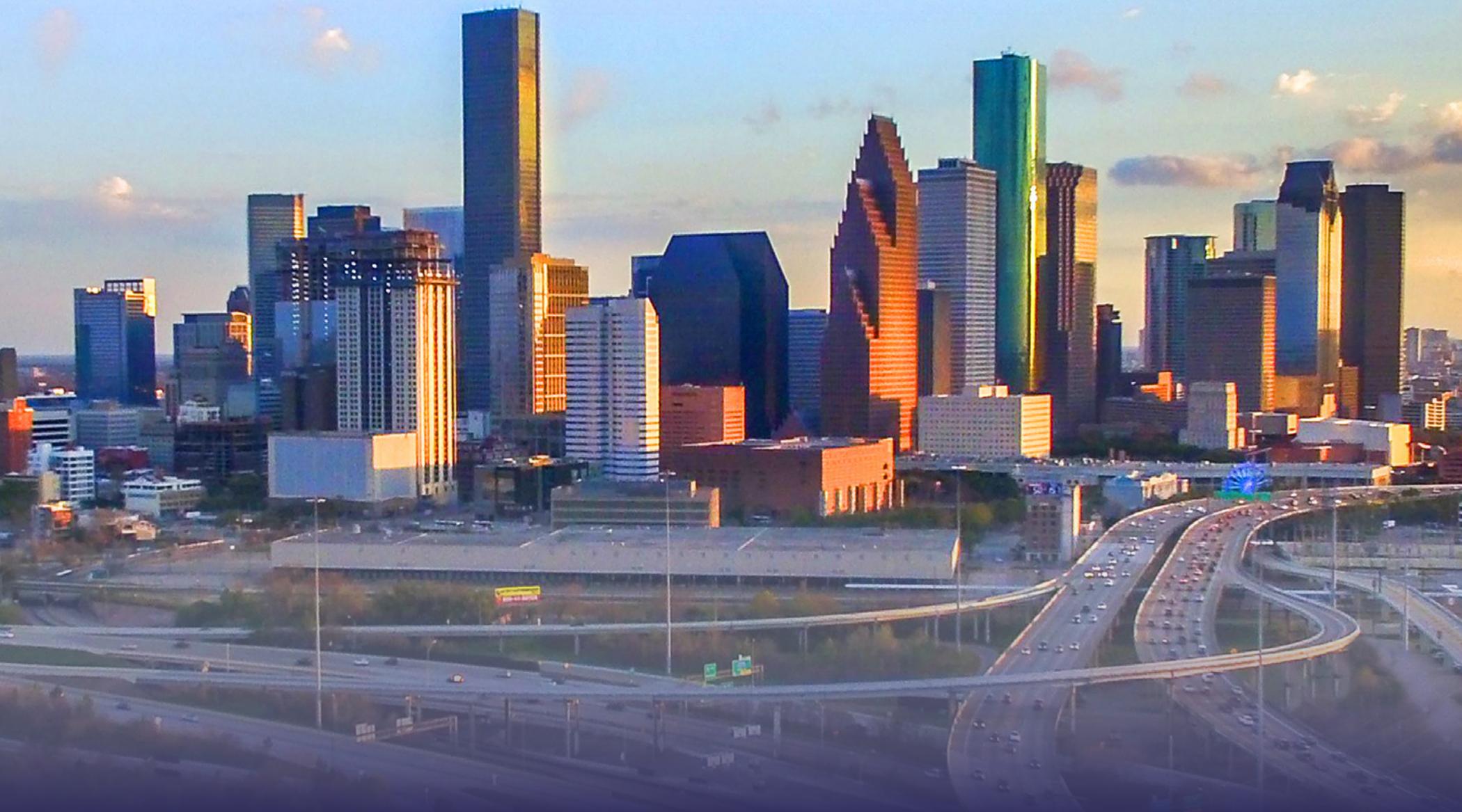


University of Houston-Downtown

Graphic Standards



Contents

CONTENTS

Purpose of Graphic Standards	1	New Brand Logos	26
The Presidential Seal	2	University Main Logos	28
Brand Promise, Pillars, and Character	3	UHD College Logos, Organization Logos	32
DETERMINED. DEDICATED. DOWNTOWN.	7	Email Signature	39
Brand Color Palette	10	Brand Photography	40
Mascot: Gator Mark & Edu-U-Gator	14	Official UHD Apparel	46
Brand Typography	22	Contact University Relations	48

Purpose of Standards

WHY

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

The University's brand is the visual 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 Document 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/universityrelations

The Presidential Seal

SEAL

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.



