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Brand Promise

BRAND VISION
Impact

BRAND POSITIONING
To students who are serious about their future, University of Houston-Clear Lake is the traditional admissions university that honestly cares about each individual’s success.

BRAND PERSONALITY
Nurturing experts

BRAND AFFILIATION
Clearly better

UHCL’s Brand Promise
A brand is more than a name, a slogan, a logo or an ad campaign. A brand is a promise. It’s a promise that when people come in contact with UHCL, their experiences will reflect certain values and principles. A brand promise is intangible, abstract, even theoretical by design, and yet it is built on tangible day-to-day realities.

Brand Vision
Impact
UHCL’s brand is built upon an unwavering commitment to enriching the lives of its students and equipping them to have the greatest possible impact as they go forth from the university. Of course, we aren’t limited to the indirect impact we have through the achievements of our students, but also the direct impact that our discoveries, creations and collaborations have on the greater Houston community and beyond. The “n” represents the ripple effect of that impact. Each life changed through our university has the potential to influence many more. To ensure the impact we have will be continual and exponential, it is important for us to focus on the success of each individual.

Brand Positioning
To students who are serious about their future, UHCL is the traditional-admissions university that honestly cares about each individual’s success.

There are multiple pathways that students may take to get to UHCL; yet, they share a common bond. UHCL students arrive on campus with a clear purpose in mind, and the dedication to achieve it. They come to UHCL to improve life for themselves, their families and their communities. This is a college-going mindset, and they are ready to work and learn. This isn’t to say that our students don’t enjoy themselves during their time here – they certainly do. However, as graduates of UHCL, their best days are ahead of them rather than behind.

There are a number of attributes that we, as an institution, take great pride in maintaining. We seek continuity among our staff. Throughout time, this has fostered a family atmosphere that warmly welcomes our students. We strive to keep our student-faculty ratio as low as possible so that we get to know our students by name and give them the individual attention they need. We have a gorgeous campus that also happens to be one of the safest in the state.

Individually, none of these attributes set UHCL apart. However, these and other attributes help create an ideal setting for students to learn and grow. As an institution, we focus on the success of every student enrolled at UHCL.
Brand Personality

Nurturing experts

Human characteristics and personality traits are often assigned to a brand to bring it to life and make it more three-dimensional. These characteristics should represent the brand not only in advertising but also at every point of contact with UHCL. Our personality should serve as a filter to drive the tone and tenor of all communication.

Nurturing isn’t a word often used to describe university classrooms. This is, after all, a place where students come to grow up, spread their wings and learn to take responsibility for their own lives. At UHCL, we give thoughtful consideration to our students. We are responsive to their needs. We’re willing to listen to their ideas and spend time helping bring them to life.

Faculty and staff members at UHCL are experts in their field. They aren’t simply expert educators or teachers – they’re expert business people, expert computer engineers, expert environmental biologists, and the list goes on. We seek to employ professors and staff who have real-world working knowledge of their areas of concentration to share with students. In turn, our students become better prepared for the working world that awaits them.

Brand Affiliation

Clearly better

For driven students who are looking for a sound environment to prepare themselves for their future, there is no place better than UHCL. This is a university that stands alone in its commitment to partner with each and every student to provide a transformative experience that will impact their lives and the lives of many others. We know that if we stay true to our vision, our dedicated students will go on to be successful professionals and proud alumni.
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Guidelines for
University and University System Names

University of Houston-Clear Lake
University of Houston-Clear Lake refers to the University of Houston System component located in the Bay Area of Houston. It is a stand-alone campus; not a satellite or branch campus of University of Houston.

CORRECT: University of Houston-Clear Lake (first reference); UH-Clear Lake or UHCL (second reference).
Note: only a single standard hyphen is used on the first and second references, and no hyphen or slash is used in the acronym. There are no spaces before or after the hyphen.

INCORRECT: U of H Clear Lake, UHClear Lake, UH-CL, UH of Clear Lake, UH Clear Lake, University of Houston Clear Lake, UH–CL, University of Houston — Clear Lake, University of Houston —- Clear Lake, University of Houston—— Clear Lake.

University of Houston-Clear Lake Pearland Campus
CORRECT: University of Houston-Clear Lake Pearland Campus (first reference); UH-Clear Lake Pearland Campus or UHCL Pearland Campus (second reference).
Note: only a single standard hyphen is used on the first and second references, and no hyphen or slash is used in the acronym. There are no spaces before or after the hyphen.

INCORRECT: UHCL Pearland, UH-CL Pearland, Pearland Campus, Pearland campus, UH-Pearland, UH Pearland, UH System at Pearland, UHS Pearland.

University of Houston-Clear Lake Texas Medical Center
CORRECT: University of Houston-Clear Lake Texas Medical Center (first reference); UH-Clear Lake Texas Medical Center or UHCL Texas Medical Center (second reference).
Note: only a single standard hyphen is used on the first and second references, and no hyphen or slash is used in the acronym. There are no spaces before or after the hyphen.

INCORRECT: UHCL Texas Med Center, Clear Lake Med Center Campus or UHCL Med Center.

