

HUSTON-TILLOTSON UNIVERSITY

Brand Guidelines

BRAND IDENTITY SYSTEM
JUNE 2026

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Academic Identity

HT Master Brand Logos and Marks

Our logos are powerful symbols of pride and serve as the most visible representation of our identity. Because they define who we are, it is essential that they are used consistently and presented uniformly across all materials.

The Huston-Tillotson University master brand includes two core elements:

HUSTON-TILLOTSON UNIVERSITY WORDMARK

The Huston-Tillotson University wordmark is the University's primary logo and signature brand element. It serves as the main identifier in most applications and should be used consistently to represent the institution. In select cases, it may be paired with the HT monogram when approved by the marketing department. For guidance on proper usage, please contact social@htu.edu

**HUSTON-TILLOTSON
UNIVERSITY**

THE HT ACADEMIC MONOGRAM

The HT Academic monogram is the University's most recognizable and impactful symbol. Displayed prominently across campus and proudly worn by students, athletes, alumni, and supporters, it serves as the University's primary academic mark. The HT monogram also functions as the University's secondary logo and is used in instances where the primary wordmark is not applied.

HT

Wordmark Usage

PRIMARY WORDMARK

The horizontal Huston-Tillotson University wordmark is the preferred and primary configuration. It should be used in all standard applications.

**HUSTON-TILLOTSON
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SECONDARY WORDMARK

The stacked Huston-Tillotson University wordmark is a secondary configuration intended for limited use. It should only be used in applications where the primary horizontal wordmark is not suitable. Approved uses may include select web and signage applications.

**HUSTON-
TILLOTSON
UNIVERSITY**

* Usage must be approved by the marketing department.
For guidance on proper usage, please contact social@htu.edu

Wordmark Usage

INCORRECT USAGE

The Huston-Tillotson University wordmark must be used consistently and in accordance with established brand standards.

To maintain the integrity of the mark, it must not be stretched or compressed in any way and should always be scaled proportionally.

It may not be reproduced in colors outside of the prescribed University color palette.



**HUSTON-TILLOTSON
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**HUSTON-TILLOTSON
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**HUSTON-TILLOTSON
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**HUSTON-TILLOTSON
UNIVERSITY**

Wordmark Usage

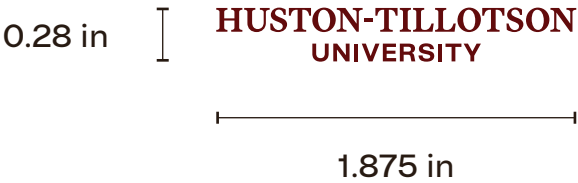
CLEAR SPACE

Clear space ensures that the Huston-Tillotson University wordmark has sufficient breathing room in relation to other graphic elements. Clear space is determined by using one-half the height of the “Huston-Tillotson” portion of the wordmark as the unit of measurement, allowing it to be applied consistently at any scale.



MINIMUM SIZE

To maintain the structural integrity and legibility of the visual mark, the following minimum sizes are recommended for both print and digital applications.



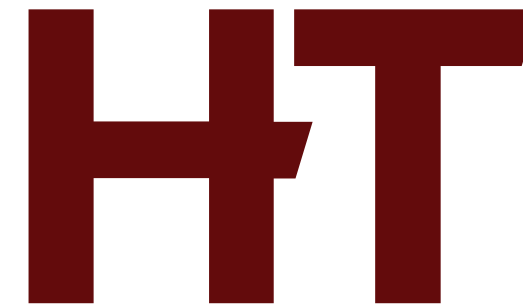
HT Monograms

The HT monogram system is a foundational element of the University's visual identity, providing a cohesive set of marks for academic, athletic, and merchandise applications. Each monogram variation is designed for a specific purpose, ensuring consistency, recognition, and flexibility across all University communications and branded materials.

The Huston-Tillotson University monograms includes two core elements:

HT ACADEMIC MONOGRAM

The HT Academic monogram is the University's most recognizable and impactful symbol. Displayed prominently across campus and proudly worn by students, athletes, alumni, and supporters, it serves as the University's official academic monogram. The HT monogram also functions as the University's secondary logo and is used in instances where the primary wordmark is not applied.



HT ATHLETIC MONOGRAMS

There are two secondary HT Athletic monogram variations: a double-outline version and a single-outline version. These secondary HT monograms are used exclusively for athletics and merchandise applications and are intended for approved sports branding and promotional use. For guidance on proper usage, please contact social@htu.edu



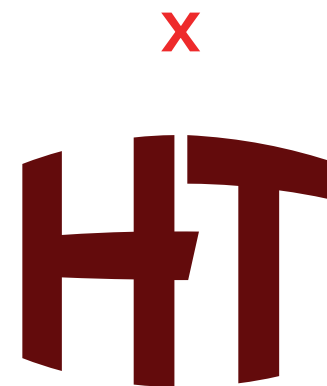
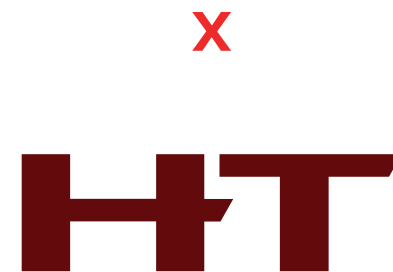
Academic Monogram Usage

INCORRECT USAGE

The Huston-Tillotson University academic monogram must be used consistently and in accordance with established brand standards.

To maintain the integrity of the monogram, it must not be stretched or compressed in any way and should always be scaled proportionally.

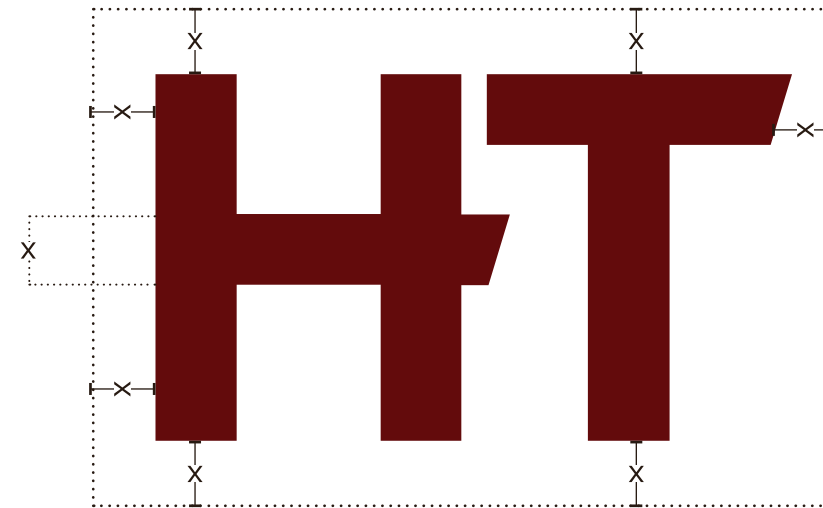
It may not be reproduced in colors outside of the prescribed University color palette.



Academic Monogram Usage

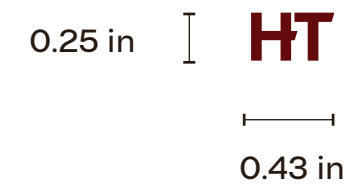
CLEAR SPACE

Clear space ensures that the HT academic monogram has sufficient breathing room in relation to other graphic elements. Clear space is determined by using the height of the center bar of the “H” as the unit of measurement, allowing it to be applied consistently at any scale.



MINIMUM SIZE

To maintain the structural integrity and legibility of the monogram, the following minimum sizes are recommended for both print and digital applications.



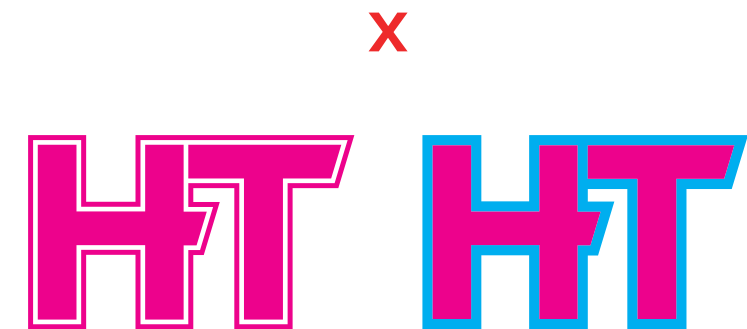
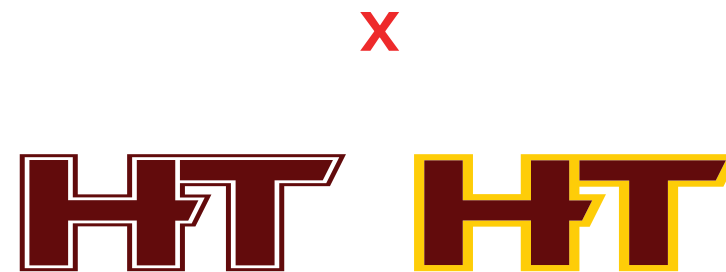
Athletic Monograms Usage

INCORRECT USAGE

The Huston-Tillotson University athletic monogram(s) must be used consistently and in accordance with established brand standards.

To maintain the integrity of the monogram(s), they must not be stretched or compressed in any way and should always be scaled proportionally.

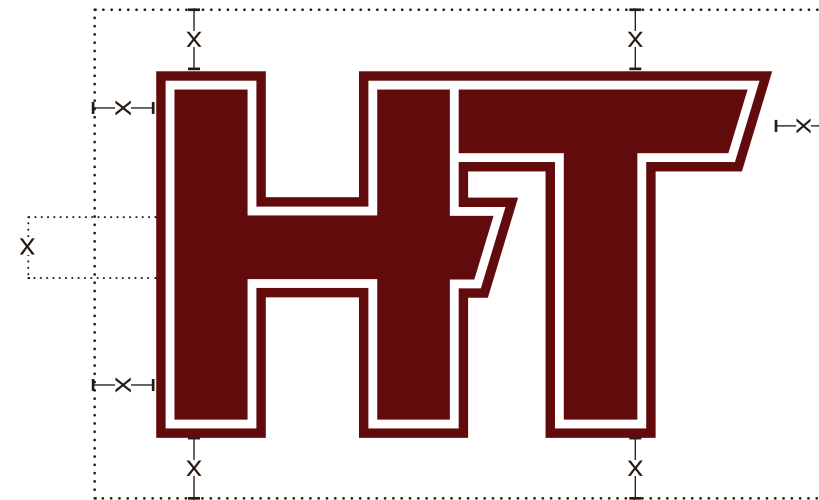
It may not be reproduced in colors outside of the prescribed University color palette.



