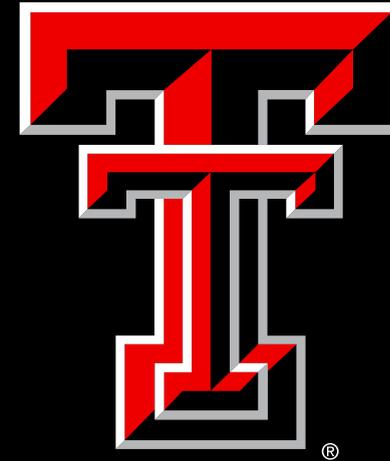


THANK YOU for downloading an official Texas Tech University Logo Packet.

This packet contains a file that will work for almost any design purpose. Please refer to the following usage guidelines to familiarize yourself with the files, so you'll know how and when to use them.

Office of Communications & Marketing
Texas Tech University

CONTENTS:



TEXAS TECH

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From here, it's possible.

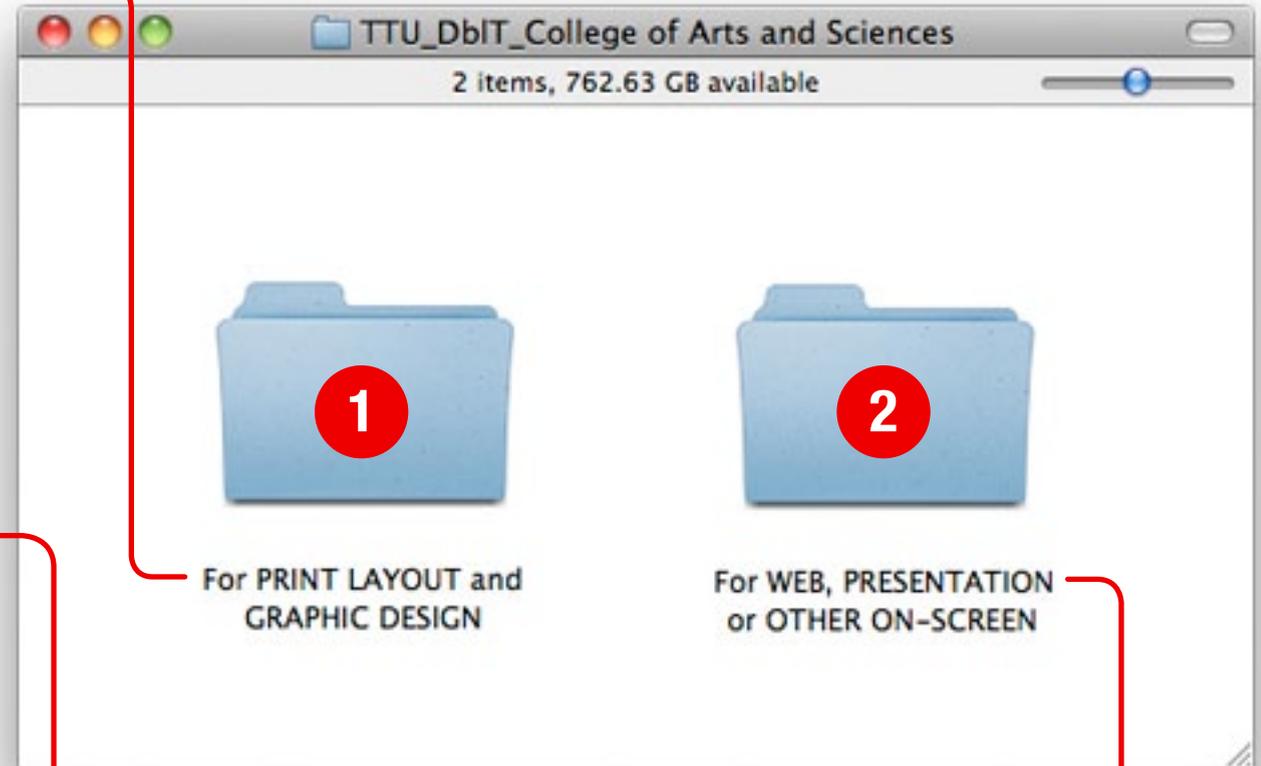
The packet is separated into two main folders:

1. For PRINT LAYOUT and GRAPHIC DESIGN

contains files for use when working with a professional print or design vendor, or with professional in-house designers at TTU. These files provide designers the resolution and color accuracy needed to produce TTU print collateral accurately.

