

# TEXT TREATMENT STYLE GUIDE

## Text Treatment Guidelines

### UH WORDMARKS

The UH wordmark (logo) is designated for divisions, business units, colleges and departments. Please contact [branding@uh.edu](mailto:branding@uh.edu) and we will create this for you.

### RESEARCH & ACADEMIC CENTER LOGOS

If you are a **Research** or **Academic** Center or Institute please contact [branding@uh.edu](mailto:branding@uh.edu) for next steps.

### PROGRAMS & INITIATIVES

For all other programs and initiatives, we recommend using text treatments. Below are some points to guide you as you apply a text treatment to your suite of materials.

- UH logos CANNOT be locked up with any other UH logo, graphic element or text treatment
- When using a text treatment, it must be accompanied by the UH logo (that indicates your division, business unit, college and/or department) somewhere in the document; see samples provided.

Text treatments can use/be:

- Different weights from any brand approved font
- Any brand approved color
- Presented in different formats across the suite of materials (see samples in this document)

Reminder: Once materials are created (i.e. flyers, banners, swag items, etc.) they must be approved through [branding@uh.edu](mailto:branding@uh.edu). Please visit us online for next steps.

Brand Review does not provide blanket approval for text treatments, but rather must review it as applied on materials.

## Text Treatment Examples

Two different font weights-Milo, choose your emphasis, alignment and color:

# Community **Health Workers** Initiative

# Community Health Workers Initiative

Single font weight-Milo:

# Community Health Workers Initiative

Single font weight-League Gothic:

# Community Health Workers Initiative



Single font weight-Crimson:

# Community Health Workers Initiative

## Text Treatment Print

Two different font weights:



Single font weight:



## Text Treatment Swag



front - 2 different font weights

back



front - single font weight

back