Athletic Monogram Usage

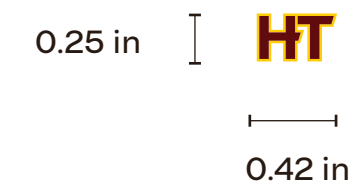
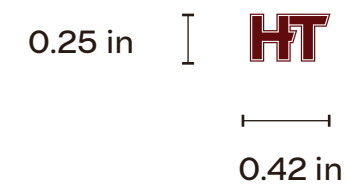
CLEAR SPACE

Clear space ensures that the HT athletic monogram(s) have sufficient breathing room in relation to other graphic elements. Clear space is determined by using the height of the center bar of the interior “H” as the unit of measurement, allowing it to be applied consistently at any scale.



MINIMUM SIZE

To maintain the structural integrity and legibility of the monogram(s), the following minimum sizes are recommended for both print and digital applications.



Huston-Tillotson Color Story

PRIMARY COLOR PALETTE

The primary color palette reflects the bold identity of Huston-Tillotson University. HT Maroon and Gold are the University’s official colors and must be incorporated into all designs whenever possible.

SECONDARY COLOR PALETTE

The secondary palette builds on HT’s original colors, once known as “Crimson and Cream,” and has evolved to include vibrant reds, balanced neutral golds and tans. Grounded browns reflect the University’s heritage, while shades of green represent the campus environment, academic life, and continued growth. These colors may be used as accents or in support of the primary palette.

HT Maroon

#660100
R:102 G:1 B:0
C:34 M:98 Y:97 K:52

HT Gold

#FFCC00
R:255 G:204 B:0
C:1 M:19 Y:100 K:0

Ember

#F7E3B8
R:247 G:227 B:184
C:3 M:9 Y:31 K:0

Crimson

#FA2626
R:250 G:38 B:38
C:0 M:96 Y:93 K:0

Bloom

#FAA88A
R:250 G:168 B:138
C:0 M:41 Y:43 K:0

Eco Green

#00373E
R:0 G:55 B:62
C:93 M:61 Y:58 K:52

Fresh

#C7EDBF
R:199 G:237 B:191
C:22 M:0 Y:32 K:0

Terra

#291C14
R:41 G:28 B:20
C:60 M:68 Y:73 K:77

Sand

#FFFAEB
R:255 G:250 B:235
C:0 M:2 Y:8 K:0

Huston-Tillotson Color Story

EXTENDED COLOR PALETTE

An extended color palette further supports the brand by incorporating additional variations of these core hues. This expanded range allows for greater creative expression while maintaining consistency, and offers subtle opportunities to reference the University's history through nuanced tones and color relationships.

#FFFAEB	R:255 G:250 B:235	C:0 M:2 Y:8 K:0	Sand
#F7E3B8	R:247 G:227 B:184	C:3 M:9 Y:31 K:0	Ember
#FFCC00	R:255 G:204 B:0	C:1 M:19 Y:100 K:0	HT Gold
#F2B00D	R:199 G:237 B:191	C:4 M:33 Y:100 K:0	Lumen
#D68A2B	R:199 G:237 B:191	C:15 M:51 Y:99 K:2	Honey
#C2700A	R:199 G:237 B:191	C:20 M:62 Y:100 K:6	Bronze
#FAA88A	R:250 G:168 B:138	C:0 M:41 Y:43 K:0	Bloom
#FA2626	R:250 G:38 B:38	C:0 M:96 Y:93 K:0	Crimson
#BA2E2E	R:199 G:237 B:191	C:19 M:95 Y:92 K:9	Cinder
#8F0000	R:199 G:237 B:191	C:26 M:100 Y:100 K:30	Brick
#660100	R:102 G:1 B:0	C:34 M:98 Y:97 K:52	HT Maroon
#3B0000	R:199 G:237 B:191	C:51 M:81 Y:73 K:75	Mahogany
#291C14	R:41 G:28 B:20	C:60 M:68 Y:73 K:77	Terra
#61422E	R:199 G:237 B:191	C:45 M:65 Y:77 K:45	Sable
#C09780	R:199 G:237 B:191	C:25 M:41 Y:49 K:1	Taupe
#00373E	R:0 G:55 B:62	C:93 M:61 Y:58 K:52	Eco Green
#36968A	R:199 G:237 B:191	C:77 M:22 Y:51 K:2	Grove
#94CCAB	R:199 G:237 B:191	C:43 M:2 Y:40 K:0	Sage
#C7EDBF	R:199 G:237 B:191	C:22 M:0 Y:32 K:0	Fresh

Primary Color Usage - Wordmark

HUSTON-TILLOTSON
UNIVERSITY

HUSTON-TILLOTSON
UNIVERSITY

HUSTON-TILLOTSON
UNIVERSITY

Primary Color Usage - Academic Monogram

HT

HT

HT

Primary Color Usage - Athletic Monograms



Typography

The Huston-Tillotson University typefaces are a visual extension of the brand. Martina Plantijn and Cards serve as the two primary fonts, providing a strong, refined, and academic character that reflects the University and strengthens brand consistency across all communications.

Both typefaces offer robust weight families that should be used to create hierarchy, emphasis, and clarity in messaging and information design.

HEADLINE

Martina Plantijn is the headline typeface in Huston-Tillotson University’s brand and should be used for large typographic moments. It may also be used for body copy when appropriate.

Martina Plantijn

Black *Italic*

Bold *Italic*

Medium *Italic*

Regular *Italic*

Light *Italic*

SECONDARY

Cards is a versatile typeface used for headlines, subheads, pull quotes, title pages, and body copy, as well as applications where immediate legibility is required, such as billboards. It also serves as the primary font for the HT Rams department.

Cards

Normal Black *Italic*

Extended Black *Italic*

Normal Bold Italic

Extended Bold *Italic*

Normal Semibold Italic

Extended Semibold *Italic*

Normal Medium Italic

Extended Medium *Italic*

Normal Regular Italic

Extended Regular *Italic*

Normal Book Italic

Extended Book *Italic*

Normal Light *Italic*

Extended Light *Italic*

Normal Thin *Italic*

Extended Thin *Italic*

The Presidential Seal

The HT Presidential Seal is a formal mark reserved exclusively for the Office of the President. Its use is strictly limited and may only be applied with approval from the Office of The President.

For guidance on proper usage, please contact officeofthepresident@htu.edu



Presidential Seal Usage

INCORRECT USAGE

The HT Presidential Seal must be used consistently and in accordance with established brand standards.

To maintain the integrity of the seal, it must not be stretched or compressed in any way and should always be scaled proportionally.

It may not be reproduced in colors outside of the prescribed University color palette.

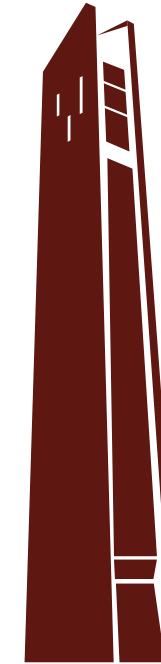


Supporting Graphics

HT supporting graphics are designed to anchor the brand in Huston-Tillotson University's storied history while expressing a forward-looking vision. These visual elements draw from the University's legacy, symbols, and traditions to create a rich, layered tapestry that reinforces identity across all applications. At the same time, they introduce a dynamic visual language that reflects growth, progress, and the evolving future of HT.

THE BELL TOWER

The iconic bell tower is a defining landmark of the Huston-Tillotson University campus and one of its most recognizable visual symbols. It serves as a lasting reminder of the University's history while anchoring the campus identity.



THE MOSAIC

The HT mosaic pattern is a distinctive supporting graphic inspired by Huston-Tillotson University's identity, history, spirituality, and creative spirit. Built from repeating forms, it reflects the interconnectedness of the University community.



