

UH Style Guide

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

Color Palette

PRIMARY

RED
C: 0 M: 100 Y: 81 K: 4
PMS: 186 C
R: 200 G: 16 B: 46
HEX: C8102E

GOLD
C: 0 M: 29 Y: 100 K: 0
PMS: 7408 C
R: 246 G: 190 B: 0
HEX: F6BE00

CREAM
C: 1 M: 2 Y: 24 K: 0
PMS: 7499 C
R: 255 G: 249 B: 217
HEX: FFF9D9

TEAL
C: 84 M: 0 Y: 59 K: 0
PMS: 339 C
R: 0 G: 179 B: 136
HEX: 00B388

GRAY
C: 26 M: 16 Y: 13 K: 46
PMS: COOL GRAY 8 C
R: 136 G: 139 B: 141
HEX: 888B8D

WHITE
C: 0 M: 0 Y: 0 K: 0
PMS: WHITE
R: 255 G: 255 B: 255
HEX: FFFFFFFF



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.

SECONDARY

BRICK
C: 8 M: 97 Y: 76 K: 31
PMS: 704 C
R: 150 G: 12 B: 34
HEX: 960C22

MUSTARD
C: 10 M: 30 Y: 100 K: 0
PMS: 124 C
R: 216 G: 155 B: 0
HEX: D89B00

GREEN
C: 100 M: 10 Y: 61 K: 38
PMS: 328 C
R: 0 G: 134 B: 108
HEX: 00866C

SLATE
C: 45 M: 29 Y: 26 K: 76
PMS: 425 C
R: 84 G: 88 B: 90
HEX: 54585A

TERTIARY

CHOCOLATE
C: 26 M: 85 Y: 85 K: 72
PMS: 490 C
R: 100 G: 8 B: 23
HEX: 640817

OCHEP
C: 9 M: 35 Y: 98 K: 30
PMS: 1245 C
R: 185 G: 120 B: 0
HEX: B97800

FOREST
C: 95 M: 25 Y: 70 K: 68
PMS: 3305 C
R: 0 G: 89 B: 80
HEX: 005950

BLACK
R: 0 G: 0 B: 0
PMS: BLACK
C: 0 M: 0 Y: 0 K: 100
HEX: 000000

Typography

HEADLINES:
LEAGUE GOTHIC REGULAR

HEADLINES & BODY COPY:
Milo Thin,
Regular,
Regular Italic,
Bold,
Bold Italic
(You also may use Milo Extralight, Extra Bold, Black and their corresponding Italic fonts.)

BODY COPY:
Crimson Roman,
Italic,
Semibold,
Semibold 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 Combine Logos



Don't forget
An official UH logo is required in all communications and materials.

Do Not Place the Logo on Unreadable Colors or Type

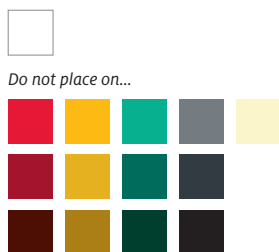


Logo Colors & Backgrounds

Primary, Secondary & Tertiary

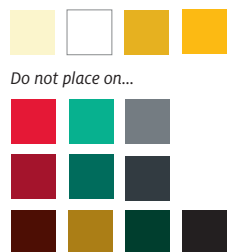
UNIVERSITY of HOUSTON

Acceptable Background



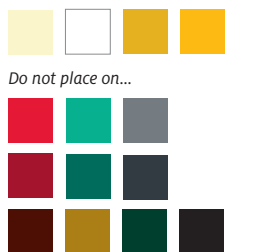
UNIVERSITY of HOUSTON

Acceptable Background



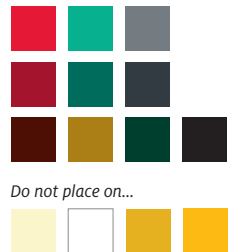
UNIVERSITY of HOUSTON

Acceptable Background



UNIVERSITY of HOUSTON

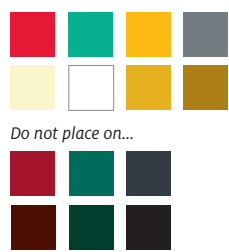
Acceptable Background



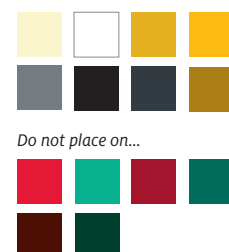
Interlocking



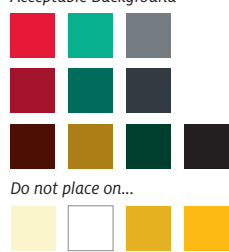
Acceptable Background



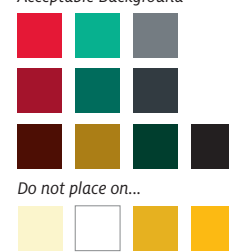
Acceptable Background



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".

