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Dear TTUHSC El Paso Family,

As stewards of Texas Tech University Health Sciences Center El Paso’s visual identity, it is important that the Office of Communications & Marketing assist to project a single and clear image through a coordinated identification system.

Our identity system positions the university as a recognizable leader in health care, education and research. This manual provides invaluable resources and essential guidelines to ensure all of our marketing and communications materials professionally reflect the great things happening at TTUHSC El Paso.

This identity system provides each of our schools a new and constant approach to presenting TTUHSC El Paso’s image, message and voice. We ask that university staff, students, faculty and administrators use this manual as a reference to better understand the reasons behind TTUHSC El Paso’s identity guidelines and how to properly place them into practice.

Laura Gallegos, Ed.D.
Senior Director of Communications & Marketing

LOGO FILES ARE AVAILABLE FOR DOWNLOAD AT:
http://elpaso.ttuhsc.edu/communications/identityguidelines/logos.aspx

Richard Lange, M.D., M.B.A.
TTUHSC El Paso President and Dean Paul L. Foster School of Medicine

LETTER FROM THE PRESIDENT

Dear Collegues:

Texas Tech University Health Sciences Center El Paso prides itself on providing high-quality education for future health care professionals and excellent patient care for residents in the far West Texas region. In addition, our institution is home to some of the best researchers in the world.

With today’s growing field of higher education and health care options, we cannot emphasize enough the benefits of clearly defining ourselves to current and prospective students, staff, faculty and patients.

Consistent and widespread use of our updated visual identity system will help unify our clinics, departments and schools to communicate a greater sense of TTUHSC El Paso as a whole, creating greater visibility and recognition for our institution.

We look forward to your support and enthusiasm as we implement a brand that will continue to help propel TTUHSC El Paso to the forefront of health care.
WHAT IS A BRAND?

An institution’s brand is made up of its name, vision, mission, design, logo, colors and tone. Just like any other business, remaining consistent with all of these elements is essential to upholding TTUHSC El Paso’s brand. Building a strong brand allows us to connect with internal and external stakeholders including students, employees, donors and patients.

Taking these steps now, will develop a strong brand that people will identify with. This will also create a sense of loyalty in all aspects of our reach now and well into the future.

ABOUT TTUHSC EL PASO

Texas Tech University Health Sciences Center (TTUHSC) El Paso is the newest of four universities under the Texas Tech University System. In 2013, TTUHSC El Paso was signed into legislation as a stand-alone university. The university is comprised of the Paul L. Foster School of Medicine, the Gayle Greve Hunt School of Nursing and a regional campus of the Graduate School of Biomedical Sciences. TTUHSC at El Paso also supports a network of patient care centers across the Sun City known as Texas Tech Physicians of El Paso.

The far West Texas region and El Paso community have benefitted for over 40 years from the presence of TTUHSC El Paso. The health sciences center originally began as a regional campus in 1973, training TTUHSC School of Medicine students from Lubbock in their third and fourth years and resident physicians in several specialties. Today, the health sciences center has nine residency specialties and five fellowships. Many of El Paso’s community physicians are graduates of the medical school or residency programs. A majority of them, along with other community doctors, partner with TTUHSC El Paso to help train medical students and residents in their private practices.

TTUHSC El Paso has established itself as a leader in education and patient care and is building a top-ranked research environment with significant studies under way in the areas of:

• Cancer
• Infectious Diseases
• Diabetes & Obesity
• Neurosciences

The university continues to advance knowledge to its students and community health care professionals through educational opportunities and research, while providing valuable patient care and services.
OUR NAME

Using the complete name of the Texas Tech University Health Sciences Center El Paso — or its appropriate abbreviation — TTUHSC El Paso will help avoid confusion with the other institutions in the Texas Tech University System. This is because the general public may not be aware that Texas Tech University Health Sciences Center El Paso is independent from Texas Tech University, so care should be taken to correctly distinguish it.

Never use “Texas Tech,” “Texas Tech University” or “TTU” when referencing Texas Tech University Health Sciences Center El Paso or any of its schools, institutes, or departments. These names are most commonly associated with the general academic campus, which can cause confusion.

Incorrect: Texas Tech Health Sciences Center
Correct: Texas Tech University Health Sciences Center El Paso

Incorrect: Texas Tech School of Medicine
Correct: Texas Tech University Health Sciences Center El Paso Paul L. Foster School of Medicine

Avoid using “Health Sciences Center” alone, as this is part of the name of many other universities in the state.

Avoid using “Tech” alone, as this ambiguous term could cause confusion. If it is necessary to use “Tech”, it must be accompanied by a reference to either “Texas Tech University Health Sciences Center El Paso” or “TTUHSC El Paso” for clarification.

“Tech” should NEVER be used with our school names or programs.

Incorrect: Tech School of Nursing
Correct: Texas Tech University Health Sciences Center El Paso Gayle Greve Hunt School of Nursing

Incorrect: Texas Tech University Health Sciences Center at El Paso
Correct: Texas Tech University Health Sciences Center El Paso

Use of the word “at” as in the name TTUHSC at El Paso should NEVER be used in logos or everyday use of the name for marketing purposes. However, using the name with the word “at” CAN be used for all formal and legal documents.

ABBREVIATIONS

The abbreviation TTUHSC El Paso may be used on second reference, after the full name has been mentioned. Never use “HSC” alone, as this is not an abbreviation of the proper name. There should never be a space between the letters TTU and HSC. The word El Paso should never be abbreviated.

Incorrect: Texas Tech University HSC El Paso
Correct: TTUHSC El Paso or Texas Tech University Health Sciences Center El Paso

Incorrect: TTU Health Sciences Center El Paso
Correct: TTUHSC El Paso or Texas Tech University Health Sciences Center El Paso

Incorrect: TTUHSC EP
Correct: TTUHSC El Paso

PATIENT CARE SERVICES

Patient care services of the TTUHSC El Paso Paul L. Foster School of Medicine use the consumer brand, Texas Tech Physicians of El Paso. Please refer to the Texas Tech Physicians of El Paso Identity Guidelines on the Communications and Marketing website for appropriate naming conventions.

For more information regarding reference, please see “Writing” section on page 66.
The official identity system consists of three primary types of identities: the Double T, Academic Coat of Arms and Official Seal. Each has a distinct role to play. By following these guidelines, it will help to ensure their proper use.

**DOUBLE T AND SIGNATURE**

The Double T has a strong association with Texas Tech University. It can be seen around campus in a variety of architectural and design elements. The new Double T logo and signature should be used primarily to represent the university and its entities. The Double T alone is prohibited for any TTUHSC El Paso entity.

**ACADEMIC COAT OF ARMS AND SIGNATURE**

The new Academic Coat of Arms and Signature will only be used as a secondary logo for the university. Any use of the shield must be approved by the Office of Communications and Marketing. This logo is not approved for student recruiting.

**OFFICIAL SEAL AND SIGNATURE**

The Official Seal and Signature is used to represent official business. It may be displayed on diplomas and certificates, on printed pieces of highest official rank and on the business papers of the Office of the President. The Official Seal is considered the most formal symbol of the institution.