Brand Promise, Pillars, Character



UHD Brand Promise

WHAT

UHD is a supportive, flexible institution for determined students who want a relevant, high-quality, life-changing education to further their career opportunities and empower them to contribute to their communities.

UHD Brand Pillars

HOW

- Encouraging faculty and staff to foster student potential
- A smart investment
- Pathways to professional and educational opportunities
- Reflective of Houston: diverse perspectives
- Real-life shapes the educational experience

PERSONALITY

UHD Brand Character

Supportive.
Empowering.
Engaging.
Confident.
Life-changing.
Partner.
Advocate.

DETERMINED.
DEDICATED.
DOWNTOWN.



Communicating Our Brand

WHO

DETERMINED. DEDICATED. DOWNTOWN. is the University of Houston-Downtown's tagline.

A **tagline** is “a catch phrase or short description 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 can be either written in copy or visually referenced using the wordmark version of the tagline (See page 27).

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

DETERMINED.
DEDICATED.
DOWNTOWN.

University of Houston-Downtown

We are

DETERMINED.

We help you explore all of your professional possibilities and reach your personal potential. We empower you to find your path to the right degree, job, and beyond in your life with a solid, real-world, and relevant education—the best preparation for influencing and inspiring your life today and your future tomorrow.

DEDICATED.

We are hundreds of skilled faculty and committed staff delivering the promise of a UHD education in over 50 academic programs. More than 15,000 students from every background imaginable. Some 54,000 alumni are making a difference throughout Houston, South Texas, and the world.

DOWNTOWN.

We are in the heart of Houston, dedicated to making the city a better place from the talents and skills of our graduates impacting the local workforce to the countless hours all of us donate to volunteerism and the power of giving back. All from downtown, all for the city.

Start here. Finish here.
Either way, we are always here for you.

Brand Color Palette



Brand Color Palette RGB and Hexadecimal

r 9 g 46 b 110 092e6e	UHD Red is an accent color and should always be used in conjunction with UHD Blue. UHD Blue is the Primary Color to be used in branded materials and designs.	r 37 g 52 b 76 25344c	r 81 g 98 b 126 51627e	r 145 g 156 b 173 919cad	r 205 g 210 b 219 cdd2db	r 233 g 236 b 247 e9ecf7
UHD BLUE PMS 294C	r 198 g 14 b 59 c60e3b UHD RED PMS 193C	r 59 g 76 b 56 3b4c3c	r 104 g 120 b 105 687869	r 169 g 177 b 160 a9b1a0	r 216 g 221 b 216 d8ddd8	r 231 g 235 b 229 e7ebe5

UHD LOGO COLORS

MUTED COOL SECONDARIES

r 0
g 120
b 60

00783c

DARK GATOR GREEN



r 119
g 188
b 31

77bc1f

LIGHT GATOR GREEN

r 187
g 187
b 187

bbbbbb

r 240
g 236
b 236

f0ecec

r 183
g 176
b 169

b7b0a9

r 208
g 207
b 205

d0cfd

r 142
g 135
b 91

8e877d

r 105
g 98
b 91

69625b

BRANDED GATOR MASCOT COLORS*

COOL GREY SECONDARIES

WARM GREY SECONDARIES

Primary Color: May be used as the primary color anchoring branded materials and designs.

Secondary Color: May be used as the secondary color in branded materials and designs. Secondary colors may represent up to 30% of the color in branded materials and designs.

***Gator Mascot Colors:** Dark Gator Green may be used as a secondary color (representing up to 30% of the color in branded materials and designs). Light Gator Green is reserved for use in the Gator Mascot graphic only.

