



Texas Tech University

Current Revision Date: 10/22/24

Established: 1923 **Location:** Lubbock, TX **Conference:** NCAA Div. I FBS - Big 12
Nickname: Red Raiders **Mascot:** Masked Raider (Live), Red Raider (Cartoon)

Verbiage

Texas Tech University®	Red Raider Club™	Guns Up®
Texas Tech™	The Rawls Course™	Fearless Champions™
Red Raiders™	Wreck 'Em Tech®	
Texas Tech Red Raiders®	Wreck 'Em®	
Lady Raiders™	Raiderland®	
Texas Tech Lady Raiders™	Rowdy Raiders™ (internal use only)	

Red

Black

Gray

White

PANTONE 485 C
CMYK: 0, 100, 100, 0 | RGB: 204, 0, 0
MADEIRA Rayon: 1147 | Polyneon: 1747

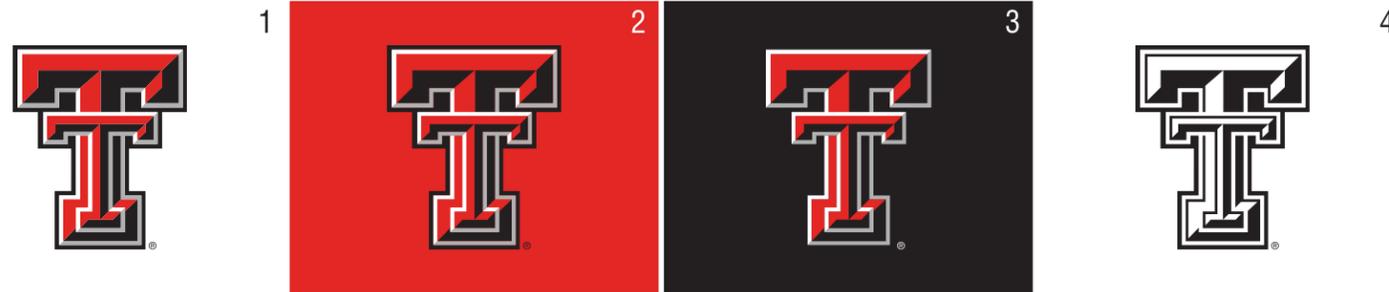
PANTONE Process Black C/U
CMYK: 30, 30, 30, 100 | RGB: 0, 0, 0
MADEIRA Rayon: 1000 | Polyneon: 1800

PANTONE Cool Gray 5 C
CMYK: 0, 0, 0, 45 | RGB: 204, 204, 204
MADEIRA Rayon: 1011 | Polyneon: 1811

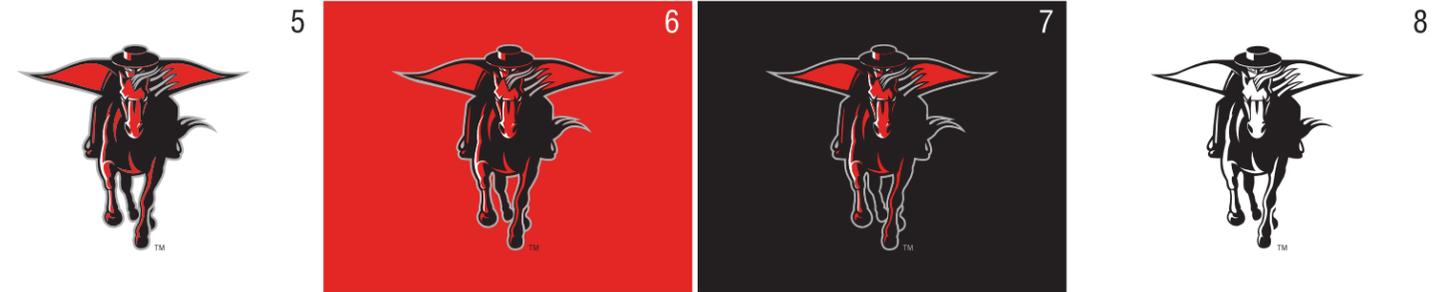
White
CMYK: 0, 0, 0, 0 | RGB: 255, 255, 255
MADEIRA Rayon: 1001 | Polyneon: 1801

Approved University colors or the *PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.