University of Houston System Name and Campus Names
University of Houston System refers to the four-university system comprised of University of Houston, University of Houston-Clear Lake, University of Houston-Downtown, and University of Houston-Victoria.

CORRECT: University of Houston System (first reference); UH System (second reference).

INCORRECT: UH-System, U-H System

University of Houston System Name and Campus Names (continued)
CORRECT: University of Houston (first reference); UH (second reference).

INCORRECT: U of H, U-H
CORRECT: University of Houston-Downtown (first reference); UH-Downtown or UHD (second reference).

INCORRECT: U of H Downtown, U-H Downtown, UHDowntown

CORRECT: University of Houston-Victoria (first reference); UH-Victoria or UHV (second reference).

INCORRECT: U of H Victoria, U-H Victoria, UHVictoria

CORRECT: University of Houston Sugar Land Campus (first reference); UH Sugar Land Campus or UHSL (second reference).
Note: it is Sugar Land, not Sugarland or SugarLand.

INCORRECT: U of H Sugar Land, U-H Sugar Land, UHSugarLand, UHS-Sugar Land, UH System in Sugar Land

CORRECT: University of Houston System at Cinco Ranch (first reference); UH System at Cinco Ranch (second reference).
Note: it is Cinco Ranch, not Cincoranch or CincoRanch.

University Building and Campus Area Names

UHCL's buildings, which comprise more than three-quarter million square feet of space, are surrounded by a 524-acre nature preserve. The campus features picturesque park-like settings with Horsepen Bayou winding through heavily wooded areas abundant with wildlife.

Alumni Plaza is located between the Bayou Building and the Student Services and Classroom Building. The beautiful paved area includes the Distinguished Alumni Fountain and the Distinguished Alumni Wall, three granite sections listing all recipients of UHCL’s Distinguished Alumni Award.

Arbor Building houses painting, ceramics, weaving and photography studios, as well as educational centers and teaching methods labs. It includes two wings, which house additional art classroom facilities (Arbor North Building) and psychology and education facilities (Arbor South Building).

Bayou Building houses the majority of classrooms, administrative and faculty offices, the library, alumni relations, bookstore, cafeteria, computing services and laboratories, copy services, mail room, university police and the theater. The Bayou Building includes two atria (Atrium I and Atrium II), Bayou Theater and Patio Café.

Central Services Building is headquarters for building maintenance, grounds and custodial services, scheduling and space planning, vehicle maintenance and the animal care facility.

Delta Building houses student computer laboratories and computing faculty offices.

Liberty Park is located to the north of the Student Services and Classroom Building and is defined by a tree- and bench-lined pond, white gazebo and flag poles. The park serves as a reminder of the importance of having a place for individuals, families and groups to gather and reflect on the liberties of our society and the sacrifices of all who made those liberties possible.

The Nature Trail is located east of Bayou Drive across from Parking Lot C and includes two different trails: approximately 1/3 mile long and 1/2 mile long.

North Office Annex I and II are located at the far corner of Parking Lot D, and across Bayou Drive from the Central Services Building. NOA I and surrounding areas include a rainfall garden and house the Environmental Institute of Houston. NOA II houses academic records, travel, general accounting, procurement and payables, and finance.

Pat and Wendell Wilson Park is located near the Horsepen Bayou bridge. Through a special legacy gift from the Wilsons and a vision to protect the university’s natural setting, the park includes a native garden inspired by Wendell Wilson as well as a pond officially named Potter Pond to honor Pat Wilson.

Student Services and Classroom Building accommodates five categories of functions including academic; enrollment; health, wellness and academic support; programming and general space. The one-stop Student Assistance Center provides enrollment, registration, fee payment, financial aid and scholarship services.

University Forest Apartments is a privately owned and managed apartment complex built in 1995 on the campus of the university. This 136-unit student housing facility is a two-story complex that includes a central courtyard with clubhouse, laundry facility, swimming pool, jacuzzi, sand volleyball court, barbecue grills and picnic and lounge areas.

The Wetlands Area is located west of Bayou Drive and is adjacent to Horsepen Bayou. The boardwalk across the wetlands habitat includes signs illustrating the birds and wildlife that live in the area, and the path ends at a covered gazebo.
Guidelines for UHCL Fonts

Logo Font
Garamond Book Condensed is the font used in the university logo and signature line.

University Fonts:

- Garamond Book Condensed
- Garamond Book Condensed Italic
- Garamond Bold Condensed
- Garamond Bold Condensed Italic
- Oswald Extra Light
- Oswald Extra Light Italic
- Oswald Regular
- Oswald Regular Italic
- Oswald Medium
- Oswald Demibold
- Oswald Bold

Requesting University Fonts

University Computing and Telecommunications will only install these licensed fonts on full-time faculty or staff desktop computers. University fonts will not be installed on personal computers.