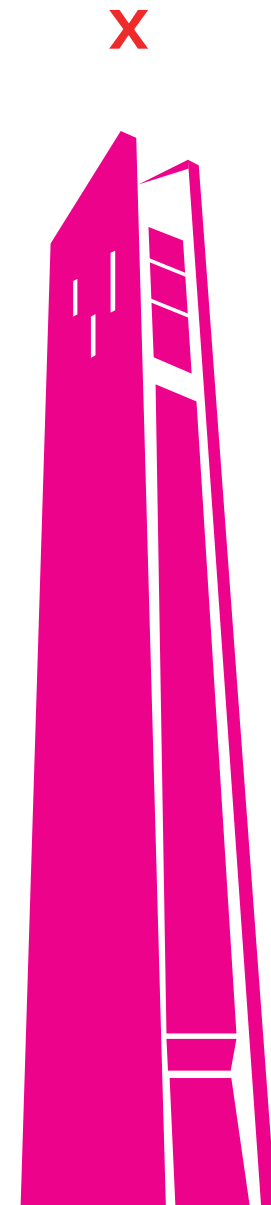
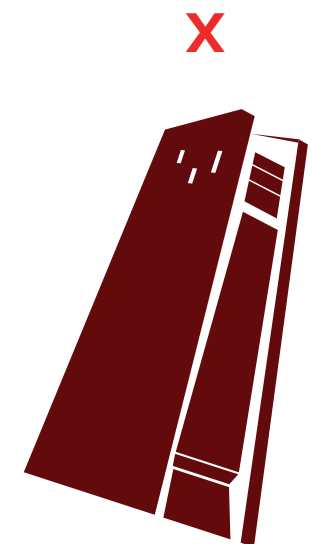
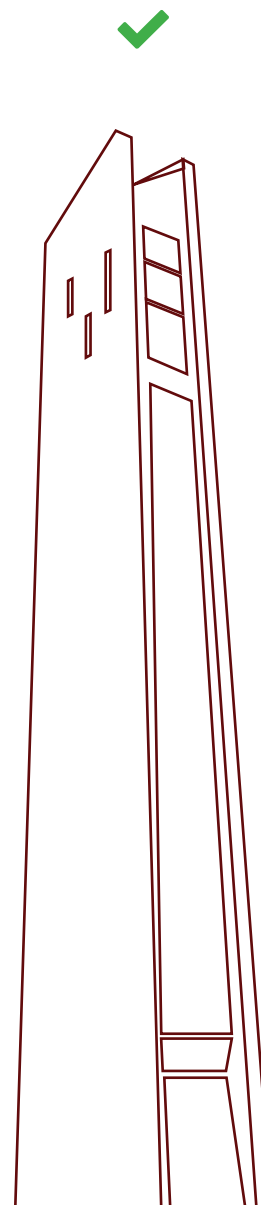
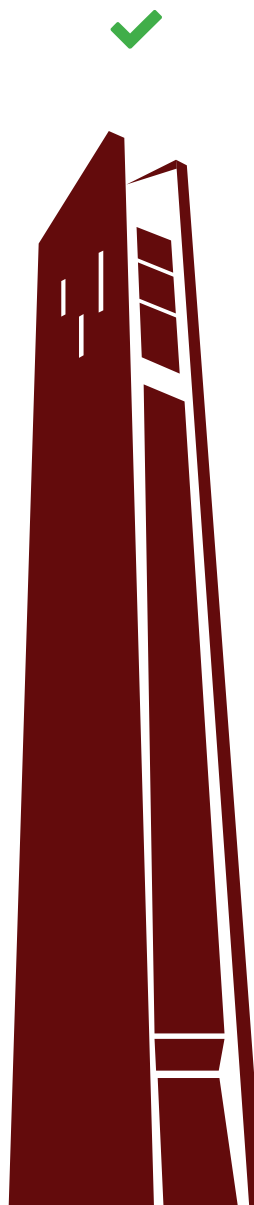
The Bell Tower Usage

CORRECT USAGE

The Bell Tower graphic may be used in either a full solid-color version or an outline version. It may also be reproduced using colors from the University's extended color palette when appropriate for approved brand applications.

INCORRECT USAGE

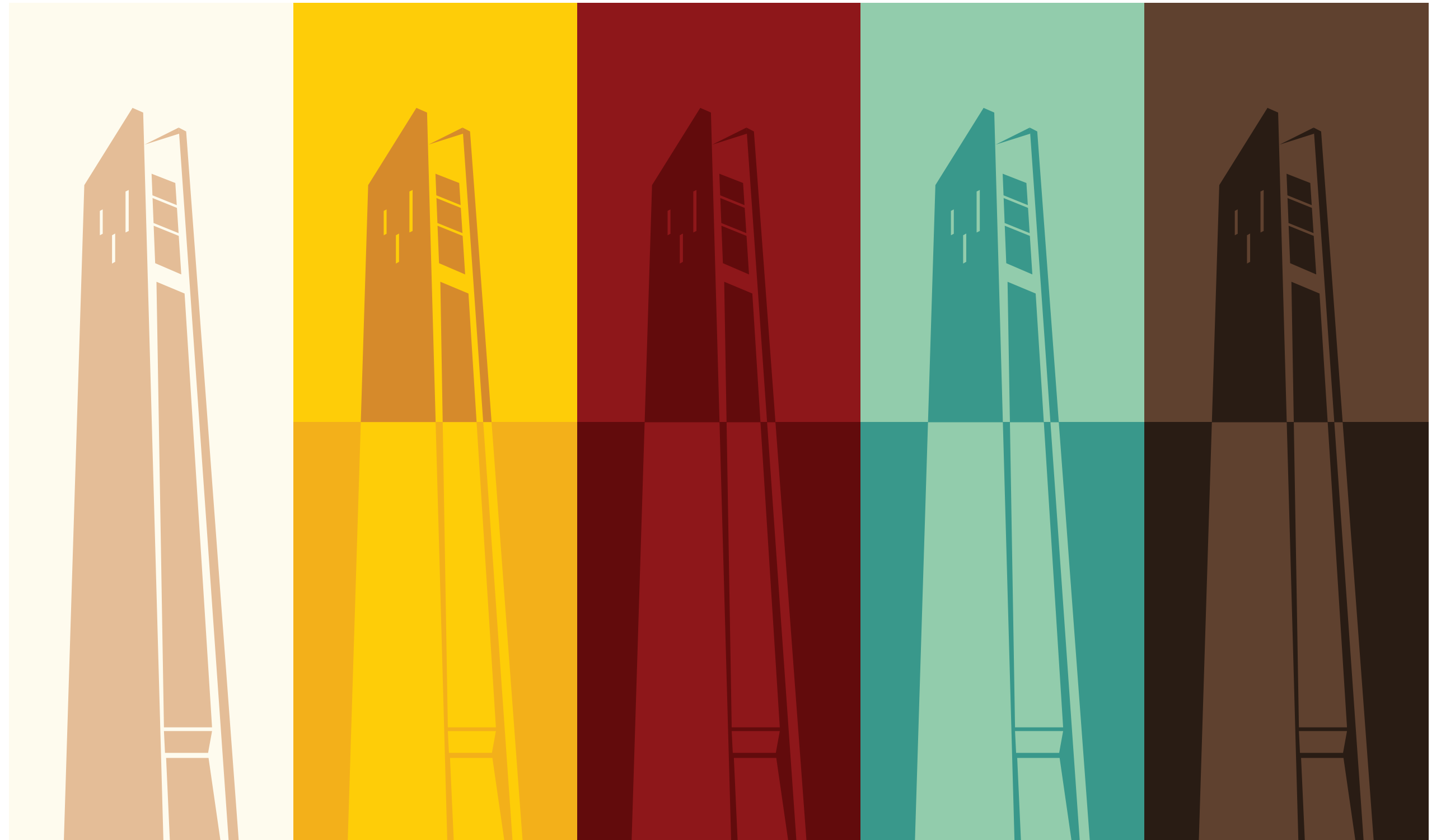
The Bell Tower graphic must always be used consistently and in accordance with established brand standards. To preserve the integrity of the mark, it may not be stretched, compressed, distorted, or altered in proportion. The graphic must not be reproduced in colors outside of the approved University color palette.



The Bell Tower Color Usage

COLOR USAGE

The Bell Tower graphic may be reproduced in single-color variations and may also be displayed in tone-on-tone applications using the University's extended color palette. To reflect the diversity and vibrancy of the student experience, the graphic is encouraged to appear in a variety of approved color combinations.



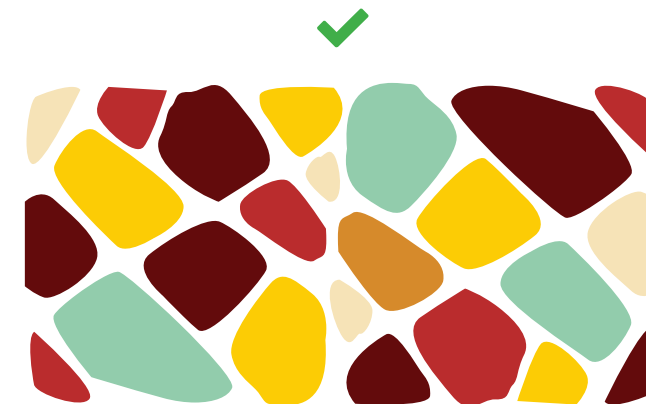
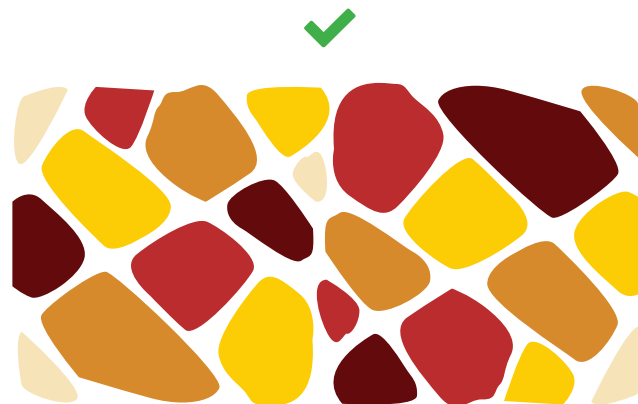
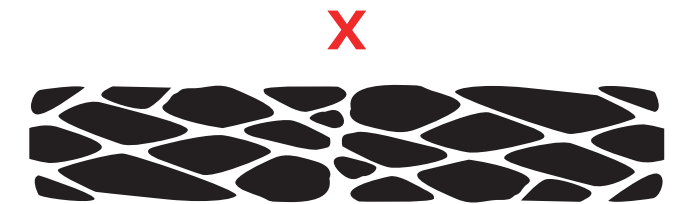
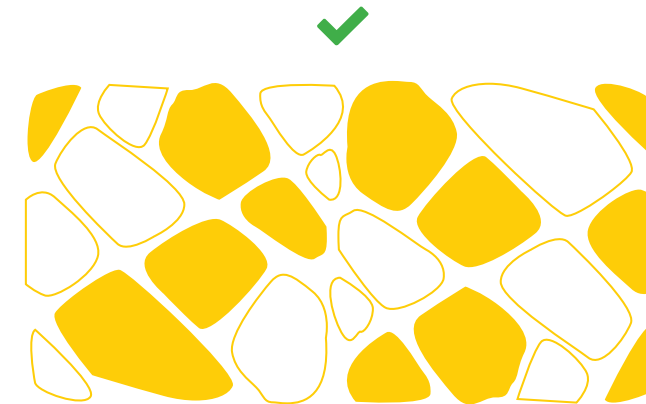
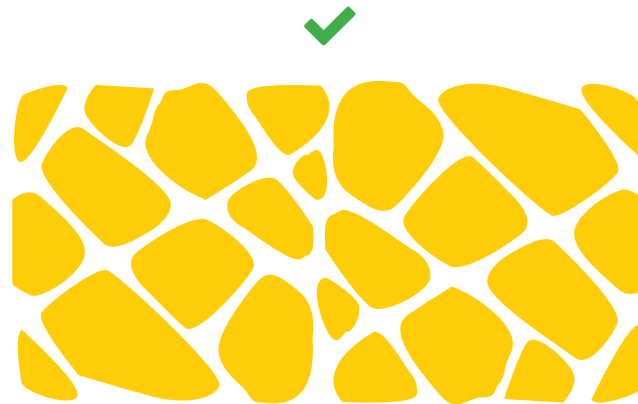
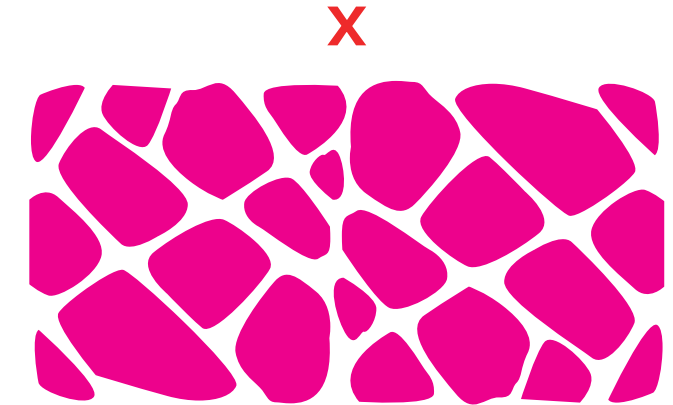
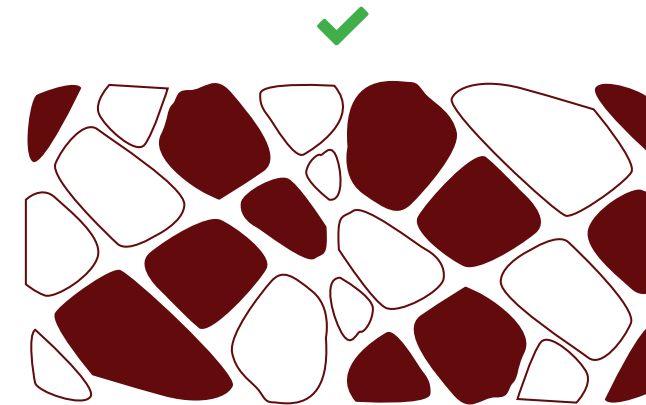
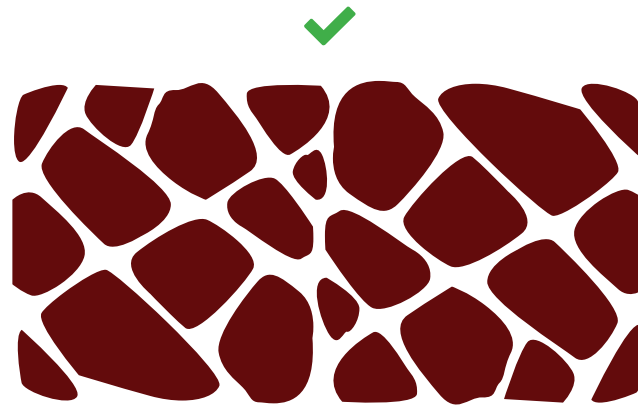
The Mosaic