Brand Color Palette CMYK

c 100
m 89
y 26
k 11

UHD BLUE
PMS 294C

UHD Red is an accent color and should always be used in conjunction with UHD Blue. UHD Blue is the Primary Color to be used in branded materials and designs.

r 198
g 14
b 59
c60e3b

UHD RED
PMS 193C

c 80
m 55
y 20
k 65

c 65
m 40
y 15
k 35

c 28
m 14
y 5
k 26

c 14
m 8
y 4
k 5

c 7
m 4
y 0
k 0

c 60
m 25
y 60
k 65

c 40
m 12
y 40
k 45

c 12
m 0
y 20
k 30

c 4
m 0
y 5
k 12

c 4
m 0
y 5
k 5

UHD LOGO COLORS

MUTED COOL SECONDARIES

c 93
m 27
y 100
k 16

DARK GATOR GREEN



c 58
m 2
y 100
k 0

LIGHT GATOR GREEN

c 27
m 21
y 22
k 0

c 4
m 5
y 4
k 0

UHD GRAY

c 28
m 26
y 30
k 0

c 18
m 14
y 15
k 0

c 42
m 40
y 46
k 8

c 45
m 45
y 50
k 35

BRANDED GATOR MASCOT COLORS*

COOL GREY SECONDARIES

WARM GREY SECONDARIES

Primary Color: May be used as the primary color anchoring branded materials and designs.

Secondary Color: May be used as the secondary color in branded materials and designs. Secondary colors may represent up to 30% of the color in branded materials and designs.

***Gator Mascot Colors:** Dark Gator Green may be used as a secondary color (representing up to 30% of the color in branded materials and designs). Light Gator Green is reserved for use in the Gator Mascot graphic only.

Brand Color Palette PMS



UHD BLUE
PMS 294C

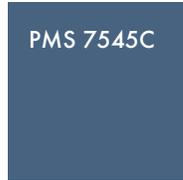
UHD Red is an accent color and should always be used in conjunction with UHD Blue. UHD Blue is the Primary Color to be used in branded materials and designs.



UHD RED
PMS 193C



PMS 533C



PMS 7545C



PMS 7543C



PMS 538C



PMS 656C



PMS 553C



PMS 5615C



PMS 5645C



PMS Cool
Gray1C



PMS 7541C

UHD LOGO COLORS

MUTED COOL SECONDARIES



PMS 7732C

DARK
GATOR GREEN



PMS 7737C

LIGHT
GATOR GREEN



PMS Cool
Gray 4C



PMS 663C

UHD GRAY



PMS Warm
Gray 4C



PMS Cool
Gray 2C



PMS 403C



PMS 405C

BRANDED GATOR MASCOT COLORS*

COOL GREY
SECONDARIES

WARM GREY SECONDARIES

Primary Color: May be used as the primary color anchoring branded materials and designs.

Secondary Color: May be used as the secondary color in branded materials and designs. Secondary colors may represent up to 30% of the color in branded materials and designs.

***Gator Mascot Colors:** Dark Gator Green may be used as a secondary color (representing up to 30% of the color in branded materials and designs). Light Gator Green is reserved for use in the Gator Mascot graphic only.

