The primary purpose of the University of Houston-Downtown (UHD) Graphic Guidelines is to provide guidance for the use of the University logo, wordmark, and accompanying brand elements. The Guide also contains brand identity best practices across all mediums—from photography to signage.

The University’s visual brand is the cornerstone that supports UHD’s vision, mission and identity across the entire organization and throughout all programs, so it’s paramount that the standards in this Guide are applied to all communications to create familiarity while maintaining consistency and continuity.

For more information or questions, contact University Relations at universityrelations@uhd.edu or visit uhd.edu/administration/university-relations
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Communicating Our Brand

Brand Identity

A university’s brand identity is the most important element of its visual image. A brand identity can be considered the foundation of all marketing and communication efforts.

UHD’s brand identity demonstrates its commitment to a brand promise and to quality and consistency—internally and externally. Our brand must make a memorable impression, which clearly communicates the University’s mission, vision and significance. A single, consistent message and appearance, therefore, is paramount. Distributing even one piece of off-brand communication can create confusion in the marketplace and weaken our image and brand identity.

Brand Promise

Brand Positioning
To people seizing opportunity, the University of Houston-Downtown is a University that provides a transformative educational experience through personal interaction.

Brand Personality
A visionary, supportive, approachable expert.

Brand Affiliation
Those ready for success.
**Finish UHD Strong** is the University of Houston-Downtown’s tagline.

A tagline is “a catchphrase or short description or slogan, especially as used in advertising and marketing to summarize an overall benefit of what is being advertised. Whether it’s a product, business, service or idea, the tagline is comprehensive information that can be easily remembered.” Familiar examples: McDonald’s “I’m Loving It” or Verizon’s “Can You Hear Me Now.”

Our tagline, Finish UHD Strong, can be either written in copy or visually referenced using the wordmark version of the tagline (See page 14).

It’s important to be consistent when using the tagline in copy to ensure the integrity of our brand is maintained.

The following are examples of incorrect uses of the tagline: Finish Strong; UHD Strong; Start UHD Strong, just to name a few.
Color Palette

Primary UHD Colors

UHD Blue

PMS: 294; CMYK: 100/89/26/11;
RGB: 9/46/110; Web: 092e6e

UHD Red

PMS: 193; CMYK: 17/100/76/6;
RGB: 198/14/59; Web: c60e3b

NOTE: UHD Red should not be used as a sole primary color when representing UHD. For example: Blue/White is acceptable; not Red/White.

Secondary UHD Colors

UHD Cool Gray

PMS: Cool Gray 4; CMYK: 27/21/22/0
RGB: 186/186/186; Web: bababa

UHD Bright Blue

PMS: 279; CMYK: 71/37/0/0
RGB: 59/142/222; Web: 3b8dd9

UHD Black

CMYK: 0/13/49/98
RGB: 45/42/38; Web: 2d2a26

UHD Warm Gray 8

PMS: Warm Gray 8; CMYK: 42/43/49/7
RGB: 143/129/120; Web: 8f8178

NOTE: Secondary colors should be used in conjunction with primary colors or to complement them in a design.
Steeped in deep Texas tradition, the Seal of the University of Houston System is the Official Seal of Arms of General Sam Houston, as handed down to him from noble ancestors. The simple Escutcheon in the center of the seal consists of checkered chevrons denoting nobility, and three Martlets, gentle Lowland birds symbolizing peace and deliverance. A winged hourglass is above the shield and surmounting this, the motto, “In Tempore” (In Time). Greyhounds were placed at the sides to indicate the speed in giving aid.

The seal was adopted by the University of Houston in 1938 in conjunction with the construction of the campus.

The University of Houston-Downtown (UHD) added “Downtown” to the existing UH Seal to denote its distinction in the University of Houston System.

As an official mark of the University, the use of the UHD Seal is limited for use by the President’s Office and Provost’s Office. Doing so helps retain the seal’s integrity for very official “executive” communications and designated ceremonies, such as commencement.
A **logo** is a “graphic or emblem used by a business, company, organization or sometimes individuals. The purpose of a logo is to help people remember a service or brand offered, which can be as simple as the company name itself, as elaborate as a graphic and everything in between”. These are also an effective form of mass communication, as several logos, such as Apple’s apple—probably one of the best examples of a picture-based logo or a pictorial mark—are known worldwide at just a glance.

