



TEXAS TECH UNIVERSITY™

Operating Policy and Procedure

OP 68.03: Visual Identity Guidelines

DATE: October 14, 2019

PURPOSE: The purpose of this Operating Policy/Procedure (OP) is to establish consistency in the use of university symbols and logos in printed materials issued by the university. These printed materials include brochures, pamphlets, newsletters, certificates, university stationery, and business cards.

REVIEW: This OP will be reviewed in September of odd-numbered years by the Director of Marketing with substantive revisions forwarded to the Chief Marketing and Communications Officer.

POLICY/PROCEDURE

1. Intent

The public image of Texas Tech University (TTU) is highly dependent on the visual impressions we create when we communicate internally and with our external constituents. The intent of this OP is to eliminate conflicting images and logos that represent Texas Tech University and to establish consistency in our communications by establishing guidelines for use of university logos and trademarks.

2. Distribution of Visual Identity Guidelines

The complete visual identity guidelines and writing guidelines for TTU are available to all campus units in the Visual Identity section of the TTU web site at <http://www.depts.ttu.edu/communications/identityguidelines>.

3. Cooperation with Print Vendors

Each print vendor doing business with TTU will be notified of the visual identity guidelines and their use by the Office of Communications and Marketing.

4. Administration

Questions about the guidelines from TTU employees, local printing firms, and their customers should be directed to the Office of Communications and Marketing. Exemptions will be given for specific cases where there is a clear reason for such an exemption. Decisions will be made by the Director of Marketing.