To request the above fonts, email brandguide@uhcl.edu. Upon approval, individuals or departments needing assistance with university fonts installed on office computers should contact at supportcenter@uhcl.edu or 281-283-2828.
University Color Guide

University Colors

- **PMS 307**
  - CMYK: 100, 16, 0, 27
  - HEX: #0078AE
  - RGB: 0, 120, 173

- **PMS 354**
  - CMYK: 80, 0, 90, 0
  - HEX: #00B259
  - RGB: 0, 177, 89

- **PMS 2925**
  - CMYK: 85, 24, 0, 0
  - HEX: #0096D6
  - RGB: 0, 150, 214

- **PMS 1585**
  - CMYK: 0, 56, 90, 0
  - HEX: #F68933
  - RGB: 246, 137, 50

College Accent Colors

- **College of Business**
  - **PMS 2925**
    - CMYK: 85, 24, 0, 0
    - HEX: #0096D6
    - RGB: 0, 150, 214

- **College of Education**
  - **PMS 1585**
    - CMYK: 0, 56, 90, 0
    - HEX: #F68933
    - RGB: 246, 137, 50

- **College of Science and Engineering**
  - **PMS 368**
    - CMYK: 57, 0, 100, 0
    - HEX: #69BE28
    - RGB: 122, 193, 66

- **College of Human Sciences and Humanities**
  - **PMS 2623**
    - CMYK: 59, 100, 0, 32
    - HEX: #61116A
    - RGB: 96, 16, 106

University Accent Colors

- **PMS 130**
  - CMYK: 0, 30, 100, 0
  - HEX: #FDB913
  - RGB: 253, 184, 19

- **PMS Cool Gray 10**
  - CMYK: 40, 30, 20, 66
  - HEX: #63666A
  - RGB: 99, 102, 106

- **PMS 382**
  - CMYK: 29, 0, 100, 0
  - HEX: #C1D82F
  - RGB: 193, 215, 46

- **PMS 3135**
  - CMYK: 100, 0, 16, 9
  - HEX: #009FC2
  - RGB: 0, 158, 194
University Seal

According to historical accounts, the seal is the coat of arms of General Sam Houston. It was initially adopted for use by UH in 1938 during construction of the new campus. Today, each of the four universities comprising UH System has an official seal with the institution’s name encircling the coat of arms.

The university seal is an official academic symbol and is not to be used interchangeably with the UHCL logo or signature line. It is reserved for academic use only by the Office of the President and the Office of the Provost. Other uses must be approved by the Executive Director of Communications.

No graphic element may be placed next to the seal. On most print pieces, a distance of at least a half-inch gives the appropriate amount of separation between the seal and all other text and images on the piece. The amount of space needed between the seal and other elements may vary according to the size of the piece and elements contained in it. The seal should be no less than one inch in diameter to ensure legibility. If you have questions regarding the proper use of the seal, please contact University Communications, 281-283-2015 or brandguide@uhcl.edu.
Guidelines for
UHCL Logo and Signature Line

The University of Houston-Clear Lake and University of Houston-Clear Lake Pearland Campus logo guidelines were established to ensure a consistent and accurate graphic identity for each university campus. The logo and signature line are registered with the U.S. Patent and Trademark Office, and usage should comply with the specifications noted in this guide.

UHCL Logo and Signature Line
It is critical in maintaining a consistent graphic identity for UHCL that the integrity of the logo and signature line be preserved. Do not separate, distort or reconfigure any element of the logo or signature line. The logo, shown below, is defined as the complete unit made up of the logomark (the square element) and the logotype (the university’s name) and is not to be altered. Not pictured: all-white version of the logos.

The signature line, shown below, is also a complete unit composed of the logomark and logotype, and is not to be altered.

UHCL Logo Specifications
The UHCL stacked logo should not be used with a width smaller than .5 inches. The height of the signature line logo should not be less than .25 inches. These specifications are dependent on the medium on which the logo will be printed. For large-scale projects, such as banners, or small scale items such as pens, contact University Communications to obtain image files sized to ensure legibility.
**UHCL Logo Placement**

There should always remain a minimum distance around the entire logo. The size of the logomark (square element) should be measured to create the distance needed on all sides around the logo in its entirety. For example, if the logomark is 1 inch by 1 inch, then the space given on all sides of the logo should be 1 inch. The UHCL logo should always be placed on a readable background to ensure legibility. For example, do not place the logo directly on top of a color photo or a background color that makes the logo unreadable.

**Color Options for the UHCL Logo and Signature Line**

The UHCL logo and signature line may be reproduced in the following colors, depending on the use and the lifespan of the materials being printed. The three-color combination reflects the official colors of the university logo and signature line, and you are encouraged to use this version when possible. (Note: When printing on a paper or background color other than white, the curved band in the logomark should be printed in white ink.)

- **One-Color:** Screened, Solid White or Solid Black
- **Two-Color:** PMS 354 Green and PMS 307 Blue logomark with PMS 307 Blue logotype
- **Three-Color:** PMS 354 Green and PMS 307 Blue logomark with Black logotype
- **Four-Color:** Process colors matched to the three-color PMS version (The curved band in the logomark should be white.)

Color options for printed materials will generally fall within the following guidelines; however, since the process of developing graphic standards is an ongoing university project, it is important that you work closely with Printing Services and/or University Communications on a case-by-case basis as you make decisions regarding colors of the logo and signature line.