Mascot: Gator Mark & Edu-U-Gator



MASCOT

Mascot: Gator Mark & Edu-U-Gator

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

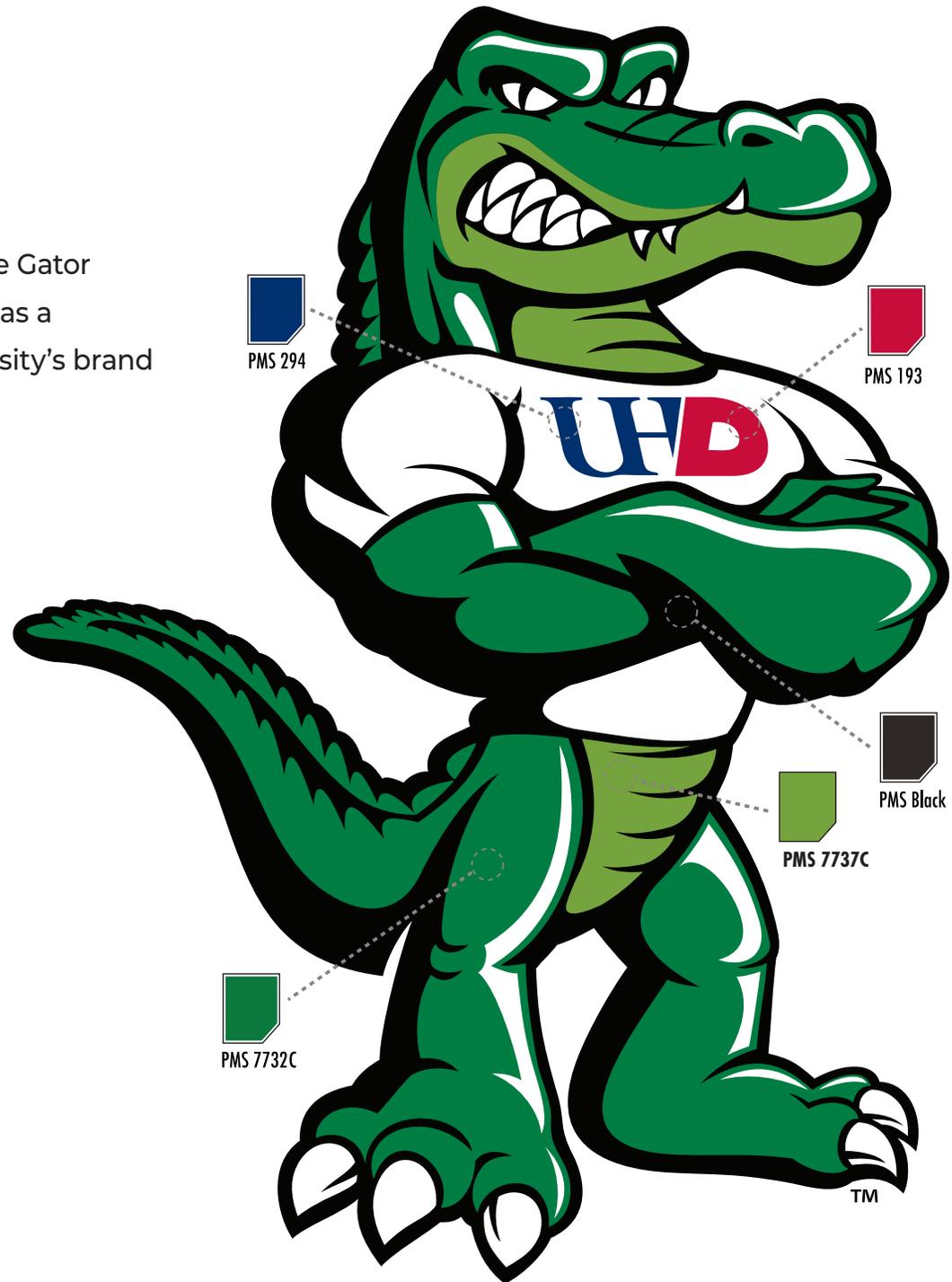


The Gator Mark represents the spirit and pride of UHD and may be used primarily by the Office of Admissions, Student Activities, and Sports & Fitness as well as for audiences comprised of undergraduates and alumni. The Gator Mark is less relevant to adult students, graduate students, and external audiences.

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.

Mascot - The Basics

Note: Gator Light Green is reserved for the Gator Mark. Gator Dark Green is available to use as a secondary color. Please refer to the University's brand color palette, pages 11 - 13.



Primary Mark*
Use on dark background*

Primary Mark
Use on light background

Full
Color



Black &
White



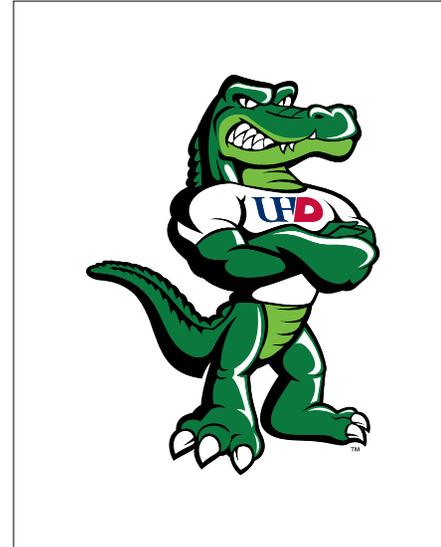
* The Gator Mark shown here is represented on a dark rectangular background for illustrative purposes only. The background shape/color is not part of or associated with the Primary Mark.