It is reserved for use by the Office of the President and is used to represent the official business of the university.
COLOR USAGE

The university’s official logos should always maintain maximum visibility over any background color or image. Where the color contrast is not high enough to distinguish the logo, an approved alternate version should be used. See “Color Variations” on page 16 for options.

CLEAR SPACE AND BOUNDARY

To ensure visibility, provide adequate spacing between the logo and other design elements, a minimum required spacing of the height of the letter “T” in “Texas Tech University Health Sciences Center El Paso” is required.

MINIMUM SIZE

The logo should not be reduced to a size in which the Double T logo is smaller than one centimeter in height. A smaller size might be allowed depending on the physical size of the publication or material, but approval must be received through the Office of Communications and Marketing.

GUIDELINES FOR REPRODUCING

When the logo is reduced or enlarged, it should always be treated as one unit. All elements should be sized proportionately and without stretching or skewing. For examples of incorrect uses and reproductions of the logo, see page 22.

The logo should NOT be built. It can be obtained through the Office of Communications and Marketing. See page 4 for contact information.

TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER.
Paul L. Foster School of Medicine

TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER.
EL PASO

Paul L. Foster School of Medicine

Former Logo

Propotion of Double T in relation to the logotype reduced for emphasis on name, better alignment and to allow for multiple lines on entity.

Entity name slightly larger, satisfying a concern of the schools.

Name of entity not confined to Double T baseline, so multiple lines can be used if needed.

Increased spacing between words, lines, and Double T to aid in legibility at small sizes.

All words in logotype are the same size, preventing emphasis on any one part of the name.

CURRENT LOGO

PROPORTION OF DOUBLE T

IN RELATION TO THE
LOGOTYPE REDUCED
FOR EMPHASIS ON NAME,
BETTER ALIGNMENT AND
TO ALLOW FOR MULTIPLE
LINES ON ENTITY.

ENTITY NAME SLIGHTLY
LARGER, SATISFYING A
CONCERN OF THE SCHOOLS.

NAME OF ENTITY NOT
CONFINED TO DOUBLE T
BASELINE, SO MULTIPLE
LINES CAN BE USED IF
NEEDED.

INCREASED SPACING
BETWEEN WORDS, LINES,
AND DOUBLE T TO AID IN
LEGIBILITY AT SMALL
SIZES.

ALL WORDS IN LOGOTYPE
ARE THE SAME SIZE,
PREVENTING EMPHASIS ON
ANY ONE PART OF THE NAME.

FORMER LOGO VS. CURRENT LOGO

DOUBLE T AND WORDMARK

All words in wordmark
are the same size

Wordmark aligns with
Double T features

ENTITY

Paul L. Foster School of Medicine

SUB-ENTITY

Department of Surgery

ITALICIZE ALL SMALL WORDS

ITALICIZE ENTIRE SUB-ENTITY.

THE UNIVERSITY’S OFFICIAL LOGOS SHOULD ALWAYS MAINTAIN MAXIMUM VISIBILITY OVER ANY BACKGROUND COLOR OR IMAGE. WHERE THE COLOR CONTRAST IS NOT HIGH ENOUGH TO DISTINGUISH THE LOGO, AN APPROVED ALTERNATE VERSION SHOULD BE USED. SEE “COLOR VARIATIONS” ON PAGE 16 FOR OPTIONS.

THE UNIVERSITY’S OFFICIAL LOGOS SHOULD ALWAYS MAINTAIN MAXIMUM VISIBILITY OVER ANY BACKGROUND COLOR OR IMAGE. WHERE THE COLOR CONTRAST IS NOT HIGH ENOUGH TO DISTINGUISH THE LOGO, AN APPROVED ALTERNATE VERSION SHOULD BE USED. SEE “COLOR VARIATIONS” ON PAGE 16 FOR OPTIONS.
WHICH VERSION SHOULD I USE?

There are a few versions of the logo available for use. Please use the guidelines below when deciding which logo to use for your project.

LEFT ALIGNED

Use this logo when placed on the left side of the page or when you have a more horizontal rectangular space.

CENTER ALIGNED

Use this logo when placed in the center of the page or when centered text will be used, such as invitations, certificates, etc.

WORDMARK

Please use this logo when it will be used as a “sign off” for long documents, brochures, videos, etc.

USE OF DOUBLE T

The use of the Double T alone is prohibited for any TTUHSC El Paso entity.

We must always include the TTUHSC El Paso signature to differentiate ourselves from Texas Tech University and TTUHSC in Lubbock.

CORRECT USE OF DOUBLE T

The Double T plays a vital role in promoting the Texas Tech experience. It must be used in conjunction with the TTUHSC El Paso signature. Any other use may infringe on trademark/copyright licensing.

Use of the Double T must reflect positively on the university and must be reproduced accurately by a licensed vendor of Texas Tech University, System.

Approval from the Brand Manager of Communications and Marketing is required. See page 4 for contact information.
COLOR VARIATIONS

There are a few color options available for use with the TTUHSC El Paso logo. Please refer to the following pages when trying to decide which logo you should use for your project. The most commonly used version is four-color.

Four color process involves a combination of four ink colors (cyan, magenta, yellow and black) and is common for personal and commercial printers alike. One-, two- and three-color process jobs include a spot color or Pantone specific color that will be printed separately without mixing. Depending on the project and the printer, using one of these options may help to save in cost. See “Color” on page 31 for further color specifications.
The black background is used for example only and should not be included
OUTDATED/INCORRECT LOGOS

The following examples are logos that were either incorrectly made, or are previous institutional logos that should not be used on any TTUHSC El Paso materials.

Discontinue use of all previous and outdated logos, seals, coat of arms, center or unit identities. These will no longer be used. In addition, all other academic identities representing regional academic campuses, centers or units of TTUHSC are to be discontinued. Materials bearing them should be replaced with the new appropriate logo as soon as inventories expire.

Mandatory use of the new system will take effect January 1, 2015.

Contact your campus Office of Communications and Marketing for more information and for help with updating your materials. See page 4 for contact information.

OUTDATED/INCORRECT LOGOS

All previous logos for TTUHSC El Paso are no longer approved for use and should be discontinued as soon as economically possible. Outdated logos are not limited to those shown here.

For questions about the discontinuation of old logos, contact your campus Office of Communications and Marketing for more information and for help with updating your materials. See page 4 for contact information.
INCORRECT USES OF THE DOUBLE T LOGO

Substituting fonts

Distorting or applying special effects

Filling logo with pattern or photo

Outlining

Changing size/position of certain elements

Using logo as pattern or photo

Inlining

Scanning logo from printed documents

Using logo as watermark

Reproducing logo in colors other than official

Adding text or overlapping

Turning logo on its side or at an angle

Using part of logo alone

Placing logo on background that overpowers it

INCORRECT BACKGROUND COLOR USAGE

CORRECT BACKGROUND COLOR USAGE

One color options on approved background colors

* Simplified to Double T for visual purposes only, you must use the full TTUHSC El Paso logo.

