For more information on graphics, photography and video visit uh.edu/policies/graphic-standards

Keeping the traditional Houston red, silver, and white while adding in some shades of teal and gold helps to give the brand a warmer feel with more options for layouts. This color palette gives the brand more depth which carries through in the type, icons, illustrations, and graphic elements. Red (PMS 186) is still our main color and should be present in our designs. The secondary and tertiary colors support our traditional Cougar Red, so they shouldn’t be overpowering.

<table>
<thead>
<tr>
<th>Color Palette</th>
<th>PRIMARY</th>
<th>SECONDARY</th>
<th>TERTIARY</th>
</tr>
</thead>
<tbody>
<tr>
<td>TEAL</td>
<td>C: 0 M: 98 Y: 37 K: 0 PMS: 196 C R: 136 G: 224 B: 0 H:XX:9898000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BRICK</td>
<td>C: 0 M: 100 Y: 78 K: 0 PMS: 196 C R: 255 G: 155 B: 0 H:XX:D89B000</td>
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<td></td>
</tr>
<tr>
<td>MUSTARD</td>
<td>C: 0 M: 100 Y: 45 K: 0 PMS: 196 C R: 255 G: 255 B: 255 H:XX:D89B000</td>
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<td></td>
</tr>
<tr>
<td>GREEN</td>
<td>C: 0 M: 100 Y: 81 K: 0 PMS: 196 C R: 255 G: 255 B: 255 H:XX:D89B000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CHOCOLATE</td>
<td>C: 0 M: 100 Y: 81 K: 0 PMS: 196 C R: 255 G: 255 B: 255 H:XX:D89B000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SLATE</td>
<td>C: 0 M: 100 Y: 81 K: 0 PMS: 196 C R: 255 G: 255 B: 255 H:XX:D89B000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FOREST</td>
<td>C: 0 M: 100 Y: 81 K: 0 PMS: 196 C R: 255 G: 255 B: 255 H:XX:D89B000</td>
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<td></td>
</tr>
<tr>
<td>BLACK</td>
<td>C: 0 M: 100 Y: 81 K: 0 PMS: 196 C R: 255 G: 255 B: 255 H:XX:D89B000</td>
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<td></td>
</tr>
<tr>
<td>CREAM</td>
<td>C: 0 M: 100 Y: 81 K: 0 PMS: 196 C R: 255 G: 255 B: 255 H:XX:D89B000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WHITE</td>
<td>C: 0 M: 100 Y: 81 K: 0 PMS: 196 C R: 255 G: 255 B: 255 H:XX:D89B000</td>
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<td></td>
</tr>
</tbody>
</table>

Typography

HEADLINES: LEAGUE GOTHIC REGULAR

HEADLINES & BODY COPY: Milo Thin, Regular, Regular Italic, Bold, Bold Italic

LIMITED USE SCRIPT: Alex Brush Regular (only for invitations to galas and very formal events)

Unacceptable Logo Variations

- Do Not Tilt or Rotate Logos
- Do Not Distort or Alter Proportions
- Do Not Add Shadows or Other Elements
- Do Not Alter or Reverse The Colors of the Logo
- Do Not Place Objects On or Near The Logo
- Do Not Combine Logos
- Do Not Place the Logo on Unreadable Colors or Type

Logo Colors & Backgrounds

Primary, Secondary & Tertiary

Unacceptable Background

Acceptable Background

Interlocking

Acceptable Background

Acceptable Background

Acceptable Background

Spacing

In order to maintain the integrity of the wordmark, please note the required minimum distance allowed around the wordmark is the height of the letter “N” in Houston.

The minimum distance allowed around the interlocking Uh logo is relative to the height of the logo and should be half the height of the logo. For example, if a logo is 1.0” high the required clear space is 0.5”. 

Hey!

Logo Colors & Backgrounds

Primary, Secondary & Tertiary

Unacceptable Background

Acceptable Background

Interlocking

Acceptable Background

Acceptable Background

Acceptable Background

Spacing

In order to maintain the integrity of the wordmark, please note the required minimum distance allowed around the wordmark is the height of the letter “N” in Houston.

The minimum distance allowed around the interlocking Uh logo is relative to the height of the logo and should be half the height of the logo. For example, if a logo is 1.0” high the required clear space is 0.5”. 

Hey!

Logo Colors & Backgrounds

Primary, Secondary & Tertiary

Unacceptable Background

Acceptable Background

Interlocking

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Spacing

In order to maintain the integrity of the wordmark, please note the required minimum distance allowed around the wordmark is the height of the letter “N” in Houston.

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Hey!