

# HCU Athletics Style Guide

February 2023

## FULL LOGO / HUSKY & WORDMARK



## HUSKIES WORDMARK SCRIPT



### GUIDELINES

In September 2022, Houston Christian University changed its name from Houston Baptist University. The marks on this page replace all previous marks, which are now considered “legacy” marks and should only be used with permission by the Director of Athletics.

The athletic department prefers to be known as “HCU” or “Huskies” on all references, but “Houston Christian University” is acceptable on first reference.

The primary marks shown are for a white background. Corresponding marks are available for blue, orange or other colored backgrounds, as well as one-color versions. Please contact the HCU Media Relations Office for assistance with those marks.

The HCU Media Relations Office is available to answer any other questions or provide files for any logos or wordmarks.

## WORDMARKS



## HUSKY HEAD



## SCHOOL COLORS



### Royal Blue

#062f87

FOCOLTONE 7009

C: 100 M: 92 Y: 17 K: 5

formerly PMS 287



### Orange

#fa4d09

C: 0 M: 84 Y: 100 K: 0

formerly PMS 1655