Color versions of the UHD logos should:

- always appear on white or light-color backgrounds.
- never appear on black or UHD Blue background.
- “University of Houston” should sit between the location name and logo.
- set in Futura Medium.
- slightly thickened with a blue outline.
In lieu of an all white logo, colleges & departments have an option to use UHD gray and UHD red for logos on a UHD Blue background.

**UHD gray** *(PMS: Cool Gray 4; CMYK: 27/21/22/0 RGB: 186/186/186; Web: bababa)*

**UHD red** *(PMS: 193; CMYK: 17/100/76/6; RGB: 198/14/59; Web: c60e3bz)*

**UHD blue** *(PMS: 294; CMYK: 100/89/26/11; RGB: 9/46/110; Web: 092e6e)*

The following are examples of two-color, gray/red versions of the UHD logos, which should always appear on UHD Blue background.
The following are examples of reversed versions of the UHD logo, which should always appear on a black or UHD Blue background.

**Logo**  Reversed Versions

**Logo**  Registered Logos

**Registered Trademark ®**

The **Registered Trademark** provides notice that the preceding work, or in this case the UHD logo, is a trademark, which is legally registered with the National Trademark Office. The following five UHD logos are the ONLY versions that have the Registered Trademark [®] added.

**Trademark Symbol ™**

In EVERY other instance the UHD logo is used, it MUST have the **Trademark Symbol ™** added. For example:
If the organization sub-header is:
• one line, use standard Futura Heavy.
• more than one line, use Futura Medium (slightly smaller than first line) for the second line, in Pantone Warm Gray 8.

NOTE: The word “CAMPUS” should not be used when designating a location.
Campus Organizations

- W.I. Dykes Library
- Dining Services
- Staff Council
- Annual Fund
- Leadership Alliance

University of Houston-Downtown
Funded UHD student organizations must use the same logo guidelines as UHD campus organizations (See page 12). Other UHD student organizations may opt to use the same logo guidelines as UHD campus organizations or they may create a unique stand-alone logo that must meet the following criteria: The UHD logo and/or “Finish UHD Strong” wordmark may not be included, appended to, or otherwise incorporated into a stand-alone logo for a student organization.
As mentioned on page 3 of this Guide, Finish UHD Strong is UHD’s tagline, which can be used in copy or visually referenced using the wordmark version.

A wordmark is “usually a distinct text-only typographic treatment of the name of a company, institution, or product name used for purposes of identification and branding.... The organization name is incorporated as a simple graphic treatment to create a clear, visually memorable identity.”

Most notable examples of wordmarks: FedEx, Coca-Cola, and Google.

The color combinations of the Finish UHD Strong wordmark are: a two-color (UHD Blue and UHD Red) combination or UHD Blue (See page 4) on a light background with high contrast between the wordmark and the background color.

For most instances, the background should a solid color, black, white or a very subtle pattern, such as a photograph may be an appropriate background.
The following are reversed versions of the Finish UHD Strong wordmark, which should always appear on black or UHD Blue background.
Tagline: Finish UHD Strong

Wordmark

Keep a clear area around the logo equal to the height of the UHD “D.”

Wordmark at Minimum Size

FINISH UHD STRONG

Grey border used for illustrative purposes only.

1/2”
Do not create your own version of the UHD logo or Finish UHD Strong wordmark.

Do not change colors of the logo or wordmark.

Do not change the type or spacing of the logo or wordmark.

Do not outline the logo or wordmark with a black or white outline.
**Logo & Wordmark** Incorrect Uses

Do not fill the logo or wordmark with a pattern or photograph.

Keep the UHD logo on a clean white background. If you must use it on a colored background or photograph, please send to University Relations for review prior to publishing to ensure that adequate contrast and readability are maintained.