2. For WEB, PRESENTATION or OTHER ON-SCREEN

contains files that may be used in on-screen applications. This covers a broad range of uses, including web graphics, presentations, video, email and more. Basically, if your final output will be seen on a screen rather than in print, these files are okay to use.



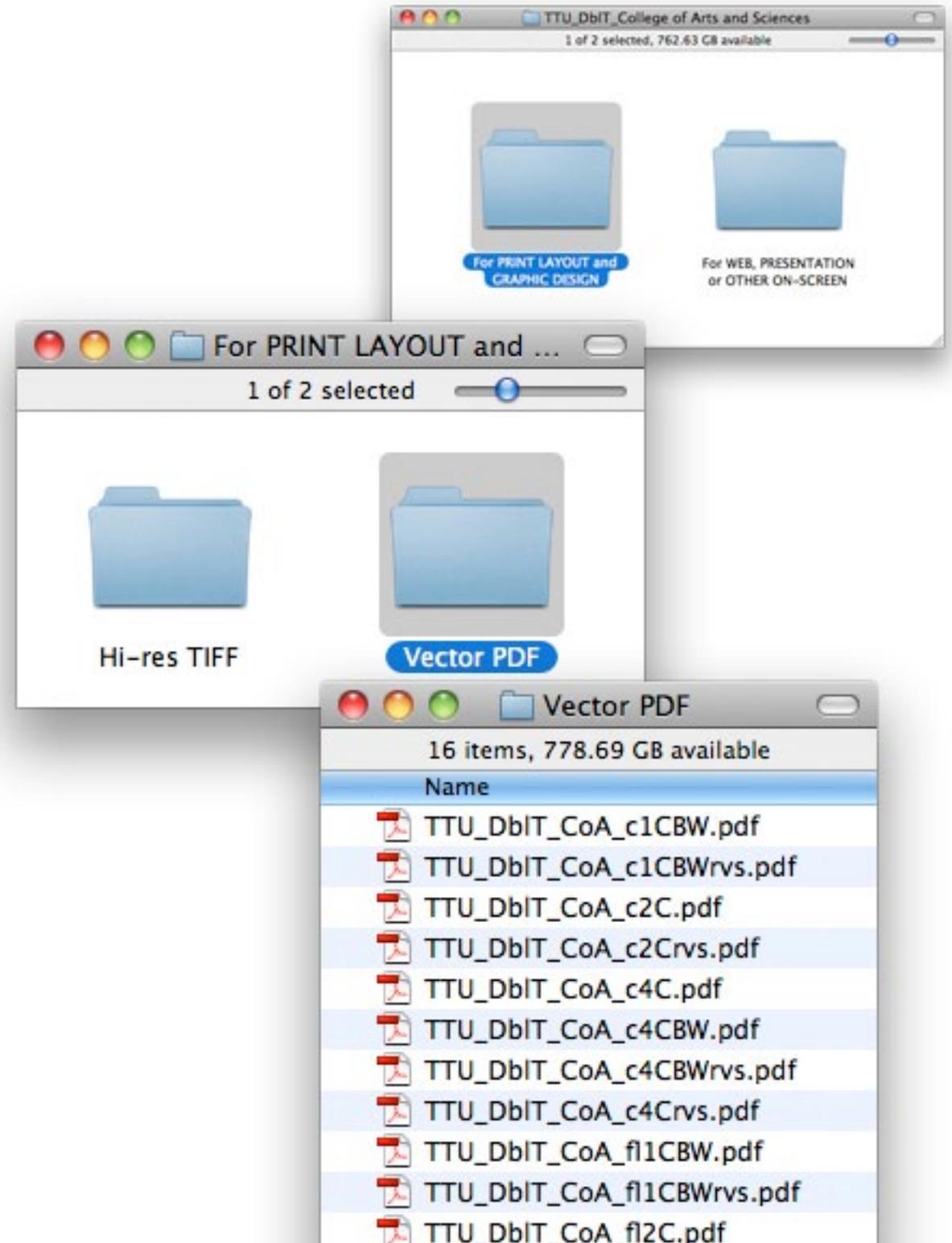
For PRINT LAYOUT and GRAPHIC DESIGN

VECTOR PDF

- Fully scalable vector PDF files provide unlimited resolution.
- RGB vector files contain accurate and official TTU color swatches.
- These are the root design files from which all the other logo files are made.
- *Always* send these files to vendors.
- Compatible with Adobe Illustrator and Corel Draw

NOTE: In most cases, these are the best files to send when working with a print or design company. Other file types provided in this packet are meant for in-house design needs and may result in poor print quality if substituted for the PDF files when working with a vendor.

