Brand Guidelines

UHCL University of Houston Clear Lake

The University of Houston-Clear Lake brand exists primarily in the perceptions people have about us: who we are, what we do and *why it matters.*

Every time we communicate — whether it's posting on social media, mailing promotional material, or speaking with prospective students directly — our audiences form opinions about the University. Brands are living, breathing things in that way — they require thoughtful curation for consistency and impact.

The more clear, consistent and confident we are when telling the UHCL story, the better our audiences will understand and trust what we have to say. That's why it's so important for all of us to understand our brand identity: the tangible, real-world system of design and messaging we use every day to tell our stories to the world.

These guidelines are designed to ensure that all university communications, big or small, are authentic, cohesive reflections of the UHCL brand. We hope they'll help university staff and partners alike achieve consistent messaging throughout our marketing efforts.

Note: It's important to know the UHCL brand personality inside and out when communicating. After all, copywriting is an extension of that personality in the real world, carried out through a variety of mediums, like print, digital, environmental, video and social.

UHCL University of Houston Clear Lake

Brand
Strategy

SECTION 01

Brand
Strategy

Strategic Opportunities

ACADEMICS

Bring the benefits of a student-first approach to life to amplify the university's reputation. There is an opportunity to represent the UHCL academic experience through examples and student, faculty and alumni stories.

STUDENT EXPERIENCE

Bring forward how a personalized education sets students up for success. Demonstrate how UHCL continues to adapt to the needs of students from varying backgrounds and with varying commitments and life situations.

OUTCOMES

UHCL's real-world outcomes can be used to demonstrate the transformative impact of a UHCL education through stories of career success within Houston and at top national and international employers.

IMPACT

Highlight the centers, institutes and student service opportunities available, as well as UHCL's engaged alumni network, which has generated an estimated $995.9 million for the regional economy.

UHCL University of Houston
Clear Lake

Brand
Strategy

Brand Narrative

The brand narrative strategically and authentically expresses who we are as an institution. It is not necessarily marketing language and does not need to be referenced directly — rather, it serves as our North Star throughout our communications.

College isn't a destination. It's a path to *something greater.* Like a dream job. A better future. Or even space.

And if you're ready for the journey, we're ready to remove any potential barriers so that you can reach your full potential.

No matter which of the 90 undergraduate, graduate or doctoral programs you choose to take, all roads lead to careers — be they partnerships with the Houston school system through the College of Education or opportunities at NASA, the EPA or Boeing through the College of Science and Engineering.

Don't let your passions be ignored. Be inspired by nature and state-of-the-art STEM facilities. Be heard by professors who know you by name and not by "you in the back." Live and learn with night and online classes that work around your schedule. Connect and collaborate with peers as diverse and unique as you. And prepare for a better life without paying for it for the rest of your life.

Set your sights higher. Because for every obstacle in your way, there's a dedicated professor who can show you a way. For every career path that seems unclear, there's a CEO, astronaut or former Hawk who's already forged one. For every passion you may discover, there's a lab, trail or stage on which you can learn, explore or play the lead.

Follow your ambitions, and you might be surprised by who you inspire along the way.

Inspire *Higher* at UHCL

Brand
Strategy

What Is a Brand Platform?

Based on comprehensive discovery and research, our Brand Platform reveals the key insights that establish our positioning and guide our brand strategy.

BRAND POSITIONING

The unique value proposition that sets the brand apart from its competitors.

BRAND VOICE AND TONE

Traits that describe who we are and the values we hold.

BRAND PILLARS

Themes showcasing the how and why behind what we do.

BRAND FOUNDATION

Foundational elements that influence the brand strategy.

UHCL University of Houston
Clear Lake

Brand
Strategy

UHCL
University of Houston
Clear Lake

BRAND POSITIONING

UHCL provides the region's most accessible education for all types of learners to expand their visions, actualize their goals and see their impacts.

BRAND PILLARS

Connected

From the university's beginning, our academic experience has been rooted in real-world relevance and advancement. Our recognized programs allow us not only to advance our own careers but also to directly impact our fellow Houstonians.

Personalized

We think of our students first: continuing to grow and adapt so capable students from varying backgrounds and with varying commitments and life situations can all succeed.

Inspiring

Our intentional efforts, combined with nature's calm, envelops our campus in a learning environment that offers peace and focus. As a result, students can concentrate on their academic goals without distraction.

Unifying

We celebrate the differences among us and come together with the commonality of supporting one another, furthering our educational goals and serving Houston, the place we call home.

BRAND FOUNDATION

Mission: UHCL places its highest priority on serving a diverse body of students in every aspect of their university experience. UHCL's teacher scholars provide high-quality, student-centered undergraduate and graduate programs that prepare students to thrive in a competitive workplace and to make meaningful contributions to their communities. UHCL fosters critical thinking and lifelong learning through a strong legacy of vibrant community partnerships, complementing its historical focus on teaching, research, creative activity and service.

Vision: UHCL will lead as a learner-centered university dedicated to achieving national prominence in transformative education grounded in creative activities, innovative research and community partnerships that serve regional, state and global locations. UHCL launches your future!

BRAND VOICE & TONE

DEDICATED
Focused on the future.

FLEXIBLE
Accommodating and helpful.

ENCOURAGING
Empathetic and caring.

ACCOMPLISHED
Proud of our progress and growth.

AMBITIOUS
Academically serious.

HARMONIOUS
Welcoming and sincere.

Brand
Strategy

Messaging Priorities

Our Messaging Priorities provide a bridge from the brand positioning into an organized storytelling framework under each brand pillar.

BRAND PILLAR 1: CONNECTED

From our university's beginning, our academic experience has been rooted in real-world relevance and advancement. Our recognized programs allow us not only to advance our own careers but also to directly impact our fellow Houstonians.

Messaging Priorities
- UHCL's research focuses on real-world application and improving quality of life.
- UHCL's partnerships with esteemed companies and organizations assist students' career pathways.
- UHCL is a significant contributor to Houston's economy.

BRAND PILLAR 2: PERSONALIZED

We think of our students first: continuing to grow and adapt so capable students from varying backgrounds and with varying commitments and life situations can all succeed.

Messaging Priorities
- Faculty and staff are dedicated to supporting students and helping them reach their academic goals.
- Flexibility matters here. We make decisions that allow students to fit academics into their busy lives.
- UHCL fosters a culture in which all students feel empowered to pursue an education.

BRAND PILLAR 3: INSPIRING

Our intentional efforts, combined with nature's calm, envelops our campus in a learning environment that offers peace and focus. As a result, students can concentrate on their academic goals without distraction.

Messaging Priorities
- Students possess an unmatched work ethic, often balancing multiple priorities.
- UHCL's programs and degree offerings are academically competitive.
- Our immersion in nature brings additional joy to the UHCL experience.

BRAND PILLAR 4: UNIFYING

We celebrate the differences among us and come together with the commonality of supporting one another, furthering our educational goals and serving Houston, the place we call home.

Messaging Priorities
- UHCL welcomes and respects people with different identities and from different backgrounds.
- At UHCL, we are excited to learn about experiences outside of our own.
- UHCL community members know and care about each other.

UHCL University of Houston
Clear Lake

Verbal
Language

Verbal
Language

Voice & Tone Themes

Our brand voice revolves around a singular theme: *Inspire Higher.* This simple but powerful phrase is the basis for how UHCL communicates with our audiences, pointing back to our brand pillars and guiding our messaging to be clear and concise.

While not every communication will emphasize this theme overtly, it's helpful to think of it as a dial for raising or lowering the volume of voice to best suit the medium and intended message.

Inspire

What It Means: University of Houston Clear-Lake is a place where ambitions for the future can be reached. Where college isn't just a destination but a path to something greater. Where the passion of faculty and enthusiasm of fellow students provide an irresistible will to succeed. Where students are encouraged to reach for a better life without paying for it for the rest of their lives.

Higher

What It Means: At UHCL, we encourage students to raise their expectations for their education and life beyond it. The nature that surrounds our campus elevates their daily experience. Faculty members are accessible and invested in their work. State-of-the-art STEM facilities open doors and welcome them in. And flexible schedules and online classes put learning within reach.

UHCL UNIVERSITY of HOUSTON
Clear Lake

Verbal
Language

Voice & Tone Characteristics

Some guidelines refer to our style. These are functional, non-interpretive standards that ensure that our choices in grammar, formatting and spelling are consistent.

Other guidelines refer to our voice. These standards are more subjective. However, with practice and guidance from the tips on the next few pages, they will make a big difference in creating a strong identity and a lasting impression with our audiences.

Overview:
Tone of voice is expressed through language choices we make in our writing. It exists in every sentence we write across our whole global brand. These choices signal the relationship we want to have with, and to see between and among, students, faculty, staff and alumni.

Message is *what we say.*
Tone is how *we say it.*

Taking the brand voice and tone further, we look to our brand personality (dedicated, flexible, encouraging, accomplished, ambitious and harmonious) and translate that into high-level writing attributes for communicating our brand personality to external audiences.

These attributes are:

PROUD

Ask any faculty member, staff member or graduate, and they'll tell you that they carry the unique pride of being part of the UHCL family. Pride in our 90+ majors and minors. Pride in the expertise and commitment of our instructors. Pride in the natural beauty that surrounds our campus. And pride in our role of welcoming students no matter where they are in their lives.

CLEAR

At UHCL, students come first, so we need to speak to them in the language they recognize. That means avoiding stuffy, formal academic talk. It means honoring their time by getting to the point and expressing ourselves with enthusiasm. For our students and faculty alike, time is of the essence. So when we speak directly with energy, the feeling is contagious. It grabs them and keeps their attention.

SAVVY

We understand our unique place in the world. We're an institution that's a little different from traditional colleges by design. UHCL is a university that adapts to our students' needs, and they love us for it. This is a place for people hustling to get ahead, ready to change their lives and move into the future with confidence. We speak to them in ways that recognize where they are in life and that show we're comfortable in our own skin.

WELCOMING

This one's important, because many of our students join us from nontraditional paths. They may be apprehensive about the journey or unfamiliar with the expectations. Our voice is warm and inclusive, showing that we're on their side — reinforcing their choices and decisions. Because everyone needs to be seen, heard, and validated.

UHCL University of Houston
Clear Lake

Verbal
Language

Voice & Tone Characteristics

To apply the brand voice we look to our brand personality (dedicated, flexible, encouraging, accomplished, ambitious, and harmonious) and translate that into four high-level writing attributes for communicating our brand personality with external audiences: proud, clear, savvy, and welcoming.

ACADEMICS

BEFORE

Your academic experience and the quality of your education are directly related to the outstanding professors doing the teaching. More than anything, including our see-it-to-believe-it campus and our many educational options, what makes University of Houston-Clear Lake really shine are the people with whom you'll study every day. They're more than experts in their fields. They want to share their knowledge and help you understand the intricacies of the topics you're studying. Their goal is to provide you with a unique learning experience tailored to your individual needs.