INCORRECT BACKGROUND COLOR USAGE

Color options that will NOT be approved

* Simplified to Double T for visual purposes only, you must use the full TTUHSC El Paso logo.

TTUHSC would like to invite you to

TTUHSC is proud to announce a new program...
**SCHOOL LOGOS**

All academic and medical units should follow the design options outlined in this manual. Requests for exceptions will be handled on a case-by-case basis.

**DEPARTMENTAL LOGOS**

All academic and medical units should follow the design options outlined in this manual. Requests for exceptions will be handled on a case-by-case basis.

The first line (secondary name) is reserved for schools and institutional offices. The third line (tertiary name) is reserved for departments.

**DEPARTMENTS WITH LONG NAMES**

The new logo will allow for department and program names that must have two lines. They will be used as follows.

### Approved Logos

<table>
<thead>
<tr>
<th>Name of school</th>
<th>Name of department</th>
<th>Name of institutional office</th>
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</thead>
<tbody>
<tr>
<td>Texas Tech University</td>
<td>F. Marie Hall Institute for Rural Community Health</td>
<td></td>
</tr>
<tr>
<td>Health Sciences Center, El Paso</td>
<td>E. Marie Hall Institute for Rural Community Health</td>
<td></td>
</tr>
<tr>
<td>Paul L. Foster School of Medicine</td>
<td>Gayle Greve Hunt School of Nursing</td>
<td></td>
</tr>
<tr>
<td>Graduate School of Biomedical Sciences</td>
<td></td>
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</tr>
</tbody>
</table>

### NOT APPROVED Logos

- **Department of Biomedical Sciences**
- **Office of the President/Dean**
- **Master of Science in Nursing Pediatric Primary Care Nurse Practitioner Program**
INSTITUTIONAL AND CENTER LOGOS

Only approved Centers, Institutes, and grant-funded programs, that are outward facing and have a specific audience (separate from TTUHSC’s audience) can have their own logo separate from the TTUHSC El Paso logo.

Institutes must have a version of their logo that includes “Texas Tech University Health Sciences Center El Paso”.

Please contact the Office of Communications and Marketing with any questions. See page 4 for contact information.

WHEN DOES THE DOUBLE T NEED TO BE ADDED?

When using the approved logo, if “Texas Tech University Health Sciences Center El Paso” is not used within the design of the logo, the Double T must be used on that item.

Please see “Stationery and Correspondence” on page 46 for information on how institutional logos are to be used on stationery and business cards.

EXAMPLES OF INSTITUTIONAL LOGOS THAT CAN BE USED AS A STANDALONE

EXAMPLES OF INSTITUTIONAL LOGOS THAT MUST INCLUDE THE DOUBLE T IN ASSOCIATION
SPIRIT LOGOS

Spirit logos may only be used with approval of the Office of Communications and Marketing. They are not to be used to represent the university in a professional or academic manner (only the TTUHSC El Paso Logo should be used in these circumstances). Spirit logos may only be used on student and employee spirit items including T-shirts, mugs, car decals, etc.

For variations of these logos or inquiries on other spirit logos, please contact the Office of Communications and Marketing. See page 4 for contact information.

SPIRIT LOGOS ON PROMOTIONAL ITEMS

Spirit logos may only be used on student and employee spirit items. They cannot be used on items for the general public. For more information about the general application of logo standards on promotional items, see page 58.
COLOR

Texas Tech Red and Texas Tech Black are the official colors and primary palette used to represent TTUHSC El Paso. They can be found on both official communications such as business cards, letterhead and presentations, as well as in a broad range of marketing materials. Red and black should dominate all TTUHSC El Paso-endorsed identities like logos, marks or promotional graphics.

Refer to the color values listed when working with the TTUHSC El Paso logos. Tech Red is a pure and vibrant shade of red. Four-color (4C) design files are provided in CMYK color mode to ensure a vibrant shade of red for printing purposes. RGB color mode is used for on-screen web mediums. Note: Pantone PMS color values and two-color (2C) and three-color (3C) logos are provided for Spot Color printing purposes only. In all other instances, use the four-color (4C) files and refer to the RGB/Hex color values for graphic design and layout purposes. The goal is to produce a consistently “pure” red in print. While we understand this will vary, please take precautions with your print vendor to ensure that the final product will not wane into either the pink or orange range; they must produce a pure shade of red in the end.
SECONDARY COLORS

Our supporting palette is designed to complement our primary colors and allow them to stand out, while providing flexibility in design layouts. The supporting palette should only be used as accents. Percentages of each may be used to extend the number of colors and values required to separate different information sets in charts, graphs and diagrams.

GRAY

COCO 155
5 5
100.0 50.0
250.0 0.0
120.0 0.0

LIGHT GRAY

COCO 155
5 5
100.0 50.0
300.0 0.0
250.0 0.0

DARK RED

PMS 540 C
5 5
100.0 50.0
5 80.0 0.0
30.0 0.0

COCO 155
5 5
245.0 0.0
195.0 0.0
255.0 0.0
120.0 0.0

CREAM

PMS 468 C
5 5
0.0 60.0
10.0 40.0
10.0 50.0
30.0 0.0

PMS 465 C
5 5
20.0 0.0
32.0 0.0
58.0 0.0
0.0 0.0

TAN

PMS 465 C
5 5
0.0 34.0
10.0 24.0
8.0 50.0
0.0 0.0

PMS 468 C
5 5
6.0 32.0
3.0 0.0
13.0 20.0
0.0 0.0

PMS 484 C
5 5
0.0 65.0
10.0 20.0
10.0 40.0
30.0 0.0

DARK BLUE

COCO 155
5 5
0.0 0.0
5.0 31.0
237.0 32.0

PMS 5425 C
5 5
30.0 0.0
4.0 28.0
119.0 28.0
85.0 28.0

HEX: 003A66

HEX: 899Fb4

HEX: 4D5b2A

HEX: b0b37b

PMS 574 C
5 5
34.0 0.0
0.0 0.0
81.0 28.0
71.0 28.0

PMS 5777 C
5 5
10.0 0.0
0.0 28.0
49.0 28.0
28.0 28.0

HEX: 003A66

HEX: 899Fb4

HEX: 4D5b2A

HEX: b0b37b

GREEN

PMS 574 C
5 5
34.0 0.0
0.0 0.0
81.0 28.0
71.0 28.0

PMS 5777 C
5 5
10.0 0.0
0.0 28.0
49.0 28.0
28.0 28.0

HEX: 003A66

HEX: 899Fb4

HEX: 4D5b2A

HEX: b0b37b

COCO 155
5 5
220.0 0.0
195.0 0.0
255.0 0.0
120.0 0.0

COOL GRAY 8 C

5 5
0.0 0.0
0.0 0.0
0.0 0.0
45.0 0.0

HEX: CCCCCC

COOL GRAY 11 C

5 5
0.0 0.0
0.0 0.0
0.0 0.0
70.0 0.0

HEX: 333333
In keeping with the TTUHSC El Paso caregiver persona and the key concept of fostering success, a highly readable Charter font was chosen to represent our primary voice. A derivative of a traditional Roman face, Charter's design also reinforces the same classical associations recognized in our campus architecture, forms that evoke a sense of history, integrity and trust. It's a highly versatile typeface that's appropriate for a variety of applications from formal to casual. The larger size of the lower case characters adds to its readability and makes it a welcoming face.
The primary headline presentation should be Charter in the Roman weight in caps and lowercase to create a friendly, conversational style. This treatment should be used in the vast majority of situations. There will be occasions when a more formal style may be appropriate, such as in titling treatments on invitations or certificates where either caps or large and small caps may be considered. The italic weight is also included as a component of the unique logotype treatments and the bold weight for limited use on business cards, letterhead and when additional hierarchies are required. The italic should generally not be used within headlines. It is primarily reserved for supporting text treatments or quotations.