CORRECT USAGE

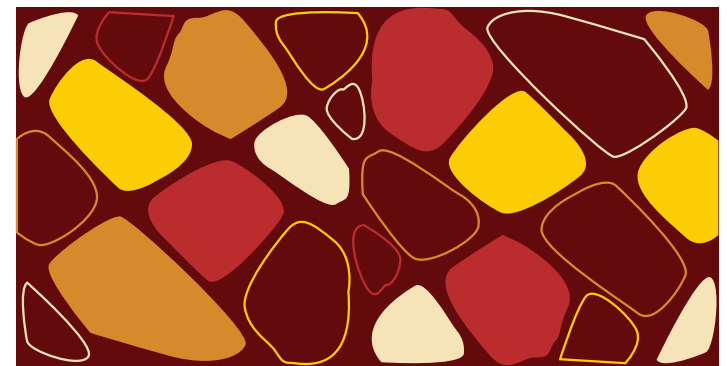
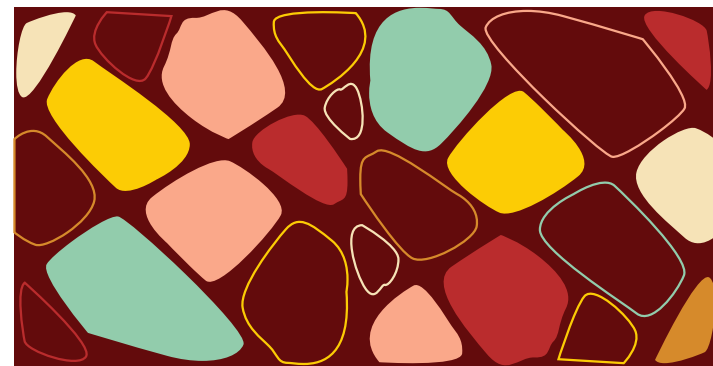
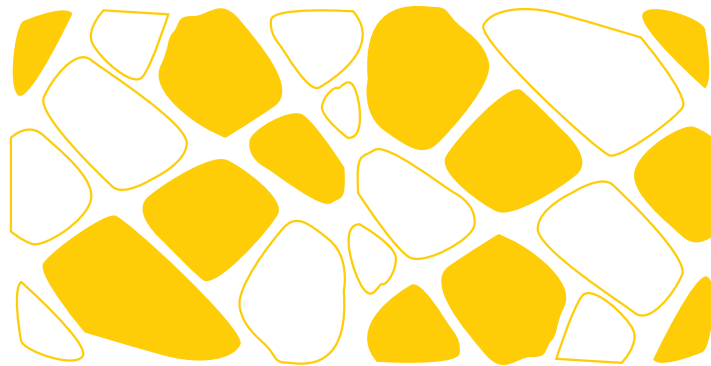
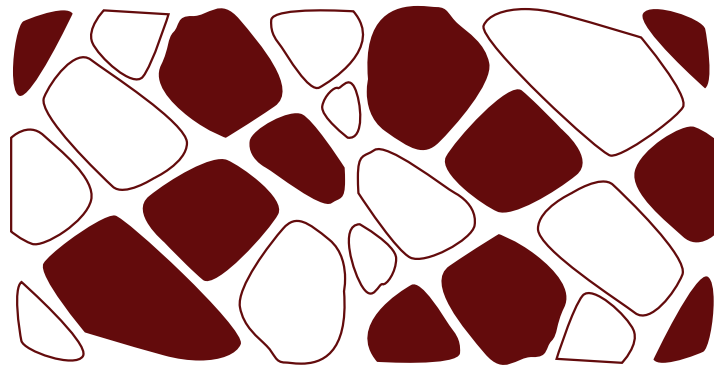
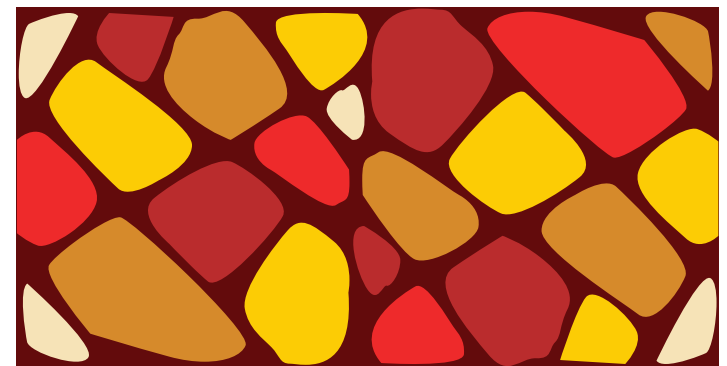
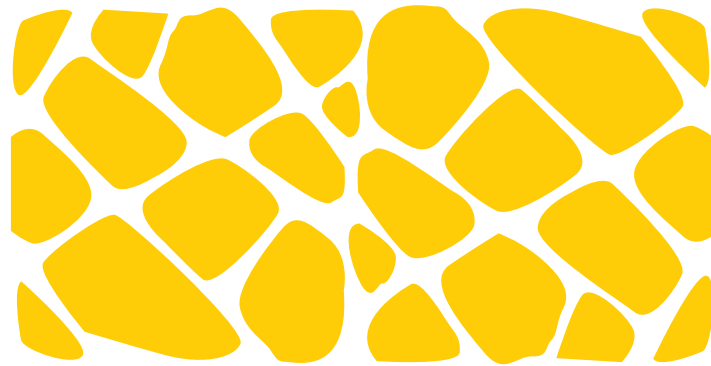
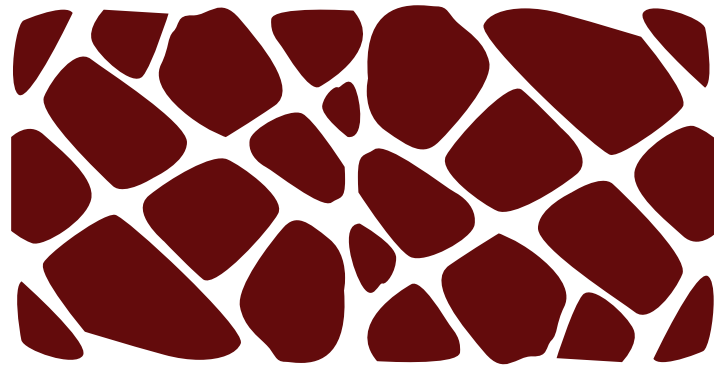
The mosaic pattern may be used in either a full solid-color version or an outline version. It may also be reproduced using colors from the University's extended color palette when appropriate for approved brand applications. Where appropriate, the seamless pattern version should be used to ensure continuous and uninterrupted visual flow.

INCORRECT USAGE

The mosaic pattern must always be used consistently and in accordance with established brand standards. To preserve the integrity of the pattern, it may not be stretched, compressed, distorted, or altered in proportion. The pattern must not be reproduced in colors outside of the approved University color palette.