AFTER

You deserve a learning experience that's challenging, **inspiring and life-changing.** Our faculty and coursework are all about that, providing classroom and online teaching that keeps you engaged and on track. UHCL faculty members are more than experts in their fields; they're **real people who want to know you.** They know your name, take a personal interest in your dreams and goals, and actively help you achieve them. Whether they're explaining new ideas, guiding your research or advising your next steps, **our faculty members are partners in your success**. Because we're in this together.

"You deserve a learning experience"
— clear and direct

"inspiring and life-changing"
— shows we understand what students are looking for

"real people who want to know you"
— genuine and welcoming

"our faculty are partners in your success"
— shows pride in our role

Verbal
Language

University of Houston Clear Lake

Voice & Tone Characteristics

To apply the brand voice we look to our brand personality (dedicated, flexible, encouraging, accomplished, ambitious, and harmonious) and translate that into four high-level writing attributes for communicating our brand personality with external audiences: proud, clear, savvy, and welcoming.

STUDENT EXPERIENCE

BEFORE

When you're a Hawk, you can spot a goal from a mile away and zero in on it. There's a lot more to college than class, though. And where better to find that out just 30 minutes from the fourth-largest city in the U.S., and 30 minutes from fun in the sun on Galveston beaches? Hear a symphony in the Bayou Theater, try some chili at our annual Chili Cook-Off, and even apply to become a hawk — UHCL's school mascot, Hunter the Hawk. Put some life in your school-life balance.

AFTER

There's so much **more to college life than studying**. You'll **bond with new friends**; discover new passions, and explore all the art, culture, food and sports that come with the fourth-largest city in the U.S. Or simply chill and recharge on a sparkling Galveston beach. It's all just 30 minutes away. Of course, **things are always happening on campus** too, from our annual Chili Cook-off to shows at the Bayou Theater. And with 90+ student organizations, **you'll find an outlet for your passions and opportunities to lead**. All this, plus a student body that's richly diverse and highly engaged? You may think it's too good to be true.

"more to college than studying"
— clear and direct

"bond with new friends"
— genuine and welcoming

"things are always happening on campus"
— shows pride in our role in enriching the student experience

"you'll find an outlet for your passions and opportunities to lead"
— shows we understand what students are looking for

Verbal
Language

Voice & Tone Characteristics

To apply the brand voice we look to our brand personality (dedicated, flexible, encouraging, accomplished, ambitious, and harmonious) and translate that into four high-level writing attributes for communicating our brand personality with external audiences: proud, clear, savvy, and welcoming.

OUTCOMES

BEFORE

A college education is one of the most important investments you'll ever make, and at University of Houston-Clear Lake, we want it to be a rewarding one. Regardless of what you study, your degree from UH-Clear Lake will prepare you for a competitive job market where you can thrive. Our hope is for you to get an education that gets you, and that's precisely what UHCL offers. As a graduate, you can walk away with exceptional skills and knowledge in your field, a desire to contribute to the community, and a long-term commitment to learning.

AFTER

A degree from UHCL is more than a diploma. It's a key that opens the door to new opportunities and careers. As a graduate, you will leave with **exactly what employers are seeking:** exceptional skills and knowledge in your field and a readiness to contribute to your community. Whether you're pursuing a career in business, healthcare, education, or other exciting areas, **you'll be ready for it** — and they'll be fortunate to have you. Of course, you'll also **make lifelong friends and faculty contacts** who **take so much pride in what you've accomplished** here – and all that's ahead.

"exactly what employers are seeking"
— shows we understand what students are looking for

"you'll be ready for it"
— clear and direct

"make lifelong friends and faculty contacts"
— genuine and welcoming

"take so much pride in what you've accomplished"
— shows pride in our role

UHCL University of Houston Clear Lake

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Verbal
Language

Voice & Tone Characteristics

To apply the brand voice we look to our brand personality (dedicated, flexible, encouraging, accomplished, ambitious, and harmonious) and translate that into four high-level writing attributes for communicating our brand personality with external audiences: proud, clear, savvy, and welcoming.

IMPACT

BEFORE

UHCL offers a wide range of more than 90 undergraduate, graduate, and doctoral degree programs across its four colleges. These academic programs are designed to equip students with the essential skills and knowledge for success in a dynamic global environment. With an engaged alumni network of over 78,000, UHCL graduates have generated an estimated $995.9 million in added income for the regional economy, according to a recent economic impact study. These alumni are a testament to the university's significant role in the greater Houston metropolitan area.

AFTER

It's one thing to **promise success after graduation**. It's another to prove it. **UHCL has produced more than 78,000 graduates** from our four colleges and 90+ undergrad, graduate and doctoral programs. And they've made a staggering difference in their communities, **adding nearly a billion dollars in income for the greater Houston metro area**. Countless UHCL graduates have joined influential employers, including Toyota, LyondellBasell, JPMorgan Chase & Co., NASA and Boeing, just to name a few. Yet even more important, these successes **demonstrate to the community how attainable** and life-changing a college degree can be.

"promise success after graduation"
— shows we know what students are looking for

"UHCL has produced more than 78,000 graduates"
— clear and direct

"adding nearly a billion dollars in income for the greater Houston metro area"
— shows pride in our impact

"demonstrate to the community how attainable"
— genuine and welcoming

UHCL University of Houston
Clear Lake

Verbal
Language

Style Tips

To ensure your writing accurately reflects the brand, follow these style tips closely. Adhering to these guidelines will help maintain a consistent tone, convey the brand's values and enhance overall impact.

SPEAK DIRECTLY TO THE READER

To keep our copy impactful and actionable, speak directly to the audience. Use "you" language, and consider what action you ultimately want the reader to take.

KEEP IT HUMAN FOCUSED

Our students, faculty, and alumni are the best examples of the work we do. Highlight their stories, their wins and the challenges they face as part of the UHCL story.

SAY IT SIMPLY AND SAY IT WELL

Just as UHCL students get right to work, we get right to the point. Know what you want to say, and then say it precisely and impactfully.

MAKE IT ACTIONABLE

Just as we speak directly to the reader, we use active voice to empower and inspire them to take action, whether it's pursuing their passions or giving back to their alma mater.

UHCL University of Houston
Clear Lake

Verbal
Language

Headline Bank:

In each headline example, we highlight the benefit or key takeaways by drawing attention to adjectives, adverbs, punchlines and keywords in Freight Italic.

GENERAL BRAND EXPRESSIONS

Fewer obstacles. Greater *opportunities.*

Get involved. Get *inspired.*

Set your sights *higher.*

Aspire to *bigger* things.

Inspire *higher.*

University of Houston
Clear Lake

Verbal
Language

Headline Bank:

In each headline example, we highlight the benefit or key takeaways by drawing attention to adjectives, adverbs, punchlines and keywords in Freight Italic.

FOR ADULT LEARNERS

For the *bold,* **the** *bright* **and the** *busy.*

It's never too late to go to college. *Even at 7 p.m.*

Get ahead in life. *On life's terms.*

Thrive. **Whether it's the first or second time around.**

Isn't it time for college on *your terms?*

Verbal
Language

Headline Bank:

In each headline example, we highlight the benefit or key takeaways by drawing attention to adjectives, adverbs, punchlines and keywords in Freight Italic.

FOR POTENTIAL STUDENTS

The first choice for *first-generation* **college students.**

Inspired by Houston. *Built around you.*

College should be about finding your way, *not finding your seat.*

College isn't a stretch. *It's well within reach.*

Move forward *without* **leaving home.**

UHCL University of Houston
Clear Lake

Verbal
Language

Headline Bank:

In each headline example, we highlight the benefit or key takeaways by drawing attention to adjectives, adverbs, punchlines and keywords in Freight Italic.

FOR CURRENT STUDENTS AND FACULTY

Stretching imaginations.
Extending opportunities.

Surrounded by nature.
And ideas.

Small classes. Big *opportunities.*

UHCL University of Houston Clear Lake

Verbal
Language

Social Media Descriptions

Here is how to apply voice and tone broadly in short-and long-form social descriptions.

FACEBOOK / INSTAGRAM / TWITTER DESCRIPTIONS (150 CHARACTER LIMIT)

At University of Houston-Clear Lake, you can thrive full time, part time or online. Earn the degree you've always wanted on your terms. (136 characters)

FACEBOOK / LINKEDIN / YOUTUBE ABOUT US (NO CHARACTER LIMIT)

Discover University of Houston-Clear Lake. Whether you're attending college for the first time or taking the next step toward a degree, UHCL can help you turn ambition into your dream career.

Because UHCL is a learner-centered university, our academics are designed to fit into your life, with flexible course options (including part time, night, and online), professors who work with you, and plenty of resources to help you succeed in all your goals. Whether you're interested in internships, research, studying abroad or working in your community, all opportunities at UHCL will lead you to something greater. (612 characters)

Verbal
Language

UNIVERSITY OF HOUSTON
Clear Lake

Writing Do's & Don'ts

The following tips apply to anywhere our voice matters: headlines, marketing content, event descriptions, etc. You don't need to reinvent the wheel with your writing. But drawing on these do's and don'ts will help us keep our voice consistent and on-brand.

HOW TO BE PROUD

Do:
Be specific and declarative.
Share details that may surprise the reader.
Counteract assumptions the reader may have.
Share well-informed perspectives, leveraging our expertise.

Don't:
Underplay your strengths.
Assume the audience knows you well.
Be afraid to name-drop and mention milestones.
Be overconfident — emphasize collaboration and shared vision over individual knowledge.

HOW TO BE CLEAR

Do:
Write in the active voice.
Use direct, colorful adjectives.
Keep sentences short and sweet.

Don't:
Write passively.
Write in long, complex sentences.

HOW TO BE SAVVY

Do:
Use headlines that surprise and delight.
Speak to your audience members and their realities. Convey big ideas simply.

Don't:
Repeat words.
Be too informal — we remain an institution of excellence.

HOW TO BE WELCOMING

Do:
Be authentic and human.
Speak directly to the audience (you, your).
Be self-referential (we, our).
Use commonly understood language.

Don't:
Rely on jargon or overly technical terms.
Use language that excludes or alienates audiences.

Logo
& Identity

Logo
& Identity

UHCL | University of Houston
Clear Lake

History of the UHCL Logo

THE LOGO

The UHCL logo was created in 1994 to portray the institution's identity in graphic form. The design criteria, established through a series of focus groups, described a logo that reflected the university's culture, which is professional yet personal, as well as progressive, in nature while being grounded in the traditions of education; incorporated the university's physical environmental surroundings; and emphasized a service area beyond the immediate boundaries of Clear Lake and the upper Gulf Coast of Texas.

UHCL's final logo design has three key elements: a square-shaped mark that captures in abstract form Texas' upper Gulf Coast and the dual aspects of the university's culture; green and blue colors that symbolize natural environmental elements; and the university name typeset in Garamond Book Condensed, a contemporary version of a traditional font.

Logo
& Identity

Legacy Stacked Logo

The stacked logo is defined as the complete unit made up of the logomark (the square element) and the logotype (the university's name) and is not to be altered.

To Request Logo Files

University College/Departments:
Please visit the Downloads section and log in with your UHCL credentials, or email us at brandguide@uhcl.edu for assistance.

External Partners: Please email us at brandguide@uhcl.edu for assistance or logo usage questions.