Helvetica Neue

Helvetica Neue is available in a wide range of styles and weights and is one of the most versatile and widely used typefaces in the world, with numerous languages and character sets. It is the definitive sans serif font, with a classic neutrality that allows it to be used for all types of communication. The Helvetica Neue styles and weights seen on these pages are the fonts specifically selected from the larger family for the new TTUHSC El Paso typography standards.

Major and Minor Subheads, Captions and Lists

Helvetica Neue 77 Bold Condensed is used for both major and minor subheads within primary body copy sections. It should also be used in charts, graphs, tables and other informational graphics where space efficiency and readability are critical – along with Helvetica Neue 57 Condensed and the select group of Helvetica Neue fonts listed here. The Helvetica Neue family is also the preferred choice when presenting lists or other dense content such as course schedules and catalogs. It may also be used for body copy in documentation.

Ordering Charter

Use the PostScript Type 1 version of Charter from Bitstream’s subsidiary, MyFonts. The only faces used are: Charter, Charter Italic and Charter Bold. These are available at MyFonts.com from two sets – Charter ($99) and Charter Bold ($49.50). Each license covers five computers.

Although there are other weights and styles within these packages, only the fonts listed here are acceptable for use within the Texas Tech University Health Sciences Center El Paso identity system.

Substituting Times New Roman for Charter in Presentations and Correspondence

When you’re developing presentations in PowerPoint or correspondence in Word, substitution of Charter with Times New Roman in comparable styles and weights is allowed. Do not develop digital documents of any kind for general distribution that are dependent upon Charter fonts being installed on your audience’s computers.
Edwardian Script

Edwardian is a script font useful in designs like for invitations and announcements. It provides an alternative face for text when a more formal look is preferred. Edwardian should not be used in place of Charter or Helvetica Neue as a primary font, but rather as a complementary font.

Edwardian Script comes preinstalled in the Microsoft Office 2007 Suite and many other Microsoft products. No purchase is required. Do not develop digital documents of any kind for general distribution that are dependent upon Edwardian Script fonts being installed on your audience's computers.

COLOR
Helvetic Neue may be presented in red, black or gray, depending on how it best supports and complements the primary typeface Charter or other Helvetica Neue type presentations. In this guide, there are numerous examples of combining color, size, weight and style to create clear and concise information hierarchies using these signature fonts.

ORDERING HELVETICA NEUE

Although other weights and styles are available in the Neue family, only the fonts listed here are acceptable for use within the TTUSHC El Paso identity system. Use these branded typefaces, Charter and Helvetica Neue, when designing and producing advertising and design solutions.

SUBSTITUTING ARIAL FOR HELVETICA NEUE IN CORRESPONDENCE AND PRESENTATIONS
When developing presentations in PowerPoint or correspondence in Word, the substitution of Helvetica Neue with Arial in comparable styles and weights due to its universal availability is allowed. Do not develop digital documents of any kind for general distribution that are dependent upon Helvetica Neue fonts being installed on your audience's computers.
IMAGERY

One of the most important functions of our identity system is to bring greater visibility to all aspects of TTUHSC El Paso. Take advantage of every opportunity to bring greater clarity to those images whenever the occasion presents itself.

REINFORCING OUR KEY CONCEPTS

Our key concepts can be used to help identify the types of imagery that will bring greater visibility to who we are and what is special about TTUHSC El Paso. Displayed are a few examples of images that align with our key concepts and reinforce the key messages that support our preparedness positioning and our brand personality.

Please contact the Office of Communications and Marketing for any imagery or photography needs. See page 4 for contact information.

PHOTOGRAPHY

Communications and Marketing does not have an on staff photographer. However all photography should be planned as far in advance as possible. This is equally true for the use of photos from the archives, which may require duplication. It is important for designers to understand schedules and costs early in the design process in order to leave time for alternate arrangements if necessary.

It is also necessary for university photographers or outside contract photographers to be aware of the need for models or props, whether the photo shoot is on location or in a studio, whether the image is made on film or digitally and other details well in advance of the day of photography.
It is important that use of all photographs and graphic images comply with U.S. copyright and trademark laws and that no image be used without permission of the creator, owner or model. If compensation is anticipated, in lieu of a release for media purposes, appropriate contractual arrangements must be made prior to making any commitment.

When necessary and appropriate, some images must be identified with the symbols ® and TM. These marks may be placed with the creator's credit line, as in the use of photography, or incorporated into the illustration.

Designers and editors should be aware that usage contracts with creators and owners provide a full range of permissions and limitations (for example, single or multiple use, according to media and by location). Designers and editors should check contracts carefully for each use of photography or illustration.

**USE OF STOCK PHOTOGRAPHY BY AGENCIES: LEGAL LIABILITY FOR VIOLATIONS OF COPYRIGHT AND USAGE RIGHTS.** Consider all current and potential applications when negotiating stock usage rights and rates. The use of photographic images is strictly governed by domestic and international trademarking, trade dress and copyright laws. Failure to adhere to intellectual property rights associated with the licensing of a photographer's images and talent can result in significant financial and legal exposure. Organizations or individuals who do not obtain photography and/or talent usage rights, who do not adhere to the parameters of usage rights agreements of said agencies or photographers will assume all financial and legal liability for any copyright violations. Violators will be individually liable for infringement. Judges have awarded as much as $150,000 for copyright infringements.

**INFORMATION GRAPHICS**

**CHARTS**
Charts display detailed information in a clean, tabular format. Charts (also known as tables) are used to convey a precise amount of data in a compact, easy-to-read fashion. They should be designed with clarity in mind, in a way that is appropriate to the content being presented. Utilize the secondary color palettes to clearly classify and differentiate various information types.

**ILLUSTRATIONS**
Illustrations illuminate concepts and information in a way that's easy to understand. In general, the primary representation of TTUHSC El Paso does not include illustrations, although there will be situations where illustrations are required, such as in the development of informational graphics or when photographs are unavailable or inappropriate. To maintain a high quality of illustration, it is strongly recommended that a professional illustrator be hired to handle this task.

**COPYRIGHT, USAGE RIGHTS AND LIMITATIONS**
It is important that all uses of photographs and graphic images comply with U.S. copyright and trademark laws and that no image be used without permission of the creator or owner.

