

MARKETING & COMMUNICATIONS

TEXAS TECH

Rawls College of Business

Rawls Swag & Branding Guide

HOW TO USE THE RAWLS BRAND ON PROMOTIONAL ITEMS



YOUR BRAND IN MOTION

Branded items are more than giveaways; they're touchpoints that create recognition and pride. Whether you're welcoming new students, representing Rawls at a conference, or thanking alumni, the right item leaves a lasting impression.

Explore how departments across Rawls are turning everyday items into bold, consistent brand moments.



Recruiting Ready Coordinated polos and table runners make your team instantly recognizable.



Everyday Impact Tumblers, pens, and notebooks that keep Rawls visible on desks across campus.



Memorable Moments Stickers and totes that travel home with students and alumni.



Team Spirit Branded caps and tees that build connections at events and celebrations.

Why Swag Matters



Every item with our name on it carries the Rawls reputation. High-quality, on-brand merchandise strengthens trust, builds loyalty, and keeps the Rawls College image consistent everywhere it appears.

PENS

SMALL BUT MIGHTY BRANDING

Pens are the simplest way to keep Rawls in hand every day. Perfect for career fairs, events, and office use, they're small but effective reminders of who we are.

Approved

- ✓ Must include Department/ Area Name + Rawls College of Business + Texas Tech™ wordmark
- ✓ Use a wide-barrel pen to maximize imprint area
- ✓ Do not stretch, recolor, or alter any part of the logo



Full department name, Rawls College of Business and Texas Tech wordmark

Pro Tip:



Match pen color to your event theme, but remember that for non-red, black, gray, or white pens, a two-color logo is required.

Not Approved

- ✗ Altered font or missing wordmark



STICKERS

FUN, FLEXIBLE, & HIGH-IMPACT

Stickers are one of the most popular and versatile items for student engagement. They're perfect for giveaways, tabling events, and care packages. Sticker sheets allow for creativity while keeping the Rawls logo intact.

Approved

- ✓ Include department/area name, Rawls College of Business, and Texas Tech™ wordmark
- ✓ Use only official fonts and brand colors
- ✓ Fun, non-logo designs are allowed only on sticker sheets when the official logo is included on the same sheet



Full department name, Rawls College of Business and Texas Tech wordmark

Pro Tip:



Combine a logo sticker with themed icons, students love collecting them on laptops and water bottles.

Not Approved

- ✗ Altered font or missing wordmark



BAGS & ACCESSORIES

SWAG THAT TRAVELS

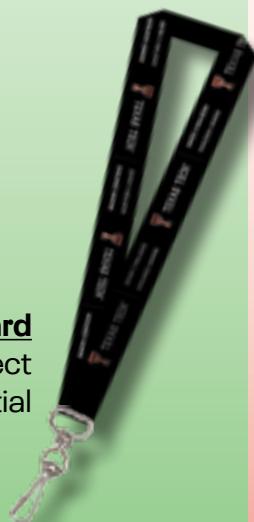
Totes, belt bags, and lanyards extend our reach beyond campus. They're practical, visible, and ideal for student giveaways or conference travel.

Approved

- ✓ Full Rawls logo required
- ✓ Use two-color logo for items that aren't red, black, or white
- ✓ Review vendor proof before production



Split Cotton Tote
Sustainable
and lightweight



Branded Lanyard
The perfect
event essential



Everywhere Bag
Durable and on-trend

Pro Tip:



Choose recycled or cotton twill materials, sustainable options are a hit with students!

Not Approved



Must have Texas Tech wordmark



DRINKWARE

RAISE YOUR BRAND

Branded drinkware goes everywhere, from desks to road trips, and keeps Rawls visible all day. Tumblers, mugs, and bottles make great gifts for events and appreciation programs.



Approved

- ✓ Include all logo elements on the imprint
- ✓ Ensure text is legible and not distorted by curves
- ✓ Use contrasting imprint colors for clarity

Laser-engraved tumbler with Rawls logo on one side and department name on the other, or split the Double T from the text

Pro Tip:

Pro Tip:



Matte finishes photograph better, and stainless-steel options last longer through daily use.

Not Approved



Must have Texas Tech wordmark



APPAREL & HEADWARE

WEAR THE BRAND WITH PRIDE

Apparel unites teams, boosts professionalism, and looks great in photos. From polos and tees to caps and jackets, every piece should represent the Rawls brand consistently.