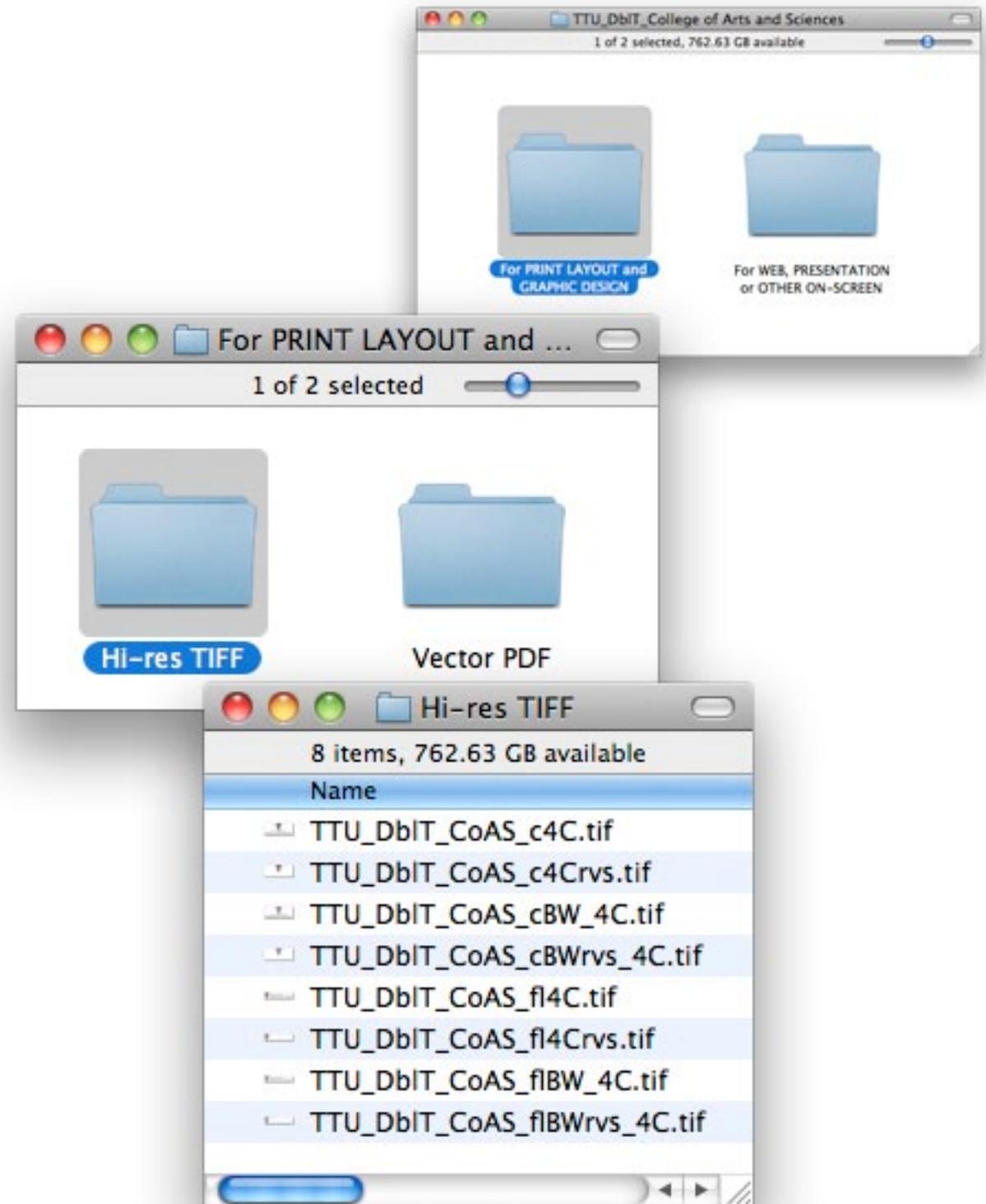
When in doubt, send this entire logo packet to your vendor.



