Dear UH Bauer Community,

This is a Microsoft Word template that can be used by the UH Bauer community for presentation purposes.

**About UH Brand Typography (secondary headline)**

This is a sample template in Microsoft Word format. The font you are reading here in these sentences of body copy is ‘Times New Roman’ – a font that comes pre-installed on most personal computers. In some use cases, Times New Roman is an acceptable alternative to the font ‘Crimson,’ which is the University’s official body copy typeface. Crimson is an open source font and can be downloaded in the download zone on the University’s marketing website for faculty and staff here: <https://images.uh.edu/gallery3/resources/>

The font above – for a secondary headline – is displayed here in ‘Trebuchet,’ another font that comes pre-installed on most personal computers. In some use cases, Trebuchet is an acceptable alternative to the font ‘Milo,’ which is a licensed font sold by [FontShop.com](http://www.fontshop.com/fonts/downloads/fontfont/ff_milo_ot_regular/). The University’s marketing office recommends purchasing at least two Milo fonts – Milo Regular and Milo Bold – which covers most secondary headline use cases.

It is encouraged that Bauer College community members use the official university fonts whenever possible – and on its website, the University’s marketing office clarifies that the use of the alternative fonts as used in this document are for “when you have no other options (e.g. a presentations that is off-campus or shared MS-word document). Do not use in printed pieces.” Read more about the UH style guidelines for typography here: <http://www.uh.edu/marketing/brand/graphic-standards/style-guidelines/typography/>

If you need a piece printed and do not have the official fonts, the Bauer College Office of Communications encourages you to request a printed piece by filling out a graphic design helpdesk request by following the process outlined here: <https://www.bauer.uh.edu/office-of-communications/requests.php>

Sincerely,

UH Bauer College Office of Communications