

# OFFICIAL IDENTITIES

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TEXAS TECH UNIVERSITY  
HEALTH SCIENCES CENTER™

Our official identity system consists of three primary types of identities: the Double T, our Academic Coat of Arms and our Official Seal. Each has a distinct role to play. By following these guidelines, you will help to ensure their proper use.

#### DOUBLE T AND SIGNATURE



The Double T has a strong association with Texas Tech University. It can be seen around campus in a variety of architectural and design elements. The new Double T logos should be used primarily to present the university and its entities.

#### ACADEMIC COAT OF ARMS AND SIGNATURE



The Academic Coat of Arms and Signature will only be used as a secondary logo for the university. Any use of the shield must be approved through the Office of Communications and Marketing. This logo is not approved for student recruiting.

#### OFFICIAL SEAL AND SIGNATURE



The Official Seal and Signature are used to represent official business.

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.

They are reserved for use by the Office of the President and are used to represent the official business of the university.

## FORMER LOGO VS. CURRENT LOGO

*Former Logo*



*Current Logo*



*Proportion of Double T in relation to the logotype reduced for emphasis on name, better alignment and to allow for multiple lines on entity.*

*Entity name slightly larger, satisfying a concern of the schools.*

*Name of entity not confined to Double T baseline, so multiple lines can be used if needed.*

*Increased spacing between words, lines, and Double T to aid in legibility at small sizes.*

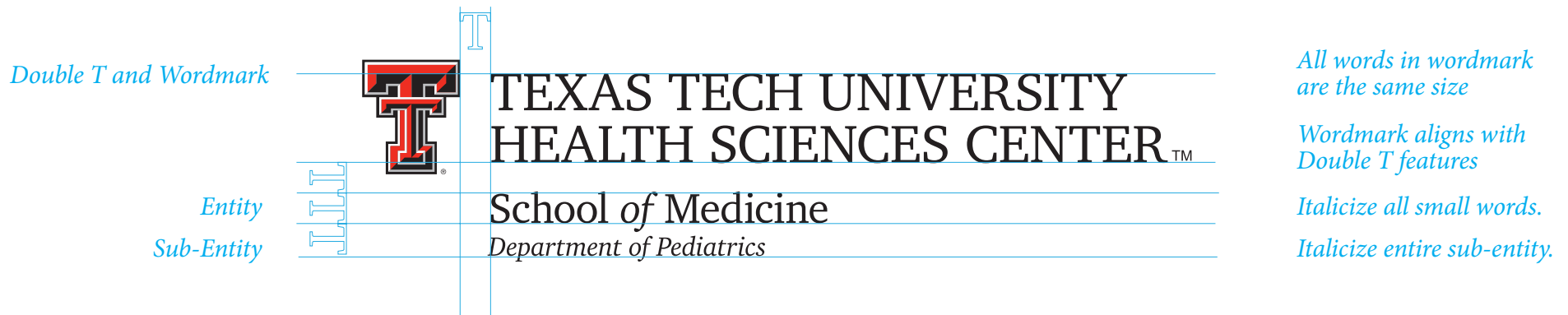
*All words in logo type are the same size, preventing emphasis on any one part of the name.*

## COLOR USAGE

The university's official logos should always maintain maximum visibility over any background color or image. Where the color contrast is not high enough to distinguish the logo, an approved alternate version should be used. See "Color Variations" on page 16 for options.

## CLEAR SPACE AND BOUNDARY

To ensure visibility, provide adequate spacing between the logo and other design elements, a minimum required spacing of the height of the letter "T" in "Texas Tech University Health Sciences Center" is required.



## MINIMUM SIZE

The logo should not be reduced to a size in which the Double T logo is smaller than one centimeter in height. A smaller size might be allowed depending on the physical size of the publication or material, but approval must be received through the Office of Communications and Marketing.

## GUIDELINES FOR REPRODUCING

When the logo is reduced or enlarged, it should always be treated as one unit. All elements should be sized proportionately and without stretching or skewing. For examples of incorrect uses and reproductions of the logo, see page 22.

The logo should NOT be built. It can be obtained through the Office of Communications and Marketing. See page 4 for contact information.

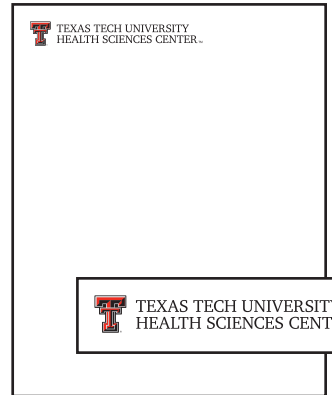
## WHICH VERSION SHOULD I USE?

