

UMHB LOGO



The UMHB logo/wordmark is a stand alone graphic element and cannot be used in combination with additional graphics/text. Approved logo/text combinations such as Corporate, College and Department units can be provided to you. Additions to these units must be approved for official use by contacting the Marketing & Communications Office.

CORPORATE LOGO



COLLEGE AND DEPARTMENT UNITS



TYPOGRAPHY

The Collegiate font is reserved for the official UMHB corporate logomark only. It should not be used alongside the UMHB wordmark in any way. Instead, we recommend one of our many complimentary fonts for items such as campus signage, merchandise, marketing materials, posters, etc. Contact our team directly if you have questions or need help creating something for your department.

SANS SERIF TYPEFACES

Gotham
 AaBbCcDdEeFfGgHhIiJjKk
 LlMmNnOoPpQqRrSsTtUu
 VvWwXxYyZz
 1234567890

Gotham Book
Gotham Book Italic
Gotham Medium
Gotham Medium Italic
Gotham Bold
Gotham Bold Italic
Gotham Black
Gotham Ultra

Arial
 AaBbCcDdEeFfGgHhIiJjKkLlMmNn
 OoPpQqRrSsTtUuVvWwXxYyZz
 1234567890

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic
 Arial Narrow
Arial Narrow Italic
Arial Narrow Bold
Arial Narrow Bold Italic
Arial Black

SERIF TYPEFACES

Dovetail
 AaBbCcDdEeFfGgHhIiJjKk
 LlMmNnOoPpQqRrSsTtUu
 VvWwXxYyZz
 1234567890

Dovetail Light
Dovetail Light Italic
 Dovetail Regular
Dovetail Italic
 Dovetail Medium
Dovetail Medium Italic
Dovetail Bold
Dovetail Bold Italic
Dovetail Heavy

Times New Roman
 AaBbCcDdEeFfGgHhIiJjKk
 LlMmNnOoPpQqRrSsTtUu
 VvWwXxYyZz
 1234567890

Times New Roman Regular
Times New Roman Italic
Times New Roman Bold
Times New Roman Bold Italic

CLEAR SPACE

Clear space is the space that no other element shall cross in relation to the University Logo. Type, image and/or document edge should not be placed closer than the x-height surrounding university marks. Clear space requirements should be observed to preserve the integrity of the UMHB logo.



MINIMUM SIZE

- Print: 0.75 inches wide
- Digital: 85 pixels wide
- Limited imprint area: 0.5 inches wide

LOGO TABS

When the logo must be placed over a colorful photo, the gold logo tab should be used. See below for proper use.



COLOR

PRIMARY COLORS

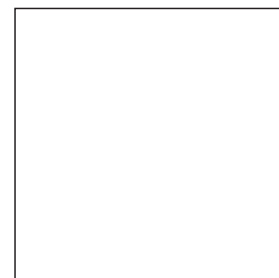
The three primary colors for the UMHB brand are Purple, Gold, and White. These colors will be used in all branded materials. The primary palette is intentionally limited in variety so as not to dilute the brand visuals.



PMS Medium Purple
 CMYK: 85 | 100 | 0 | 8
 HEX: #4d008c
 R-77 G-0 B-140



PMS 123 C
 CMYK: 0 | 24 | 94 | 0
 HEX: #ffc425
 R-255 G-196 B-37



CMYK: 00 | 00 | 00 | 00
 HEX: #FFFFFF
 R-255 G-255 B-255

For more information, contact:
Marketing & Communications Office
communications@umhb.edu
 254-295-4601