UHCL LOGO
LEGACY STACKED
FULL-COLOR

University of Houston Clear Lake

UHCL LOGO
LEGACY STACKED
WHITE
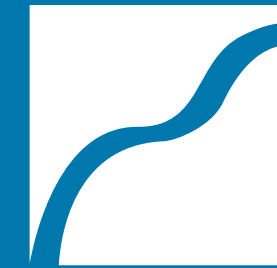
University of Houston Clear Lake

UHCL LOGO
LEGACY STACKED
TWO-COLOR

University of Houston Clear Lake

UHCL LOGO
LEGACY STACKED
BLACK

University of Houston Clear Lake

Logo
& Identity

Legacy Signature Line Logo

The signature line logo is also a complete unit composed of the logomark and logotype and is not to be altered.

To Request Logo Files

University College/Departments:
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External Partners: Please email us at brandguide@uhcl.edu for assistance or logo usage questions.

UHCL LOGO
LEGACY LINE
FULL-COLOR

University of Houston Clear Lake

UHCL LOGO
LEGACY LINE
WHITE

University of Houston Clear Lake

UHCL LOGO
LEGACY LINE
TWO-COLOR

University of Houston Clear Lake

UHCL LOGO
LEGACY LINE
BLACK

University of Houston Clear Lake

UHCL University of Houston Clear Lake

Logo
& Identity

Signature Mark Logo: Horizontal

The Signature Mark Logo is to be used when space is a constraint for the Legacy logo. It is a complete unit composed of the secondary UHCL logo and logotype, and is not to be altered.

To Request Logo Files

University College/Departments:
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External Partners: Please email us at brandguide@uhcl.edu for assistance or logo usage questions.

UHCL LOGO
Signature Mark HORIZONTAL
FULL-COLOR

UHCL LOGO
Signature Mark HORIZONTAL
WHITE

UHCL LOGO
Signature Mark HORIZONTAL
ONE-COLOR

UHCL LOGO
Signature Mark HORIZONTAL
BLACK

Logo
& Identity

Signature Mark Logo: Stacked

The Signature Mark Logo is to be used when space is a constraint for the Legacy logo. It is a complete unit composed of the secondary UHCL logo and logotype, and is not to be altered.

To Request Logo Files

University College/Departments:
Please visit the Downloads section and log in with your UHCL credentials, or email us at brandguide@uhcl.edu for assistance.

External Partners: Please email us at brandguide@uhcl.edu for assistance or logo usage questions.

UHCL LOGO
Signature Mark STACKED
FULL-COLOR

UHCL LOGO
Signature Mark STACKED
WHITE

UHCL LOGO
Signature Mark STACKED
BLACK

UHCL LOGO
Signature Mark STACKED
BLACK

Logo
& Identity

SUB-BRAND ARCHITECTURE
STACKED LOGO

UHCL University of Houston Clear Lake

UHCL University of Houston Clear Lake
College of Business

UHCL University of Houston Clear Lake
Academic Affairs

UHCL University of Houston Clear Lake
Strategic Enrollment Management

Primary logo - horizontal

UHCL University of Houston Clear Lake

Divider

College of Business

Unit name - bold

Logo
& Identity

SUB-BRAND ARCHITECTURE
STACKED LOGO

UHCL

University of Houston
Clear Lake

Logo
& Identity

SUB-BRAND ARCHITECTURE
STACKED LOGO

UHCL

UHCL
Art Gallery

UHCL
Center for Robotics Software

UHCL
Center for Autism and
Developmental Disabilities

Primary logo

UHCL

Divider

Art Gallery — Unit name - bold

UHCL University of Houston
Clear Lake

Logo
& Identity

SUB-BRAND ARCHITECTURE
HORIZONTAL LOGO

UHCL University of Houston Clear Lake | College of Business

UHCL University of Houston Clear Lake | College of Human Sciences and Humanities

UHCL University of Houston Clear Lake | Strategic Enrollment Management

Primary logo - horizontal

Divider   Unit name - bold

UHCL University of Houston Clear Lake | College of Business

Logo
& Identity

SUB-BRAND ARCHITECTURE
HORIZONTAL LOGO

Primary acronym logo

Sub-unit name - regular

Divider

Division name - bold

Logo
& Identity

SUB-BRAND ARCHITECTURE
HORIZONTAL LOGO

UHCL University of Houston Clear Lake

UHCL | **Art Gallery**

UHCL | **Art School for Children and Young Adults**

UHCL | **Center for Autism and Developmental Disabilities**

Primary acronym logo   Unit name - bold

UHCL | **Center for Autism and Developmental Disabilities**

Divider

Logo
& Identity

Clear Space

Safe area refers to the clear space required surrounding the logo. The safe area for our logo is measured using the width of the following components. Using this system, the safe area distance will always scale with the logo.

Logo
& Identity

Incorrect Usage

Do not create or modify the logo in any way. Please avoid theses common violations to ensure the logo is used consistently across all platforms. These rules apply to all versions of the universities logo.

DO NOT tilt the logo

DO NOT skew or stretch the proportions of the logo in any way

DO NOT alter the color of the logo

DO NOT apply drop shadows or effects to the logo

DO NOT rearrange the logo mark and word mark

DO NOT attempt to manually recreate the logo

Logo
& Identity

UHCL University of Houston
Clear Lake

Inspire Higher Word Mark

The Inspire Higher word mark embodies UHCL's mission and purpose. It is not a tagline or logo and cannot be used in place of a logo. Inspire Higher can be used on a wide variety of materials and serves as a rallying cry for our students, faculty, and alumni.

Inspire Higher can be used informally in copy as a headline or body copy, as a graphic device on its own, or in conjunction with the UHCL Signature Mark logo.

Inspire *Higher*

Do:

· Use in materials intended for members of the university

· Maintain the proportion, order and spacing shown in all applications

· Use on promotional items and informal communications

· Use the appropriate file type for print or RGB for digital.

Don't:

· Use in place of the formal or informal UHCL logos

· Combine the spirit mark with other words or symbols to create a new mark or logo

· Modify the spirit mark file in any way

Logo
& Identity

UHCL UNIVERSITY of HOUSTON
Clear Lake

Hawk Logos

Secondary logos, including the hawk head and swooping hawk, are to be used in special instances for materials intended for school pride. It is geared toward internal and student-focused audiences.

This includes but is not limited to event flyers, campus banners, athletics, signage, and UHCL merchandise. The preferred use is the full-color versions shown here on white, gray or UHCL Green. For busy backgrounds or for use on darker primary or secondary colors in the brand palette, use the all-white versions of these logos.

FOUR-COLOR WITH/WITHOUT TYPE	TWO-COLOR WITH/WITHOUT TYPE	BLACK WITH/WITHOUT TYPE	BLACK WITH/WITHOUT TYPE

FOUR-COLOR WITH/WITHOUT TYPE	TWO-COLOR WITH/WITHOUT TYPE	BLACK WITH/WITHOUT TYPE	BLACK WITH/WITHOUT TYPE

Logo
& Identity

Limited
Use Logo

The presidential seal is reserved for use by the Marketing and Communications department on behalf of the president.