Gator Mark*
Use on dark background*

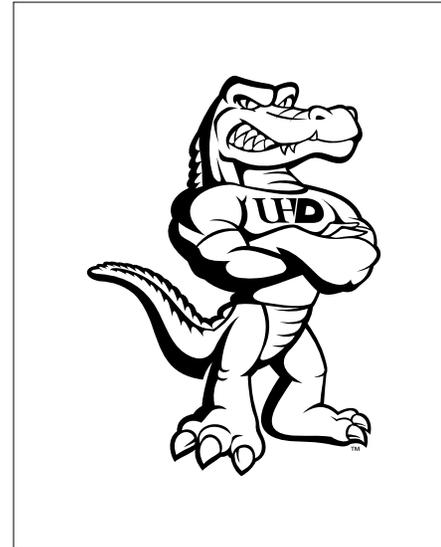


Full
Color

Gator Mark
Use on light background



Black &
White

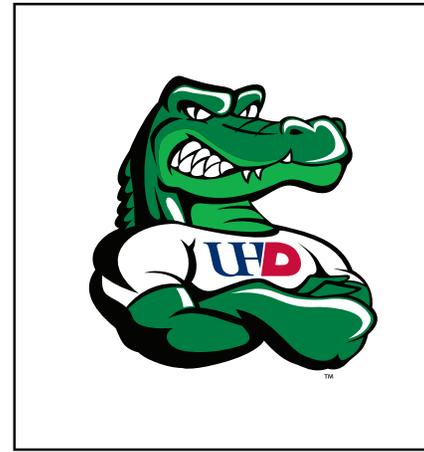


* The Gator Mark shown here is represented on a dark rectangular background for illustrative purposes only. The background shape/color is not part of or associated with the Primary Mark.

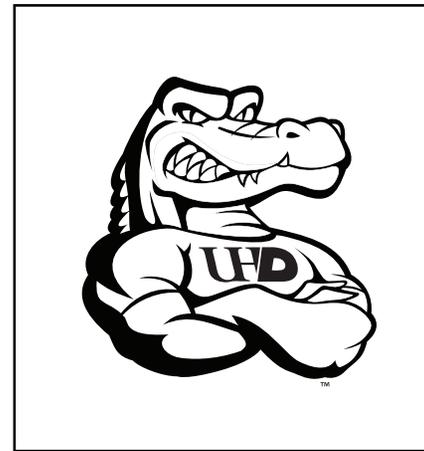
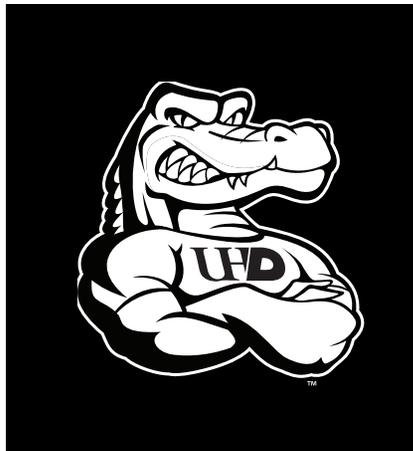
Gator Mark Bust*
Use on dark background*

Gator Mark Bust
Use on light background

Full
Color



Black &
White

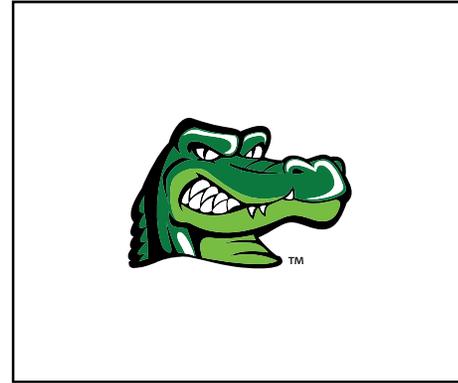
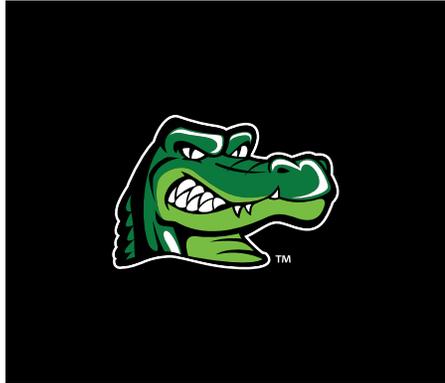


* The Gator Mark shown here is represented on a dark rectangular background for illustrative purposes only. The background shape/color is not part of or associated with the Primary Mark.

