

Guidelines for Using the Student Affairs Tagline

In June 2017, the tagline “*Student Affairs, You Belong Here.*” was adopted for use by the division. To belong suggests inclusivity and openness, and ‘here’ is open to the reader’s interpretation of the office, program or activity with which they are interacting.

Departments in Student Affairs are encouraged to incorporate the tagline into their everyday operations whenever possible. This includes in printed marketing materials, websites, email signatures, apparel and beyond.



Student Affairs
You Belong Here.

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How to Use the Tagline

Maintaining the integrity of the tagline through regular use strengthens and unifies the division’s message. Only use official versions of the tagline without altering the designs, colors or wording.

The Student Affairs tagline uses the [official University font](#) Minion Pro Bold and Minion Pro Italic, and is represented in UT Dallas’ official color, [Flame Orange](#).

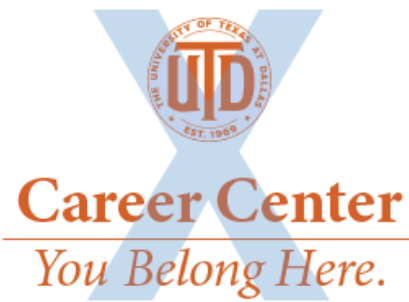
The tagline should be used in its entirety and should not be altered or adjusted to fit individual departments at this time. The words in the tagline, including their punctuation and order, must not be changed, reversed or otherwise manipulated. Do not manually type the tagline; always use the artwork files available for download.

Incorrect Applications

Do not alter colors or wording:



Do not alter typeface or revise wording to refer to an individual department:



Do not add different artwork or logos:



Email Signature

Email signatures with the Student Affairs tagline are encouraged. Instructions and a tutorial about how to download the signature are available [here](#).



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Student Affairs, You Belong Here.

Download

[Download](#) the tagline files. If you encounter errors with your download, contact [Raymond DiLorenzo](#) for assistance.