



TEXAS TECH UNIVERSITY™

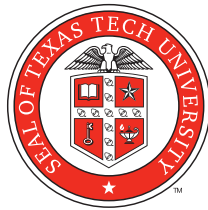
# Visual Identity System Guidelines

We've embarked on a bold new initiative to bring greater consistency and visibility to our marketing and communication efforts – and your participation in this shared mission is of the greatest importance. Clearly defining who we are and what sets us apart from other institutions of higher learning around the state and the nation will allow others to discover all the great things happening here. Texas Tech University is an exciting place to be, and we need your help advancing the image and reputation of this great university by following our Identity Guidelines. Thank you for your participation.

**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.

It is important that the Texas Tech University Official Seal and Official Signature are always used in their correct trademarked forms.

Official Seal



Official Signature



TEXAS TECH UNIVERSITY™

**ACADEMIC COAT OF ARMS AND SIGNATURES.**

In keeping with our objective of defining and promoting a unified identity for all academic entities within the Texas Tech University System, we have developed a new identity to represent the academic offerings of both Texas Tech University and Texas Tech University Health Sciences Center. This identity is derived from our original Official Seal and features an enhanced Coat of Arms design, comprised of the national eagle atop our university shield bearing our historic symbols representing school, home, state and church.

Academic Coat of Arms



**ACADEMIC SIGNATURES.** To unify and strengthen our academic identity we've developed an integrated system of "Academic Signatures" that represent Texas Tech University, its campuses and all of its academic, administrative and operational units. We refer to these configurations as "Signatures" because they indicate official endorsement through the locking up of the Texas Tech Coat of Arms with the specific academic or supporting administrative or operational entity name.

Academic Signature



TEXAS TECH UNIVERSITY™

**SPIRIT AND ATHLETIC MARKS.** The Double T is the symbol of our most cherished university traditions and of our competitive spirit both on and off the athletic fields. It is part of an integrated system of Spirit and Athletic Marks. These marks help to promote the Texas Tech experience and should be used to reflect pride in our accomplishments and celebrate our rich traditions wherever appropriate. The Double T may be used in the lower right-hand corner of academic brochures and letterhead, providing it is seventy-five percent the size of the primary academic identity. It may also be used on the backs of business cards and as a supporting spirit mark in academic materials. The marks may not be used to singularly represent the academic unit.





# TEXAS TECH UNIVERSITY™

**COLORS.** Texas Tech Red and Texas Tech Black are our official colors and the primary palette we use to represent Texas Tech University.

## Primary Color Palate

### *Academic Coat of Arms and Double T* **A POWERFUL PAIR**

The Double T plays a vital role in promoting the spirit of the Texas Tech experience and in identifying our nationally competitive athletic programs, and we should always use it to express our pride and celebrate our traditions. It has gained increased national awareness through our NCAA Big 12 Conference play, and with the introduction of our new Academic Coat of Arms we now have an opportunity to bring visibility to our equally competitive academic programs. Think of both of these as a powerful pair of complementary identities that help to define and differentiate Texas Tech.

Texas Tech Red



Special Mix  
C:0 M:100 Y:100 K:0  
R:204 G:0 B:0  
HEX: CC0000

Texas Tech Black



PMS Process Black C and U  
C:30 M:30 Y:30 K:100  
R:0 G:0 B:0  
HEX: 000000

Our secondary palette plays a limited but important role in our marketing and communication materials. They provide a complementary set of colors for charts, graphs and diagrams where a range of hues helps to classify and differentiate information for the reader.

## Secondary Color Palate

TTU Light Gray



Cool Gray 8 C  
C:0 M:0 Y:0 K:45  
R:204 G:204 B:204  
HEX: CCCC

TTU Gray



Cool Gray 11 C  
C:0 M:0 Y:0 K:70  
R:51 G:51 B:51  
HEX: 333333

TTU Tan



PMS 465C  
C:20 M:32 Y:58 K:0  
R:203 G:159 B:91  
HEX: CB9F5B

TTU Cream



PMS 468C  
C:6 M:9 Y:23 K:0  
R:239 G:227 B:185  
HEX: EFE3B9

TTU Dark Red



PMS 484C  
C:0 M:95 Y:100 K:29  
R:153 G:0 B:0  
HEX: 990000

**FONTS.** Charter is the primary font to be used in marketing materials. It's a highly versatile typeface that's appropriate for a variety of applications from the formal to the casual. Charter is the primary font for headlines and body copy in the majority of marketing applications.

## Charter *Charter Italic*

### Charter Bold

Helvetica Neue is our secondary font for marketing materials. Helvetica Neue is used for both major and minor subheads within our primary body copy sections. It should also be used in charts, graphs, tables and other information graphics where space efficiency and readability are critical requirements. The Helvetica Neue family is also the preferred choice when presenting lists or other dense content such as course schedules and catalogs. It also may be used for body copy in documentation.

Helvetica Neue 45 Light  
*Helvetica Neue 46 Light Italic*  
Helvetica Neue 55 Roman  
*Helvetica Neue 56 Italic*  
**Helvetica Neue 75 Bold**  
***Helvetica Neue 76 Bold Italic***  
Helvetica Neue 57 Condensed  
*Helvetica Neue 57 Condensed Oblique*  
**Helvetica Neue 77 Condensed Oblique**

### Substitution Fonts

When you're developing presentations in Microsoft® PowerPoint or correspondence in Microsoft® Word, we allow for the substitution of Charter fonts with Times New Roman and Helvetica Neue fonts with Arial fonts in comparable styles and weights due to its universal availability in Microsoft® Office® applications.