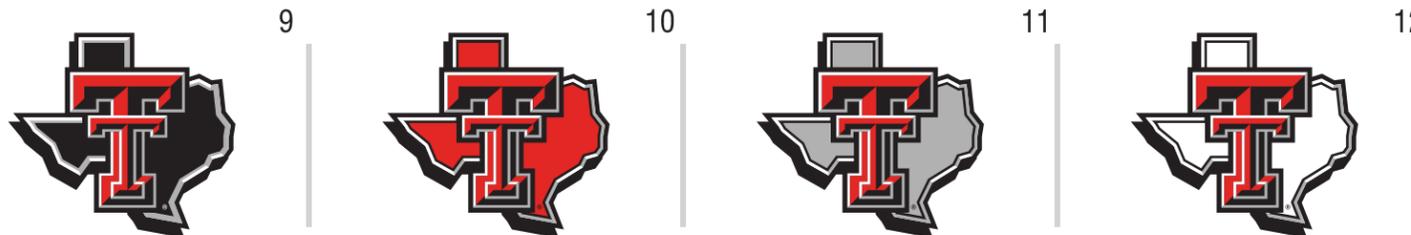
Primary Marks



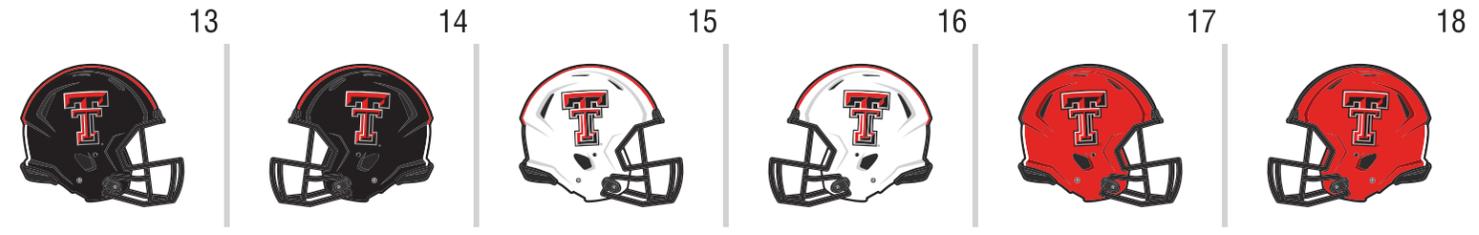
Secondary Marks



State Marks - Only available for use by Athletics or at retail



Helmet Marks



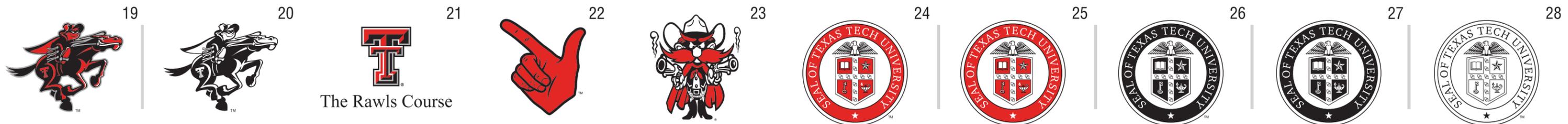
Youth Marks

Rawls Mark

Guns Up

Raider Red

Seals - Official seal not available for use on most items at retail



Institutional Marks

For more information on logo usage, please visit the following links:

TTU: <http://www.depts.ttu.edu/communications/identityguidelines/>

HSC: <http://www.ttuhs.edu/creative/identity-guidelines.html>





Word Marks

Note: Word Marks (33-136) are only available for use by Athletics or retail.

31	32	33	34	35	36	37	38
39	40	41	42	43	44	45	46
47	48	49	50	51	52	53	54
55	56	57	58	59	60	61	62
63	64	65	66	67	68	69	70
71	72	73	74	75	76	77	78
79	80	81	82	83	84	85	86



Word Marks (continued)

Note: Word Marks (33-136) are only available for use by Athletics or retail.

87	88	89	90	91	92	93	94
LADY RAIDERS							
95	96	97	98	99	100	101	102
LADY RAIDERS							
103	104	105	106	107	108	109	110
GUNS UP							
111	112	113	114	115	116	117	118
WRECK 'EM TECH							
119	120	121	122	123	124	125	126
WRECK 'EM TECH							
127	128	129	130	131	132	133	134
FEARLESS CHAMPIONS							

ADDITIONAL PERTINENT INFORMATION

- University licenses consumables (must have expiration date on packaging).
- University licenses health and beauty products.
- University permits select numbers on products for resale: 1 and 23 only.
- Mascot caricatures permitted (with mascot committee approval).
- Cross licensing with other marks may be permitted with an additional agreement (requires approval from TTU Licensing).

- No use of current players' name, image, or likeness is permitted on commercial products without appropriate licensing.
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.
- University will not allow designs that infringe on another entity, design, etc.
- The UA Rugged font is exclusive to athletics and may not be used independently to create custom designs. Word marks 33-136 are available for use.