University stationery (letterhead, envelopes and business cards) may be printed with either the stacked or signature versions of the logo.

Long-term university brochures and publications targeted to external audiences may be printed with one-color screened, threecolor, or four-color process versions of the logo and/or signature line.

Short-term posters, fliers, and invitations specific to a one-time event or activity and targeted to internal and/or external audiences may be printed with the one-color screened, two-color, three-color, or four-color process versions of the logo and/or signature line. The one-color solid version may be used on fliers and other materials reproduced on a copier.

Novelty/promotional items (i.e., pens, cups, mousepads) may use one color in the following order of preference: Black, PMS 307 Blue, PMS 354 Green, White.

**History of UHCL Logo**

The UHCL logo was created in 1994 to portray the institution’s identity in graphic form. The design criteria, established through a series of focus groups, described a logo that reflected the university’s culture, which is professional yet personal, as well as progressive in nature, yet grounded in the traditions of education; incorporated the university’s physical environmental surroundings; and emphasized a service area beyond the immediate boundaries of Clear Lake and the upper Gulf Coast of Texas.

Key elements of UHCL’s final logo design include three components: a square-shaped mark that captures in abstract form Texas’s upper Gulf Coast and the dual aspects of the university’s culture; green and blue colors that symbolize natural environmental elements; and the university name in typeset in Garamond Book Condensed, a contemporary version of a traditional font.

**To Request Logo Files**

Email brandguide@uhcl.edu
Guidelines for
UHCL Logo and Signature Line

Logo usage guidelines for University of Houston-Clear Lake Pearland Campus were established to ensure a consistent and accurate graphic identity for the university campus. The logo and signature line are registered with the U.S. Patent and Trademark Office, and usage should comply with the specifications noted on this page.

UHCL Pearland Campus Logo and Signature Line
The University of Houston-Clear Lake Pearland Campus logo should only be used on materials developed for the satellite campus. It is critical in maintaining a consistent graphic identity for UHCL Pearland Campus that the integrity of the logo and signature line be preserved. Do not separate, distort or reconfigure any element of the logo or signature line.

The logo, shown below, is defined as the complete unit made up of the logomark (the square element) and the logotype (University of Houston-Clear Lake name), a .5 rule (line), and the satellite campus signifier. This structure is not to be altered.

UHCL Pearland Campus Logo Specifications
The UHCL Pearland Campus vertical logo should not be used with a width smaller than .5 inches. The height of the signature line logo should not be less than .25 inches. These specifications are dependent on the medium on which the logo will be printed. For large-scale projects, such as banners, or small-scale items such as pens, contact University Communications to obtain image files sized to ensure legibility.

The signature line, shown below, is also a complete unit composed of the logomark, logotype, rule, and satellite campus signifier and is not to be altered.

UHCL Pearland Campus Logo Specifications
The UHCL Pearland Campus vertical logo should not be used with a width smaller than .5 inches. The height of the signature line logo should not be less than .25 inches. These specifications are dependent on the medium on which the logo will be printed. For large-scale projects, such as banners, or small-scale items such as pens, contact University Communications to obtain image files sized to ensure legibility.
UHCL Pearland Campus Logo Placement
There should always remain a minimum distance around the entire logo. The size of the logo mark (square block) should be measured to create the distance needed on all sides around the logo in its entirety. For example, if the logomark is 1 inch by 1 inch, then the space given on all sides of the logo should be 1 inch. The UHCL Pearland Campus logo should always be placed on a readable background to ensure legibility. For example, do not place the logo directly on top of a color photo or a background color that makes the logo unreadable.

Color Options for the UHCL Pearland Campus Logo
The UHCL Pearland Campus logo and signature line may be reproduced in the following colors, depending on the use and the lifespan of the materials being printed. The three-color combination reflects the official colors of the UHCL Pearland Campus logo and signature line, and you are encouraged to use this version when possible. (Note: When printing on a paper or background color other than white, the curved band in the logomark should be printed in white ink.).

- One-Color: Screened or Solid Black
- Two-Color: PMS 354 Green and PMS 307 Blue logomark with PMS 307 Blue logotype
- Three-Color: PMS 354 Green and PMS 307 Blue logomark with Black logotype
- Four-Color: Process colors matched to the three-color PMS version (The curved band in the logomark should be white.)

Color options for printed materials will generally fall within the following guidelines; however, since the process of developing graphic standards is an ongoing university project, it is important that you work closely with Printing Services and/or University Communications on a case-by-case basis as you make decisions regarding colors of the logo and signature line.

UHCL Pearland Campus stationery (letterhead, envelopes and business cards) may be printed with the signature version of the UHCL Pearland Campus logo.

Long-term UHCL Pearland Campus brochures and publications targeted to external audiences may be printed with one-color screened, three-color, or four-color process versions of the UHCL Pearland Campus logo and/or signature line.