PRESIDENTIAL SEAL
ONE-COLOR

PRESIDENTIAL SEAL
BLACK
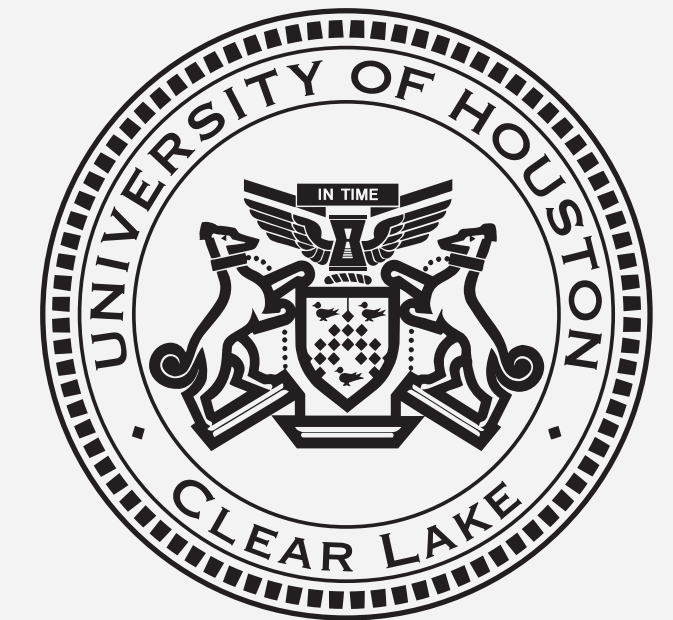
PRESIDENTIAL SEAL
WHITE

UHCL University of Houston
Clear Lake

Visual
Language

Visual
Language

Color Palette

Color Usage Ratio

Color Palette Options

Digital Accessibility

Typography

Type Hierarchy: Adobe Fonts

Type Hierarchy: Google Fonts

Graphic Elements
Abstract Gradients
Abstract Gradients Color Pairing
Abstract Gradients Usage
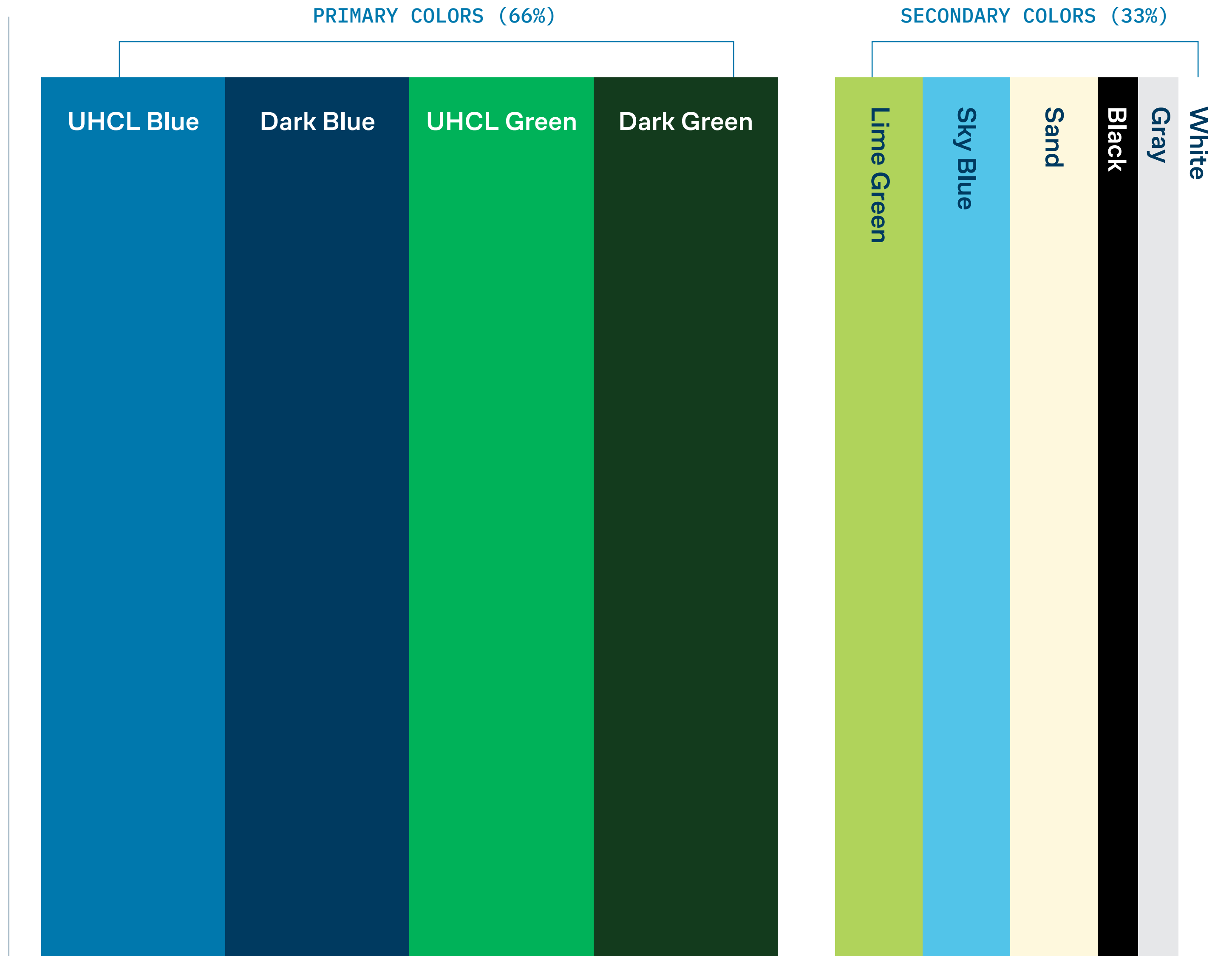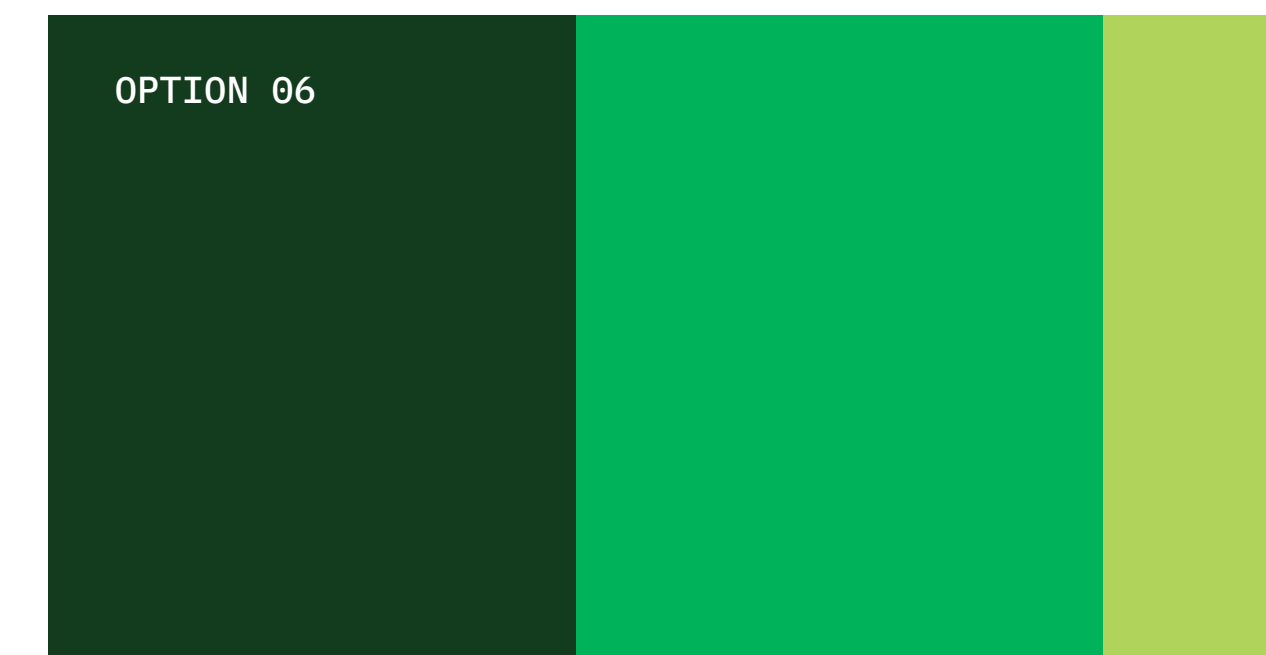Hawk Illustrations
Flexible Linework

Photography

Framing Shapes

Layering Images

Color Palette

This color palette reflects the vibrant sights and surroundings of UHCL's campus and community. Inspired by local landscapes and campus life, it includes rich, earthy tones and lively hues that capture the essence of our environment.

Use this palette to evoke a sense of place and community in all brand materials.

Do not add or remove colors from this color palette.

PRIMARY COLORS

UHCL Blue
PMS 307

Hex: #0078AE
CMYK: 100, 16, 0, 27
RGB: 0, 120, 173

Dark Blue
PMS 540

Hex: #003A60
CMYK: 100, 41, 5, 62
RGB: 0, 58, 96

UHCL Green
PMS 354

Hex: #00B259
CMYK: 80, 0, 90, 0
RGB: 0, 177, 89
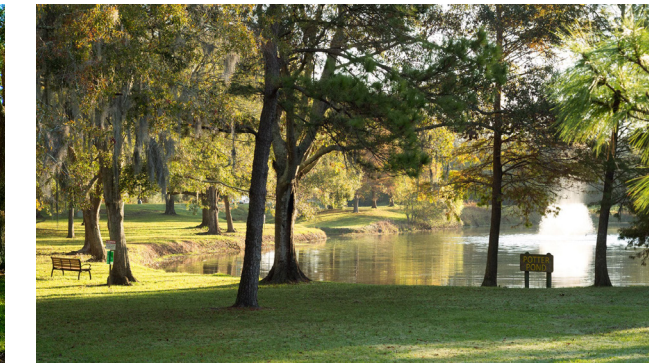
Dark Green
PMS 627 C

Hex: #00381E
CMYK: 90, 0, 75, 83
RGB: 0, 56, 30

SECONDARY COLORS

Lime Green
PMS 382

Hex: #ADE95B
CMYK: 35 0, 82, 0
RGB: 173, 233, 91
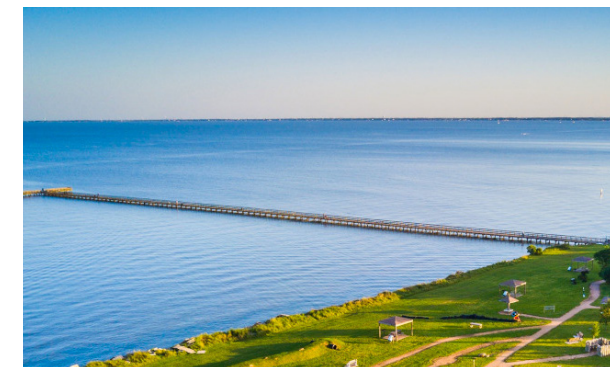
Sky Blue
PMS 637 C

Hex: #62CAE3
CMYK: 55, 0, 9, 0
RGB: 98, 201, 226

Sand
PMS 7499 C

Hex: #FFF6DC
CMYK: 0, 2, 15, 0
RGB: 255, 246, 220
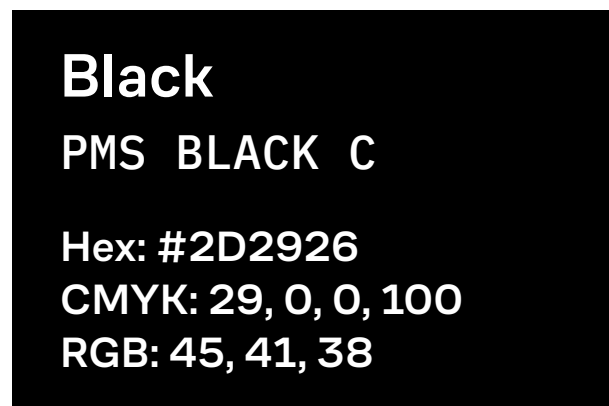
Black
PMS BLACK C

Hex: #2D2926
CMYK: 29, 0, 0, 100
RGB: 45, 41, 38
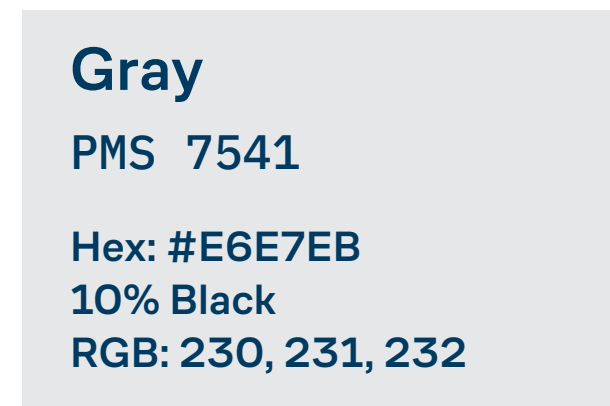
Gray
PMS 7541

Hex: #E6E7EB
10% Black
RGB: 230, 231, 232
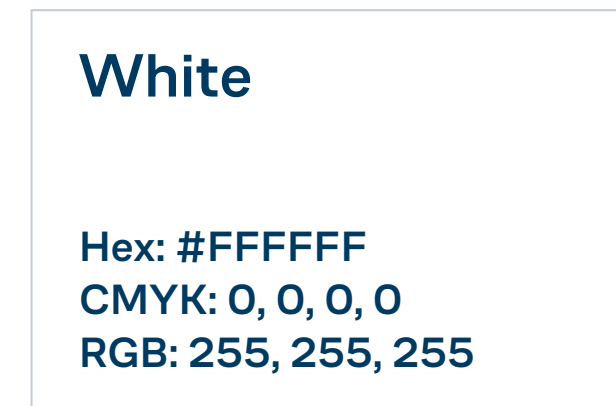
White

Hex: #FFFFFF
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255

UHCL UNIVERSITY of HOUSTON
Clear Lake

Visual
Language

Color Usage Ratio

This chart provides a clear breakdown of how to use the university's brand colors in your designs. It outlines the recommended ratios for each color to ensure consistent and effective application across all materials, helping to maintain a cohesive and recognizable brand identity.

All compositions should aim for a combination of 66% primary color and 33% secondary color.