Resize the logo proportionally, do not stretch the logo horizontally or vertically in an unnatural way.
Do not use special effects (shadowing, contrasting) including beveled edges on the logo.
Logo and wordmark should be flat and crisp.

Do not include the logo or wordmark in any other graphic element to create an alternate version.

Do not attach words or images to the logo or wordmark.
**Gator Mark** Ed-U-Gator

**Ed-U-Gator** is the official name and mascot for the University of Houston-Downtown.

The Gator Mark represents the spirit and pride of UHD and may be used primarily by the Office of Admissions, Student Activities, and Sports & Fitness as well as for audiences comprised of undergraduates and alumni. To note, the Gator Mark is less relevant to adult students, graduate students, and external audiences.

The Gator Mark should not be used for institutional branding and marketing. Ed-U-Gator may be used by colleges, schools, units and sponsored student groups and should not be integrated with other designs, words or marks or used to replace a letter or part of one. Designs and logos that utilize the shape or outline of the Gator Mark or superimpose other words or elements on top of it are not acceptable. The Gator Mark should always be secondary to the college, school, unit or student group logo/words. The Gator Mark may also be used facing left as deemed appropriate.
Note: Gator colors are reserved for the **Gator Mark**. They are otherwise not part of the University's color palette.

**Gator Light Green**
PMS: 368 C
PMS: 375 U
CMYK: 58.4/1.6/100/0
RGB: 119/188/31
Web: 77bc1f

**Gator Dark Green**
PMS: 7732 C
PMS: 349 U
CMYK: 92.8/27.4/100/15.6
RGB: 0/120/60
Web: 00783c

**Gator Red**
PMS: 193
CMYK: 17/100/76/6
RGB: 198/14/59
Web: c60e3b

**Gator Blue**
PMS: 294
CMYK: 100/89/26/11
RGB: 9/46/110
Web: 092e6e

**Gator Black**
PMS: Black
CMYK: 0/13/49/98
RGB: 45/42/38
Web: 2d2a26
The Gator Primary Mark shown here is represented on a dark rectangular background for illustrative purposes only. The background shape/color is not part of or associated with the Primary Mark.
Gator Mark

*The Gator Mark shown here is represented on a dark rectangular background for illustrative purposes only. The background shape/color is not part of or associated with the Primary Mark.*
The Gator Mark Bust shown here is represented on a dark rectangular background for illustrative purposes only. The background shape/color is not part of or associated with the Primary Mark.
Gator Mark Head

Gator Mark Head* Use on dark background

Full Color

Gator Mark Head Use on light background

Black & White

* The Gator Mark Head shown here is represented on a dark rectangular background for illustrative purposes only. The background shape/color is not part of or associated with the Primary Mark.
The legibility and distinction of the UHD logo are very important. To ensure the logotype is highly visible, always separate it from its surroundings, known as clear space. The area of isolation, or minimum required clear space, surrounding all logotypes should be half the logotype’s height on all sides as shown below. Do not allow any other graphic elements to penetrate this area of isolation.

**Primary Mark**
- Draw a square with its height is the same as the “UHD” portion of the logo. This square is your measurement unit.
- Draw a box around the complete mark.
- Draw a second larger box with sides that are one measurement unit from the inner box.
- The outer box defines the clear zone for the mark.

**Gator Mark**
- Draw a square with its width is the same as the “UHD” portion of the logo. This square is your measurement unit.
- Draw a box around the complete mark.
- Draw a second larger box with sides that are one measurement unit from the inner box.
- The outer box defines the clear zone for the mark.

**Head Mark**
- Draw a square with its height is the same as the distance between the lowest point on the neck and the top of the white in the left eye. This square is your measurement unit.
- Draw a box around the complete mark.
- Draw a second larger box with sides that are one measurement unit from the inner box.
- The outer box defines the clear zone for the mark.
**Primary Mark**
The UHD mark must be clear and easily identifiable. To prevent it from being illegible, the width of “UHD” must always be at least 1”.

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**Gator Mark**
The Gator Mark must be clear and easily identifiable. To prevent it from being illegible, the height of the Gator Mark must always be at least 1.75”.