There are a few versions of the logo available for use. Please use the guidelines below when deciding which logo to use for your project.

### LEFT ALIGNED



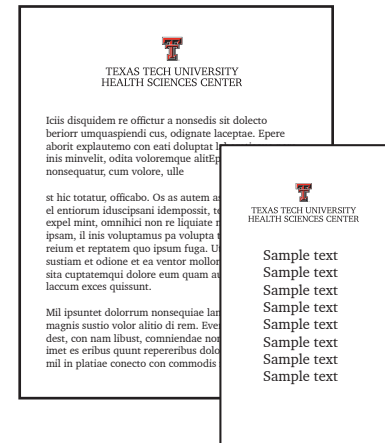
Please use this logo when it will be placed on the left side of the page or when you have a more horizontal rectangular space.



### CENTER ALIGNED



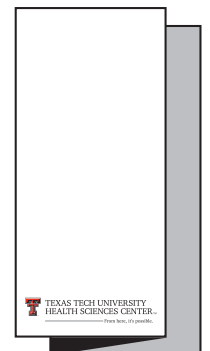
Please use this logo when it will be placed in the center of the page or when centered text will be used, such as invitations, certificates, etc.



### WORDMARK



Please use this logo when it will be used as a “sign off” for long documents, brochures, videos, etc.



## USE OF DOUBLE T

**The use of the Double T alone is prohibited for any TTUHSC entity.**

We must always include the TTUHSC signature to differentiate ourselves from Texas Tech University.

### CORRECT USE OF DOUBLE T

The Double T plays a vital role in promoting the Texas Tech experience. It must be used in conjunction with the TTUHSC signature. Any other use may infringe on trademark/copyright licensing.

Use of the Double T must reflect positively on the university and must be reproduced accurately by a licensed vendor of Texas Tech.

*Approval from the Brand Manager in Communications and Marketing is required. See page 4 for contact information.*



## COLOR VARIATIONS

There are a few color options available for use with the TTUHSC logo. Please refer to the following pages when trying to decide which logo you should use for your project. The most commonly used version is four-color.

Four color process involves a combination of four ink colors (cyan, magenta, yellow and black) and is common for personal and commercial printers alike. One-, two- and three-color process jobs include a spot color or Pantone specific color that will be printed separately without mixing. Depending on the project and the printer, using one of these options may help to save in cost. See “Color” on page 31 for further color specifications.

