



# 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

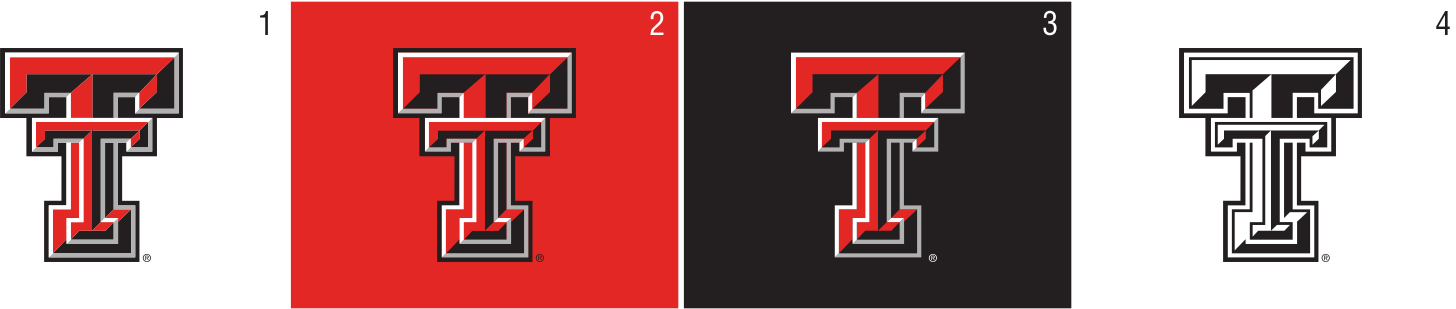
CMYK: 0, 0, 0, 45 | RGB: 204, 204, 204  
MADEIRA Rayon: 1011 | Polyneon: 1811

#### 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.

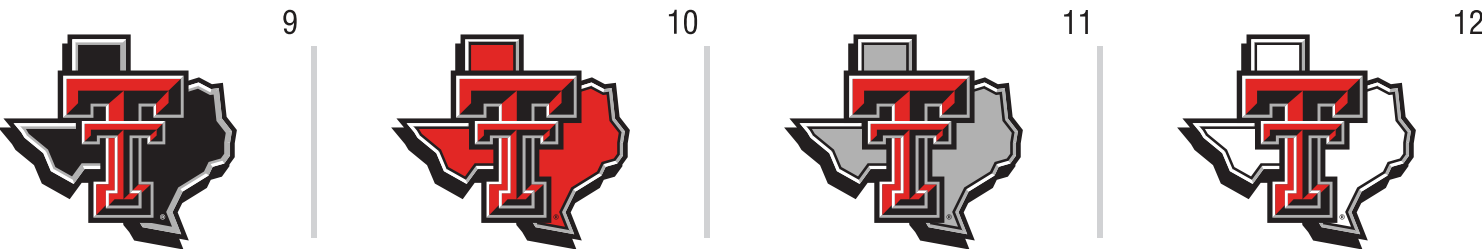
## Primary Marks



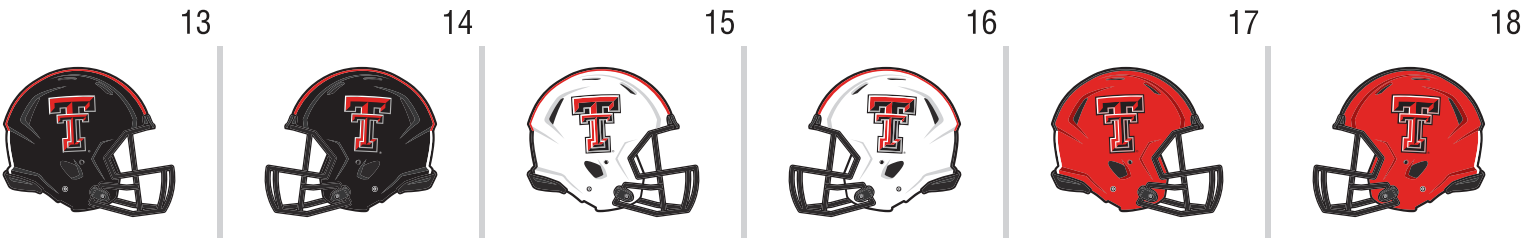
## Secondary Marks



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



## Helmet Marks



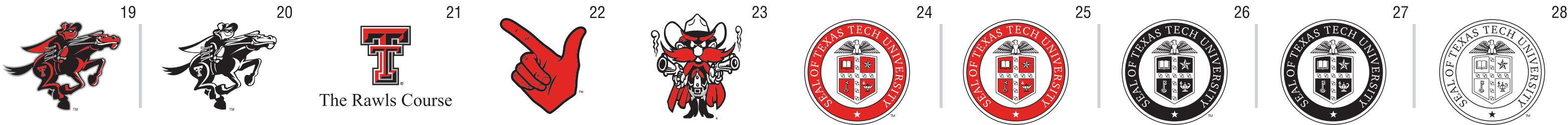
## Youth Marks

## 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
TEXAS TECH™	TEXAS TECH™	TEXAS TECH™	TEXAS TECH™	TEXAS TECH™	TEXAS TECH™	TEXAS TECH™	TEXAS TECH™
39	40	41	42	43	44	45	46
TEXAS TECH™	TEXAS TECH™	TEXAS TECH™	TEXAS TECH™	TEXAS TECH™	TEXAS TECH™	TEXAS TECH™	TEXAS TECH™
47	48	49	50	51	52	53	54
TEXAS TECH™	TEXAS TECH™	TEXAS TECH™	TEXAS TECH™	TEXAS TECH™	TEXAS TECH™	TEXAS TECH™	TEXAS TECH™
55	56	57	58	59	60	61	62
TEXAS TECH™	TEXAS TECH™	TEXAS TECH™	TEXAS TECH™	TEXAS TECH™	TEXAS TECH™	TEXAS TECH™	TEXAS TECH™
63	64	65	66	67	68	69	70
RED RAIDERS™	RED RAIDERS™	RED RAIDERS™	RED RAIDERS™	RED RAIDERS™	RED RAIDERS™	RED RAIDERS™	RED RAIDERS™
71	72	73	74	75	76	77	78
RED RAIDERS™	RED RAIDERS™	RED RAIDERS™	RED RAIDERS™	RED RAIDERS™	RED RAIDERS™	RED RAIDERS™	RED RAIDERS™
79	80	81	82	83	84	85	86
TECH™	TECH™	TECH™	TECH™	TECH™	TECH™	TECH™	TECH™



Word Marks (continued)

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