

UMHB

QUICK REFERENCE GUIDE

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
254-295-4607



SCAN HERE
for a complete
copy of the
UMHB Brand Book