PRIMARY COLORS (66%)

UHCL Blue	Dark Blue	UHCL Green	Dark Green

SECONDARY COLORS (33%)

Lime Green | Sky Blue | Sand | Black | Gray | White

UHCL University of Houston
Clear Lake

Visual
Language

Color Palette Options: Do's

Every composition must include at least one Primary color. No compositions should be composed of entirely secondary colors. Start with color combinations and gradient templates provided in this guide as a starting point.
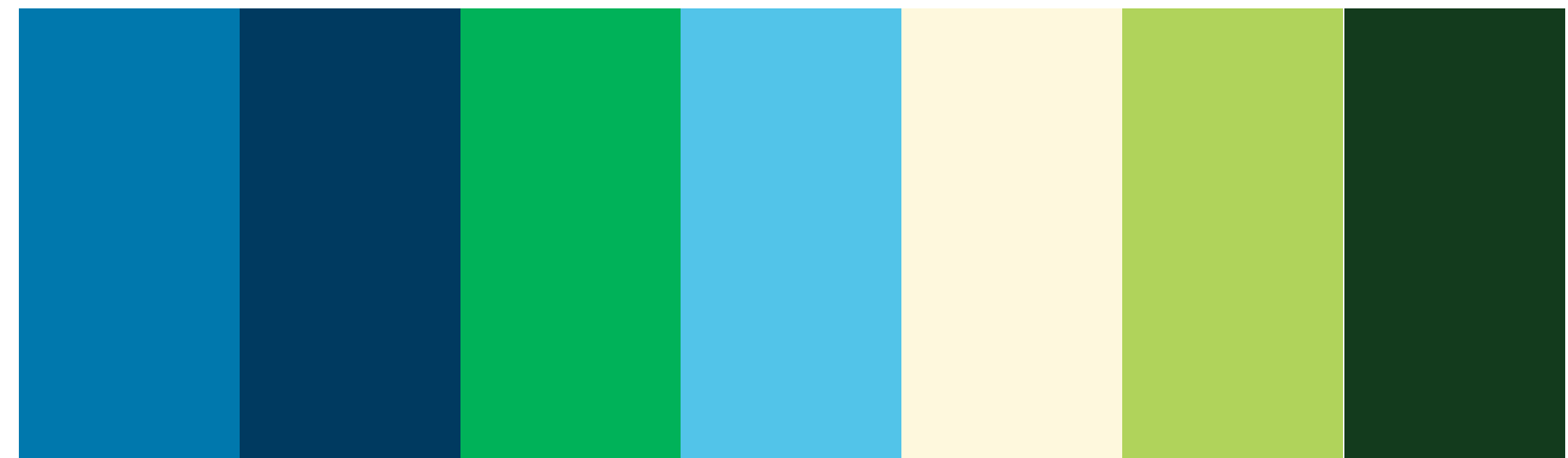
Note: Black, gray or white can be added to any of these color palette options.

OPTION 01

OPTION 02

OPTION 03

OPTION 04

OPTION 05

OPTION 06

Visual
Language

Color Palette

Color Usage Ratio

Color Palette Options: Do's

Color Palette Options: Don'ts

Digital Accessibility

Typography

Type Hierarchy: Adobe Fonts

Type Hierarchy: Google Fonts

Graphic Elements
Abstract Gradients
Abstract Gradients Color Pairing
Abstract Gradients Usage
Hawk Illustrations
Flexible Linework

Photography

Framing Shapes

Layering Images

UHCL University of Houston
Clear Lake

Color Palette Options: Don'ts

Every composition must include at least one Primary color. No compositions should be composed of entirely secondary colors. Start with color combinations and gradient templates provided in this guide as a starting point.

Do not: Use primary colors without secondary colors.

Do not: Use secondary colors without primary colors.
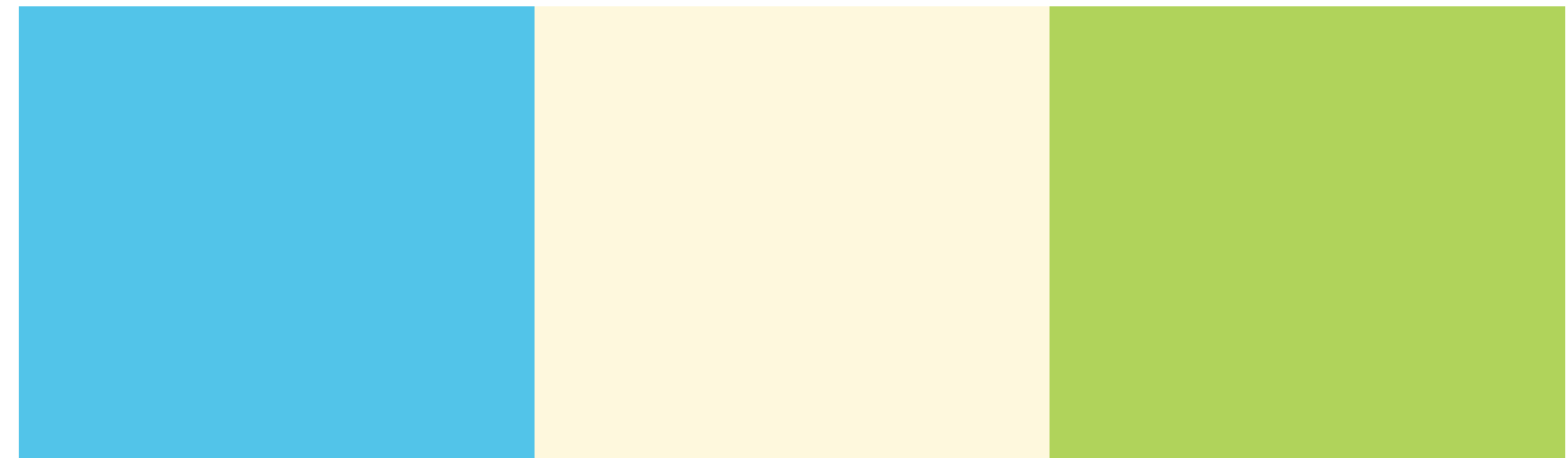
Do not: Use all of the colors within the UHCL brand palette at once.

Visual
Language

Digital Accessibility

Web Content Accessibility Guidelines (or WCAG) ensure that web content is available for audiences with disabilities. To ensure accessibility for all readers, check to see that the color of the background and foreground (text) has sufficient contrast (Note: this does not apply to graphics, patterns, or print materials).

For more information, visit:
contrast-grid.eightshapes.com

AAA	Pass, AAA (7+)
AA 18	Pass, Large Text Only (3+)
AA	Pass, AA (4.5+)
DNP	Does Not Pass

Background \ Text	#FFFFFF	#E6E7EB	#2D2926	#FFF6DC	#62CAE3	#00381E	#B6D55D	#00B259	#003A60	#0078AE
#FFFFFF		DNP 1.2	AAA 14.4	DNP 1	DNP 1.9	AAA 13.2	DNP 1.6	DNP 2.8	AAA 11.8	AA 4.8
#E6E7EB	DNP 1.2		AAA 11.6	DNP 1.1	DNP 1.5	AAA 10	DNP 1.3	DNP 2.2	AAA 9.5	AA18 3.9
#2D2926	AAA 14.4	AAA 11.6		AAA 13.3	AAA 7.6	DNP 1	AAA 8.6	AA 5.1	DNP 1.2	DNP 2.9
#FFF6DC	DNP 1	DNP 1.1	AAA 13.3		DNP 1.7	AAA 12.2	DNP 1.5	DNP 2.5	AAA 10	AA 4.5
#62CAE3	DNP 1.9	DNP 1.5	AAA 7.6	DNP 1.7		AA 6.9	DNP 1.1	DNP 1.4	AA 6.2	DNP 2.5
#00381E	AAA 13.2	AAA 10	DNP 1	AAA 12.2	AA 6.9		AAA 7.9	AA 4.7	DNP 1.1	DNP 2.7
#B6D55D	DNP 1.6	DNP 1.3	AAA 8.6	DNP 1.5	DNP 1.1	AAA 7.9		DNP 1.6	AAA 7.1	DNP 2.9
#00B259	DNP 2.8	DNP 2.2	AA 5.1	DNP 2.5	DNP 1.4	AA 4.7	DNP 1.6		AA18 4.2	DNP 1.7
#003A60	AAA 11.8	AAA 9.5	DNP 1.2	AAA 10	AA 6.2	DNP 1.1	AAA 7.1	AA18 4.2		DNP 2.4
#0078AE	AA 4.8	AA18 3.9	DNP 2.9	AA 4.5	DNP 2.5	DNP 2.7	DNP 2.9	DNP 1.7	DNP 2.4	

UHCL University of Houston Clear Lake

Visual
Language

UHCL | UNIVERSITY of Houston
Clear Lake

Typography

HEADLINES, SUBHEADLINES, PULL QUOTES AND BODY COPY

CoFo Sans VF

COFO SANS VF, BOLD	COFO SANS VF, MEDIUM	COFO SANS VF, REGULAR

AaBbCcDdEeFf GgHhIiJjKkLlMm NnOoPpQqRrSsT tUuVvWwXxYyZz 0123456789

AaBbCcDdEeFf GgHhIiJjKkLlMm NnOoPpQqRrSsT tUuVvWwXxYyZz 0123456789

AaBbCcDdEeFf GgHhIiJjKkLlMm NnOoPpQqRrSsT tUuVvWwXxYyZz 0123456789

USAGE TIPS	USAGE TIPS	USAGE TIPS
Use CoFo Sans VF, Bold for headlines.	Use CoFo Sans VF, Medium for subheadlines and pull quotes.	Use CoFo Sans VF, Regular for long-form body copy.

GOOGLE ALTERNATIVE
(NOT FOR EXTERNAL MARKETING)

DM Sans

Visual
Language

UHCL University of Houston
Clear Lake

Typography

HEADLINES

FreightText Pro, Semibold Italic

FREIGHTTEXT PRO, SEMIBOLD ITALIC

*AaBbCcDdEeFf
GgHhIiJjKkLlMm
NnOoPpQqRrSsT
tUuVvWwXxYyZz*
0123456789

USAGE TIPS

Use FreightText Pro, Semibold Italic
in headlines to highlight benefits or
key takeaways by drawing attention to
adjectives, adverbs and keywords.

GOOGLE ALTERNATIVE
(NOT FOR EXTERNAL MARKETING)

Libre Baskerville Italic

Visual
Language

UHCL University of Houston
Clear Lake

Typography

HEADINGS

IBM Plex Mono, Semibold

IBM PLEX MONO, SEMIBOLD

AaBbCcDdEeFf GgHhIiJjKkLlMm NnOoPpQqRrSsT tUuVvWwXxYyZz 0123456789

USAGE TIPS

Use IBM Plex Mono for labels, headings, page numbers, wayfinding, and special use cases, such as *Inspire Higher.*

GOOGLE ALTERNATIVE
(NOT FOR EXTERNAL MARKETING)

IBM Plex Mono is a Google Font.

Visual
Language

UHCL University of Houston
Clear Lake

Type Hierarchy: Adobe Fonts

Type hierarchy is crucial in design as it organizes information and guides the reader's attention. For UHCL's brand, maintaining type hierarchy ensures key messages stand out and reflect the institutional identity.

Use distinct font sizes and weights for headings, subheadings and body copy that align with this example to maintain a consistent brand experience.

CoFo Sans VF, Bold
54pt size
54pt leading
-20 tracking

CoFo Sans VF, Medium
25pt size
25pt leading
0 tracking

CoFo Sans VF, Regular
20pt size
24pt leading
0 tracking

IBM Plex Mono
20pt size
22pt leading
0 tracking

It's one thing to promise success after graduation. It's another to *prove it.*

FreightText Pro, Semibold Italic
64pt size
54pt leading
-20 tracking

UHCL has produced more than 78,000 graduates from our four colleges and 90+ undergrad, graduate and doctoral programs.