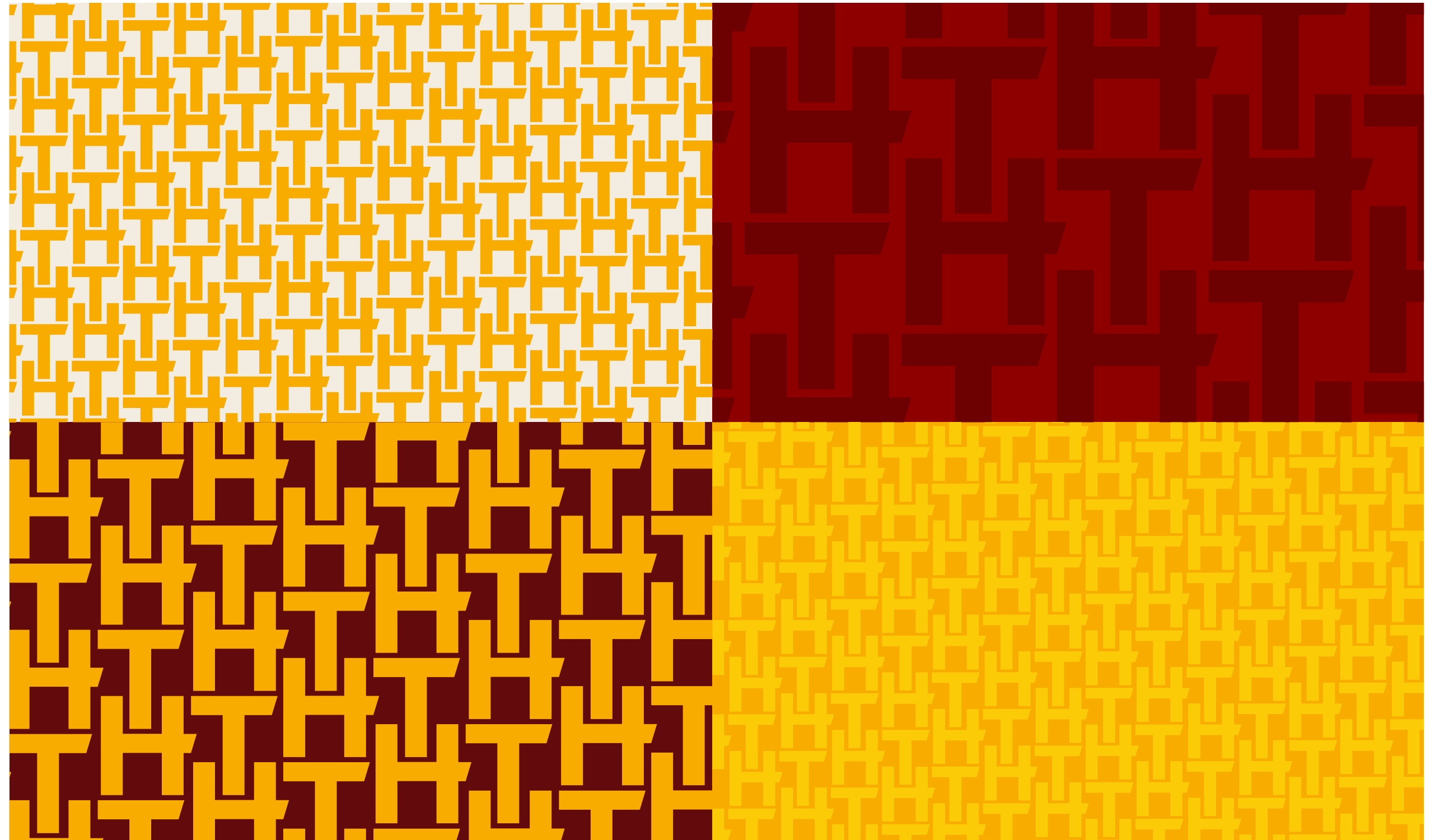
The Bell Tower Color Usage



Supporting Patterns

HT MONOGRAM PATTERN

The HT monogram pattern is a supporting graphic built from repeating instances of the HT monogram. It reinforces brand recognition while creating a bold, unified visual texture that reflects school pride and strengthens the University's identity across applications.



Photography

Photography for Huston-Tillotson University focuses on moments of connection, reflection, and shared experience.

The imagery prioritizes presence over performance, capturing the humanity of campus life alongside its energy and creativity.

This direction serves as a guide for higher visibility photography, ensuring images feel intentional, immersive, and true to the character of the community.



Copy and Editorial

HT copy and editorial communications should reflect the University's brand through thoughtful use of typography, color, and imagery. Consistent application of the brand fonts and color palette, paired with immersive, authentic photography, helps create a refined editorial style that feels both engaging and distinctly Huston-Tillotson.



Applications



HT Rams Identity

HT Rams Wordmark and Icon

The HT Rams wordmark and icon are key symbols of athletic pride and the most visible representation of Huston-Tillotson Athletics. To ensure consistency, they must be used uniformly across all materials. The Huston-Tillotson Rams brand includes two core elements:

HUSTON-TILLOTSON RAMS WORDMARK

The Huston-Tillotson Rams wordmark is the primary logo and signature brand element for HT Athletics. It serves as the main identifier in most applications and should be used consistently to represent Huston-Tillotson Athletics. In select cases, it may be paired with the HT Rams icon system when approved by the Marketing Department. For guidance on proper usage, please contact social@htu.edu.

**HUSTON-TILLOTSON
RAMS**

RAM ICON

The HT Rams icon is the Athletics Department's most recognizable and impactful symbol. Prominently displayed across campus and proudly worn by student-athletes, alumni, and supporters, it serves as the primary spirit mark of HT Rams Athletics and is commonly used on team uniforms, apparel, and other merchandise.



Wordmark Usage

RAMS WORDMARK

The HT Rams wordmark serves as the primary anchor for all athletics branding, providing a unified and recognizable foundation across sports programs. Individual teams are distinguished through accompanying taglines, allowing each sport to maintain its own identity while remaining clearly connected to the broader HT Rams brand.

HUSTON-TILLOTSON
RAMS
MENS BASKETBALL

HUSTON-TILLOTSON
RAMS
WOMENS BASKETBALL

HUSTON-TILLOTSON
RAMS
VOLLEYBALL

HUSTON-TILLOTSON
RAMS
SOCCER

Icon Usage

The refreshed HT Rams icon features a stylized ram face with a dynamic stare and expressive shading, capturing strength, focus, and movement. Designed for clarity and versatility, the updated mark enhances recognition across digital and print applications while reinforcing the bold spirit of Huston-Tillotson Athletics.

PRIMARY RAM ICON

The primary HT Rams identity includes a face-forward ram icon that serves as the core mark, emphasizing strength, focus, and recognition.



SECONDARY FULL BODY ICON

A secondary icon featuring the full ram body provides a more dynamic expression of the brand, offering additional flexibility for use across athletic and promotional applications.



Full Color Usage



Single Color Usage

HT BRAND SINGLE COLOR USAGE

The ram icon may be used in single-color applications in select instances. In these cases, color usage is restricted to HT Gold and Maroon combinations, as shown in these approved brand guidelines.



Single Color Usage

BLACK & WHITE COLOR USAGE

Black-and-white versions of the Ram icon are restricted applications and may only be used on an approved basis. These treatments should be reserved for specific production needs where color is not available or appropriate, and must be used only with permission from the Marketing Department.



GRAYSCALE COLOR USAGE

When grayscale is required, assets should be reproduced using a controlled tonal range of 15% black to 80% black to maintain consistency and visual integrity across all applications.

For guidance on proper usage, please contact social@htu.edu.



Applications



HT User Assets

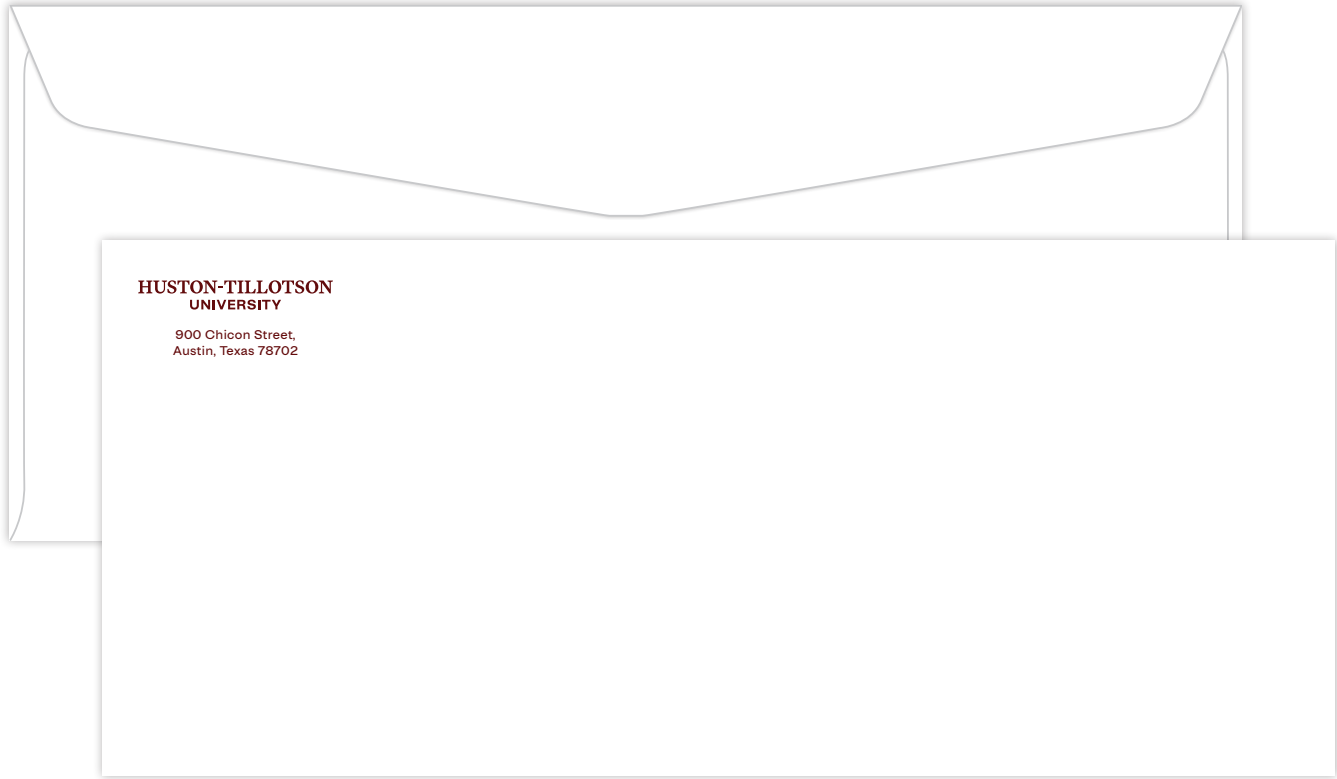
HT Academic Stationery

The Huston-Tillotson University stationery system creates a consistent and professional identity across official communications. Core materials include Microsoft-friendly letterhead templates, business cards, and envelopes designed for both print and digital use.

