

Board Policy Statement on Seals of the Texas Tech University System

<i>Dates Approved or Amended:</i>	
-- <i>Initial adoption</i>08-09-2013	
-- <i>Amended</i>10-10-2014	• <i>comprehensive review and updates ... added TTUHSC El Paso seal</i>
-- <i>Amended</i>12-12-2014	• <i>technical adjustments to citations in Sec. 1 & 3 per changes in Ch. 12</i>
-- <i>Amended</i>05-19-2017	• <i>added authorization for a seal monument for the TTU-Costa Rica campus</i>
-- <i>Amended</i>02-26-2021	• <i>added authorization for TTU School of Veterinary Medicine Seal</i>
-- <i>Amended</i>09-01-2021	• <i>added MSU Texas Seal</i>

Section 1 Introduction

In accordance with Sections 12.07, 12.08, and 12.09 *Regents' Rules*, the Board Policy Statement on "Seals of the Texas Tech University System" provides illustrations of the seals that are authorized for official use by the Texas Tech University System and its component institutions as well as the manner in which the seal variations may be used.

Section 2 Official Seal and Signature; Correct Use

The following pages provide illustrations of the official seal and signature as well as the correct usage of the official seal and signature for:

- Texas Tech University System;
- Texas Tech University;
- School of Law, Texas Tech University;
- Costa Rica campus, Texas Tech University;
- School of Veterinary Medicine, Texas Tech University;
- Texas Tech University Health Sciences Center;
- Texas Tech University Health Sciences Center at El Paso; and
- Angelo State University.

Section 3 Use of Seals; Conformance with *Regents' Rules*

The provisions of Section 12.07.2.c, 12.08, and 12.09, *Regents' Rules*, regarding the authorized use of seals shall take precedence over the guidelines provided in this Board Policy Statement. The *Regents' Rules* provisions address the purpose for which seals may be used, while this Board Policy Statement addresses the manner in which the seals may be used.

Texas Tech University System

Official Seal and Signature

The Official Seal and Official Signature of the Texas Tech University System are the highest-ranking elements in the visual identity system. They are reserved for use by TTU System offices and are used to represent the official business of the system. When used in conjunction with the office or department names, it forms the basis of a unified system of "Official Signatures" representing the TTU System and all its administrative and operational units.



OFFICIAL SEAL



TEXAS TECH UNIVERSITY SYSTEM

OFFICIAL SIGNATURE – CENTERED



TEXAS TECH UNIVERSITY SYSTEM

OFFICIAL SIGNATURE – FLUSH LEFT

Correct Use

It is important that the Texas Tech University System Official Seal and Official Signature are always used in their correct trademarked forms. The Official Seal and Official Signature should never be altered in shape or proportion or set in a different typeface, nor should they appear in any other than the approved colors shown within these guidelines. Do not place the Official Signature or Official Seal at a slant or align the Official Signature vertically. They should appear prominently and be used in their entirety when serving as the primary identifier for the institution. The Official Seal may be used as an illustrative graphic in a tone-on-tone presentation within design solutions providing that the Official Signature is present as the primary identifier.



BLACK & WHITE



COLOR



LINE



REVERSE BLACK & WHITE



REVERSE COLOR



REVERSE LINE

A color, black-and-white, and line version of the Official Seal is offered for various use and reproduction situations. In addition to the various versions of the Official Seal, there are two different configurations of the Official Signature – one in a flush-left arrangement and one that is centered – to accommodate the range of applications required within the system.

Texas Tech University

Official Seal and Signature

The Official Seal and Official Signature may be used only for documents and publications that represent official business of Texas Tech University. The Official Seal and Official Signature communicate the message that the document on which they appear is an official and formal communication of the institution. They may be displayed on diplomas and certificates, on printed pieces of highest official rank and on the business papers of the Office of the President. The Official Seal is considered the most formal symbol of the institution. Documents that are not official and formal should use the appropriate academic or Double T signature.



OFFICIAL SEAL



TEXAS TECH UNIVERSITY
OFFICIAL SIGNATURE – CENTERED



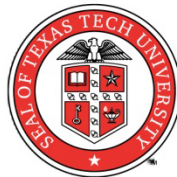
TEXAS TECH UNIVERSITY
OFFICIAL SIGNATURE – FLUSH LEFT

Correct Use

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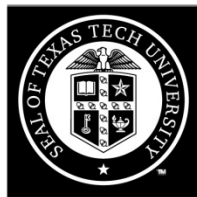
BLACK & WHITE



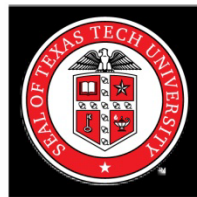
COLOR



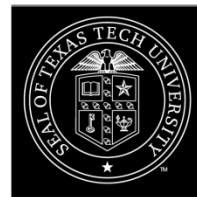
LINE



REVERSE BLACK & WHITE



REVERSE COLOR



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Texas Tech University School of Law

Official Seal

The Official Seal may be used only for documents and publications that represent official business of the Texas Tech University School of Law. The Official Seal communicates the message that the document on which it appears is an official and formal communication of the school. It may be displayed on diplomas and certificates, on printed pieces of highest official rank and on the business papers of the Office of the Dean. The Official Seal is considered the most formal symbol of the school. The Texas Tech University School of Law does not have an Official Signature. Documents that are not official and formal should use the appropriate academic or Double T signature.



