

UHCL 50th Anniversary Logo

GUIDELINES



LAUNCHED IN 1974. STILL SOARING.

DESIGN BY:



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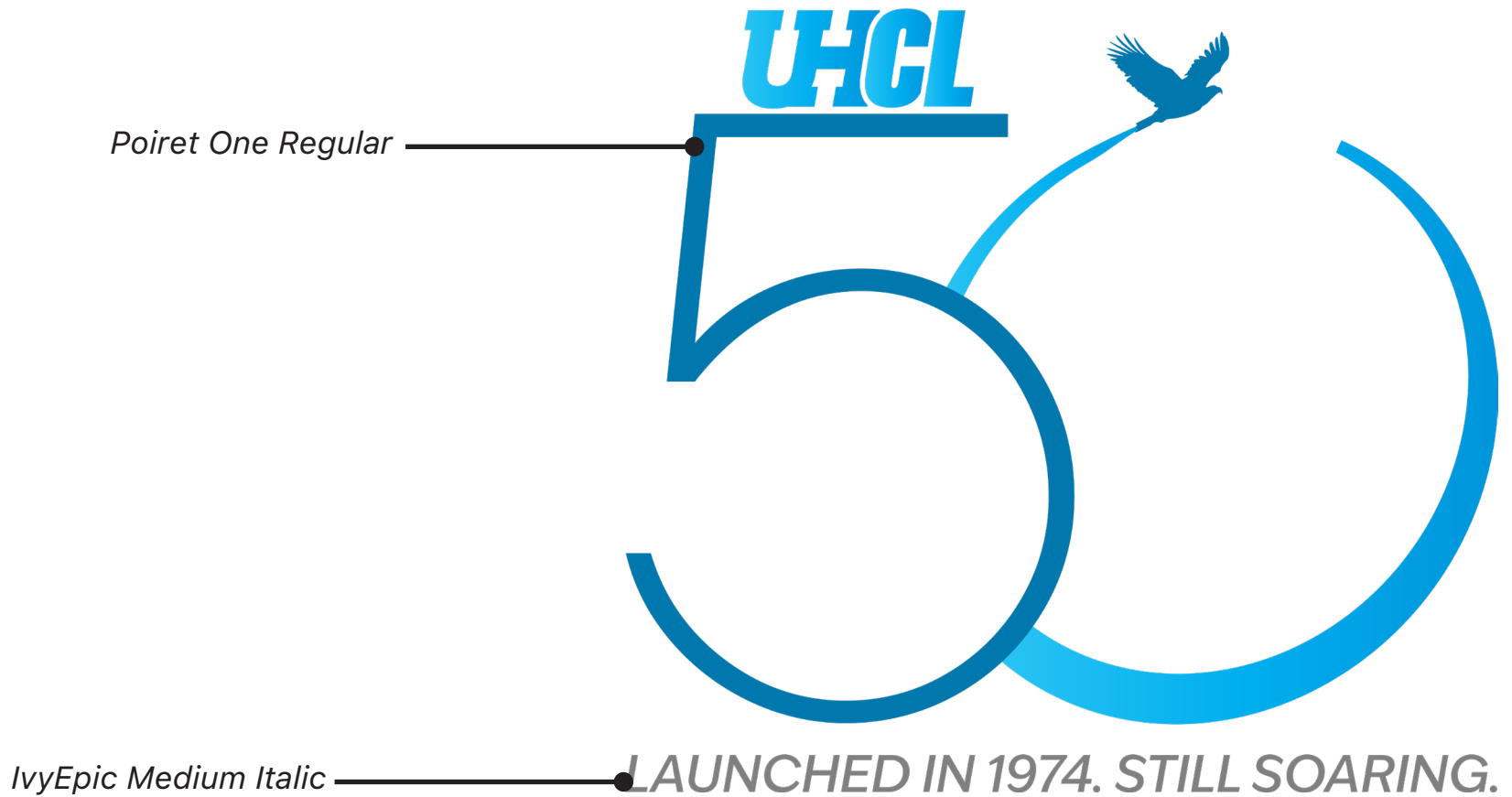
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Full-Color Logo - all elements