Together, these elements reinforce the University’s brand through clear typography, consistent logo usage, and cohesive design standards.



HT Academic Letterhead
Microsoft Word Compatible



HT Academic #10 Envelope



HT Academic Business Card

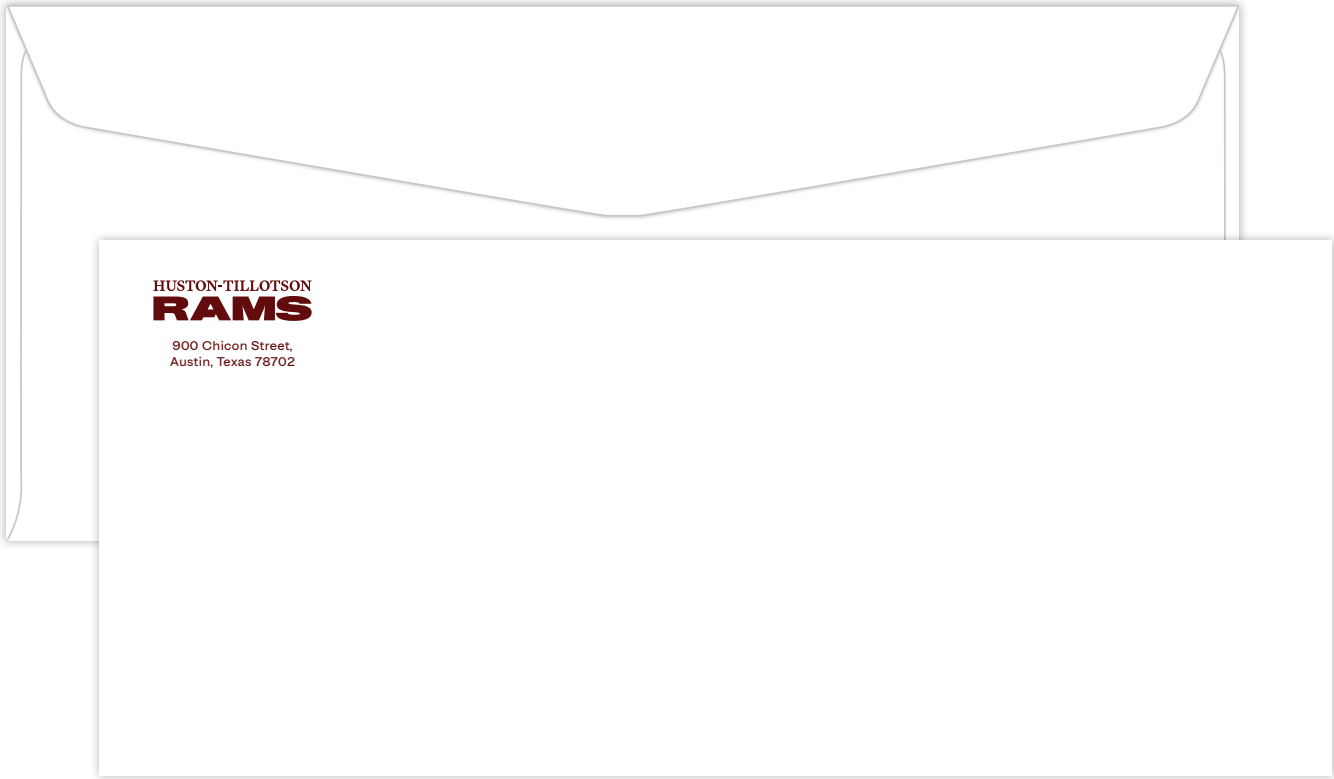
HT Rams Stationery

HT Rams Athletics uses the University’s official academic stationery system to maintain a cohesive brand identity across communications.

While letterhead and envelopes follow institutional standards, Athletics features a distinct business card design that reflects the unique spirit of the HT Rams brand.



HT Academic Letterhead
Microsoft Word Compatible



HT Academic #10 Envelope



HT Rams Business Card

HT President / Provost Stationery

The Office of the President stationery system reflects the leadership and prestige of Huston-Tillotson University through a refined and consistent visual identity.

Materials include Microsoft-friendly letterhead templates, business cards, and envelopes designed to support professional communication across print and digital platforms while upholding the highest brand standards.



Office of the President Letterhead
Microsoft Word Compatible



Office of the President #10 Envelope

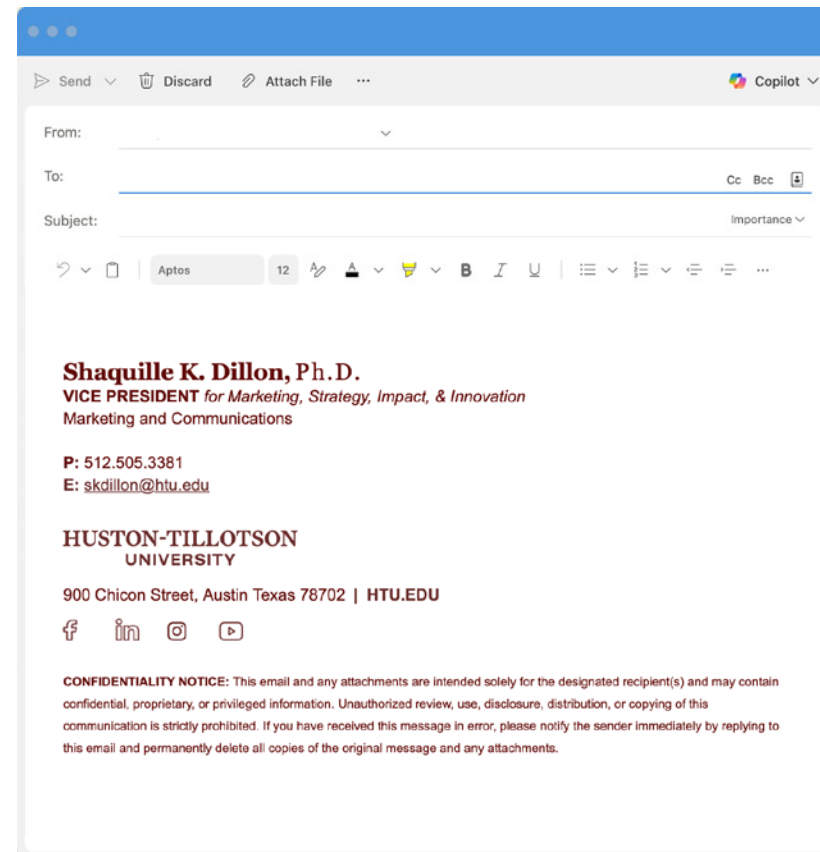


Office of the President Business Card

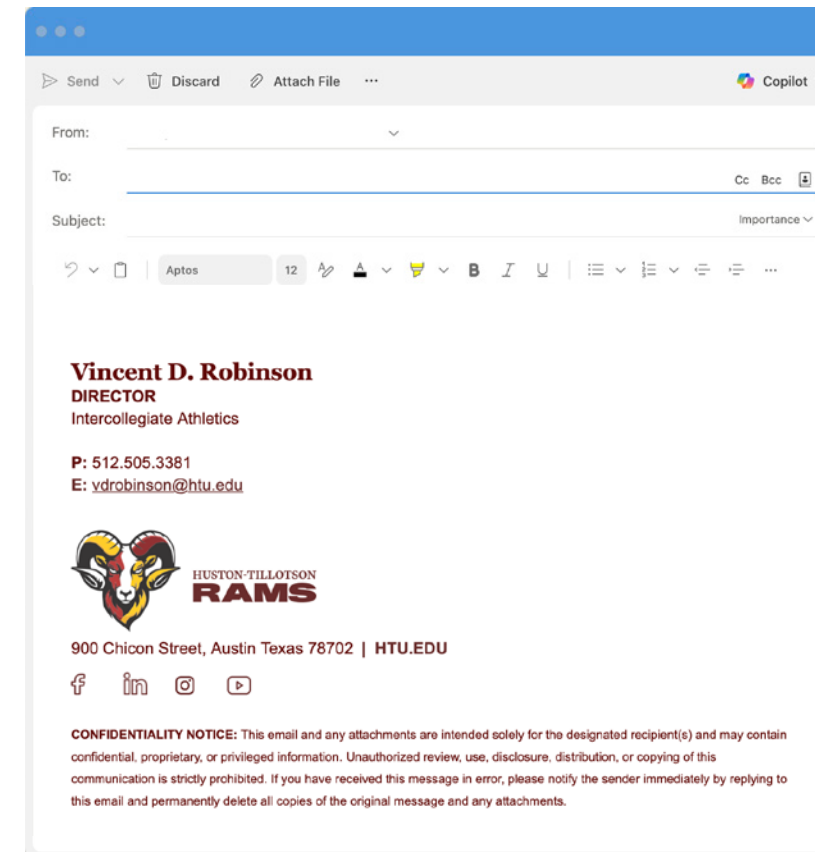
Faculty and Staff E-Signature

Email signatures provide a consistent, professional representation of Huston-Tillotson University across digital communications. Designed with clear typography and approved brand elements, they reinforce institutional identity while ensuring clarity and accessibility in every message, and include optional social media icons to connect audiences with official University channels.

