UT San Antonio® alumni

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BRAND PHILOSOPHY

Our Brand Philosophy truly represents the unique perspective of our organization. These concepts are essentially What We Believe and should drive our brand communications and be recognizable externally.

Meaningful experiences create lasting connections.

An ambitious university deserves an active, engaged alumni community. As the public face for UT San Antonio's alumni, we have a responsibility to create high-value, flagship experiences that serve alumni, students, families and communities with pride, generosity and purpose.

UT San Antonio is for life.

We believe graduation is not the finish line. It is the beginning of a lifelong relationship. That is why we are here for the long run, offering connection, enrichment, opportunity and belonging for alumni in every profession and season of life, from recent graduates to seasoned practitioners and community leaders.

There's room for everyone.

We offer meaningful ways for all alumni to belong. Whether your connection was forged in classrooms, studios, labs, clinics, residence halls or on the sidelines of game day, you are part of this story. If we are doing our job right, every alum can find a point of entry that feels relevant, respectful and real.

Alumni help Alumni.

Our alumni want to give back, to the university that shaped them and to the people coming after them. Through mentorship, advocacy, philanthropy, networking and service, alumni create meaningful opportunities for fellow graduates, for current students and for the broader communities our university exists to serve.

UT San Antonio is transformative.

There is something life-changing about this university. It equips people not only with knowledge and credentials, but with confidence, calling and a sense of responsibility. We are alumni for life, shaped by a shared experience that continues to change us, and through us, changes San Antonio, South Texas and the world.

BRAND AREA OF FOCUS

Everything the brand is associated with should be able to tie into at least three of these six Brand Areas of Focus.

Supporting Students.

We give back, offering programs, opportunities and support that help students thrive academically, professionally and personally. Alumni play an important role in mentoring, encouraging and investing in the next generation of Roadrunners.

Strengthening San Antonio.

We are still San Antonio's hometown university and encourage alumni to use their education, leadership and compassion to improve workforce development, community well-being and the future of San Antonio and South Texas.

Advancing the Alma Mater.

We elevate awareness of UT San Antonio and the achievements of its students, faculty, researchers, clinicians and alumni, advancing the university's reputation while strengthening leadership and impact throughout our communities.

Connecting Alumni to Alumni.

Across Texas and around the world, we bring alumni together to build meaningful personal and professional relationships rooted in shared experience, mutual support, collaboration and lifelong Roadrunner pride.

UT San Antonio is transformative.

We are a trusted resource for alumni to receive timely news, stories and opportunities from across the university, keeping graduates informed, engaged and connected to the broader UT San Antonio community.

Keeping the Spirit Alive.

We create meaningful opportunities for alumni to celebrate, experience and stay connected to UT San Antonio through traditions old and new, shared stories and experiences that build lifelong pride, belonging and intergenerational connection.

Primary Logo

UT San Antonio® alumni

Tagline

For the long run.

Roundel Tagline

For the long run.

Logo Suite

Use this as your main logo across key brand materials. Keep it clear, consistent, and don't stretch or distort it.

Rowdy Orange
Default color, and used almost exclusively as primary color in all designs and concepts.
Hex: #F15A22 *(darker: #C74313)*
RGB: 241 / 90 / 34
CMYK: 0 / 80 / 100 / 0

Texas Midnight
Accent color, and used as primary color for the Life Member Program.
Hex: #032044 ***(darker:*** *#081728)*
RGB: 3 / 32 / 68
CMYK: 100 / 66 / 0 / 76

Mission Plaster
Hex: #f2f1ed
RGB: 242 / 241 / 237
CMYK: 4 / 3 / 5 / 0

Limestone
Hex: #E2DDD9
RGB: 248 / 244 / 241
CMYK: 10 / 10 / 11 / 0

Burnt Oak Tree
Hex: #42403F
RGB: 66 / 64 / 63
CMYK: 66 / 61 / 60 / 47

Color Palette

These are your brand colors. Use them consistently across all design and marketing materials to create a cohesive look and feel.

Headline
Kilimanjaro Sans

The quick brown fox jumps over the lazy dog.

Aa

Subheading / Alternate Headline
Sole Serif Caption Bold

The quick brown fox jumps over the lazy dog.

Aa

Hierarchy

Sub-Headline

Heading

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquan ullamcorper suscipit.

BUTTON

Sole Serif Caption Bold
Kilimanjaro *(all caps or dynamic)*
Beausite Classic Regular
Beausite Classic Bold

Typography

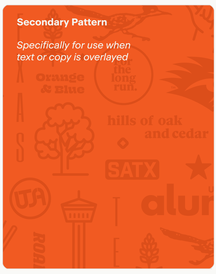
These are your brand fonts. Use them consistently for headings, subheadings, and body text to keep your communication clear and on-brand.

Primary Pattern



Secondary Pattern

Specifically for use when text or copy is overlayed



Pattern Elements

These patterns support your brand look. Use them to add personality and consistency across your designs.









Visual Style

Use imagery that reflects your brand's tone and values. Stick to a black & white, or vintage style to keep your visuals cohesive and recognizable.