Short-term posters, fliers, and invitations specific to a one-time event or activity and targeted to internal and/or external audiences may be printed with the one-color screened, two-color, three-color, or four-color process versions of the logo and/or signature line. The one-color solid version may be used on fliers and other materials reproduced on a copier.

Novelty/promotional items (i.e., pens, cups, mousepads) may use one color in the following order of preference: Black, PMS 307 Blue, PMS 354 Green, White.

To Request Logo Files
Email brandguide@uhcl.edu
Guidelines for Logos and Signature Lines with Tagline

To provide a consistent method for including the UHCL or UHCL Pearland Campus logo and the university’s “The choice is clear.” tagline, art files have been created that combine the logos and tagline into a single unit. The best option is to have the tagline separate from the logo so each is displayed with prominence, but we understand that is not always a viable option.

Typical uses for these art files include:
- When there is not sufficient room for the tagline to appear as a separate element;
- On promotional items;
- On sponsorship materials.

These art files are not commonly used and must be requested from University Communications.

To Request Logo Files
Email brandguide@uhcl.edu

Guidelines for College Logo Lockups

Graphic identifiers, known as “logo lockups,” have been developed for colleges to consistently leverage UHCL’s official logo while communicating individual identity and areas of focus. The logo lockups have two parts: the UHCL stacked or signature line logo, and a wordmark of the college name.

Usage Guidelines

Print: Approved logo lockups may be used on informational and marketing materials including promotional items. A spirit lockup using the university mascot logo and the college name is also available for use on promotional items only. Stationery, which includes printed letterhead, envelopes, business cards and other official university communications, should always use the university's primary logos.

Digital: Web pages should always use the university’s primary logos. Email marketing on behalf of the colleges, departments and offices on campus may use approved logo lockups in place of the university's primary logos.

To Request Logo Files
Email brandguide@uhcl.edu
Examples of Incorrect University Logos

- Compressing or stretching the logo so that the size and/or shape of the graphic is distorted from the original size

- Changing typography face

- Changing the block's size and orientation to the university's name

- Changing the wording

- Changing any or all of the logo's colors

- Using the block on its own.

- Reversing or manipulating in any way the logo's graphic

- Placing the logo at an titled angle.
Guidelines for
UHCL Hawk Mascot Logos

UHCL Hawk Logos
UHCL Hawk logos may be used by students, faculty or staff on university materials. Variations of approved UHCL Hawk logos will be available for download on the UHCL logo website.

The mascot logos with typography, shown below, are the preferred versions of the UHCL Hawk logo. The two versions of the UHCL Hawk logos are the Flying Hawk and the Hawk Head. There is no preference in which logo below is used. The UHCL Hawk logo is a spirit mark, not a replacement for the established UHCL block-and-name logo. It should be secondary to the university logo in materials developed for external audiences.

Colors for the UHCL Hawk logos:
- PMS 307 (blue), PMS 354 (green) and PMS 130 (gold)
- RGB = 0-125-180 (blue), 0-176-90 (green) and 253-185-19 (gold)
- CMYK = 100-16-0-27 (blue), 80-0-90-0 (green) and 0-30-100-0 (gold)

Using the UHCL Hawk Logo
The UHCL Hawk logo should always be used without any modification to its color, ratio or cropping. This will allow the mascot to most effectively become a signature image of the university. Examples of this are included later in these guidelines.

The UHCL Hawk logo with typography is the preferred logo, though the UHCL Hawk logo without typography can be used following the criteria below:

For Internal Audiences: The UHCL Hawk logo with typography can be used on internal publications without including an additional reference to the university’s name or the UHCL signature line logo. The UHCL Hawk logo without typography can be used on publications for internal audiences, but the publication must also include the university’s name or signature line logo. These guidelines apply to printed publications and promotional items such as cups, pens or give-away items.

For External Audiences: The UHCL Hawk logo with typography can be used on external publications but the publication must also
include the university’s name. The UHCL Hawk logo without typography can be used on external publications only when those publications include the UHCL stacked logo or the UHCL signature line logo. These guidelines apply to printed publications and promotional items.

All publications, regardless of audience, should be sent to University Communications for review at least three business days before the finalized file is needed.

Additional Variations of the UHCL Hawk Logo
The 4-color version of the UHCL Hawk is the preferred version, but there are other acceptable options, with and without typography. The graphics below are shown without the typography. In addition to the versions below, there is an all-white version.

![UHCL Hawk Logo Variations](image)

**Typography**
The UHCL Hawk logos with typography file include the UHCL acronym in the file. The letters should never be separated, placed in a different font, re-colored or manipulated in any other way. The UHCL acronym is also the only typography permitted to appear as part of the UHCL Hawk logo. The typography should never be moved above the hawk art or to the sides.

**Logo Placement Guidelines**
The UHCL Hawk logo, regardless of which version is being used, should never be cropped, stretched or tilted at an angle. There should be a clear space around the logo, with the minimum clear space equal to the height of the word “HAWKS.” An even larger clear area is recommended when possible. No words, photos or graphic elements should overlap into this area of empty space or be incorporated into the logo. The facing direction of the logo should never be reversed. The colors of the logo files should not be altered.