Correct Use

It is important that the Texas Tech University School of Law Official Seal is always used in their correct trademarked forms. The Official Seal should never be altered in shape or proportion or set in a different typeface, nor should they appear in any other than the approved colors shown within these guidelines. Do not place the Official Seal at a slant. It should appear prominently and be used in its entirety when serving as the primary identifier for the school.

A color, black-and-white, and line version of the Official Seal is offered for various use and reproduction situations.



BLACK & WHITE



COLOR



LINE



REVERSE BLACK & WHITE



REVERSE COLOR



REVERSE LINE

Texas Tech University – Costa Rica

Official Seal Monument

The official seal of Texas Tech University (TTU) may be modified by inscribing the words “Costa Rica” within the base of the ring of the seal specifically for the purpose of a seal monument that would be constructed and installed on the Texas Tech University–Costa Rica campus (see graphic simulation below).

This seal monument may be displayed publicly in a manner similar to TTU’s seal monument located at the Broadway Avenue entrance to the Lubbock campus. No other uses of this modified seal or the seal monument, as authorized herein, are allowed.



Texas Tech University School of Veterinary Medicine

Official Seal

The Official Seal may be used only for documents and publications that represent official business of the Texas Tech University School of Veterinary Medicine. The Official Seal communicates the message that the document on which it appears is an official and formal communication of the school. It may be displayed on diplomas and certificates, on printed pieces of highest official rank and on the business papers of the Office of the Dean. The Official Seal is considered the most formal symbol of the school. The Texas Tech University School of Veterinary Medicine does not have an Official Signature. Documents that are not official and formal should use the appropriate academic or Double T signature.



OFFICIAL SEAL

Correct Use

It is important that the Texas Tech University School of Veterinary Medicine Official Seal is always used in their correct trademarked forms. The Official Seal should never be altered in shape or proportion or set in a different typeface, nor should they appear in any other than the approved colors shown within these guidelines. Do not place the Official Seal at a slant. It should appear prominently and be used in its entirety when serving as the primary identifier for the school.

A color, secondary color, black-and-white, and line version of the Official Seal is offered for various use and reproduction situations.



**BLACK
& WHITE**



**PRIMARY COLOR
COMBINATION**



**SECONDARY COLOR
COMBINATION**



LINE



**REVERSE
BLACK & WHITE**



**REVERSE
PRIMARY COLOR
COMBINATION**



**REVERSE
SECONDARY COLOR
COMBINATION**



**REVERSE
LINE**

Texas Tech University Health Sciences Center

Official Seal and Signature

The Official Seal and Official Signature may be used only for documents and publications that represent official business of Texas Tech University Health Sciences Center (TTUHSC). The Official Seal and Official Signature communicate the message that the document on which they appear is an official and formal communication of the institution. They may be displayed on diplomas and certificates, on printed pieces of highest official rank and on the business papers of the Office of the President. The Official Seal is considered the most formal symbol of the institution. Documents that are not official and formal should use the appropriate academic or Double T signature.



OFFICIAL SEAL



TEXAS TECH UNIVERSITY
HEALTH SCIENCES CENTER™
OFFICIAL SIGNATURE – CENTERED



TEXAS TECH UNIVERSITY
HEALTH SCIENCES CENTER™
OFFICIAL SIGNATURE – FLUSH LEFT

Correct Use

It is important that the TTUHSC Official Seal and Official Signature are always used in their correct trademarked forms. The Official Seal and Official Signature should never be altered in shape or proportion or set in a different typeface, nor should they appear in any other than the approved colors shown within these guidelines. Do not place the Official Signature or Official Seal at a slant or align the Official Signature vertically. They should appear prominently and be used in their entirety when serving as the primary identifier for the institution. The Official Seal may be used as an illustrative graphic in a tone-on-tone presentation within design solutions providing that the Official Signature is present as the primary identifier.



