



Texas Tech University*

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

*NOTE

The marks on this art sheet may **NOT** appear in the market until May 1st, 2026.

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)	

Raider Red

PANTONE 186 C
CMYK: 7, 100, 100, 4 | RGB: 195, 0, 32
 MADEIRA Rayon: ##### | Polyneon: 1747

Rider Black

PANTONE Black
CMYK: 0, 0, 0, 100 | RGB: 0, 0, 0
 MADEIRA Rayon: 1000 | Polyneon: 1800

Ghost White

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

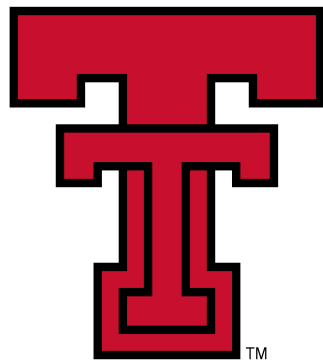
Classic White

PANTONE 9060
CMYK: 5, 2, 16, 0 | RGB: 241, 240, 216
 MADEIRA Rayon: ##### | Polyneon: 1822 / 6822

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 Mark - Double T

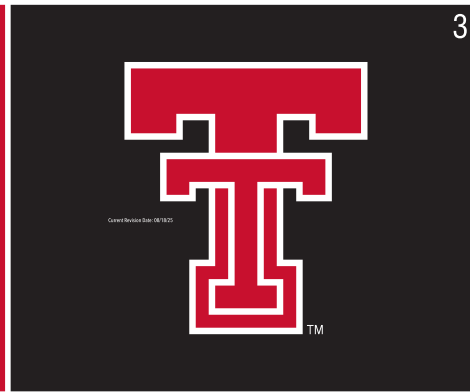
Note: Additional logo colorways as well as black and white Double T marks can be found in the Other Info tab on Jpatton Logos On Demand.



1



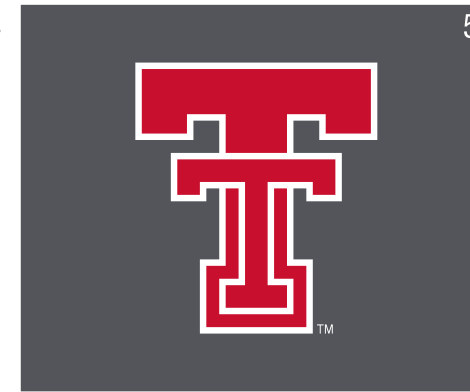
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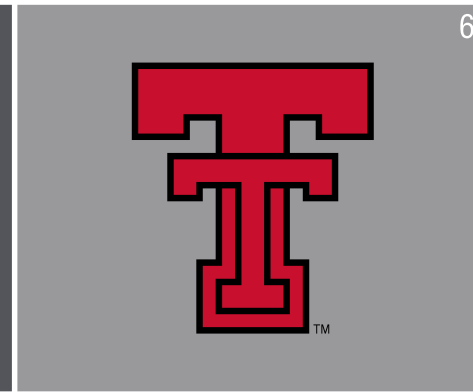
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4



5

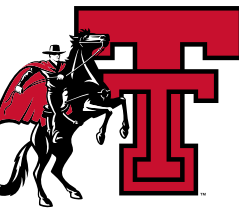


6

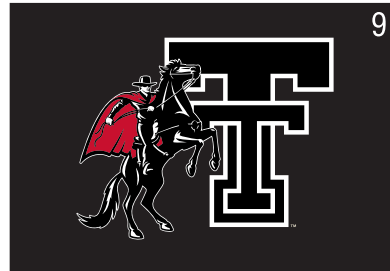
Secondary Mark - Masked Rider



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Guns Up Marks



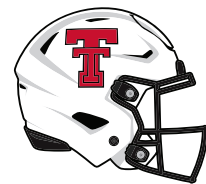
15



16



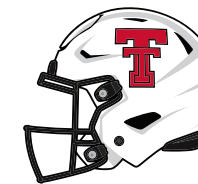
17



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22

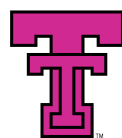


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Special Double T Marks - Breast Cancer Awareness + St. Patrick's Day



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32



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34

Special Double T Marks - Lone Star + Stars & Stripes

Secondary Color Palette

Gunsmoke PANTONE Cool Gray 5 CMYK: 31, 22, 22, 0 RGB: 177, 179, 179	Bluebonnet PANTONE 281 CMYK: 100, 86, 9, 28 RGB: 0, 32, 91
Green PANTONE 349 CMYK: 87, 20, 98, 27 RGB: 4, 106, 56	Pink PANTONE Pink CMYK: 21, 89, 0, 0 RGB: 214, 37, 152

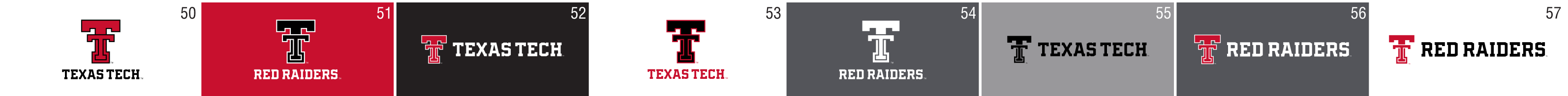


Wordmarks - General

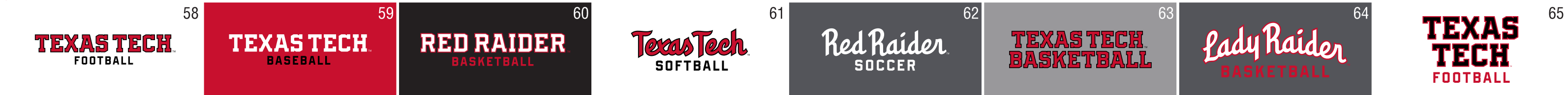
Note: Additional logo colorways can be found in the Other Info tab on Jpatton Logos On Demand.



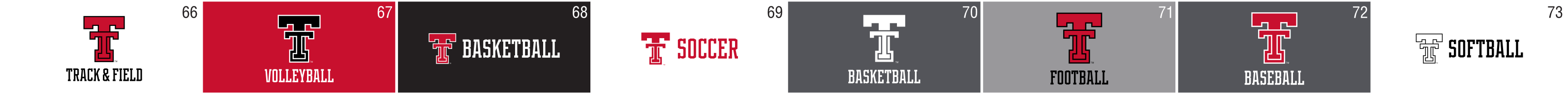
Double T + Wordmark - General



Wordmarks - Sport Specific



Double T + Wordmark - Sport Specific



Wordmarks - Slogans, Spirit, Misc



Wordmarks - The Rawls Course





Texas Tech University

Current Revision Date: 08/18/25

Classic Collection Marks

Note: Additional logo colorways can be found in the Other Info tab on Jpatton Logos On Demand.

Institutional Marks

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For more information on logo usage, please visit the following links:
TTU: <http://www.depts.ttu.edu/communications/identityguidelines/>
HSC: <http://www.ttuhscc.edu/creative/identity-guidelines.html>

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.
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