And they've made a staggering difference in their communities, adding nearly a billion dollars in income for the greater Houston metro area. Countless UHCL graduates have joined influential employers, including Toyota, LyondellBasell, JPMorgan Chase & Co., NASA and Boeing, just to name a few.

Yet even more important, these successes demonstrate to the community how attainable and life-changing a college degree can be.

Learn More

Higher
Inspire   at UHCL

IBM Plex Mono
20pt size
0 tracking

IBM Plex Mono
20pt size
0 tracking

FreightText Pro, Semibold Italic
25pt size
-20 tracking

Visual
Language

UHCL University of Houston
Clear Lake

Type Hierarchy: Google Fonts

Type hierarchy is crucial in design as it organizes information and guides the reader's attention. For UHCL's brand, maintaining type hierarchy ensures key messages stand out and reflect the institutional identity.

Use distinct font sizes and weights for headings, subheadings and body copy that align with this example to maintain a consistent brand experience.

DM Sans, Bold
48pt size
48pt leading
0 tracking

It's one thing to promise success after graduation. It's another to *prove it.*

Libre Baskerville, Italic
53pt size
54pt leading
-20 tracking

DM Sans, Semibold
23pt size
28pt leading
0 tracking

UHCL has produced more than 78,000 graduates from our four colleges and 90+ undergrad, graduate and doctoral programs.

DM Sans, Regular
17pt size
22pt leading
0 tracking

And they've made a staggering difference in their communities, adding nearly a billion dollars in income for the greater Houston metro area. Countless UHCL graduates have joined influential employers, including Toyota, LyondellBasell, JPMorgan Chase & Co., NASA and Boeing, just to name a few.

Yet even more important, these successes demonstrate to the community how attainable and life–changing a college degree can be.

IBM Plex Mono
20pt size
22pt leading
0 tracking

Learn More

Higher

Inspire   at UHCL

IBM Plex Mono
20pt size
0 tracking

IBM Plex Mono
20pt size
0 tracking

Libre Baskerville, Medium Italic
23pt size
-20 tracking

Visual
Language

Graphic Elements: Abstract Gradients

These abstract elements are inspired by Artist Pablo Serrano's 1977 "Spiritus Mundi," also known as the Kissing Stones. These elements evoke feelings of natural life through movement and color and can be used to add visual interest to solid-color backdrops or photography.

KISSING STONES

GRADIENT 01

GRADIENT 02

GRADIENT 03

GRADIENT 04

GRADIENT 05

GRADIENT 06

GRADIENT 07

GRADIENT 08

UHCL University of Houston Clear Lake

Visual
Language

Graphic Elements: Abstract Gradients Color Pairing

This is a color pairing guide for using the abstract gradients. Gradients are to be used only on the colors shown. These pairings are also available as templates in Adobe Illustrator.

GRADIENT 01   GRADIENT 02   GRADIENT 03   GRADIENT 04

UHCL University of Houston
Clear Lake

Visual
Language

Graphic Elements: Abstract Gradients Color Pairing

This is a color pairing guide for using the abstract gradients. Gradients are to be used only on the colors shown. These pairings are also available as templates in Adobe Illustrator.

GRADIENT 05

GRADIENT 06

GRADIENT 07

GRADIENT 08

UHCL University of Houston Clear Lake

Visual
Language

UHCL University of Houston
Clear Lake

Graphic Elements: Abstract Gradients Usage

These elements are to be used sparingly. The abstract gradients work best on full floods of color and, occasionally, in the corner of images.

ABSTRACT GRADIENTS ON COLOR BACKGROUNDS

How to Use: Abstract gradient backgrounds are created by directly pasting a gradient into a shape. Crop or scale the gradients to avoid harsh edges. The gradient backgrounds should feel soft and natural. Please reference the abstract gradients color pairing section when creating these types of graphics.

ABSTRACT GRADIENTS ON IMAGES

How to Use: Abstract gradients can be placed directly on top of images. Do not place gradients on top of faces. Do not use gradients that blend in with the image. The goal is to create visual contrast. In most instances, the abstract gradients work best when placed in the corners of images. This photo treatment is to be used sparingly and should never distract from the main subject in the photo.

Visual
Language

Graphic Elements: Hawk Illustrations

The hawk illustrations, inspired by UHCL's mascot, feature bold lines and vibrant colors that capture the essence of the school's spirit. Use them sparingly to add a touch of school pride to your designs.
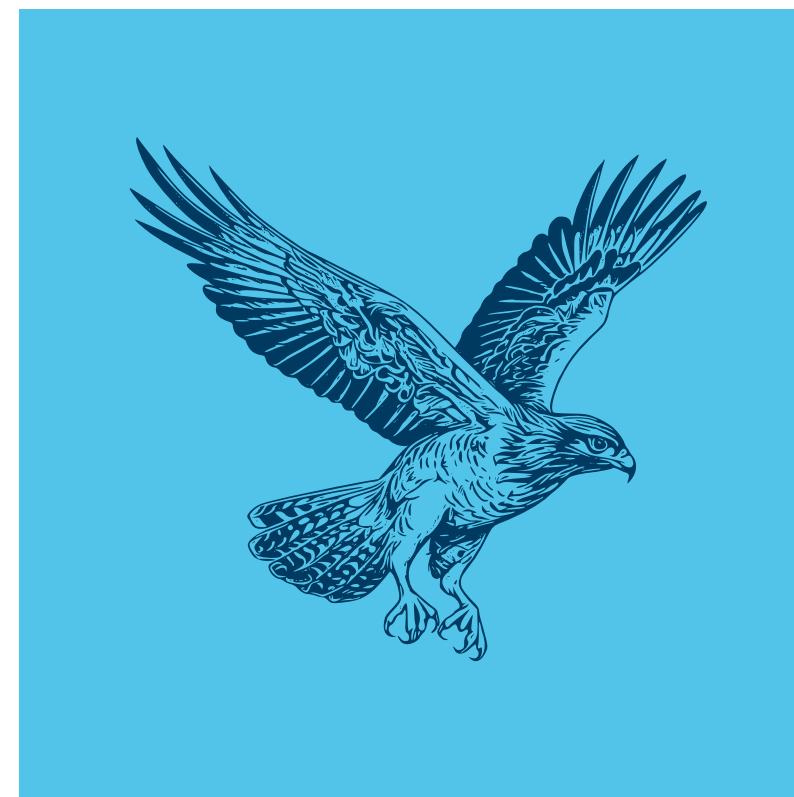
HAWK HEAD

How to Use: These illustrations should only be used on solid-color backgrounds. They should not be placed on top of images, gradients or text.

These illustrations should be used sparingly in layouts and brand materials. Use only one hawk illustration per design.

The hawk illustration should only be set in colors from the UHCL color palette.

FLYING HAWK

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Visual
Language

UHCL | UNIVERSITY of HOUSTON
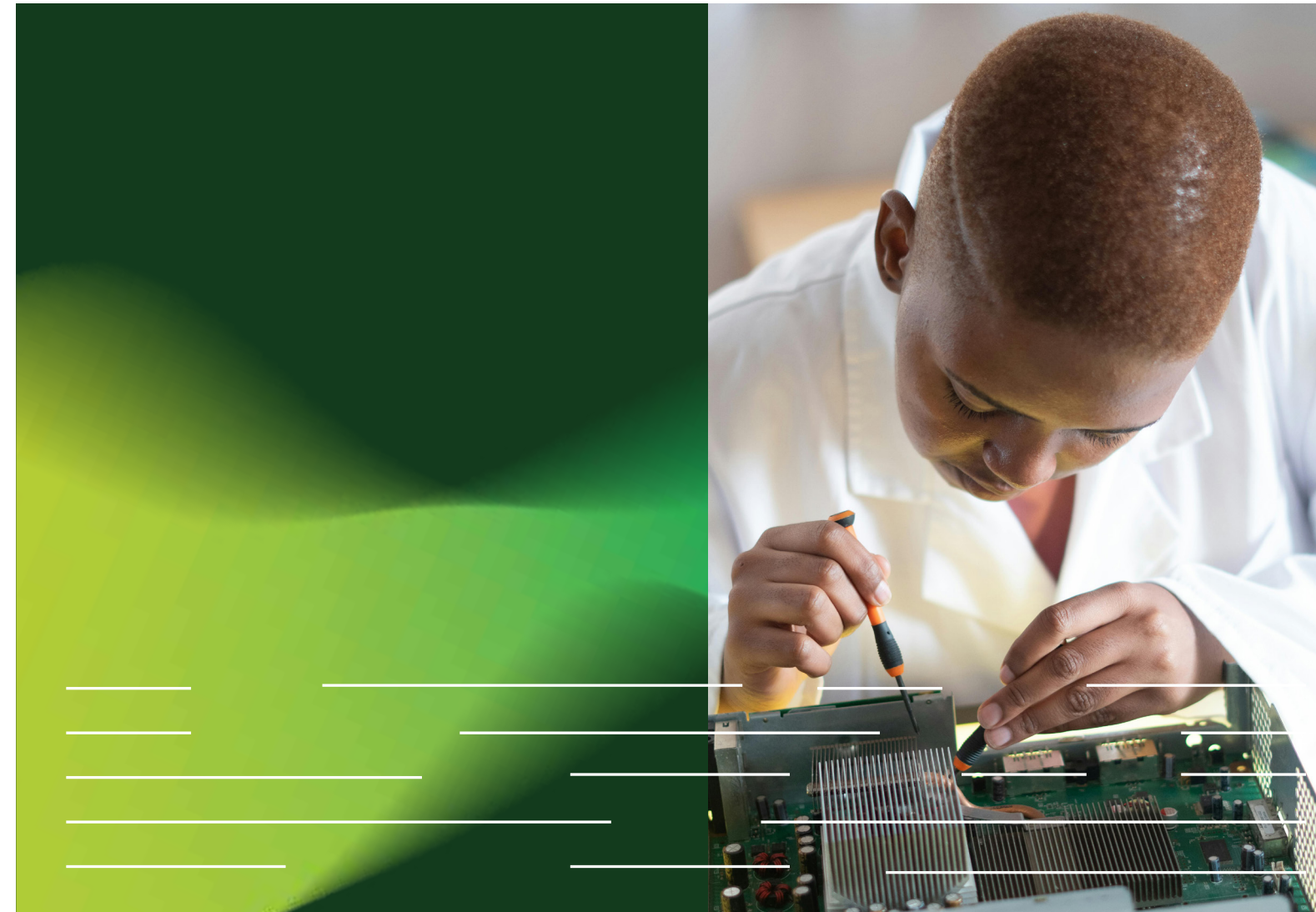Clear Lake

Graphic Elements: Flexible Linework

This graphic element features flexible lines inspired by the architecture on UHCL's campus.

How to Use: The flexible linework graphic element is used by placing it on top of images and backgrounds. The linework graphic should always be between 1 pt. and 1.5 pt. stroke weight. The stroke weight can be increased or decreased depending on the element's visibility within the composition.