When placing the UHCL Hawk logo on a colored background, light colors will work best because they provide the greatest amount of contrast; however, placement of the logo is not restricted to light-colored backgrounds. The logo should never appear on a patterned background, with the exception of UHCL marketing backgrounds. A colored stroke should never be placed around the logo, even if doing so would make the black areas stand out against a dark background. If the black areas of the logo do not stand out against the background color, select a lighter background color or use the all-white version.
History of the UHCL Hawk

The UHCL Hawk was chosen to represent the university after an extensive five-phase mascot search process that began in fall 2010. The final selected artwork, unveiled in 2012, reflects input from students, alumni, faculty, staff and the community.

The hawk serves as an excellent representation of the university, reflecting the natural beauty of our campus, the historical relationship to the UHCL Alumni Association’s hawk logo from the 1980s, and the characteristics desirable for our mascot, such as courageous, dynamic, spirited and adventurous.

Currently, the hawk does not have a name, but the university will be working to develop a moniker during the next year. Until that time, the mascot should only be referred to as the UHCL Hawk.

For Questions or to Request Logo Files
Email brandguide@uhcl.edu
Guidelines for the
Hunter the Hawk Character Art

Hunter the Hawk
The UHCL Mascot, Hunter the Hawk, embodies strong UHCL characteristics such as courage, spirit, intelligence and a desire for adventure.

Name Usage
When referring to the UHCL Mascot by name, use Hunter the Hawk or Hunter. The name should not include any additional words or titles and should always be capitalized as referenced.

Restricted Use
The Hunter the Hawk Character Art is reserved for use as a spirit mark to promote and/or publicize events and programs related to the Costumed Mascot Character’s appearances, performances or activities. Student Life manages the Mascot Character Program and works with University Communications regarding the appropriate use of the Hunter the Hawk Character Art. Variations of approved Character Art may be requested as needed from University Communications.

The versions of the art are below. There is a full-color version and a black and white line art version of the full body and the circled head.
There is no preference in which version is used. The art is not a replacement logo for the established UHCL block-and-name logo or the UHCL Mascot Art.

Colors for the Character Art:
- PMS 307 (blue), PMS 354 (green) and PMS 130 (gold)
- RGB = 0-125-180 (blue), 0-176-90 (green) and 253-185-19 (gold)
- CMYK = 100-16-0-27 (blue), 80-0-90-0 (green) and 0-30-100-0 (gold)

**Using the Hunter the Hawk Character Art**
The Hunter the Hawk Character Art should always be used without any modification to its color, ratio or cropping. This will allow the Character Art to most effectively become a signature image of the university. The Hunter the Hawk Character Art is an official logo of UHCL and can only be used in adherence with the following guidelines and with pre-print or pre-order approval from University Communications.

**For Internal Audiences:** The art can be used on internal publications without including an additional reference to the university's name or any additional university logos. These guidelines apply to printed publications, banners and promotional items such as cups, pens or giveaway items. The art is reserved for use as a spirit mark to promote and/or publicize events and programs related to the Costumed Mascot Character's appearances, performances or activities, which are managed by the Office of Student Life.

**For External Audiences:** The art can be used on materials for external audiences when accompanied by the UHCL acronym, one of the versions of the university block-and-name logo, or the full university name. The art is reserved for use as a spirit mark to promote and/or publicize events and programs related to the Costumed Mascot Character's appearances, performances or activities, which are managed by the Office of Student Life.

Examples of how not to use the Hunter the Hawk Character Art:
Hunter the Hawk Character Art Placement Guidelines

The art, regardless of which version is being used, should never be stretched, tilted at an angle, or cropped off in a manner not approved by University Communications. No words, photos or graphic elements should overlap the Character Art or be incorporated in a manner that changes the appearance of the art. The facing direction of the logo should never be reversed. The colors of the logo files should not be altered.
Section Contents:
University Resources

University Photography ..... 25
UHCL Image Gallery ..... 25
Photo Release for Individuals ..... 26
Photo Release for Groups ..... 27
Quick Guide to Taking Photos ..... 28
University Video ..... 29
University Stationery ..... 30
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University Photography

The university does not offer professional photography services.

University Photo Policies
UH-Clear Lake’s photo release form accommodates an array of needs that extend beyond photography and includes incorporate specific words, phrases or statements recommended and/or required by the UHS Office of the General Counsel.

The Authorization for Use of Image, Words, Artwork and Information form was formally approved in 2008 by the UHS Office of the General Counsel, replacing any existing forms to obtain permission for the university to use an individual’s image, words, artwork and information in marketing communication materials. Modifications to the form require approval by the UHS Office of the General Counsel, and should be coordinated through the UHCL Office of Communications.

Photographs taken on university property or of university events require a signed release form from students, faculty, staff or visitors who are visibly recognizable in the image. Photos of crowd scenes where no single person is the dominant feature are exempt from this requirement. These rules apply to photographs intended for use in university publications of a marketing or promotional nature, as well as university web pages, videos and other media. The rules do not apply for photos taken at public news events or for quotes used for news stories; however, photos or quotes originally obtained for news purposes require a release for reuse in marketing communication materials and activities.