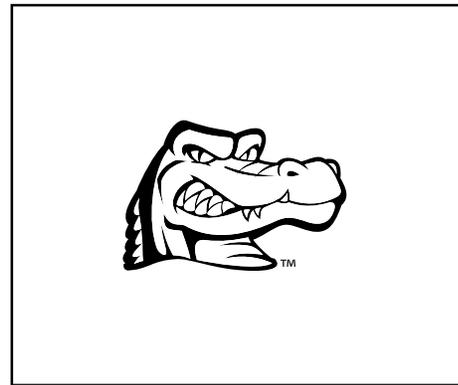
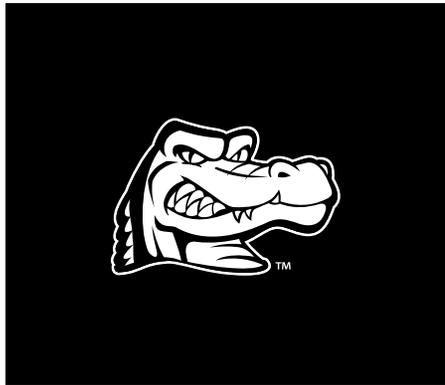
Gator Mark Head*
Use on dark background*

Gator Mark Head
Use on light background

Full
Color

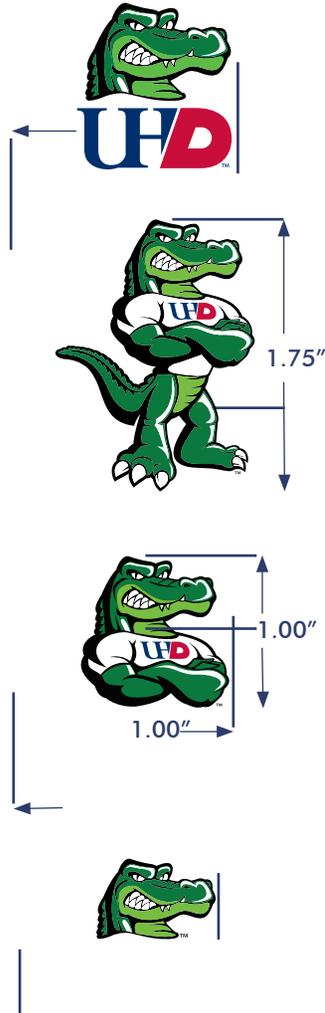


Black &
White



* 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.

Mascot - The Basics



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”.

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”.

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”.

Brand Typography



Brand Typeface

FONT FAMILY

Montserrat

WEIGHTS AND STYLES

Montserrat Light *and Light Italic*

Montserrat Regular and Italic

Montserrat Medium *and Medium Italic*

Montserrat SemiBold and SemiBold Italic

Montserrat Bold and Bold Italic

Montserrat ExtraBold and ExtraBold Italic

Similar to the other concept choices, Montserrat is a widely accessible Google font which comes in a full range of weights—all of which are acceptable for use, however, the lighter weights should be used more predominantly for a more open and clear statement, reserving the heaviest for 'strong' impact. The middle weights should be used more sparingly.

Limited Availability Typeface

FONT FAMILY

Tahoma

The Tahoma font family should only be used in limited availability situations or digital applications where the primary brand font, Montserrat, is not available

WEIGHTS AND STYLES

Tahoma Regular *and* Faux Italic

Tahoma Bold *and* **Faux Bold Italic**

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.

Alternative Serif Typeface

Montserrat Bold Montserrat Medium

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

ITC Garamond or ITC Garamond Condensed is our alternative text typeface.