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**Gator Mark Bust**
The Gator Mark Bust must be clear and easily identifiable. To prevent it from being illegible, the width of the Gator Mark Bust must always be at least 1.0”.

---

**Gator Mark Head**
The Gator Mark Head must be clear and easily identifiable. To prevent it from being illegible, the width of the Gator Mark Head must always be at least 0.75”.

---
Do not use outdated Gator graphics.

Do not change the spacing between letters.

Do not alter the weight or form of the letters.

Do not change or alter the typeface.

Do not distort the logo.

Do not change colors that are not part of the UHD assigned colors.
The following are examples of layout for digital advertising, billboards, banners and signage for the Finish UHD Strong campaign. Please take note of the placement of: headline/message, copy, tagline, contact information or campus location, if applicable.

300 x 250 Pixel Ad (Web)

300 x 600 Pixel Ad (Web)

320 x 50 Pixel Ad (Mobile Phone)

728 x 90 Pixel Ad (Tablet)
Layout {Billboards, Banners & Signage}

Billboards

Header

Primary UHD BLUE

Tagline (Reversed)

Dark Contrast

Primary UHD RED

High Quality Degree. Affordable Tuition. Close to Home.

FINISH UHD STRONG

DOWNTOWN • NORTHWEST • ONLINE

A Degree Employers Value.

FINISH UHD STRONG

DOWNTOWN • NORTHWEST • ONLINE

Pillar Graphic

Screen Monitor

Smartlite Mall Ad

Evening and online classes help balance school, work and family.

Here’s to the finishers, the ones who never give up.

FINISH UHD STRONG

Here’s to the finishers. The ones who never give up.

• High quality degree
• Affordable tuition
• Close to home

FINISH UHD STRONG

Ringwood
281-394-6399
udac.edu/finishuhdstrong
Typography is the design of typefaces, and the way in which the type is laid out on a page to best achieve the desired visual effect and to best convey the meaning of the content.

For printed collateral, use normal to tight letter spacing, known as kerning, (adjusting the spacing between characters in a proportional font, usually to achieve a visually pleasing result). Slightly looser letter spacing is appropriate for digital publications.

Futura Bold is our headline font.

Futura Book is our text weight font.

General Rule:
• Smaller point size; larger the leading (space between lines of type)

• Higher point size; smaller the leading

In general, leading should be set between 100 and 130 percent of the point size. When working in InDesign, set kerning to “optical” and tracking to “-10 thousandths of an em.”

An em is a unit (equal to 12 points) for measuring the width of printed matter, equal to the height of the type size being used.

Ensure that spaces between words in larger type are not too open. As a guide, consider using an “i-space” between each word to optically adjust so that space between each word looks the same.
Typography: The Basics

There should be high contrast between type, background colors and images.

Black on white, white on black, white on UHD blue are high contrast examples.

Futura Bold
Futura Book

Futura Book reverses even better with .05 pt stroke. Track to -5 thousandths of an em.

Alternative Serif Typeface

ITC Garamond Condensed is our alternative text typeface.

Typography: Online

If Futura is unavailable, for instance in web applications, choose Verdana as an alternate font.

Use Verdana Bold as an alternate for headlines.

Verdana Regular is a substitute for Futura Book text weight.
Faculty and staff should use the standard UHD logo and no additional graphic elements for their e-mail and signature.

**Body**
- Compose body message per example.
- Use only Calibri font in black.

**Signature**
Use the UHD stacked logo. (See page 6)
- Only Helvetica or Arial typeface at 11pt.
- Name: Bold, 12pt.
- One line space to separate name, address and contact information

Not actual size. Illustrative purposes only.

RGB color values for text in signature:
- **UHD Blue**
  - RGB: 9/46/110
- **UHD Gray**
  - RGB: 148/133/122
Student testimonials are a great way to enhance the UHD brand by sharing real stories. When using testimonial quotes, please adhere to the following standards. **NOTE:** Cutlines and quotes should read/look like a unit.