The linework should never cover human faces or interfere with the main subject of an image. The linework should be placed at the top or bottom of the page.

The linework can be any color within the UHCL color palette. For questions about color usage, please reference the color palette and color usage pages earlier in these guidelines.
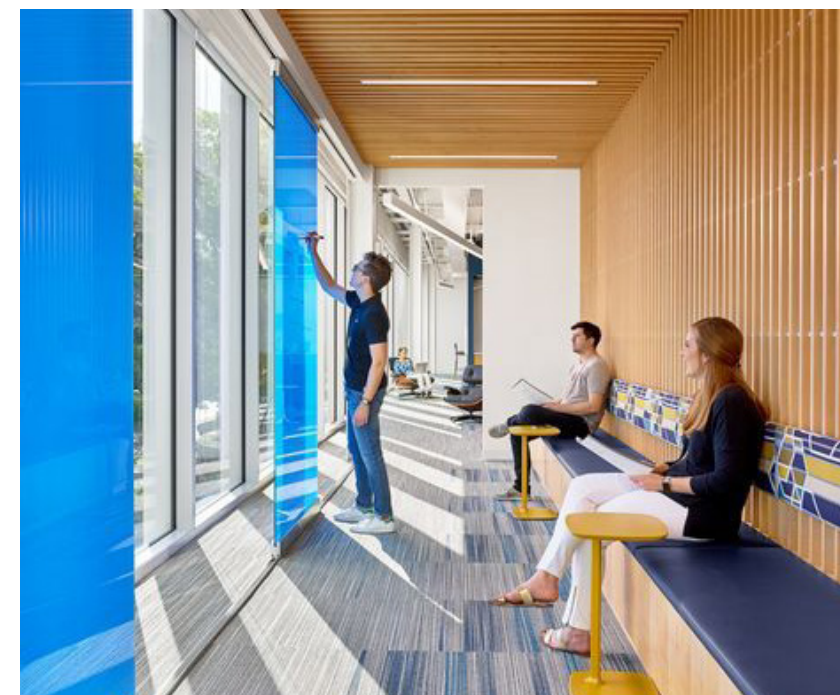
Visual
Language

Photography

Ambitious Portraits: Use natural light to portray individuals within their environments, highlighting their passions and skills. Each image should capture not only their physical presence but also their inner drive, employing careful composition and the interplay of light and shadow to tell compelling stories of ambition and achievement.

Harmonious Environments: Embrace natural light, outdoor spaces and organic elements. These images should capture serene landscapes, dappled sunlight through leaves and tranquil scenes of UHCL's campus.

Accomplished Lifestyle: Captures people united in purpose, showing them engaged in meaningful work and pursuing shared goals. These images should celebrate collaboration, dedication and determination, inspiring viewers with the beauty of collective effort and achievement.

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Clear Lake

Visual
Language

UHCL UNIVERSITY of Houston
Clear Lake

Photography

Natural Macro Photography: These images highlight intricate beauty while harmonizing UHCL's color palette with vibrant natural elements. Use bright, shadow-free compositions to reveal vivid details in a celebration of nature's hues and textures.
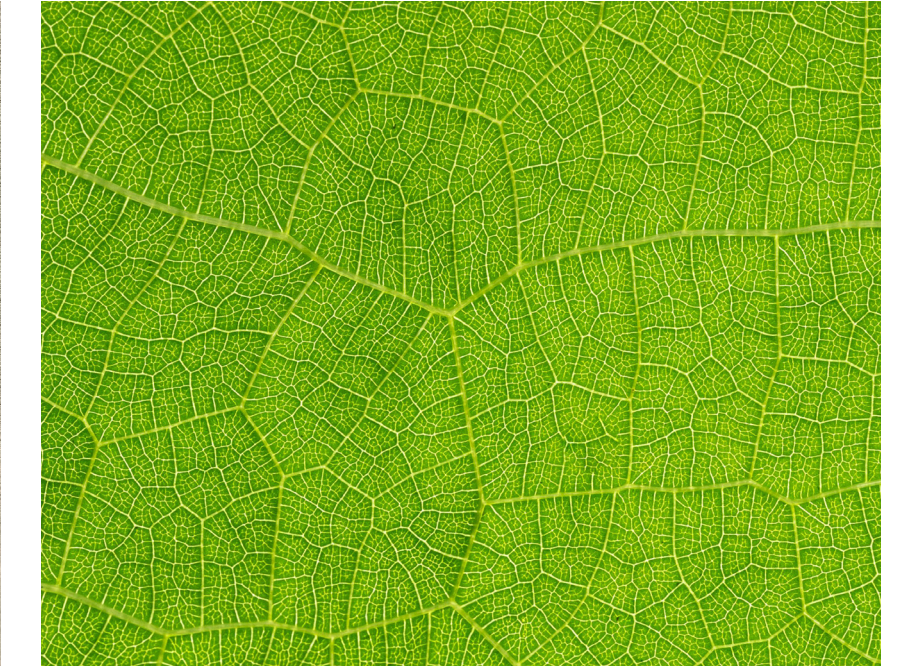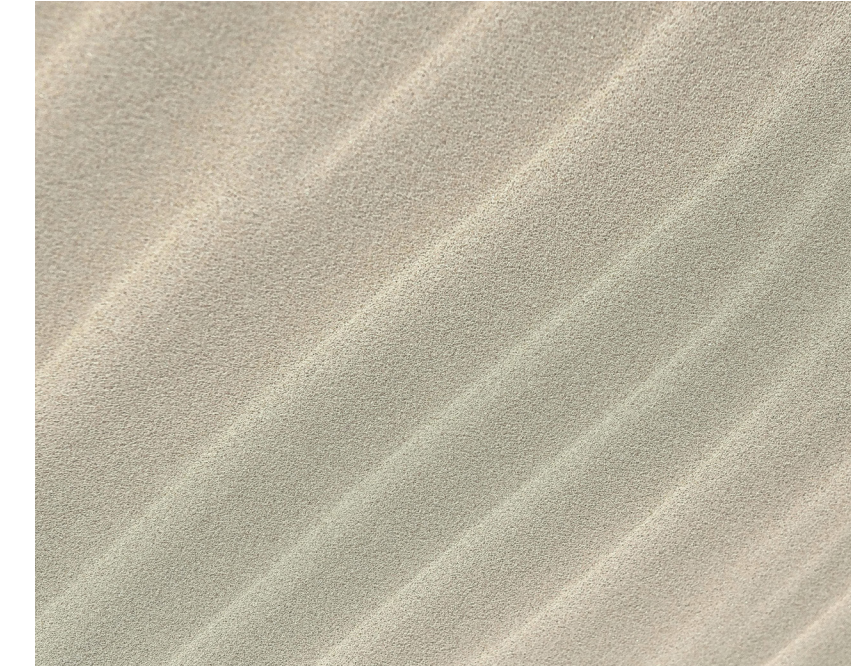
Abstract Textures: These images transform surfaces into captivating explorations of form and pattern. They are inspired by UHCL's color palette. These images should evoke a sense of creativity and academic spirit.
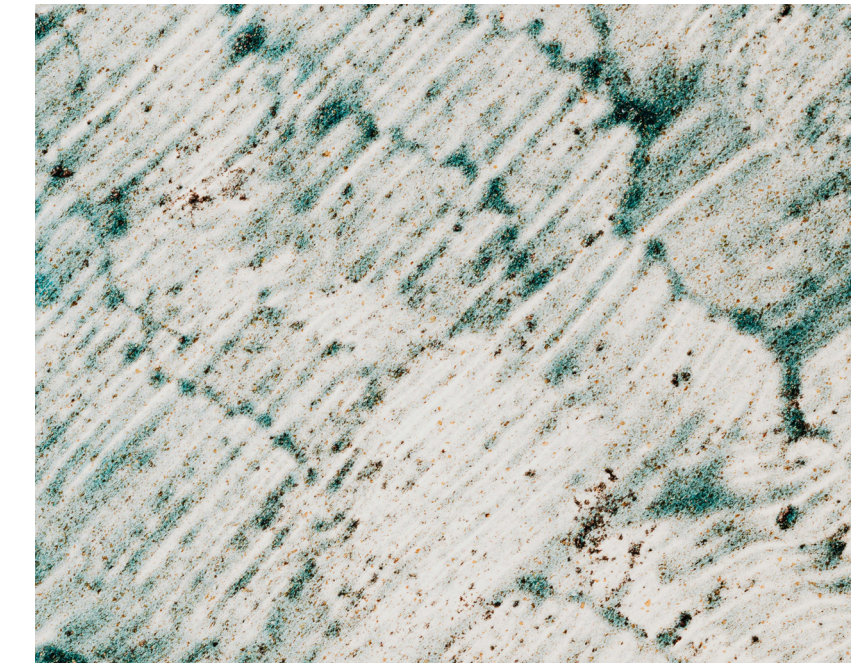
Motion Blur Photography: These images highlight natural environments with light leaks and capture dynamic scenes within UHCL's color palette. These images should include swirling colors, transforming familiar landscapes into ethereal realms of vibrant motion and light.
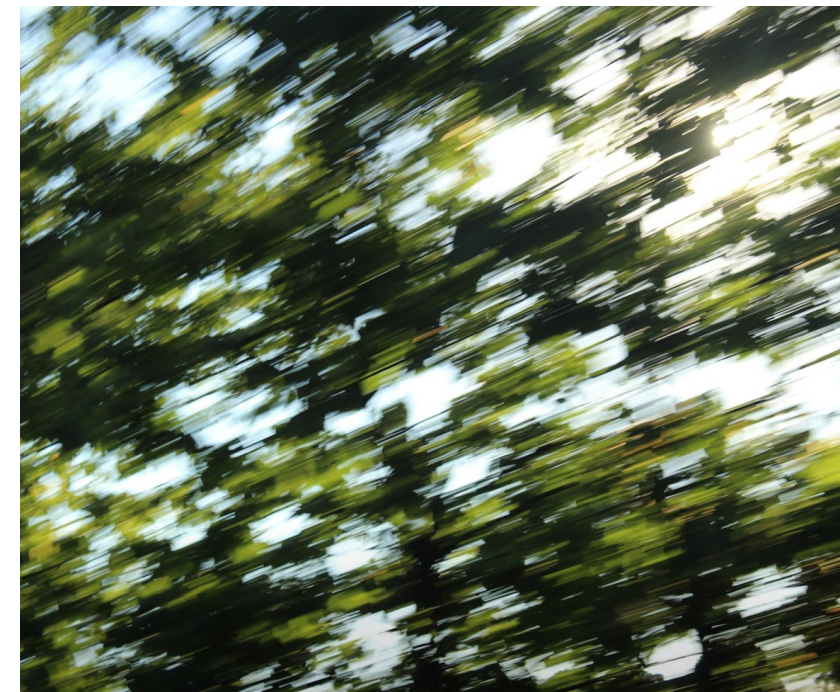
Visual
Language

Framing Shapes

Framing shapes are a way to create visual interest through layering, as well as give the opportunity to highlight specific information. These container shapes are either circles, squares or rectangles.