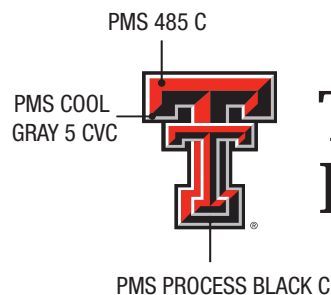
FOUR-COLOR POSITIVE

Printed using CMYK



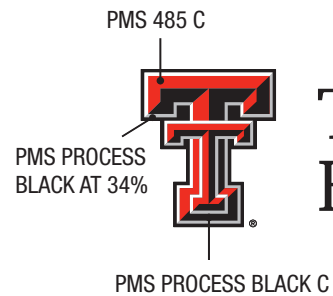
TEXAS TECH UNIVERSITY  
HEALTH SCIENCES CENTER™

THREE-COLOR POSITIVE



TEXAS TECH UNIVERSITY  
HEALTH SCIENCES CENTER™

TWO-COLOR POSITIVE



TEXAS TECH UNIVERSITY  
HEALTH SCIENCES CENTER™

ONE-COLOR POSITIVE

PMS PROCESS BLACK C



TEXAS TECH UNIVERSITY  
HEALTH SCIENCES CENTER™



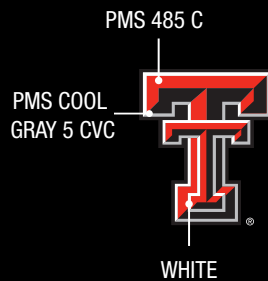
FOUR-COLOR NEGATIVE

Printed using CMYK



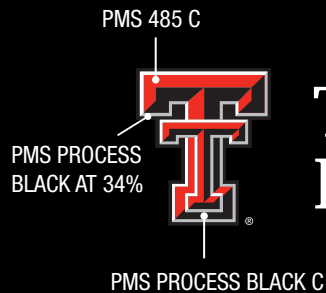
TEXAS TECH UNIVERSITY  
HEALTH SCIENCES CENTER™

THREE-COLOR NEGATIVE



TEXAS TECH UNIVERSITY  
HEALTH SCIENCES CENTER™

TWO-COLOR NEGATIVE



TEXAS TECH UNIVERSITY  
HEALTH SCIENCES CENTER™

ONE-COLOR NEGATIVE



TEXAS TECH UNIVERSITY  
HEALTH SCIENCES CENTER™

*\* The black background is used for example  
only and should not be included*

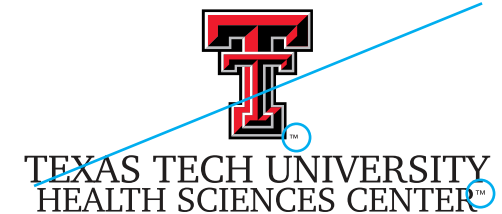
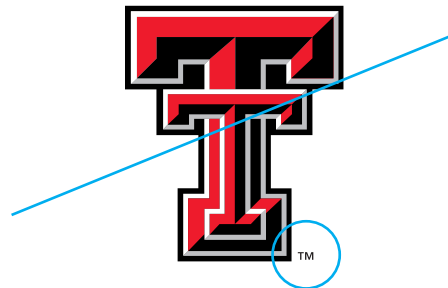
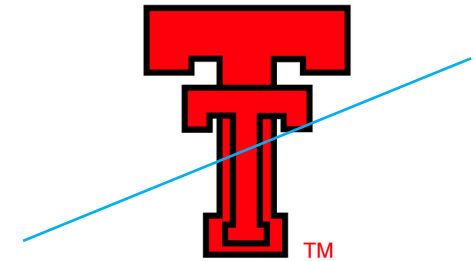
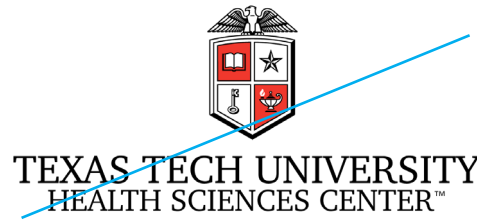
## OUTDATED/INCORRECT LOGOS

The following examples are logos that were either incorrectly made, or are previous institutional logos that should not be used on any TTUHSC materials.

Discontinue use of all previous and outdated logos, seals, coat of arms, center or unit identities. These will no longer be used. In addition, all other academic identities representing regional academic campuses, centers or units of TTUHSC are to be discontinued. Materials bearing them should be replaced with the new appropriate logo as soon as inventories expire.

Mandatory use of the new system will take effect October 1, 2013.

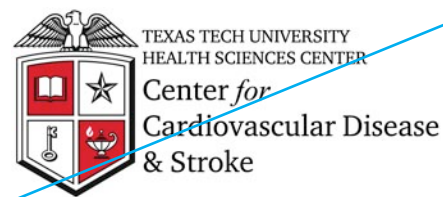
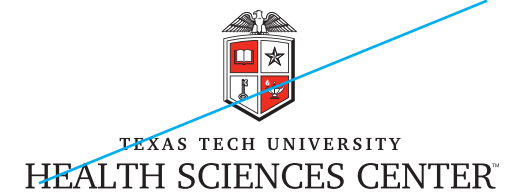
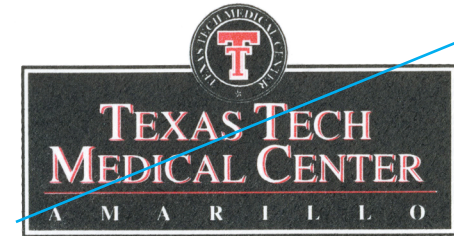
*Contact your campus Office of Communications and Marketing for more information and for help with updating your materials. See page 4 for contact information.*



## OUTDATED/INCORRECT LOGOS

All previous logos for TTUHSC are no longer approved for use and should be discontinued as soon as economically possible. Outdated logos are not limited to those shown here.