For PRINT LAYOUT and GRAPHIC DESIGN

HI-RES TIFF

- TIFF files in RGB format
- Non-scalable, fixed resolution images
- 3000 pixels wide (10" wide @ 300ppi)
- May be used in Microsoft (or similar) products for in-house design purposes, in situations where a non-professional designer is producing an item to be printed in-house, such as a department memo or a flyer for a small-scale event on campus.

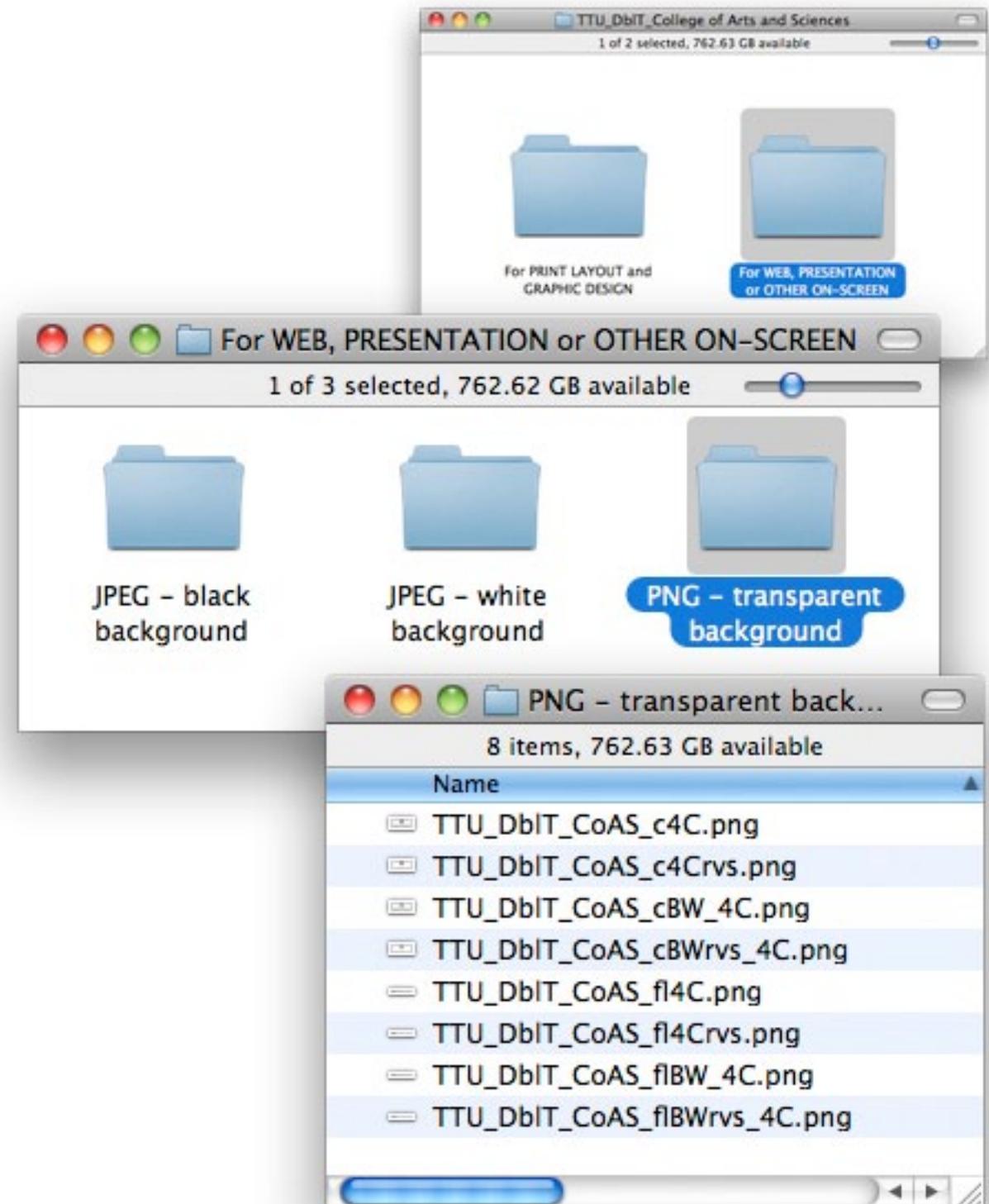


For WEB, PRESENTATION or OTHER ON-SCREEN

JPEG & PNG

- JPEG and PNG files in RGB format
- Non-scalable, fixed resolution images
- 1000 pixels wide (6" wide @ 150ppi)
- JPEG logos are provided on both black and white backgrounds.
- PNG files have a transparent background, ideal for most applications.