BLACK & WHITE



COLOR



LINE



REVERSE BLACK & WHITE



REVERSE COLOR



REVERSE LINE

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Texas Tech University Health Sciences Center at El Paso

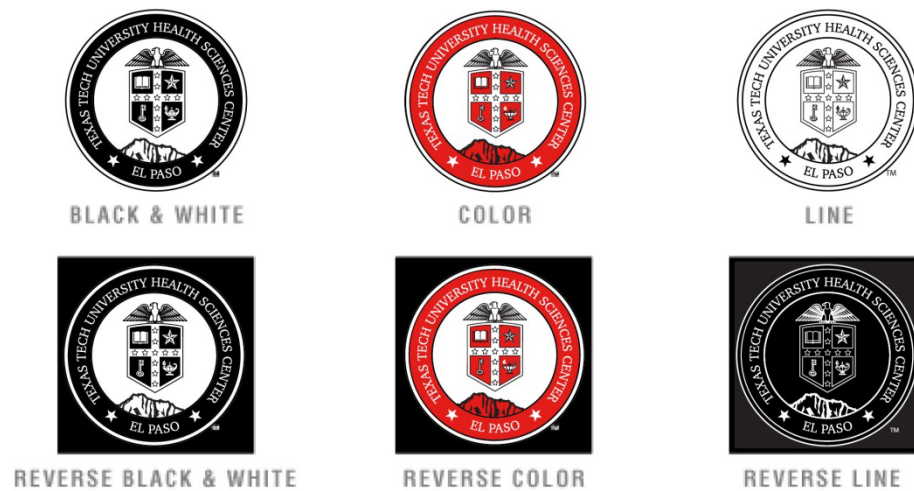
Official Seal and Signature

The Official Seal and Official Signature may be used only for documents and publications that represent official business of the Texas Tech University Health Sciences Center at El Paso (TTUHSC El Paso). The Official Seal and Official Signature communicate the message that the document on which they appear is an official and formal communication of the institution. They may be displayed on diplomas and certificates, on printed pieces of highest official rank and on the business papers of the Office of the President. The Official Seal is considered the most formal symbol of the institution. Documents that are not official and formal should use the appropriate academic or Double T signature.



Correct Use

It is important that the TTUHSC El Paso Official Seal and Official Signature are always used in their correct trademarked forms. The Official Seal and Official Signature should never be altered in shape or proportion or set in a different typeface, nor should they appear in any other than the approved colors shown within these guidelines. Do not place the Official Signature or Official Seal at a slant or align the Official Signature vertically. They should appear prominently and be used in their entirety when serving as the primary identifier for the institution. The Official Seal may be used as an illustrative graphic in a tone-on-tone presentation within design solutions providing that the Official Signature is present as the primary identifier.



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Angelo State University

Official Seal and Signature

The Official Seal and Official Signature may be used only for documents and publications that represent official business of Angelo State University. The Official Seal and Official Signature communicate the message that the document on which they appear is an official and formal communication of the institution. They may be displayed on diplomas and certificates, on printed pieces of highest official rank and on the business papers of the Office of the President. The Official Seal is considered the most formal symbol of the institution. Documents that are not official and formal should use the appropriate academic signature.



OFFICIAL SEAL



ANGELO STATE
UNIVERSITY™

OFFICIAL SIGNATURE – CENTERED



ANGELO STATE UNIVERSITY™

OFFICIAL SIGNATURE – FLUSH LEFT

Correct Use

It is important that the Angelo State University Official Seal and Official Signature are always used in their correct trademarked forms. The Official Seal and the Official Signature should never be altered in shape or proportion or set in a different typeface, nor should they appear in any other than the approved colors shown within these guidelines. Do not place the Official Signature or Official Seal at a slant or align the Official Signature vertically. They should appear prominently and be used in their entirety when serving as the primary identifier for the institution. The Official Seal may be used as an illustrative graphic in a tone-on-tone presentation within design solutions providing that the Official Signature is present as the primary identifier.



COLOR



LINE



REVERSE COLOR



REVERSE LINE

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Midwestern State University

Official Seal and Signature

The Official Seal and Official Signature may be used only for documents and publications that represent official business of Midwestern State University. The Official Seal and Official Signature communicate the message that the document on which they appear is an official and formal communication of the institution. They may be displayed on diplomas and certificates, on printed pieces of highest official rank and on the business papers of the Office of the President. The Official Seal is considered the most formal symbol of the institution. Documents that are not official and formal should use the appropriate academic signature.



OFFICIAL SEAL



**MIDWESTERN
STATE UNIVERSITY**

OFFICIAL SIGNATURE – CENTERED



**MIDWESTERN
STATE UNIVERSITY**

OFFICIAL SIGNATURE – FLUSH LEFT

Correct Use

It is important that the Midwestern State University Official Seal and Official Signature are always used in their correct trademarked forms. The Official Seal and the Official Signature should never be altered in shape or proportion or set in a different typeface, nor should they appear in any other than the approved colors shown within these guidelines. Do not place the Official Signature or Official Seal at a slant or align the Official Signature vertically. They should appear prominently and be used in their entirety when serving as the primary identifier for the institution. The Official Seal may be used as an illustrative graphic in a tone-on-tone presentation within design solutions providing that the Official Signature is present as the primary identifier.



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