



# Texas Tech University\*

Current Revision Date: 08/18/25

**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®  
Texas Tech™  
Red Raiders™  
Texas Tech Red Raiders®  
Lady Raiders™  
Texas Tech Lady Raiders™

Red Raider Club™  
The Rawls Course™  
Wreck 'Em Tech®  
Wreck 'Em®  
Raiderland®  
Rowdy Raiders™ (internal use only)

Guns Up®  
Fearless Champions™

### 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

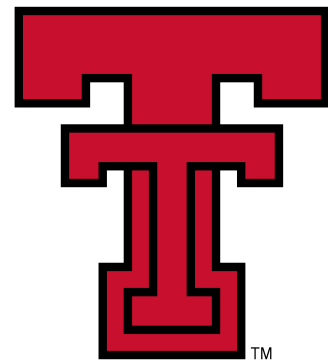
**PANTONE 9060**

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

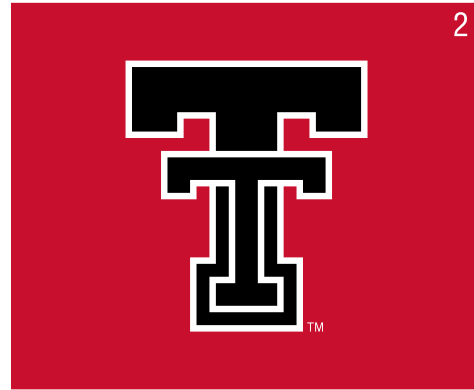
Approved University colors or the \*PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. \*PANTONE® is a registered trademark of PANTONE,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



2



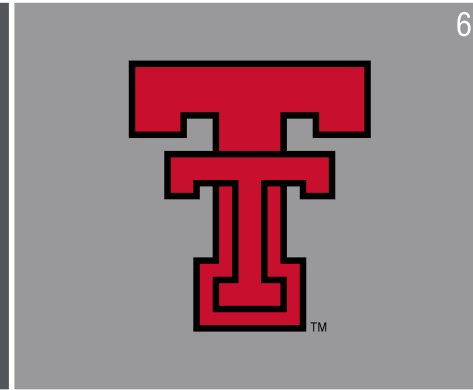
3



4



5



6

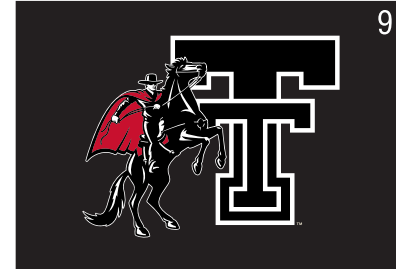
### Secondary Mark - Masked Rider



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### Guns Up Marks



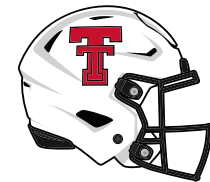
15



16



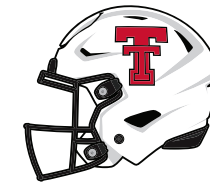
17



18



19



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21



22

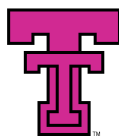


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### Special Double T Marks - Breast Cancer Awareness + St. Patrick's Day



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### Special Double T Marks - Lone Star + Stars & Stripes

### Secondary Color Palette

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

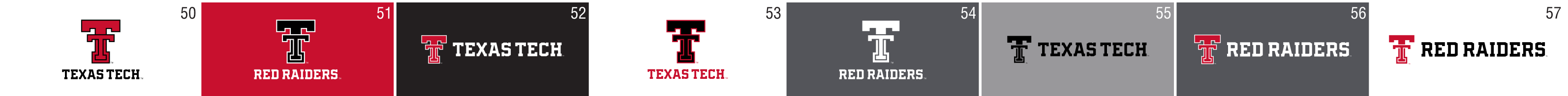


## Wordmarks - General

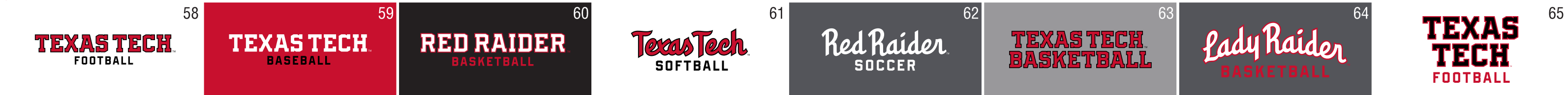
Note: Additional logo colorways can be found in the Other Info tab on Jpatton Logos On Demand.



## 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.

 91	 92	 93	 94	 95	 96
 97	 98	 99	 100		
 101	 102	 103	 104		
 105	 106	 107	 108	 109	 110
 111	 112	 113	 114	 115	 116
 117	 118	 119	 120	 121	 122
 123	 124	 125	 126	 127	 128
 129	 130	 131	 132	 133	 134

## Institutional Marks

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TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER.	141
 TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER.	141

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>

### 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 primary, secondary, and tertiary marks, along with the custom fonts shown on this art sheet, are exclusively designated for use by Texas Tech Athletics and its licensed partners. These assets are not intended for use by other university departments. The fonts may not be used independently to create custom designs.