Photographs produced by Texas Tech Health Sciences Center (TTUHSC) El Paso photographers are the property of the TTUHSC El Paso and the copyright is owned by the Texas Tech University System. Any images created by TTUHSC El Paso staff are subject to the copyright laws of the United States of America as well as the State of Texas.

The purchase and or use of TTUHSC El Paso photography must be in compliance with the mission statement and guidelines as implemented by the Texas Tech University System and the Texas Tech University System Board of Regents. Photos in the archive, as well as the overall production of photography, shall be the best quality possible and meet all standards of photographic excellence. Reproduction of TTUHSC El Paso photography must abide by and be limited to the use as negotiated by the TTUHSC El Paso Office of Communications and Marketing or the original creators.

It is also important that releases be obtained from all models granting permission for the specific terms of use. Images must not be used without compensation if the creator, owner or model requires compensation.

The Health Insurance Portability and Accountability Act (HIPAA) is a federal law that requires privacy and security of protected health information. Protected health information is individually identifiable health information, which includes, but is not limited to, the names of patients and full-face photographic images and any comparable images.

If the video or photography subject is a TTUHSC El Paso patient, the subject must complete a HIPAA authorization for release of patient information form, as well as a release for media purposes. Completed forms will be maintained by the TTUHSC El Paso Office of Communications and Marketing.

If the video or photography subject is not a TTUHSC El Paso patient, a release for media purposes must be completed and obtained from the subject. Additional releases may be required depending on the circumstances.
TTUHSC El Paso stationery, envelopes and business cards are essential when communicating with various audiences. By unifying correspondence to match the brand identity, they offer daily opportunities to solidify the university’s brand image with the public. These basic communication materials must coincide with all other elements of the identity system.

Use of official stationery is permitted only for personnel in officially recognized colleges, offices, departments and academic organizations. Please take care to maintain the integrity of the following designs.

To ensure visual consistency, all official university business cards, letterhead and envelopes will be designed and printed through the TTUHSC Printing Center. Its office number is 806.743.2016. The TTUHSC El Paso office of Communications & Marketing can also recommend local printers that follow TTUHSC El Paso brand identity standards.

As of January 1, 2015, departments may no longer order stationery in the old templates with the old marks. They may, however, continue to use up old stationery in stock.
**BUSINESS CARDS**

**ACADEMIC**

- 1/8 inch border around entire card.
- Text lined up with wordmark.
- Option of either TTUHSC El Paso logo or TTP of El Paso logo if second side is desired.

**CLINICAL**

- 1/8 inch border around entire card.
- Text lined up with wordmark.

**CO-BRANDED BUSINESS CARDS**

- TTUHSC El Paso logo on ALL co-branded business cards.
- TTUHSC El Paso logo on back of business cards if second side is desired.
- Text lined up with logo attributes.
- Double T included on all co-branded business cards in bottom right corner.

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**Texas Tech University Health Sciences Center, El Paso**

- Name: [Full Name]
- Phone: [Phone Number]
- Email: [Email Address]

**Paul L. Foster School of Medicine**

- Address: [Address]
- Phone: [Phone Number]
- Email: [Email Address]
POWERPOINT PRESENTATIONS

The brand identity should be kept intact throughout all TTUHSC El Paso affiliated presentations. The examples shown are possible background designs.

If you use TTUHSC El Paso in a slide headline or otherwise, be sure the full name of the university is used, or has previously been referenced within the presentation. Once you have used Texas Tech University Health Sciences Center (TTUHSC) El Paso in a slide presentation, it is acceptable to use TTUHSC El Paso as the short name for the university. (See writing guidelines for more information.)

For effective PowerPoint presentations, please follow these recommendations:

• Use fonts without serifs. Approved sans serif university fonts include Helvetica Neue and Arial.

• Avoid using font colors that are difficult to read, such as red on black backgrounds.

• Use font colors that contrast well with the slide background.

• Use font sizes that are large enough to read (at least 18 point).

• Avoid placing more than seven lines of information on each slide.

• If possible, communicate only one idea per slide and avoid long bulleted lists.
Advertising and branded environments

Advertising can be incredibly powerful and effective, but only if planned and executed well. Before contacting the Office of Communications & Marketing El Paso for your advertising needs, consider a few questions to best showcase your school, department, organization or topic:

- What is the purpose?
- Who is my audience?
- What is my budget?
- What format(s) would best showcase the point I need to make?
- What call to action will be included? (ex. Call to set up your appointment today.)
- What is the timeline of the project?
- What requirements will be needed to complete the project? Design, photography, videography, copywriting, etc.

Please refer to HSC OP 67.01 and 67.02.

Once you have gathered this information, contact the TTUHSC El Paso Office of Communications and Marketing.

If an ad is placed for recruiting purposes, please contact Human Resources to ensure guidelines are followed.

Newspaper and Magazine

For any TTUHSC El Paso presence in publications, such as the samples below, contact the Office of Communications and Marketing El Paso. The office will ensure that:

- a clear headline falls in line with the mission, vision and values of TTUHSC El Paso
- a high quality image (if applicable), is used
- an approved TTUHSC El Paso logo is in a prominent location
- the correct TTUHSC El Paso colors (some exceptions may apply) is used and
- a clear call to action including the correct contact information for that unit is included.

Please refer to HSC OP 67.01 and 67.02.
VIDEO AND ELECTRONIC MEDIA
Videos provide a very interactive and effective way to promote a message, but there are several factors that must come together in order to do so. Contact the Office of Communications and Marketing to help create your video. If an outside vendor must be used, allow the Office of Communications and Marketing to work with that entity in order to adhere to these guidelines.

QUALITY:
It’s essential that the videos are of sufficiently good quality. Remember that all content, no matter what guise it may take, reflects on the TTUHSC El Paso brand. Users tend to spread the word about negative experiences faster than positive ones. When it comes to videos, if they’re worth doing at all, they’re worth doing well.

In order to be approved for use, the video must have the appropriate quality, resolution, must be in HD, the appropriate file format and follow the brand standards. For more information about these, contact the Office of Communications and Marketing.

VIDEO CONTENT STANDARDS AND TECHNICAL SPECIFICATIONS
The video must not include improper use of TTUHSC El Paso equipment and facilities or any obscene, offensive or false footage that may jeopardize the integrity of the TTUHSC El Paso mission, vision and values. Videos must be TTUHSC El Paso-related and support the mission of TTUHSC El Paso. Videos may include but are not limited to:

• Commercials
• Promotional videos (Limited to 3 minutes or less)
• Instructional videos (Limited to 5 minutes or less)
• News segments
• Student recruitment

USE OF TTUHSC EL PASO OFFICIAL IDENTITIES
Videos must include an appropriate approved TTUHSC El Paso logo and abide by the university’s identity guidelines.

RADIO
For radio advertising, it is important to present the message without the use of a visual aid. It is absolutely essential to have someone voice your message that can represent TTUHSC El Paso according to its mission, vision and values, and effectively broadcast the point at hand. Radio advertising must include:

• A clear and concise message.
• A speaker that is well spoken and conveys TTUHSC El Paso in a positive voice/manner.
• A call to action at the end.
• What do you want them to do?
• Contact information.
• The full and correct name: “Texas Tech University Health Sciences Center El Paso.”
Brochures and Print Collateral

Brochures created for an external audience, specifically for schools and clinical departments, will be created by the Office of Communications and Marketing in-house designers. Other collateral materials, including invitations, may be outsourced, but must follow guidelines. All designs must be approved by the Office of Communications and Marketing before going to print. See page 4 for contact information.