CIRCLE FRAME

How to Use: You can place images within a circle frame by pasting a photo directly into the shape or by creating a clipping mask in Photoshop.

Make sure your circle frame does not crop faces or figures in awkward compositions and centers the most important subject within the image.

Circle frames should never have a color border on them.

SQUARE FRAME

How to Use: You can place images within a square frame by pasting a photo directly into the shape or by creating a clipping mask in Photoshop.

Make sure your square frame does not crop faces or figures in awkward compositions and centers the most important subject within the image.

RECTANGLE FRAME

How to Use: You can place images within a rectangle frame by pasting a photo directly into the shape or by creating a clipping mask in Photoshop.

Make sure your rectangle frame does not crop faces or figures in awkward compositions and centers the most important subject within the image.

Color Borders: Colorful borders are used on square and rectangle frames when images are layered on top of each other. This creates contrast and depth between the two images.

When selecting a color for your frame, do not use colors that blend in with your image. The color selected should create bold, visual contrast.

You can create these borders by adding a stroke to your frame. The stroke weight should be no thicker than 15% of the framed image. Avoid making the border too thin or too thick.

UHCL University of Houston Clear Lake

Visual
Language

Layering Images

Layering images involves stacking multiple visual elements on top of each other to create depth, texture and complexity in a composition.

This technique enhances visual interest by allowing different elements to interact in unique ways, revealing or obscuring parts of each image to guide the viewer's eye.

It can create a strategic sense of movement, highlight contrasts or evoke specific moods.
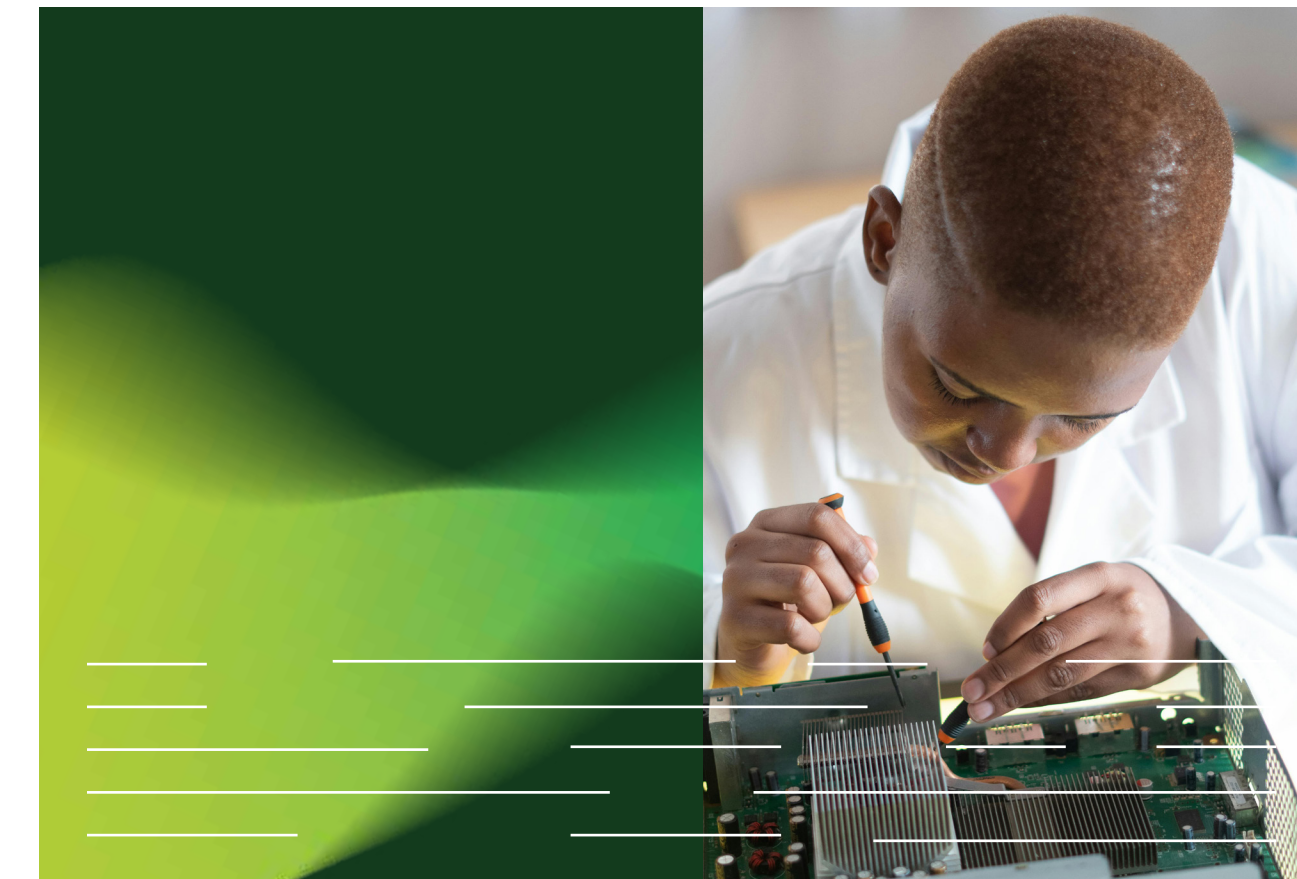
NATURAL MACRO PHOTOGRAPHY AND TEXTURES
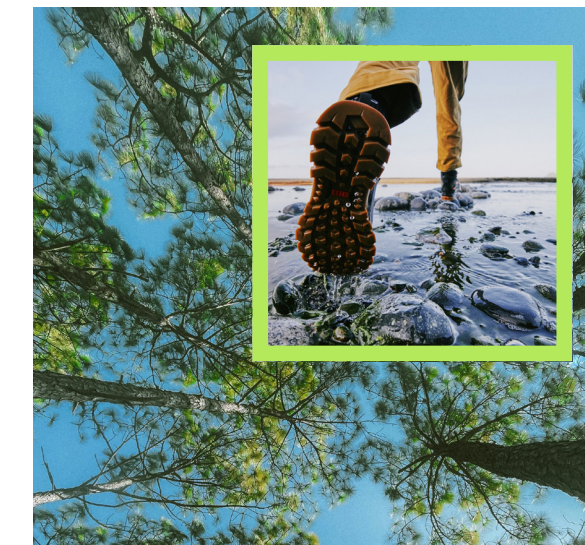
How to Use: Place ambitious portraits, harmonious environments or accomplished lifestyle images into a framing shape. Place the framing shape on top of a natural macro background, asbtract textural background or a motion blur background. Make sure there is breathing room around the framing shape. When selecting a color border for your frame, use a color that contrasts with the background image. Avoid creating layering compositions that feel overly colorful and busy.

For questions, please reference the photography pages earlier in these guidelines.

PHOTOGRAPHY AND GRADIENT BACKGROUNDS

How to Use: Add ambitious portraits, harmonious environments or accomplished lifestyle images into a framing shape, and then place on top of an abstract gradient background. Do not use color borders on frames that are on top of gradient backgrounds. Use gradient backgrounds that contrast from the photos in the frames. The flexible linework graphic usually works well with layered compositions like these.

For questions, please reference the abstract gradient pages and photography pages earlier in these guidelines.

UHCL University of Houston
Clear Lake

All
Together Now

All
Together Now

BILLBOARD

UHCL University of Houston
Clear Lake

All
Together Now

ALUMNI CELEBRATION INVITE

UHCL University of Houston Clear Lake

All
Together Now

LINKEDIN AD

UHCL University of Houston Clear Lake

All
Together Now

UHCL *University of Houston Clear Lake*

LANDING PAGE

All
Together Now

UNIVERSITY OF HOUSTON-CLEAR LAKE   BRAND GUIDELINES, VERSION 01

ENERGY DRINK

UHCL University of Houston
Clear Lake

All
Together Now

OVERVIEW BOOKLET: COVER

UHCL
University of Houston
Clear Lake

All
Together Now

UHCL University of Houston Clear Lake

OVERVIEW BOOKLET: COVER AND FIRST PAGE

Fewer Obstacles

Greater Opportunities

Your college experience should be more than academics — it should help you reach your full potential. And at University of Houston-Clear Lake, we help remove obstacles so you can aspire to bigger things.

All
Together Now

OVERVIEW BOOKLET: INSIDE SPREAD

AT UHCL, YOU CAN FINALLY

Get ahead in life. *On life's terms.*

You're a student.
But you're a person first.

Because UHCL is a learner-centered university, our academics are designed to fit into your life, with flexible course options (including part time, night and online), professors who work with you and plenty of resources to help you succeed in all your goals. Whether you're interested in internships, research, studying abroad, or working in your community, all opportunities at UHCL will lead to something greater for you.

03
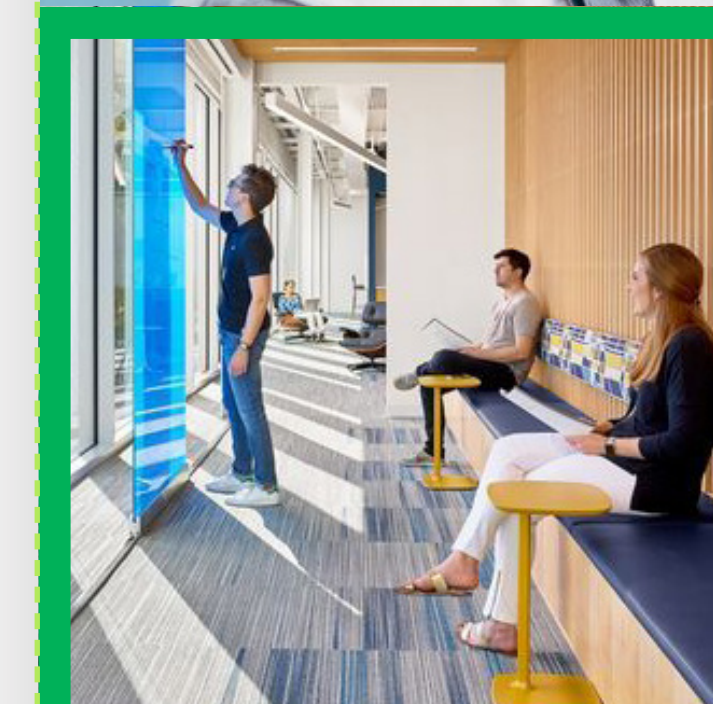
"I like how UHCL actually takes the time to connect with students. I can connect with my peers and professors easier. It's more intimate."

— Alondra Funes,
BA, Communication, '25

04

UHCL University of Houston
Clear Lake

All
Together Now

OVERVIEW BOOKLET: INSIDE SPREAD

90+
undergrad
& grad
programs

80K
alumni &
growing

4
colleges

Get involved.
Get inspired.

When you walk around our campus, you can't help but be inspired by the natural beauty and be welcomed by the Hawk community. You can connect with your peers and make lasting relationships through our 100+ student organizations, make it a family day at our annual Chili Cook-off, or take in some arts and culture at the Bayou Theater or UHCL Art Gallery.

05

06

UHCL University of Houston
Clear Lake

Thank
You.

For more information, please contact the
UHCL Marketing & Communications Department.

PHONE: 281-283-2015