ABOUT THE UNIVERSITY OF NORTH TEXAS SYSTEM

The University of North Texas System inspires courageous discovery that empowers our students, campuses, and communities to pursue a brighter vision for tomorrow.

UNT System is the only university system based in and exclusively focused on the Dallas-Fort Worth region.

We embrace our role in creating opportunities through education and developing the workforce of tomorrow for North Texas.

### PURPOSE

With our heart in North Texas, we transform lives and create economic opportunity through education.

### VISION

By 2026, the UNT System is one team, values-driven and customer-focused with an emphasis on excellence, curiosity, and innovation.

### VALUES

Courageous Integrity  
Be Curious  
We Care  
Better Together  
Show Your Fire

[Download our Values Blueprint!](#)

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If you have any questions regarding this copy please contact:

**Office of Marketing & Communications**

[Communications@UNTSystem.edu](mailto:Communications@UNTSystem.edu)



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