COLOR

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Texas Tech Red and Texas Tech Black are our official colors and the primary palette we use to represent TTUHSC. They can be found on both official communications such as business cards, letterhead and presentations, as well as in a broad range of marketing materials. Red and black should dominate all TTUHSC-endorsed identities like logos, marks or promotional graphics.

Refer to the color values listed when working with the TTUHSC logos. Tech Red is a pure and vibrant shade of red. Four-color (4C) design files are provided in RGB color mode to ensure this vibrant shade of red can be reproduced across all mediums, both on-screen and in print. Note: Pantone PMS color values and two-color (2C) logos are provided for Spot Color printing purposes only. In all other instances, use the four-color (4C) files and refer to the RGB/Hex color values for graphic design and layout purposes. Our goal is to produce a consistently "pure" red in print. While we understand this will vary, please take precautions with your print vendor to ensure that the final product will not wane into either the pink or orange range; you must produce a pure shade of red in the end.

TTUHSC RED

SPECIAL MIX
PRINT: C:0 M:100 Y:100 K:0
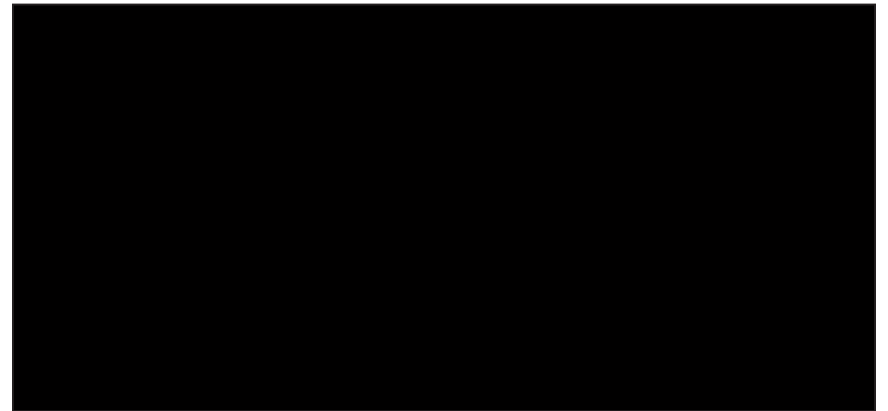SCREEN: R:204 G:0 B:0
WEB: HEX: CC0000

TTUHSC BLACK

PANTONE PROCESS BLACK
PRINT: C:30 M:30 Y:30 K:100
SCREEN: R:0 G:0 B:0
WEB: HEX: 000000

Our supporting palette is designed to complement our primary colors and allow them to stand out, while providing flexibility in design layouts. The supporting palette should only be used as accents. Percentages of each may be used to extend the number of colors and values required to separate different information sets in charts, graphs and diagrams.

GRAY

COOL GRAY 11 C

C:0 M:0 Y:0 K:70

R:51 G:51 B:51

HEX: 333333

LIGHT GRAY

COOL GRAY 8 C

C:0 M:0 Y:0 K:45

R:204 G:204 B:204

HEX: CCCCCC

DARK RED

PMS 484 C

C:0 M:95 Y:100 K:29

R:154 G:40 B:30

HEX: 99281E

CREAM

PMS 468 C

C:6 M:9 Y:23 K:0

R:234 G:224 B:198

HEX: EAE0C6

TAN

PMS 465 C

C:20 M:32 Y:58 K:0

R:196 G:169 B:124

HEX: C4A97C

BLUE

PMS 5425 C

C:30 M:4 Y:0 K:31

R:137 G:159 B:180

HEX: 899FB4

DARK BLUE

PMS 540 C

C:100 M:55 Y:0 K:55

R:0 G:58 B:102

HEX: 003A66

DARK GREEN

PMS 574 C

C:34 M:0 Y:81 K:71

R:77 G:91 B:42

HEX: 4D5B2A

GREEN

PMS 5777 C

C:10 M:0 Y:49 K:28

R:176 G:179 B:123

HEX: B0B37B

TEXAS TECH UNIVERSITY
HEALTH SCIENCES CENTER™

FOR QUESTIONS REGARDING TTUHSC BRANDING PLEASE
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