UHCL
50th Anniversary
Logo

GUIDELINES

DESIGN BY:
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Full-Color Logo - all elements

Acronym Logo

50th Anniversary Logo

Anniversary Slogan

LAUNCHED IN 1974. STILL SOARING.
The actual type in the logo has been converted to outlines, so it can scale up or down smoothly. However, should a need arise to use one or both of the fonts from the design, those fonts are spelled out below.
These are the approved colors of the logo. Do not alter them or introduce new, un-approved colors.
Full-Color Logo - variations

Primary - all elements

For use in most instances where 50th logo must stand on its own

File names:
UHCL_50thLogoFinal.ai
UHCL_50thLogoFinal.eps
UHCL_50thLogoFinal.png
UHCL_50thLogoFinal.jpg

Primary - no logo/slogan

For use when university logo and/or the slogan appear separately on the same piece

File names:
UHCL_50thLogoFinal_50only.ai
UHCL_50thLogoFinal_50only.eps
UHCL_50thLogoFinal_50only.png
UHCL_50thLogoFinal_50only.jpg

Scale Up

Thicker “5” and “0” with larger Hawk. For use on signage. Can also be used when logo will appear on small items (lapel pins, etc.)

File names:
UHCL_50thLogoFinal_ScaleUp.ai
UHCL_50thLogoFinal_ScaleUp.eps
UHCL_50thLogoFinal_ScaleUp.png
UHCL_50thLogoFinal_ScaleUp.jpg

Extreme Scale Up

Thicker “5” and “0” with oversized Hawk. For use on billboards or situations where hawk is meant to be an extension above signage.

File names:
UHCL_50thLogoFinal_Extreme.ai
UHCL_50thLogoFinal_Extreme.eps
UHCL_50thLogoFinal_Extreme.png
UHCL_50thLogoFinal_Extreme.jpg
Logo variations - example usage

Primary - all elements

Scale Up

Extreme Scale Up

NOTE: The above designs are examples meant for representational purposes of logo usage. Actual designs may vary.
Black & White logos

**Grayscale**  
For use when color printing/usage is not an option.  

File names:  
UHCL_50thLogoFinal_BW.ai  
UHCL_50thLogoFinal_BW.eps  
UHCL_50thLogoFinal_BW.png  
UHCL_50thLogoFinal_BW.jpg

**Reversed**  
For use when the logo must appear over a dark background.

File names:  
UHCL_50thLogoFinal_BW.ai  
UHCL_50thLogoFinal_BW.eps  
UHCL_50thLogoFinal_BW.png  
UHCL_50thLogoFinal_BW.jpg
Proper & Improper Usage

Proper Logo Usage

In general, the 50th Anniversary logo works best on a white/light background.

For use on a photo, it’s best to use the reversed version over a dark area.

Improper Logo Usage

Do NOT use the logo over a solid color that is too intense or is too similar in value to the colors of the logo.

Do NOT use the logo over busy photos or busy patterns.
THANK YOU!

For additional assistance, please contact Josh Powers at: jpowers@nicelydonead.com