

LOGOS



TEXAS TECH UNIVERSITY
HEALTH SCIENCES CENTER.™

INSTITUTE AND CENTER LOGOS

Only approved Centers and Institutes that are outward facing and have a specific audience (separate from TTUHSC's audience) can have their own logo separate from the TTUHSC logo.

Institutes must have a version of their logo that includes "Texas Tech University Health Sciences Center".

Please contact the Office of Communications and Marketing with any questions. See page 4 for contact information.

WHEN DOES THE DOUBLE T NEED TO BE ADDED?

When using the approved logo, if "Texas Tech University Health Sciences Center" is not used within the design of the logo, the Double T must be used on that item.

Please see "Stationery and Correspondence" on page 46 for information on how institutional logos are to be used on stationery and business cards.

EXAMPLES OF INSTITUTIONAL LOGOS THAT CAN BE USED AS A STANDALONE



EXAMPLES OF INSTITUTIONAL LOGOS THAT MUST INCLUDE THE DOUBLE T IN ASSOCIATION



SPIRIT LOGOS

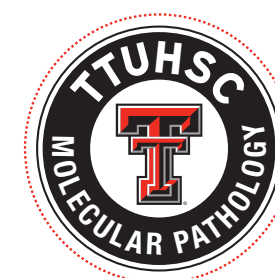
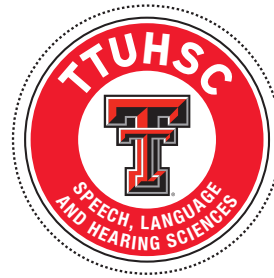
Spirit logos may only be used with approval of the Office of Communications and Marketing. They are not to be used to represent the university in a professional or academic manner (only the TTUHSC Logo should be used in these circumstances). Spirit logos may only be used on student and employee spirit items including T-shirts, mugs, car decals, etc.

For variations of these logos or inquiries on other spirit logos, please contact the Office of Communications and Marketing. See page 4 for contact information.

GENERIC SPIRIT LOGO



SPIRIT LOGO FOR INDIVIDUAL PROGRAM



DECAL FOR INDIVIDUAL PROGRAM



GENERIC DECAL



SPIRIT LOGOS ON PROMOTIONAL ITEMS

Spirit logos may only be used on student and employee spirit items. They cannot be used on items for the general public. For more information about the general application of logo standards on promotional items, see page 60.





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FOR QUESTIONS REGARDING TTUHSC BRANDING PLEASE
CONTACT:

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