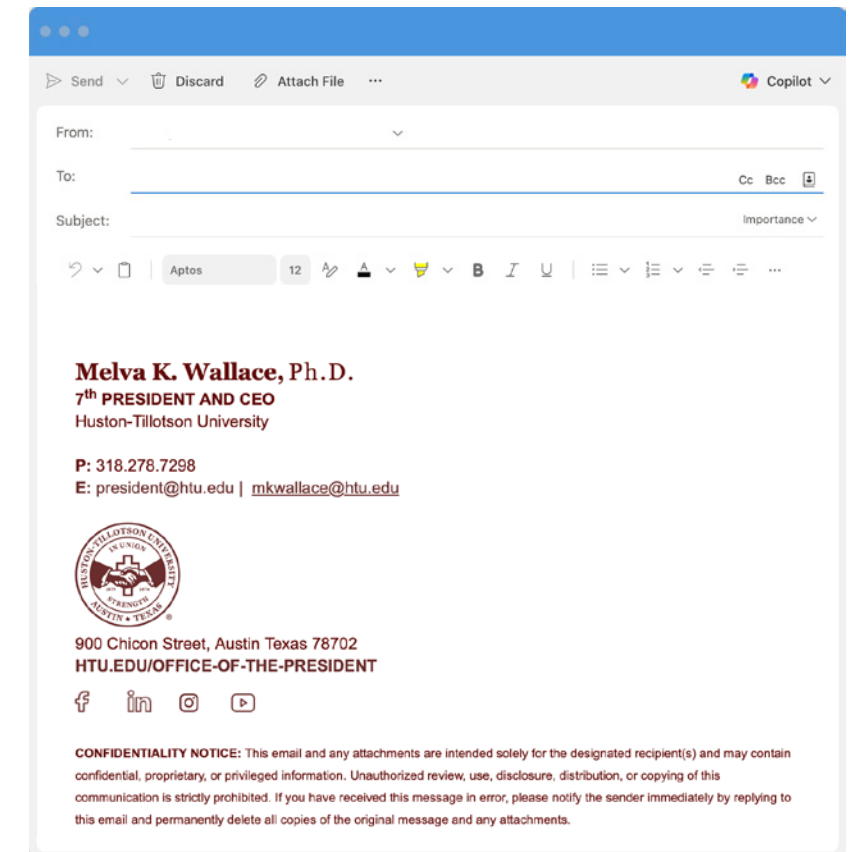
For setup assistance, please contact the Marketing Department at social@htu.edu



HT Academic E-signature



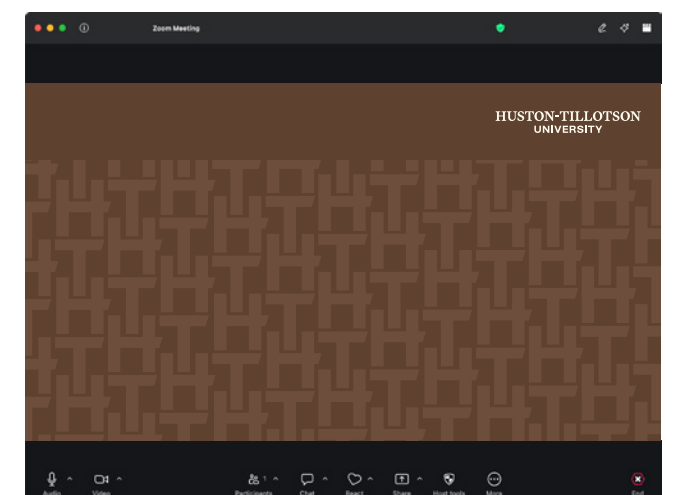
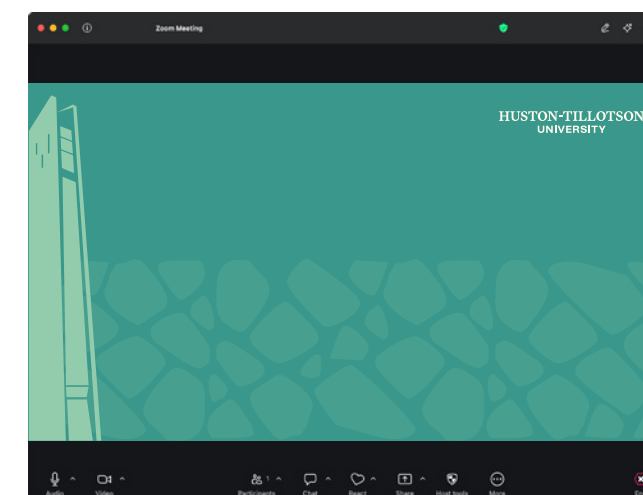
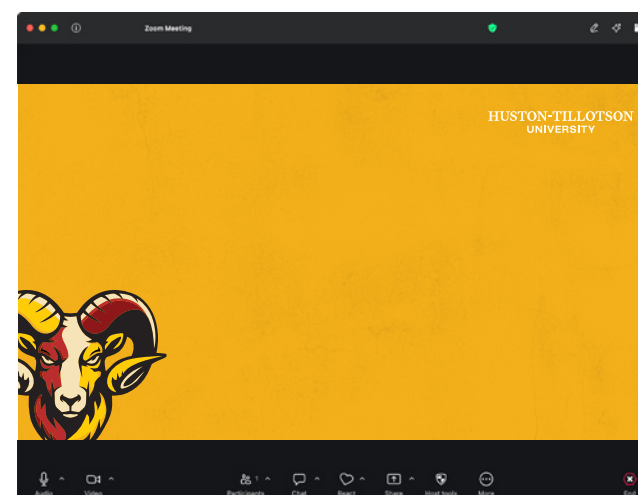
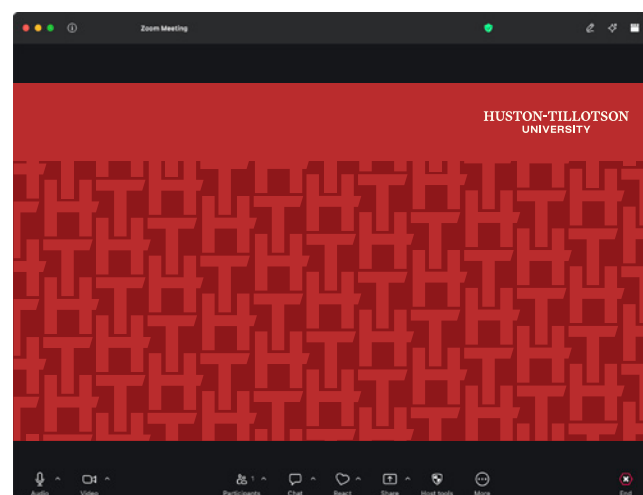
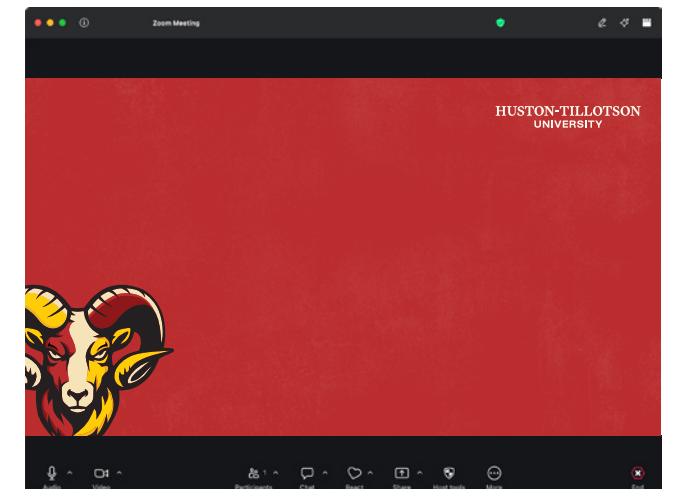
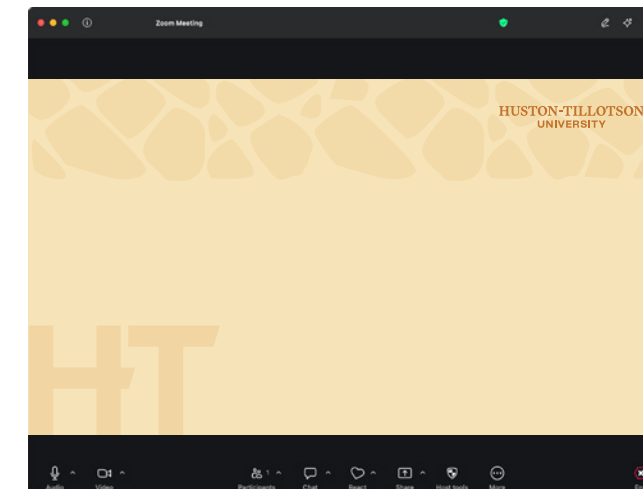
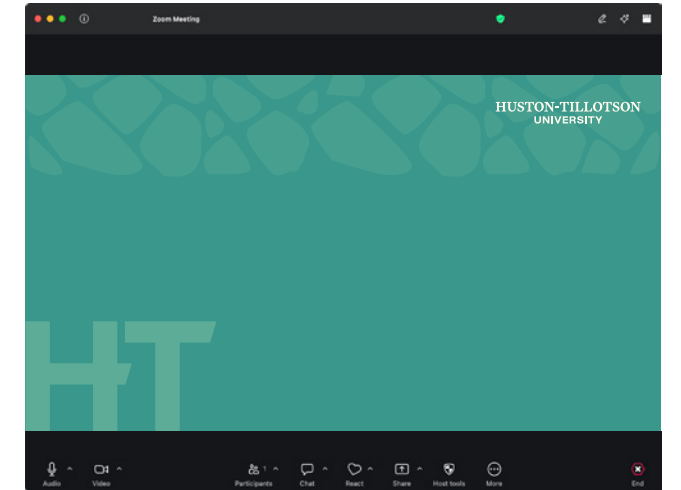
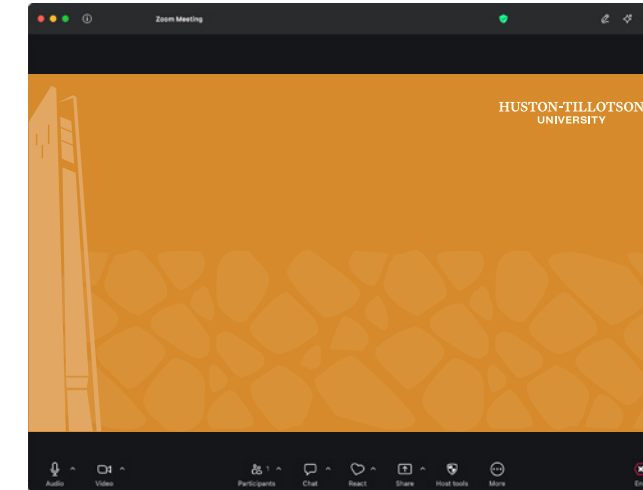
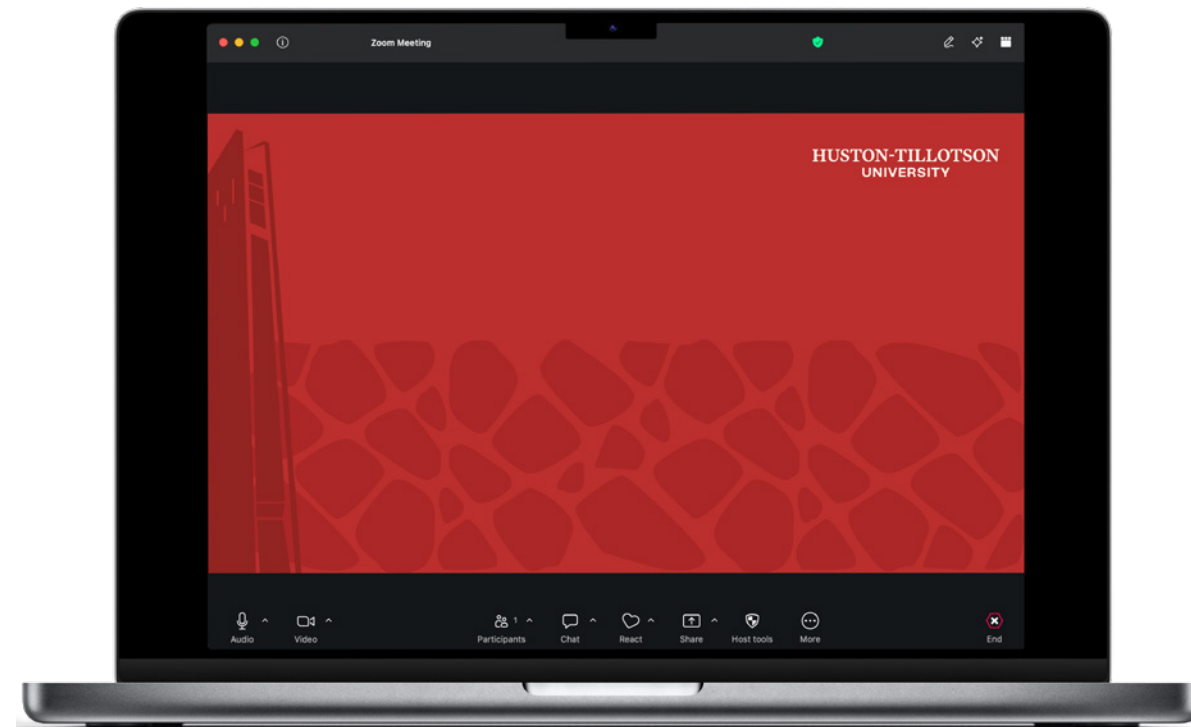
HT Rams Athletics E-signature