- Clear meaningful title/headline
- Proper logo (either centered or flush left)
- Contact information
- Professional-looking photography or artwork to represent the subject
- Proper colors from approved color palette
- Proper fonts from approved font selection
- Remember that “less is more” in creating an effective design.

Recommended sizes for collateral:
- 4 x 9” (bifold, trifold or single panel brochure)
- 5 x 7” (invitation or postcard)
- 8.5 x 11” (flyer or one-sheet)
- 5.5 x 8.5” (bifold or half sheet)
- 11 x 17” (poster)
- 18 x 24” (poster)

Trademarks and Licensing

Texas Tech University System owns and controls the use of its signature logos, insignias, seal, designs, symbols, wordmarks, and other marks, collectively called “trademarks”. These have been established for several areas of the university including (but not limited to) the Double T logo, signified by the ® symbol, and the Texas Tech University Health Sciences Center wordmark, signified by the TM symbol. These symbols must be present in all applications of the logo in their correct location.

Use of any TTUHSC El Paso or TTU trademarks without license or permission is prohibited. TTUHSC El Paso and TTU reserve the right to pursue any and all legal avenues and take whatever measures necessary to protect their trademarks from infringement.

For inquiries regarding trademarks, contact Liz Widby in the Office of Communications and Marketing. See page 4 for contact information.

Additional information on policies and guidelines for in-house TTUHSC El Paso use may be obtained from licensing guidelines published by the Texas Tech University Athletics Department available at http://www.texastech.com/licensing/text-licensing.html
PROMOTIONAL ITEMS

Promotional items may vary greatly in overall design, but an accurate application of the logo standards will ensure a consistent representation of the TTUHSC El Paso brand.

The TTUHSC El Paso logo is designed to be used as one unit. Elements of the logo signature are not to be used separate or combined with other elements. The logo signature has been specifically designed for TTUHSC El Paso and may not be changed in terms of proportion or typeface, as shown on page 22.

Specialty items must be professional and tasteful, aligned with the mission of the institution. All designs must be approved by the Office of Communications and Marketing. See page 4 for contact information. Please also contact the Office of Communications and Marketing for: the simplified logo for embroidered materials and to receive the correct logo and filetype for your specialty items.

NOTE: The Double T alone CANNOT be used on any item.

* Local system offices such as the OIA is one exception.

STUDENT ORGANIZATIONS

T-shirts and promotional items may be created for registered student organizations and university departments for internal use. These items must include the full organization’s name, the correct reference to either “Texas Tech University Health Sciences Center El Paso” or “TTUHSC El Paso”, must have the correct TTUHSC El Paso logo (if included) and must be approved by the Brand Manager in the Office of Communications and Marketing. Items will not be approved if they misrepresent TTUHSC El Paso in any way, and must be accurately reproduced by a licensed/approved vendor of the Texas Tech System. A purchase order must be submitted for such items.

All designs must be approved by the Office of Communications and Marketing. See page 4 for contact information.
TRADE SHOW DISPLAYS

When traveling to various areas for trade shows, student recruiting events and health fairs, etc., it is important to maintain the TTUHSC El Paso brand. These opportunities reinforce the TTUHSC El Paso brand through visual displays, promotional items, presentations, apparel and personal interaction.

Using the most up-to-date materials is essential, especially when recruiting.

When creating displays, banners and tradeshow items, contact the Office of Communications and Marketing for assistance.

All designs must be approved by the Office of Communications and Marketing before being printed. See page 4 for contact information.

REGALIA

Ceremonial banners and regalia displayed at graduation and university-wide events must be in line with the TTUHSC El Paso brand.

Previously established designs (as shown) may remain in place. New interpretations must be approved by the Office of Communications and Marketing. See page 4 for contact information.
WHITE COAT PATCH

Patches are reserved for provider and student white coats and academic uses.

To provide consistency, these patches should only be obtained from TTUHSC El Paso. Contact Purchasing, (915) 215-4554 or (915) 215-5070.

FACULTY AND CLINIC STAFF SCRUBS

Clinic staff and faculty may use the following logo or that of their respective school.

TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER, EL PASO
Paul L. Foster School of Medicine
STUDENT SCRUBS
Students should use the logo associated with their school.

TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER. EL PASO
Paul L. Foster School of Medicine

STUDENT SCRUBS
Students should use the logo associated with their school.

TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER. EL PASO
Gayle Greve Hunt School of Nursing

SIGNAGE
Any indoor or outdoor signage must be coordinated through TTUHSC El Paso Facilities Operations. Identity guideline standards must be followed.
To present TTUHSC El Paso as a quality institution, publications and written materials must also be of the highest quality. Adherence to a consistent editorial style is essential to maintaining the university’s stature.

Printed materials speak with one voice, present messages clearly, and communicate the message and image precisely. Editors should exercise great care to proofread copy and to check spelling.

WRITING STYLE GUIDE

TTUHSC El Paso uses “The Associated Press Stylebook” as its basic style guide. In certain instances, journalistic style is not appropriate to distinguish between “media style,” which follows the Associated Press and “publications style,” which follows a more formal academic style.

In cases where the editor feels the need for other choices, an alternate style may be used. If an alternate style is used, the chosen option should be followed consistently throughout the document or publication.

TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER EL PASO
POSITIONING STATEMENT

Writing should always be used in the context of TTUHSC El Paso’s positioning statement. The following paragraph presents positioning for TTUHSC El Paso:

“TTUHSC El Paso provides creative solutions to the health care challenges of today and tomorrow. It educates a diverse group of health care professionals for successful careers; it investigates and treats complex health issues, especially those affecting historically underserved populations; and it advances knowledge through research and other innovations that touch the health of people in Texas and beyond.”
For both universities: Avoid all uses of “Tech” alone as this implies a technical institution.

ABBREVIATIONS
Abstractions like TTUHSC El Paso are permissible. Do not abbreviate the names of colleges or schools.

TITLES FOR INDIVIDUALS
ACADEMIC DEGREES
holders of honorary degrees do not receive the title.

Use initial after a person's full name to designate the appropriate degree, like M.D., Ph.D., N.S.N., E.D., etc. Certification like PAC should not use periods in abbreviating. The person's title should follow on the first reference. Using the last name alone is preferable after the first reference. For example:

Sam Jones, M.D., chair of the Department of Neurosurgery at the Texas Tech University Health Sciences Center El Paso, said the appointment reflects the excellence of the faculty.

The Texas Nurses Association has named Sue Smith, R.N., Ph.D. and professor in the Gayle Greve Hunt School of Nursing at Texas Tech University Health Sciences Center El Paso, as its 2005 Nurse of the Year.