Typography - online

If **Montserrat** is unavailable, for instance in web applications, choose Tahoma as an alternate font.

Use Tahoma Bold as an alternate for headlines.

Tahoma Regular is a substitute for Montserrat Medium text weight.

New Logos With Tagline



Logos with Tagline - The Basics

Two-Color Horizontal
and Stacked



One-Color Horizontal
and Stacked



University Logos



UHD Primary Logos

A **logo** is a “graphic 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 a dark background such as black or navy.
- Set in Futura Medium.

Optically Centered
Stacked Logo



“DOWNTOWN”
set in UHD Blue



“University of Houston DOWNTOWN”
set in UHD Blue



Horizontal Version



UHD Logos - Reversed Versions

The following are examples of all white (reversed) versions of the UHD logo, which should always appear on a black or UHD Blue background.



UHD Logos - 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 officially registered with the National Trademark Office. The following two 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:



UHD College Logos, Organization Logos, Email Signature



UHD Logos - College Logos



UHD Logos - MBA Logos

Two-Color Mark and Stacked Options

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.

The logo consists of the letters 'UHD' in a dark blue serif font, followed by a red 'D' with a white diagonal stripe, and 'MBA' in the same dark blue serif font. A small trademark symbol (TM) is located below the red 'D'.The logo features 'UHD' in dark blue serif, a red 'D' with a white diagonal stripe, and 'MBA' in dark blue serif. Below this, the text 'Marilyn Davies' and 'College of Business' are stacked in a dark blue sans-serif font. At the bottom, 'Student Association' is written in a smaller, lighter blue sans-serif font.

Two-Color Stacked Options

When designating locations, always use the ALL-CAPS stylized font format.

NOTE: The word "CAMPUS" should not be used when designating a location.

The logo features 'UHD' in dark blue serif, a red 'D' with a white diagonal stripe, and 'MBA' in dark blue serif. Below this, the word 'DOWNTOWN' is written in a dark blue, all-caps, sans-serif font.The logo features 'UHD' in dark blue serif, a red 'D' with a white diagonal stripe, and 'MBA' in dark blue serif. Below this, the word 'NORTHWEST' is written in a dark blue, all-caps, sans-serif font.

UHD Logos - Horizontal College Logos



Senior Vice President for Academic Affairs & Provost

One Main Street, S950
Houston, Texas 77002-1014
713-221-8003
FAX: 713-221-8922
uhd.edu/provost



320 North Main Street, B410
Houston, Texas 77002-1811
713-221-8017
FAX: 713-223-7481
uhd.edu/mdcob



One Main Street, S1015
Houston, Texas 77002-1014
713-221-8009
FAX: 713-223-7465
.uhd.edu/chss



1002 Commerce Street, C420
Houston, Texas 77002-1729
713-221-8906
FAX: 713-223-7440
www.uhd.edu/cps



315 N. Main
Houston, Texas 77002-1014
713-221-8019
FAX: 713-223-7442
uhd.edu/cst

UHD Logos - Locations Logos



UHD Logos - Campus Organizations Logos



UHD Logos - Student Organizations Logos



Email Signature

Faculty and staff should use the standard UHD logo and no additional graphic elements for their e-mail and signature.

<p>Body</p> <ul style="list-style-type: none"> • Compose body message per example. • Use only Calibri font in black. 	<p>Dear Mr. Smith,</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat</p> <p>Best Regards,</p>	<p>Signature Order</p>
<p>Signature</p> <p>Use the UHD stacked logo. (See page 29)</p> <ul style="list-style-type: none"> • Only Helvetica or Arial typeface at 11pt. • Name: Bold, 12pt. font. Other text not to exceed 11pt. • Address/Contact Information: Unbold, 11pt font • One line space to separate name, address and contact information 	<p>Employee Name (optional – insert preferred pronouns after name)</p> <p>Title</p> <p>University of Houston-Downtown One Main Street, Suite XXX Houston, Texas 77002-1014</p> <p>713-555-5555 (Direct) www.uhd.edu</p> 	<p>Name, Title & Pronouns</p> <p>Address</p> <p>Contact Information</p> <p>Stacked Logo</p>
<p>Not actual size. For illustrative purposes only. Logo should be perceptually proportionate to the text above.</p>		<p>RGB color values for text in signature:</p>



Brand Photography



Vertical Vignettes

Feature Photography Style

This photography concept reinforces the identity of the University in Downtown Houston by using a strong, vertical format for feature images. Visually, the gentle, sweeping curve brings life to the design concept in the form of visual movement. The distinct vertical treatment point-of-view style is flexible and can incorporate a wide variety of topics. From academic settings in laboratories and classrooms, to student life activities leveraging urban storytelling—all within footprint of UHD and the city.