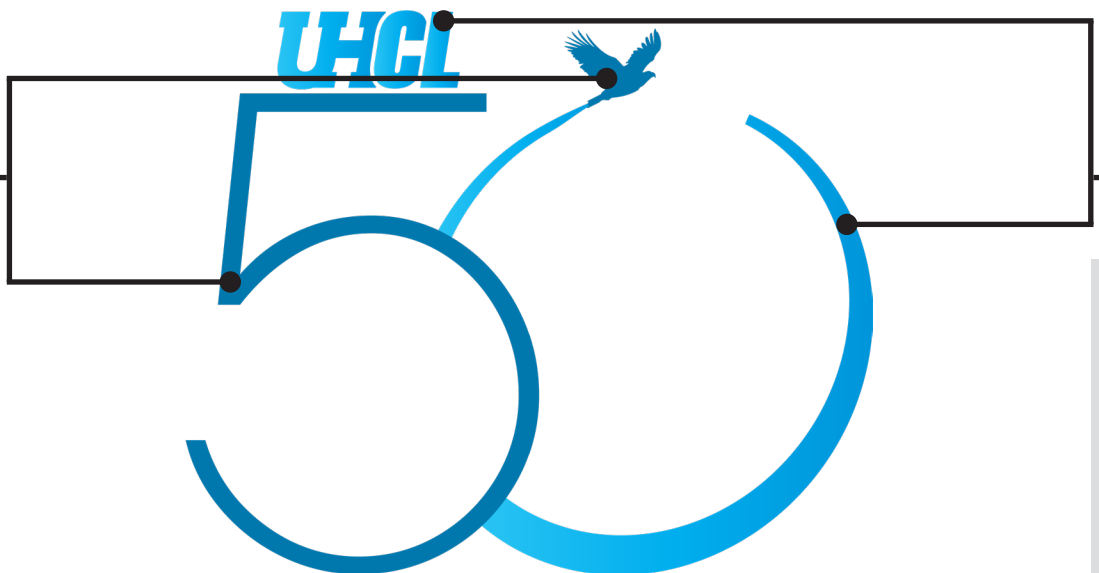
Fonts

The actual type in the logo has been converted to outlines, so it can scale up or down smoothly. However, should a need arise to use one or both of the fonts from the design, those fonts are spelled out below.






Color Palette

These are the approved colors of the logo.
Do not alter them or introduce new, un-approved colors.



The logo features the letters 'UHCL' in a bold, blue, sans-serif font at the top. Below it is a large, stylized '50' where the '5' and '0' are formed by thick blue lines. A blue silhouette of a bird is in flight, positioned between the '5' and the '0'. Below the '50' is the text 'LAUNCHED IN 1974. STILL SOARING.' in a gray, sans-serif font. The logo is framed by a black rectangular border with small black dots at the corners. Lines connect the color swatches to the corresponding colors in the logo.

	
<i>Blue</i>	<i>Gradient Lighter Blue</i>
HEX: #0078ae	<i>Gradient Darker Blue</i>
R: 0 G: 120 B: 174	HEX: #2ac4f3
C: 87 M: 47 Y: 11 K: 0	R: 42 G: 196 B: 243
	C: 64.25 M: 0.52 Y: 0 K: 0

	<i>Gray</i>	R: 128	C: 52
	HEX: #808080	G: 128	M: 43
		B: 128	Y: 43
			K: 8

<i>Gradient Lighter Blue</i>	<i>Gradient Darker Blue</i>
HEX: #2ac4f3	HEX: #0095da
R: 42 G: 196 B: 243	R: 0 G: 149 B: 218
C: 64.25 M: 0.52 Y: 0 K: 0	C: 76.46 M: 28.74 Y: 0 K: 0

Full-Color Logo - variations



LAUNCHED IN 1974. STILL SOARING.