CERTIFICATIONS
Certifications following a name should be avoided, particularly if they are vague to the general public. "While Jim Smith, R.N.,” is acceptable for instance, "Jane Smith, FNC,” is not because certification is not generally respected. The health care profession, however, if the certification is a pertinent part of the information, then include it by writing out the certification. For example, instead of writing Alexia Green, R.N., Ph.D., FAAN, write Alexia Green, R.N., Ph.D., also is a fellow in the American Academy of Nursing.

No more than two titles should be used after a name.

INSTITUTIONAL TITLES
A formal title is capitalized when it precedes a name, but is not capitalized when it follows a name. For example:

President Douglas Jones, M.D., M.S.
Earl Grey, president

"Professor" may be used as a formal title when a person holds that distinction. When the title precedes a proper name, it is capitalized and never abbreviated. When "professor" follows a proper name, it is preceded by appropriate rank, i.e., "assistant" or "associate" and is not capitalized.

COURTESY TITLES
“Mr.,” “Mrs.,” “Miss” and “Ms.” are social or courtesy titles and should be avoided. On second reference, refer to people, men and women, by their last name only. In cases of sensitive development publications, if a courtesy title is used, always use the individual's preference. Avoiding social titles can help lessen chances for sexism in writing.

GROUP DESIGNATION
"Faculty" and "staff" are collective nouns that may be used in the singular or in the plural. Whether the writer chooses singular or plural, antecedents should agree.

ABBREVIATIONS
In publications, writers and editors should avoid abbreviations wherever possible. Do not follow a school, college, department, center, institute or organization's full name with an abbreviation or acronym in parentheses.

IN NAMES OF STATES
U.S. is acceptable on all references for United States.

NAMES OF CITIES
In press releases, the following style should be used when state names follow a city name:

Dallas, Ind. Neb. S.C.
Alaska Iowa Nev. S.D.
Ark. Ky. N.J. Texas
Calif. La. N.M. Utah
Hawaii Mo. Ore. Wyo.
Idaho Mo. R.I.
Ill. Mont. R.I.

MONTHS
Spell out the names of months in text material when they stand alone. The following abbreviations are used when providing a date, as in Jan. 13.


BUSINESSES USE
"Co.,” “Corp.” “Corporation” or “Incorporated” after their names.

Spell out the word if it falls within a business name, for example, "Aluminum Company of America.”
ACADEMIC SUBJECTS
Avoid capitalizing an academic subject when it is used as a general field of study. Capitalize academic subjects when they are part of the official title of a university entity, when they are the name of a language, and when they are the official title of a course or a short title that includes the course number. For example:

- The College of Mass Communications offers programs in advertising, journalism, telecommunications and public relations.
- She majored in chemical engineering and minored in Russian.
- The Center for Applied International Development Studies is a sponsor.
- The International Center for Arid and Semi-arid Land Studies received a major grant today. The center will use the money to a new project.

Avoid capitalizing such words as “freshman”, “senior” or “graduate” when the words refer to a stage of study or the classification of a student rather than to the group. For example:

- She was a freshman, majoring in agricultural communications.
- Texas Department of Agriculture

SEASONS AND LOCATION
Use lowercase for seasons. For example:

- The spring semester begins Wednesday.
- Transfer students may begin studies in the spring, summer or fall.

Use lower case for compass points when indicating a direction. For example:

- Many students travel west to the recreation areas of New Mexico.

NUMBERS
GENERAL USE
Spell out numbers one through nine and first through ninth.

Use figures for numbers 10 and greater. Also use figures to refer to a numerical ranking, a unit of scientific measurement, a percentage or a unit of money. For example:

- Two 10 lb.
- No. 1 1,040
- 300 45 kg
- 10 $5 million
- 5 percent 7 degrees Celsius or Fahrenheit

STARTING A SENTENCE
Always spell out a number at the beginning of a sentence. A better approach is to rewrite the sentence to avoid using a number at the beginning. For example:

- INSTEAD OF: Eight hundred and eighty-five architecture majors are included in Texas Tech University’s total enrollment of 28,000.
- TRY: Of Texas Tech’s total enrollment of 28,000 students, 885 are architecture majors.

PERCENTAGES, FRACTIONS, LARGE NUMBERS
Use numerals for percentages and spell out percent. For example:

- 90 percent
- 3 percent
Spell out fractions in text material. Hyphenate fractions when they are used as adjectives or adverbs. For example:
The book is three-fourths complete.

Use a comma in numerals of 1,000 and above except for temperatures, years, street addresses, broadcast frequencies, room numbers, serial numbers and telephone numbers. For example:

2,354
3818 degrees Celsius
2000 B.C.
806-742-2011

PUNCTUATION

SERIAL COMMA
A comma is not required before “and” or “or” in a series of three or more items unless it improves clarity. For example:

Required courses include English, history and economics.

The player scored a first-quarter touchdown.

The newly appointed director started in January.

APOSTROPHE FOR POSSESSION
Use the apostrophe to indicate possession. Note however, that “its” is a possessive pronoun that lacks an apostrophe. “It’s” is a contraction of “it is.”

APOSTROPHE FOR PLURALS
When words designate a word, do not use ‘s (apostrophe s) to indicate plural. For example:

No ‘ls,’ ‘inds’ or ‘unx.’

Plurals of figures add an s not an ‘s (apostrophe s). For example:

1920s
727s
low 20s

For plurals of single letters, use ‘s: For example:

Mind your p’s and q’s
Three R’s
Four R’s and a B

COMMAS IN NAMES
Associated Press style requires that a comma not be used to separate a name and “Jr.” or “Sr.” or a name and a numeral. For example:

John D. Rockefeller III

HYPHENATION
Hyphenate compound words used as adjectives, but not those that include an adverb ending in -ly. For example:

The player scored a first-quarter touchdown.

She has a full-time job in the Department of Surgery.

The newly appointed director started in January.

APOSTROPHE FOR PLURALS
When words designate a word, do not use ‘s (apostrophe s) to indicate plural. For example:

No ‘ls,’ ‘inds’ or ‘unx.’

Plurals of figures add an s not an ‘s (apostrophe s). For example:

1920s
727s
low 20s

For plurals of single letters, use ‘s: For example:

Mind your p’s and q’s
Three R’s
Four R’s and a B

For plurals of multiple letters, including acronyms, add s. For example:

ABCs
IOUs
VIPS

COMPOSITION TITLES
Composition titles are the names of books, movies, operas, plays, poems, songs, television programs, lectures, speeches, works of art, etc. Associated Press style requires that these titles are enclosed in quotation marks and are never italicized.

QUOTATION MARKS
Do not use quotation marks, bold font, underline or italics casually or for emphasis.

Periods and commas always go inside quotation marks.

Question marks and exclamation marks go inside if they are part of the quoted material.

Dr. Jones said, “It was a great day for everyone.”

“I understand the directions,” he said.

Have you seen “Harvey?”

The senator asked the nervous lobbyist: “Can you tell me that you honestly did not know the answer?”

“Said” should always be used when quoting or paraphrasing a source. If quoting a publication, use “according to.”