Approved

- ✓ Must include department/area name, Rawls College of Business, and Texas Tech™ wordmark
- ✓ Use two-color logo for non-standard apparel colors
- ✓ Student organizations may co-brand with the Rawls logo



Polo with department logo on front and Texas Tech™ on sleeve

Pro Tip:



Keep team shirts neutral for professional events (black, gray, white) and add pops of red for student-facing activities.

Not Approved



Missing Texas Tech™ wordmark and uses non-brand font for Rawls.



EVENT FAVORITES

SWAG THAT SHINES AT EVERY TABLE

Some items never miss! These are your dependable hits for events, giveaways, and alumni gifts.

✓ **Approved**

Pro Tip:



Create cohesive "swag bundles" with matching designs for a polished, professional look.



BRAND RULES & COMPLIANCE

KEEP IT OFFICIAL

Consistent branding helps everyone recognize the Rawls College identity. Following these rules ensures that every item represents Texas Tech and Rawls College accurately and professionally.

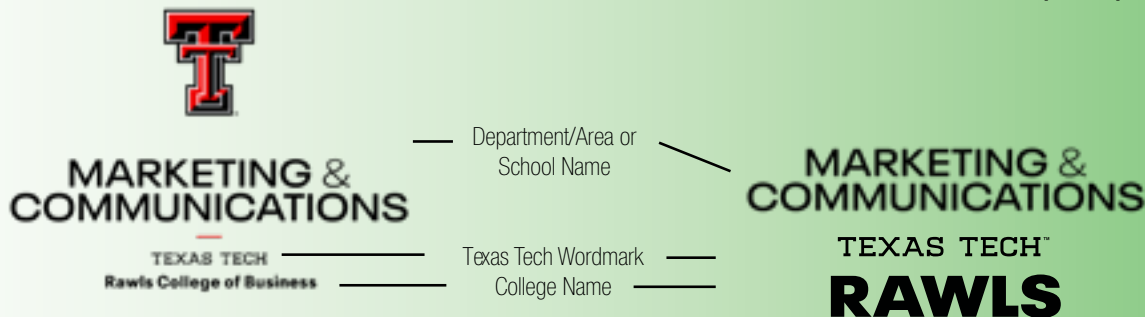
✓ Approved

Every Item Must Include:

- Department/Area Name
- Rawls College of Business
- Texas Tech™ wordmark (with TM if separated from the Double T)

KEEP IN MIND:

- The Double T cannot appear alone without the Texas Tech wordmark.
- For items not in red, black, gray, or white, a two-color logo must be used so the Double T appears correctly.
- Logos cannot be stretched, recolored, or altered in any way.



✗ Not Approved

Need help with logo files?

Contact **Rawls MarComm** (marketrawks@ttu.edu) for the correct Rawls logo version or file setup.

CO-BRANDING & LOGO FLEXING

FLEX IT THE RIGHT WAY

Departments and organizations can adjust logo placement and layout as long as all official parts remain intact. Co-branding with a student organization or partner is allowed when both logos are clear and balanced.

Approved

Co-branded designs must follow Texas Tech's official brand guidelines and will require final approval from TTU Marketing & Communications before production.

Every Item Must Include:

- ✓ Department/Area Name
- ✓ Rawls College of Business
- ✓ Texas Tech™ wordmark (with TM if seperated from the double T)



Pro Tip:



When pairing logos, keep them visually balanced and separated by at least one "T" width of space.

Not Approved



Missing Texas Tech™ wordmark



Contact Reminder:

Unsure if your design meets requirements?
Send your draft to marketrawls@ttu.edu before finalizing.

RESOURCES & HOW TO ORDER

WE'RE HERE TO HELP

The Rawls Marketing & Communications team can help you navigate the process of creating branded merchandise that meets Texas Tech University standards. We can help with item selection, vendor recommendations, and making sure your design aligns with Rawls and TTU brand guidelines before you submit anything for approval.

Ordering & Approval - Quick Steps

- 1 Start with your area Unit Manager.** They will initiate the purchase using TTU's approved vendor list and procurement requirements.
- 2 Send your artwork to Rawls MarComm** for brand alignment and feedback.
We can guide you, but...
- 3 Final approvals** for all logos, proofs, and branded materials are handled by **TTU Marketing & Communications** and **TTU Procurement Services**.
- 4** All purchases must go through **TechBuy** following TTU Procurement rules.

Need Help Before You Submit?

Rawls MarComm is happy to review your design for alignment before it goes into TechBuy.

Contact Reminder:

Rawls Marketing & Communications
marktrawls@ttu.edu