Primary - all elements

For use in most instances where 50th logo must stand on its own

File names:

*UHCL_50thLogoFinal.ai
UHCL_50thLogoFinal.eps
UHCL_50thLogoFinal.png
UHCL_50thLogoFinal.jpg*

Primary - no logo/slogan

For use when university logo and/or the slogan appear separately on the same piece

File names:

*UHCL_50thLogoFinal_50only.ai
UHCL_50thLogoFinal_50only.eps
UHCL_50thLogoFinal_50only.png
UHCL_50thLogoFinal_50only.jpg*

Scale Up

Thicker "5" and "0" with larger Hawk. For use on signage. Can also be used when logo will appear on small items (lapel pins, etc.)

File names:

*UHCL_50thLogoFinal_ScaleUp.ai
UHCL_50thLogoFinal_ScaleUp.eps
UHCL_50thLogoFinal_ScaleUp.png
UHCL_50thLogoFinal_ScaleUp.jpg*

Extreme Scale Up

Thicker "5" and "0" with oversized Hawk. For use on billboards or situations where hawk is meant to be an extension above signage.

File names:

*UHCL_50thLogoFinal_Extreme.ai
UHCL_50thLogoFinal_Extreme.eps
UHCL_50thLogoFinal_Extreme.png
UHCL_50thLogoFinal_Extreme.jpg*

Logo variations - example usage

Primary - all elements



Scale Up

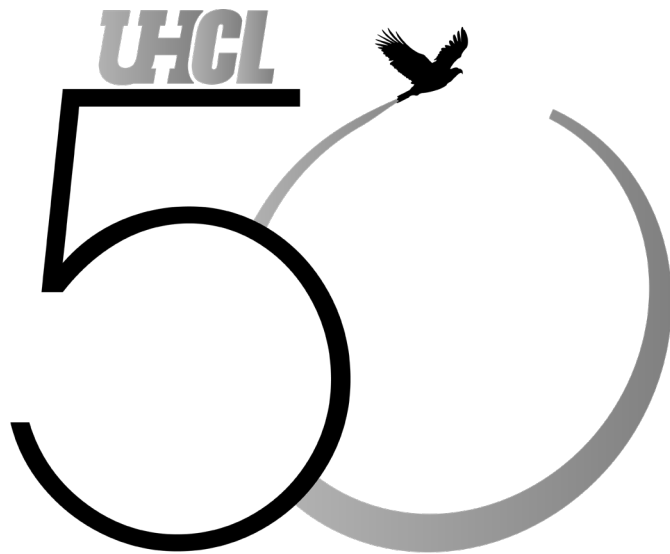


Extreme Scale Up



NOTE: The above designs are examples meant for representational purposes of logo usage. Actual designs may vary.

Black & White logos



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Grayscale

For use when color printing/usage is not an option.

File names:

*UHCL_50thLogoFinal_BW.ai
UHCL_50thLogoFinal_BW.eps
UHCL_50thLogoFinal_BW.png
UHCL_50thLogoFinal_BW.jpg*



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Reversed

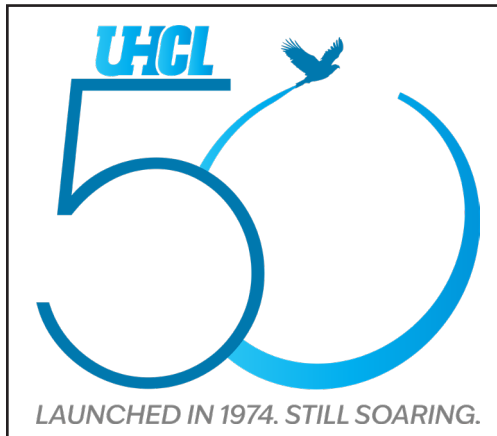
For use when the logo must appear over a dark background.

File names:

*UHCL_50thLogoFinal_BW.ai
UHCL_50thLogoFinal_BW.eps
UHCL_50thLogoFinal_BW.png
UHCL_50thLogoFinal_BW.jpg*

Proper & Improper Usage

Proper Logo Usage



In general, the 50th Anniversary logo works best on a white/light background.



For use on a photo, it's best to use the reversed version over a dark area.

Improper Logo Usage



Do NOT use the logo over a solid color that is too intense or is too similar in value to the colors of the logo.



Do NOT use the logo over busy photos or busy patterns.

THANK YOU!



*For additional assistance, please contact Josh Powers at:
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