General Photography Content



TOGETHER.
Based on interviews and research, the culture of camaraderie and relationships at UHD is a driving attribute of the institution. With that in mind, images should always show more than one individual in any scene unless there is a very specific purpose (some profiles, stories). This subtly reminds audiences that UHD is a very human, intentionally social, interactive community—an energy that needs to be consistently reinforced. Stylistically, shallow depth-of-field is used to allow important context while focusing on the human interaction, as well as unique angles and shoot-through for a more realistic, fly-on-the-wall perspective.

Stylistic Example

Student Groups in Social Settings

Having at least one or two subjects as “backs” will make the shot more authentic.



A certain amount of “mugging for the camera” is acceptable providing the emotion portrayed is believable—forced enthusiasm will not resonate as authentic with prospective students.



Stylistic Example

Classroom Settings

Using foreground students or elements as soft focus shoot through not only adds drama to the image, but also emphasizes physical separation.



This approach highlights an individual with a great academic look or engaged professor while still giving the context of a large, well distanced classroom.



More intimate interactions can still tell the story of the shot, while also communicating the context of a full classroom.

Brand Profile Style

Meaningful Pairings



Lives are changed by those around us and the experiences we choose—the things to which we dedicate ourselves. This concept communicates this through pairings of images that tell a specific story. The against-the-odds choice to go to college that led to an incredible internship. The alumnae who started her own business and inspired a UHD grad to do the same. Or the established UHD alumni who helped the aspiring student land their first job. These and countless similar stories are waiting to be told with this very relatable—and flexible—approach to profiles.



UHD Logos - Apparel Guidelines

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, light blue or similar neutral color fabric. Other fabric colors are not appropriate for official UHD apparel.



UHD Logos - General Communication

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

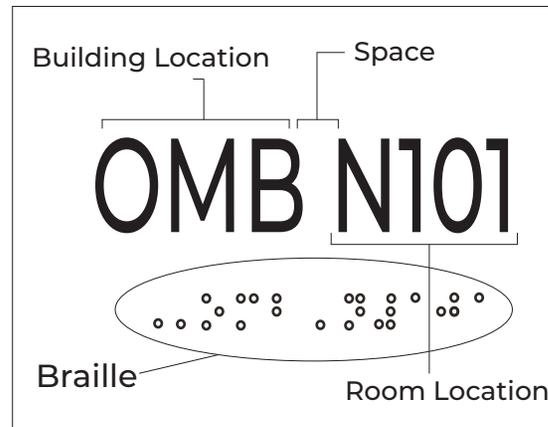
- University of Houston-Downtown (UHD), not UH-Downtown.
- UHD on second reference, if applicable.
- University (note uppercase “U”) on subsequent references, when applicable.

When referencing the University, please:

- Avoid referring to the University of Houston-Downtown Northwest as a “campus” as it is a “location.”
- Do not refer to the University of Houston as the “main” campus, the “central” campus, 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.



LETTER	BUILDING
OMB	One Main Building
CSB	Commerce Street Building
SLC	Student Life Center
ACAD	Academic Building
WSPS	Willow Street Pump Station
SSB	Shea Street Building
VSG	Vine Street Garage
GSB	Girard Street Building
STB	Sciences & Technology Building
WSC	Wellness & Success Center

- 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.
- All room number alpha indicators shall be uppercase letters with the exception of I or O to avoid confusion with the numerals 1 or 0.

Questions?

For questions or more information regarding
UHD Graphic Standards, 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
Gabriel Morales, moralesg@uhd.edu

universityrelations@uhd.edu
uhd.edu/universityrelations



Office of University Relations

One Main Street, Suite N912
Houston, TX 77002-1014