NOTE: In most cases when working on something for on-screen use, the PNG will offer the most versatility because of its transparency. JPEGs are provided for use only when the PNG format is not supported by a design program.



FILENAMES EXPLAINED

The files contained in this packet are named according to the standard TTU logo naming convention.

Use the following key to decipher file names:

TTU = Texas Tech University

DbIT = Double T version

ACoA = Academic Coat of Arms version

4C = 4-color file (Process color printing)

1C, 2C = 1- or 2-color file (Spot color printing)

c = Centered logo

fl = Flush left logo

rvs = Reverse logo for use on dark background

(See example filename breakdown at right)

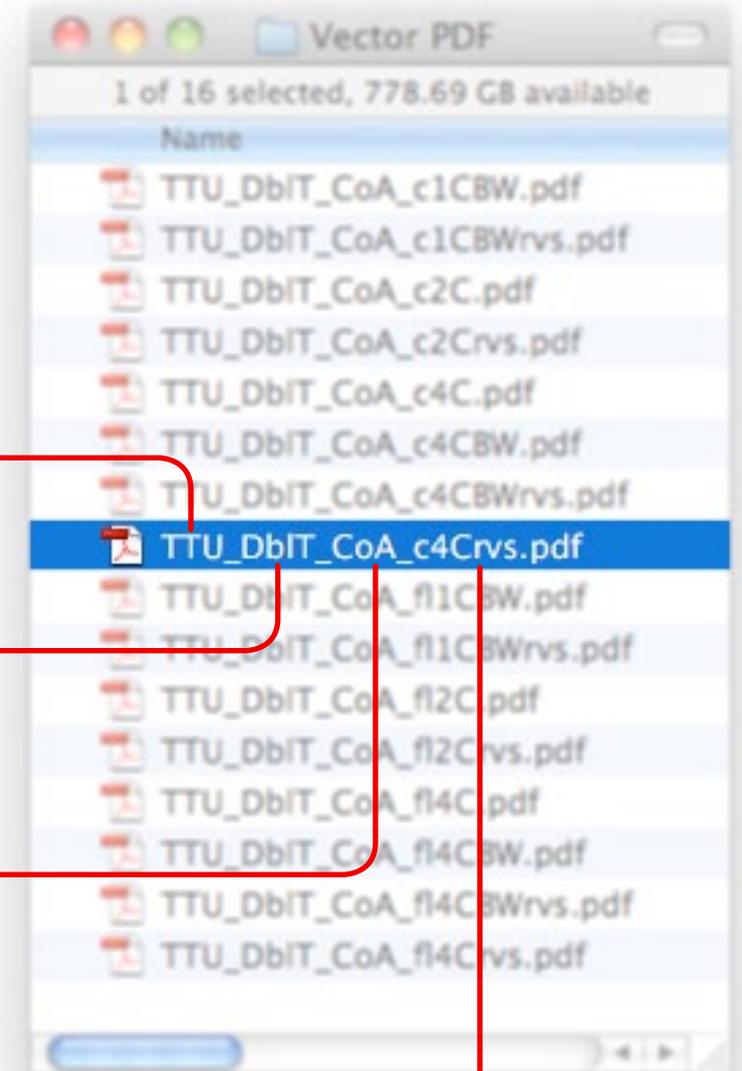
EXAMPLE FILENAME BREAKDOWN:

TTU = Texas Tech University

DbIT = Double T

CoA = College of Architecture

c4Crvs = Centered, 4-color, reverse logo

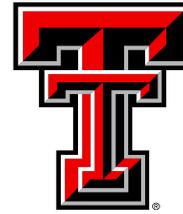


HELP & SUPPORT

Questions? Contact Michelle Hougland in the TTU Office of Communications & Marketing.

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E: michelle.hougland@ttu.edu



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For more information, see the official [TTU IDENTITY GUIDELINES](#)