### Quotes
- Large, set in Futura Bold.
- Left justified, ragged right.

### Cutlines
- Noticeably smaller than quotes.
- Name should be bold.

---

**“Quote from student is flush left.”**

**Daniela De Leon**
Public Service Major
Urban Education

---

**Quotation Marks**
- “Hang” above for a more modern look.
- Slightly larger than text.

A **cutline** is the “caption near a photograph. It informs the reader of who, what, when, where, and why or how about the photograph. Since photographs depict events frozen in time, the first sentence of a cutline is always written in the present tense.”
When producing marketing collateral, such as printed materials, digital advertising or websites, consult with a professional photographer, whenever possible. University Relations is available to assist UHD colleges and departments with photography for marketing materials.

When taking photographs:

- Feature UHD students who exude strength, confidence and success.
- Highlight students in the foreground and incorporate iconic UHD settings, such as the Downtown skyline or UHD buildings in the background.
- Subjects should be photographed up close, mid- and full-body.
- Place subjects in the middle and side of frame. Leave room for copy above or on one side.

- Avoid taking pictures without context, such as a wall or an uninteresting background.
- Shoot with a variety of focal length lenses—from 24 to 200mm.
- Take pictures for a particular purpose. For example, if producing a brochure, shoot images that are intentional to the content instead of trying to make photos “fit” the collateral being created.
Photography Lighting

Lighting is an essential element of photography. Some important tips for lighting:

- Shoot with one artificial light (strobe) to match the surroundings.
- Morning light is best from 8 to 10 a.m.
- Afternoon light is best from 3 to 5 p.m.
- Try to shoot with the sun behind you.

- Shoot with the biggest light modifier (softbox or umbrella) available to make the lighting softer.
  - The bigger the light source and closer the light to the subject the softer the light.
  - The smaller the light source or distance of the light from the subject; the harsher the light.

- Avoid shooting:
  - on really sunny days or when the sun is directly overhead
  - under fluorescent lighting (outdoor lighting is better)
  - rainy or heavy overcast days

- When shooting full body shots for the Finish UHD Strong campaign, have the subject smile.

Per University of Houston System (UHS) policy, all photographs used for marketing, web or social media purposes, must have a signed media release form. You must keep these forms in your department. The required media release form is located on the UHD website.

[Link to media release form]

www.uhd.edu/administration/university-relations
Apparel

Official UHD apparel should follow Graphic Guidelines.

A “reversed” or all white version of the logo may appear on blue or black fabric. A full color (blue with a red letter D) version of the logo may appear on white, gray, denim, khaki, Lt. blue or similar neutral color fabric. Other fabric colors are not appropriate for official UHD apparel.
General Communication

In all elements of communication, the University of Houston-Downtown should be referenced as:

- University of Houston-Downtown (UHD), not UH-Downtown.
- UHD on second reference, if applicable.
- University (note uppercase “U”) on subsequent references, when applicable.

When referencing the University, please:

- avoid referring to the University of Houston-Downtown as a “campus.”
- do not refer to the University of Houston as the “main” campus of University of Houston or UH-main.

Building Locations

When communicating UHD campus building locations, use the following naming conventions, room numbers and abbreviations. No other elements should be used when communicating building or room locations, including dashes or periods.

- The Building abbreviation prefix shall precede a space, then the room location number, i.e. OMB N101.
- All Room number signs shall have the braille interpretation directly below the room number.
- The abbreviation of a compass point for a floor wing may be added before the room location number, i.e. North 101 = N101.
- Rooms situated within a suite shall have an alphabetic suffix added, i.e. OMB N101A.
- The letters “I” or “O” shall not be used.
- All room number alphabets shall be uppercase letters.
Questions?

For questions or more information regarding UHD Graphic Guidelines, contact UHD University Relations.

Logos & Wordmark

To download any specific UHD logos or wordmarks, visit uhd.edu/logos or contact:

Meghan Sellers, sellersm@uhd.edu
Elisa Crossland, crosslande@uhd.edu

universityrelations@uhd.edu

uhd.edu/administration/university-relations