*For questions about the discontinuation of old logos, contact your campus Office of Communications and Marketing for more information and for help with updating your materials. See page 4 for contact information.*



## INCORRECT USES OF THE DOUBLE T LOGO



TEXAS TECH UNIVERSITY  
HEALTH SCIENCES CENTER

*Substituting fonts*



TEXAS TECH UNIVERSITY  
HEALTH SCIENCES CENTER™

*Outlining*



TEXAS TECH UNIVERSITY  
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*Inlining*



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*Distorting or applying special effects*



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*Changing size/position of certain elements*



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*Scanning logo from printed documents*



TEXAS TECH UNIVERSITY  
HEALTH SCIENCES CENTER™

*Filling logo with pattern or photo*



TEXAS TECH UNIVERSITY  
HEALTH SCIENCES CENTER™  
**TTUHSC would like to invite you to**

*Using logo as watermark*



TEXAS TECH UNIVERSITY  
HEALTH SCIENCES CENTER™  
**is proud to announce a new program...**

*Using logo as part of sentence or phrase*

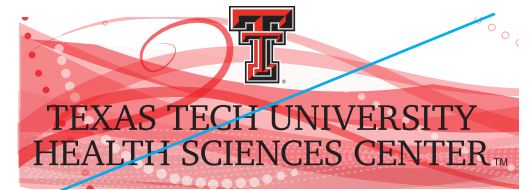
## INCORRECT USES OF THE DOUBLE T LOGO



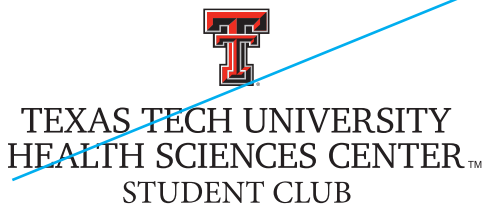
*Reproducing logo in colors other than official*

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HEALTH SCIENCES CENTER™

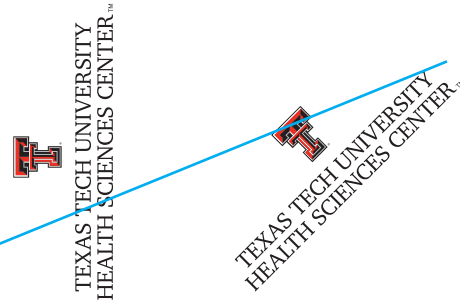
*Using part of logo alone*



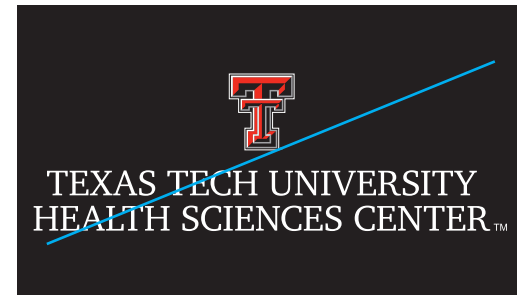
*Placing logo on background that overpowers it*



*Adding text or overlapping*



*Turning logo on its side or at an angle*



*No added white borders*

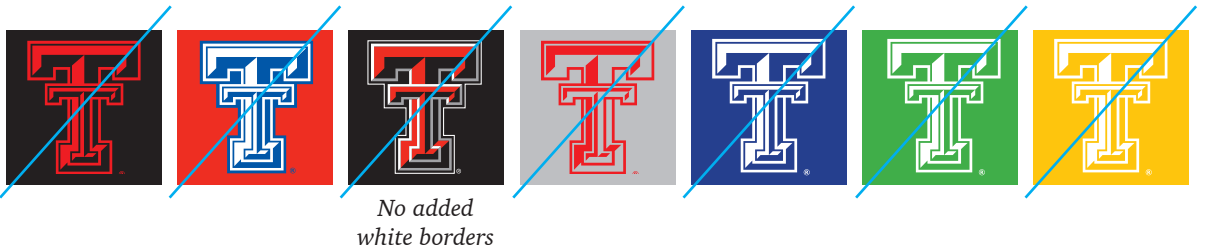
### CORRECT BACKGROUND COLOR USAGE

*One color options on approved background colors  
\*Simplified to Double T for visual purposes only,  
you must use the full TTUHSC logo.*



### INCORRECT BACKGROUND COLOR USAGE

*Color options that will NOT be approved  
\*Simplified to Double T for visual purposes only,  
you must use the full TTUHSC logo.*



*No added  
white borders*

## CAMPUS LOGOS

All academic and medical units should follow of the design options outlined in this manual.