Signed release forms should be stored with the original images or project files.
Authorization for Use of Image, Words, Artwork and Information

I, (printed name of individual or minor) ____________________________________________, do permit and authorize University of Houston-Clear Lake (“University”), a component of University of Houston System, and employees, agents and personnel who are acting on behalf of the University to use the following for purposes related to the educational mission of the system, including publicity, marketing and promotion of the University without compensation to me.

• My photograph or other likeness
• My voice or quotes/excerpts of my written or verbally expressed words
• My artwork or a photograph of my artwork
• My name or biographical information
• Other: ____________________________________________________

I understand the above may be subject to reasonable modification or editing and may be reproduced and distributed by means of various media, including but not limited to publications, video or digital presentations, television broadcasts/rebroadcasts or radio transmissions/retransmissions, news releases, mail outs, billboards or signs, brochures or Web sites. I waive any right to inspect or approve the finished product, or any material in which the University may eventually use my image, words, artwork and information or other items indicated above.

I understand that, although the University will endeavor to use the above in accordance with standards of good judgment, the University cannot warrant or guarantee that any further dissemination of the above will be subject to University supervision or control. Accordingly, I release the University from any and all liability related to dissemination of my image, words, artwork and information and other items indicated above. This consent and release shall be binding upon my heirs, successors, assigns and legal representations.

I have read this document and understand its contents.

_________________________________________  ___________________________  ___________________________
Signature  Age (if minor)  Date

_________________________________________  ___________________________  ___________________________
Printed or Typed Name  Telephone  E-Mail

_________________________________________  ___________________________  ___________________________
Address  City/State/ZIP

CONSENT OF PARENT/LEGAL GUARDIAN REQUIRED IF ABOVE INDIVIDUAL IS A MINOR
I am the parent and/or legal guardian of the above minor and hereby consent and agree to the foregoing terms and provisions on his or her behalf.

_________________________________________  ___________________________
Signature  Date

_________________________________________  ___________________________
Printed or Typed Name  Telephone  E-Mail
Authorization for Use of Image, Words, Artwork and Information

I, (printed name of individual or minor) do permit and authorize University of Houston-Clear Lake (“University”), a component of University of Houston System, and employees, agents and personnel who are acting on behalf of the University to use the following for purposes related to the educational mission of the system, including publicity, marketing and promotion of the University without compensation to me.

- My photograph or other likeness
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- My artwork or a photograph of my artwork
- My name or biographical information
- Other: ____________________________________________________

I understand the above may be subject to reasonable modification or editing and may be reproduced and distributed by means of various media, including but not limited to publications, video or digital presentations, television broadcasts/rebroadcasts or radio transmissions/retransmissions, news releases, mail outs, billboards or signs, brochures or Web sites. I waive any right to inspect or approve the finished product, or any material in which the University may eventually use my image, words, artwork and information or other items indicated above.

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A Quick Guide to
Taking Photos for Digital and Print Media

Tips for taking photos

• Frame the image properly. Use the “rule of thirds” when framing your photo. The rule envisions two horizontal and two vertical lines trisecting an image with four intersecting points. Place your main subject where the lines intersect rather than centered in the frame. Fill the entire photo with your subject for a more dramatic shot.

• When taking a group shot of people at a party, set the focus on their faces, but center the camera below the group’s necklines. That way, the heads appear in the upper third of the photo, and you’ve filled the photo with people rather than background of a room. Also, if it is a meeting or event, make sure to remove subjects’ nametags since they can distract from your overall image.

• When using a flash, don’t stand too far away from your subject. Normal flash range on a digital camera is usually 6-10 feet. Take a variety of shots both horizontal and vertical so that you have a good selection of images for online or print projects.

Web photo specifications

• Image formats used for the web include JPEG, GIF or PNG. JPEG is a compressed format for color photographs and supports millions of colors. This is the most common setting used on the web. GIFs support 256 colors and are the best setting for graphic elements, photos with large areas of flat color, some grayscale and black-and-white photography. PNG is a web-only format, similar to a JPEG, but supports image transparency. PNG should be used if the image has a white background and the white background matches the web page background.

• Resolution must be set to 72 pixels per inch, and the image file size should be set below 50k. The larger the file, the longer it takes to display on the screen.

• Standard image pixel dimensions for web images are: full screen 800 x 600, mid-size 400 x 300, thumbnail 200 x 150.

• Pictures should be saved in RGB color mode.

Print photo specifications

• Image formats used for the print publications include JPEG or TIFF. TIFF is the preferred format for print products such as brochures, magazines, newsletters, etc.

• Resolution must be set to a minimum of 300 dots per inch.

• Depending on the final print size, image pixel dimensions should be 400 x 600 pixels minimum for a 2” x 3” print, 800 x 600 pixels minimum for a 4” x 6” print, 1000 x 1400 pixels for a 5” x 7” print minimum and 1600 x 2000 pixels minimum for an 8” x 10” print.

• Pictures should be saved in CMYK color mode.
University Video

The university offers professional video services on an as-needed, as-available basis.

