



**UNIVERSITY OF HOUSTON**  
**Campus Facilities Planning Committee**  
**\*\*\*Information Item\*\*\***

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| <b>1. Project Name</b>                    | <b>ERP Signage Graphics Prototype Elements</b> |
| <b>2. Committee Date</b>                  | <b>March 12, 2010</b>                          |
| <b>3. Requesting Department</b>           | <b>Advancement</b>                             |
| <b>4. Contact Name &amp; Phone Number</b> | <b>Elisa Crossland, x3-8887</b>                |
| <b>5. Presenter:</b>                      | <b>Elisa Crossland</b>                         |
| <b>6. Description</b>                     |  |

This item provides the background and rationale behind the new UH branding campaign, and is intended to provide a context to assist the committee in understanding Advancement's goals in promoting the University's identity in this fashion.

As graphic elements of the branding campaign have application to signage and exterior color choices at UH System campuses, this information will also be useful in evaluating future agenda items.

**Background Information:**

(Source: <http://www.uh.edu/policies/graphicstandards/graphic/index.php#brand>)

In 2009, University of Houston adopted a new university brand, complete with new logotypes (attached). The new brand is intended to convey UH's strengths: diversity, entrepreneurialism, connection to the City of Houston and accessibility, and adoption of a new campaign is reflective of the university's new goals, opportunities, and leadership.

Fletcher Martin, a renowned public relations firm researched and re-imagined the new brand. The look is described as "very editorial, with candid photos using actual students, urban landscape and actual UH scenery."

The new logotypes and other graphic elements make use of the University's historical colors, primary red, black, and white. Silver may also be used in combination with the three historical colors.

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|---------------------------------|-----------------------|
| <b>8. Cost of Project</b>       | <b>Not Applicable</b> |
| <b>9. Source of Funding:</b>    | <b>Not Applicable</b> |
| <b>10. Proposed Start Date:</b> | <b>Not Applicable</b> |

\_\_\_\_\_  
Spencer Moore  
Executive Director  
Facilities Planning & Construction

Date: \_\_\_\_\_

Attachments

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**NEW UH LOGOTYPES**