TEXAS TECH UNIVERSITY  
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*at Amarillo*



TEXAS TECH UNIVERSITY  
HEALTH SCIENCES CENTER™

*at Abilene*



TEXAS TECH UNIVERSITY  
HEALTH SCIENCES CENTER™

*at Lubbock*



TEXAS TECH UNIVERSITY  
HEALTH SCIENCES CENTER™

*at Dallas/Fort Worth*



TEXAS TECH UNIVERSITY  
HEALTH SCIENCES CENTER™

*at the Permian Basin*

## SCHOOL LOGOS

All academic and medical units should follow of the design options outlined in this manual. Requests for exceptions will be handled on a case-by-case basis. Campus-specific school logos will not be offered.



TEXAS TECH UNIVERSITY  
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*School of Allied Health Sciences*



TEXAS TECH UNIVERSITY  
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*School of Medicine*



TEXAS TECH UNIVERSITY  
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*School of Nursing*



TEXAS TECH UNIVERSITY  
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*School of Pharmacy*



TEXAS TECH UNIVERSITY  
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*Graduate School of Biomedical Sciences*

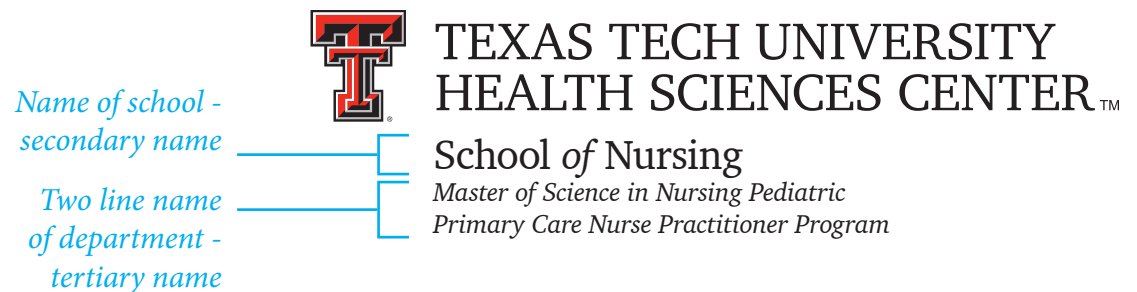
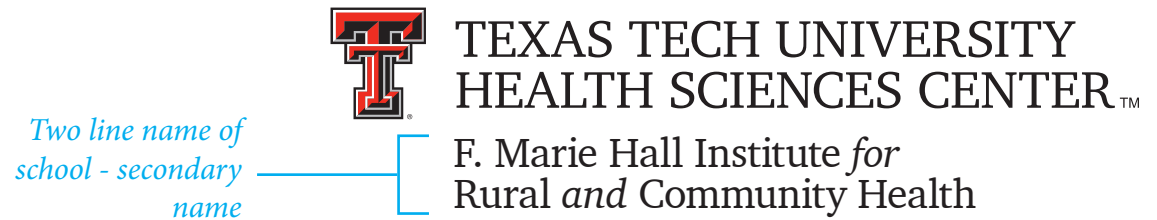
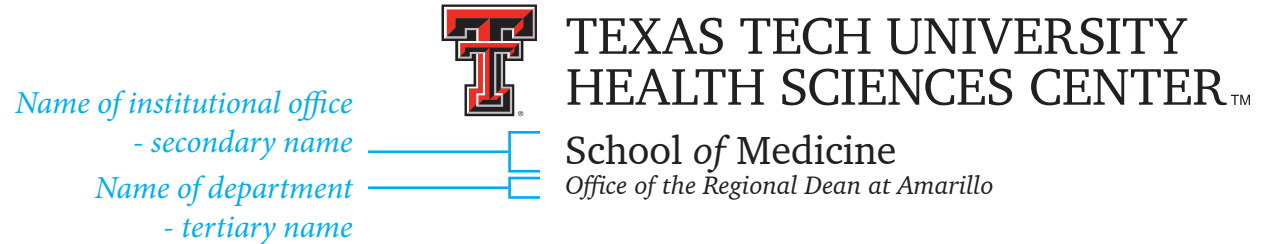
## DEPARTMENTAL LOGOS

All academic and medical units should follow of the design options outlined in this manual. Requests for exceptions will be handled on a case-by-case basis.

The first line (secondary name) is reserved for schools and institutional offices. The third line (tertiary name) is reserved for departments.

## DEPARTMENTS WITH LONG NAMES

The new logo will allow for department and program names that must have two lines. They will be used as follows.







TEXAS TECH UNIVERSITY  
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FOR QUESTIONS REGARDING TTUHSC BRANDING PLEASE  
CONTACT:

[creative@ttuhsc.edu](mailto:creative@ttuhsc.edu)