Requesting UHCL Video Services
UHCL faculty members or staff, their corresponding departments, divisions or colleges should contact University Computing and Telecommunications at supportcenter@uhcl.edu. Please provide your name, a brief project description, anticipated timeline and detailed contact information. Requesting party should plan for a minimum of two weeks between the initial request and the actual date of video shoot.

University video services are available only to UHCL faculty members or staff, their corresponding departments, divisions or colleges. These services are not available for students.

Videos used for external communications or messaging to key audiences, such as prospective, current and former students, need Brand Guide approval before filming begins.
University Stationery

For Orders
Individuals or departments wishing to have university stationery printed, who have not recently purchased the same stationery from the Copy Center, should contact the Copy Center at 281-283-2220 to discuss the kinds of stationery available and cost.

Stock Stationery Available
- Letterhead (UHCL Division, UHCL Department, UHCL School, UHCL Lab or Center)
- 4.25” x 5.5” Buck Slips
- 5” x 7” Buck Slips
- Notecards
- Business Cards
- UHCL Envelopes

Contacting the Copy Center
Bayou Building, B2403
281-283-2220

http://www.uhcl.edu/business-services/copy-center
Requesting Template Files

Contact Information
Bayou Building, Suite 2519
brandguide@uhcl.edu
281-283-2015

Templates Available*

- School letterhead shells for each of the four schools
- Generic university letterhead shells
- Tabloid-sized cover
- Four per page postcards for landscape letter-sized paper
- Two per page postcards for portrait letter-sized paper
- Letter-sized flyer
- Tabloid-sized poster
- PowerPoint presentations

*please note that this is an abbreviated list. If you need a template that is not listed here, contact University Communications.
Guidelines for
Phone and Email Branding

Phone Communications
To carry the name of the university to external audiences, UHCL employees have the option to use the phone scripts below.

Answer the phone:
Format: “Hello, this is [Name] in the [Department] at University of Houston-Clear Lake where the choice is clear.”
Example: “Hello, this is Jane Smith in the Office of Admissions at University of Houston-Clear Lake where the choice is clear.”

Record a phone message:
Format: “You have reached [Name, Title] at University of Houston-Clear Lake where the choice is clear. [Additional message, if needed.] Please leave a message at the tone.”
Example A: You have reached Jane Smith, recruiter at University of Houston-Clear Lake where the choice is clear. Please leave a message at the tone.”
Example B: You have reached Jane Smith, recruiter at University of Houston-Clear Lake where the choice is clear. I am currently out of the office and will be returning on Monday the 7th. Please leave a message after the tone.”

Email Signature Lines
To carry the name of the university to external audiences effectively and consistently, UHCL employees are strongly encouraged to use an appropriate email signature in one of the formats below. Please do not add quotations, slogans, graphic elements or background screens unless you are using key university messages or graphic elements. If you’re not certain, see contact information on the last page of this guide.

Font: Use Garamond Regular (with “The choice is clear.” in Garamond Bold), 10 point type, color black, as shown above. If Garamond is not available, use Times New Roman.

Email Signature templates are available for download at www.uhcl.edu/brandguide.

Examples of Email Signature Lines
Plain signature template
Name
Title, department or college
University of Houston-Clear Lake
Mailing Address, Department Mail Code | City, State ZIP
Phone(s) | Email Address
The choice is clear.

Plain signature example
Jane Smith
Recruiter, Office of Admissions
University of Houston-Clear Lake
2700 Bay Area Blvd., MC### | Houston, TX, 77058-1098
281-283-#### | name@uhcl.edu
The choice is clear.
Logo signature template

Name
Title, department or college
University of Houston-Clear Lake
Mailing Address, Department Mail Code | City, State ZIP
Phone(s) | Email Address

The choice is clear.

Examples

Jane Smith
Recruiter, Office of Admissions
University of Houston-Clear Lake
2700 Bay Area Blvd., MC### | Houston, TX, 77058-1098
281-283-##### | name@uhcl.edu

The choice is clear.

www.uhcl.edu
www.facebook.com/UHClearLake

Jane Smith
Recruiter, Office of Admissions
University of Houston-Clear Lake
2700 Bay Area Blvd., MC### | Houston, TX, 77058-1098
281-283-##### | name@uhcl.edu

The choice is clear.

www.uhcl.edu
www.facebook.com/UHClearLake

Jane Smith
Recruiter, Office of Admissions
University of Houston-Clear Lake
2700 Bay Area Blvd., MC### | Houston, TX, 77058-1098
281-283-##### | name@uhcl.edu

The choice is clear.

www.uhcl.edu
www.facebook.com/UHClearLake

Approved Campaign Message
Art or Logo Can Go Below
The Email Signature.
Brand Guide Contact Information

Contact Information
Bayou Building, Suite 2519
brandguide@uhcl.edu
281-283-2015

Contact University Communications for questions concerning UHCL branding, “The choice is clear.” marketing campaign, UHCL or UHCL Pearland Campus logos, UHCL mascot art, items needing Communications approval before production and any additional questions regarding digital or print materials.