Office of the President E-signature

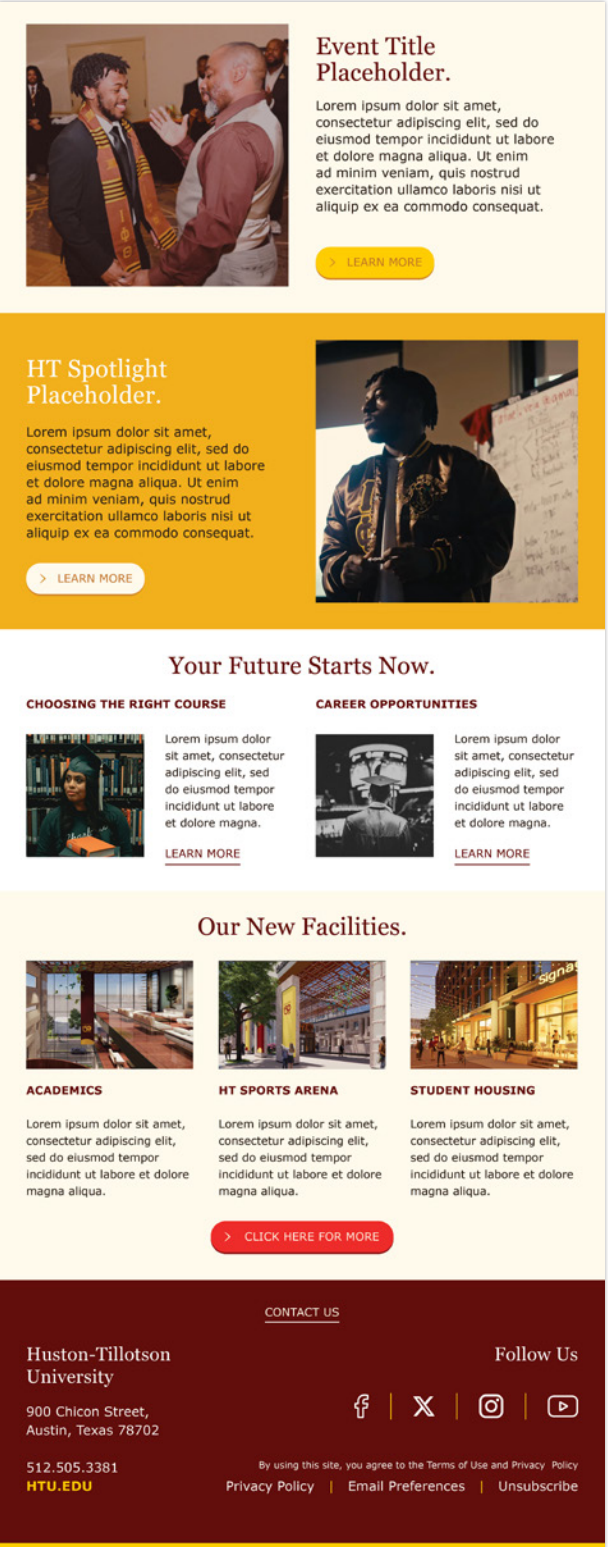
Virtual Meeting Backgrounds

Virtual meeting backgrounds incorporate Huston-Tillotson University patterns, the Bell Tower icon, mosaic motifs, and HT Rams branding elements to create a cohesive and recognizable visual presence across digital communications. These designs reinforce institutional identity while offering flexible, professional options for academic, administrative, and athletics-related meetings.



HT Newsletter

The Huston-Tillotson University newsletter template provides a consistent, branded format for sharing updates and stories. It includes templated sections for student and event highlights, campus updates, alumni news, donations, and more, ensuring clear and engaging communication aligned with the University's identity.



HT Framework

HT Mission and Vision

The Mission and Vision Statements of Huston-Tillotson University articulate the institution's purpose, values, and long-term aspirations. Together, they define HT's commitment to academic excellence, faith-based education, innovation, and service, while guiding the University's role in developing leaders who contribute meaningfully to their communities and the world.

MISSION STATEMENT

Huston-Tillotson University is a faith-based historically black college and university (HBCU) nestled in the vibrant heart of downtown Austin, Texas. The institution provides a robust liberal arts and STEM education through market-driven certifications, associate, baccalaureate, master's degrees, and centers of excellence. HT remains committed to its legacy of educating a mosaic community of learners while cultivating innovative leaders who are dedicated to academic excellence and service.

VISION STATEMENT

Huston-Tillotson University commits to cultivating the forerunners of innovation. We aspire to prepare graduates who are pioneers, socially engaged leaders and thinkers, demonstrated through academic excellence and service.

Core Values and Guiding Principles

The Core Values and Guiding Principles of Huston-Tillotson University define the foundation of the institution’s culture, priorities, and educational philosophy. Together, they reflect HT’s commitment to academic excellence, personal development, and faith-based learning while emphasizing innovation, collaboration, and service.

CORE VALUES

Brightness

Pursuing excellence and innovation in all endeavors.

Bravery

Courageously confronting challenges and embracing change.

Benevolence

Demonstrating kindness, empathy, and compassion towards others.

Competence

Mastering knowledge and skills to succeed in a complex world.

Collaboration

Working together to achieve shared goals and community progress.

Spiritual Grounding

Nurturing the mind, body, and spirit within a faith-based educational environment.

GUIDE PRINCIPLES

Academic Excellence

Providing a robust liberal arts and STEM education tailored for a connectaed world.

Civic Engagement & Social Justice

Preparing graduates to be pioneers and socially engaged leaders who understand the interrelationship between self, society, and the environment.

Holistic Development

Educating the “whole person” by promoting intellectual curiosity, responsible behaviors, and personal responsibility.

HT Alma Mater

The Huston-Tillotson University Alma Mater, written by Fred Waring, reflects the institution's enduring spirit, heritage, and values. It serves as a unifying expression of pride, faith, and gratitude, honoring the University's legacy while inspiring loyalty among students, alumni, and the broader HT community.

HT ALMA MATER

From her eastern windows shining
Comes the promise of the day.
Huston-Tillotson, Alma Mater,
Gentle guardian of the way.
From the weary plains and lowlands,
Proudly to her hill above,
Huston-Tillotson, Alma Mater,
Lift our hearts in faith and love.

Founded on the Rock Eternal,
Looking ever tow'rd the light,
Wise in mind and great in spirit,
Holding fast her vision bright.
Come you loyal sons and daughters,
Strong and free your voices raise
To Huston-Tillotson, Alma Mater,
In blessing, gratitude, and praise.

- Fred Waring

HUSTON-TILLOTSON UNIVERSITY

BRAND IDENTITY SYSTEM
MAY 2026