EXCLAMATION MARKS
Avoid exclamation marks for emphasis. Use them only sparingly for emotion or a strong feeling.

GENERAL STYLE
PREFERENCES AND VOICE
The following words have more than one spelling. These are preferred versions:

Acknowledgment
Adviser
Judgment
Percent
Counselor
Catalog
Health care
Orthopaedics when in reference to the TTUHSC El Paso Department of Orthopaedics. For all other references, use “orthopedics.”

Always write out “and” unless an ampersand (&) is used in an official name or title.

For publications, the names of companies and corporations that support TTUHSC El Paso programs should be spelled as they appear on their letterhead or corporate statements. Punctuation separating “Inc.” should follow Associated Press style and not be used. For example:

E.I. du Pont de Nemours & Co. Inc.

When referring to equipment that has been donated to the university or university system, give the proper trade name and spell the company correctly. For example:

Microsoft Windows software
Avoid redundancies. For example:

**INSTEAD OF:** most unique
**USE:** unique

Avoid passive voice. For example:

**INSTEAD OF:** The increase in salaries was approved by the Board of Regents.
**TRY:** The regents approved the increase in salaries.

Avoid beginning sentences with “There are” and “It is.”

In formal writing, avoid first person (I, we) and second person (you).

In less formal documents, first and second person sometimes may be used to create a more personal tone.

**DIVERSITY**

Every effort should be made to include women and minorities in photographs and copy. Access for persons with disabilities is often best illustrated in photographic images.

**EQUAL OPPORTUNITY/AFFIRMATIVE ACTION LANGUAGE**

It is recommended that publications and letterhead from the Texas Tech University System, Texas Tech University, the Texas Tech University Health Sciences Center and TTUHSC El Paso should include some form of Equal Opportunity/Affirmative Action statement.

At a minimum, it is recommended that you use: “An EEO/Affirmative Action Institution” on your publications.

For other wording, or for questions, contact the Equal Employment Opportunity Office at (806) 742-3627.

**TERMINOLOGY**

Re-read copy carefully to avoid racist, sexist or insensitive implications.

“Handicapped,” “disabled” and “impaired” should be used carefully and only when clearly pertinent and appropriate for your material. Keep in mind the following meanings and choices:

Disabled is a term describing an individual’s ability to do something independently.

Impaired implies difficulties in handling certain tasks.

Handicapped should be avoided to describe a disability. The best way to describe disabled individuals is “persons with disabilities.”

**RACES AND ETHNICITIES**

Capitalize the proper names of nationalities, peoples, races and tribes.

For example:

<table>
<thead>
<tr>
<th>Arab</th>
<th>Lakota</th>
<th>Mexican American</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arabic</td>
<td>Eakimo</td>
<td>Caucasian</td>
</tr>
<tr>
<td>African-American</td>
<td>Hispanic</td>
<td>Cherokee</td>
</tr>
<tr>
<td>Japanese</td>
<td>Jewish</td>
<td>Chinese</td>
</tr>
<tr>
<td>Asian</td>
<td>Latin American</td>
<td></td>
</tr>
</tbody>
</table>

Lower case “black,” “white” and other racial designations, whether used as adjectives or nouns.

For questions, please contact the Office of Diversity Affairs at (915) 215-4805.

**GENDER-SPECIFIC LANGUAGE**

Writers of Texas Tech University System publications should avoid suggestions that programs and aspects of general university life are limited to or directed at a specific gender.

Do not use “he” when the intent is “he or she” or “she or he.” For example:

**INSTEAD OF:** A student applying for financial aid should file his application for admission by Jan. 1.
**TRY:** Students applying for financial aid should file their applications for admission by Jan. 1.

**INSTEAD OF:** The student must have an overall grade-point-average of at least 3.0 to satisfy the requirements of this school.
**TRY:** A 3.0 grade-point-average is required to satisfy the requirements of the school.

Though “he or she” or “he/she” may be used occasionally, careful attention to writing will avoid awkward language and the over-use of these terms.

In some cases, the male and female references can be alternated. In other cases, no gender-specific word need be used at all.

**PROPER GENDER USE**

When reference to a specific gender is necessary, “men” and “women” generally are the preferred titles. For example:

Texas Tech University men may belong to several Greek and service organizations.

Texas Tech University women have built an enviable reputation on the basketball court.

Sigma Theta Tau is the international honor society for nursing. Membership is open to men and women, by invitation, based on high academic achievement.

Sometimes “male” and “female” may be appropriate. For example:

Male students are housed in Sneed Hall, while females occupy Horn and Knapp halls.

Numbers of female faculty are increasing.

“Boys” and “girls” properly refer to children.

“Alumnus” (“alumni” in the plural) refers to a man who has attended a college or university. “Alumna” ("alumnae" in the plural) refers to a woman who has attended a school. “Alumnis” is the correct Latin plural for use when referring to both men and women who have attended a school.

**MORE INFORMATION**

If you have questions about style, refer to the latest version of ‘The Associated Press Stylebook’ or contact the Office of Communications and Marketing at (915) 215-4860.
WEB GUIDELINES

A STANDARDS-COMPLIANT, ACCESSIBLE STRUCTURE

To provide for quick updates and ease of content creation, all Web pages are coded as XHTML Transitional documents using common external Cascading Style Sheets (CSS) to dictate the appearance of the page. Separating the content from the design in this way creates lightweight, fully standards-compliant Web pages that keep the content accessible to every visitor. As long as the existing mark-up standards are adhered to, the CSS documents will provide all of the styling necessary to keep your pages in sync with the TTUHSC El Paso identity.

TYPOGRAPHY

Where appropriate, graphics may be used for typographic headers. In these instances, consult the typography guidelines for guidance on usage of Charter and Helvetica Neue, the official TTUHSC El Paso typefaces. In the majority of Web content, styled HTML type is necessary, and common fonts must be substituted for the official typefaces. In these situations, styles have been written to dictate most kinds of header and paragraph information. Arial is the substitute font for Helvetica Neue, and is used for most general content and lower-level headers. Times replaces Charter, and is used for high-level headers and some major introductory paragraphs.

COLOR

For each color in the TTUHSC El Paso color palette, we have created an RGB/hexadecimal equivalent for Web and screen use. Texas Tech Red (#cc0000) is used in headers, borders and links, while Dark Red (#990000) may be used as an accent. Black (#000000), Dark Gray (#333333) and Light Gray (#cccccc) are used in masthead graphics, navigation, type, borders, the page backgrounds, and various containing devices.

CONTENT

Content must be compliant with TTUHSC El Paso policies and copyright laws. Please refrain from posting or making reference to any material to which you do not have explicit permission from the owner/author or any other material from the Internet.

Communications and Marketing has a dedicated Web development team that manages and provides tactical direction for TTUHSC El Paso’s overall Web presence.

Please refer to OP 56.01, Section 9.
Departments must register a website by contacting the Office of Communications and Marketing’s Emerging Media Specialist at (915) 215-4860.

Please refer to HSC OP 67.03.
FOR QUESTIONS REGARDING TTUHSC EL PASO BRANDING, PLEASE CONTACT:

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