

# TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER EL PASO

# TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER EL PASO BRAND/IDENTITY GUIDELINES



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Richard Campe MD MBA

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

## LETTER FROM THE PRESIDENT

Dear Colleagues:

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.

## OFFICE OF INSTITUTIONAL ADVANCEMENT MARKETING

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.

Specializing in media and public relations, graphic design, marketing, brand management, photography and emerging media.

#### CONTACT:

....915.215.4860 El Paso .....

#### FOR QUESTIONS REGARDING TTUHSC EL PASO **BRANDING PLEASE CONTACT:**

Liz Widby Branding Manager | Sr. Graphic Designer 915.215.4865 liz.widby@ttuhsc.edu

#### PRINTING CENTER (LOCATED IN LUBBOCK)

Specializing in print services, wide format/ poster printing, design and prepress, proofing, finishing (folding, binding, etc), mail preparation and official TTUHSC stationery printing.

#### CONTACT:

806.743.2016 printing center@ttuhsc.edu

LOGO FILES ARE AVAILABLE FOR DOWNLOAD AT:

HTTP://ELPASO.TTUHSC.EDU/IA/IDENTITYGUIDELINES/DEFAULT.ASPX

## 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: <del>Texas Tech Health Sciences Center</del> Correct: Texas Tech University Health Sciences Center El Paso

Incorrect: <del>Texas Tech School of Medicine</del> 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: TTU HSC 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.

#### DOUBLE T AND SIGNATURE





**OFFICIAL SEAL AND SIGNATURE** 



# **OFFICIAL IDENTITIES**

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.

# TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER EL PASO

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

# TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER EL PASO

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.

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**

Former Logo



# **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.

*Double T and Wordmark* 



## 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.

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 EL PASO

Paul L. Foster School *of* Medicine

*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 logo type are the same size. preventing emphasis on any one part of the name.

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.



## **GUIDELINES FOR REPRODUCING**

## 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



# TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER. EL PASO

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

# **USE OF DOUBLE T**

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.

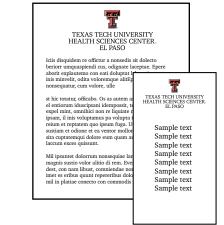
Approval from the Brand Manager of Communications and Marketing is required. See page 4 for contact information.

#### **CENTER ALIGNED**



TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER... EL PASO

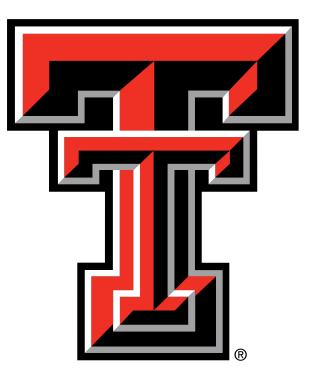
Use this logo when placed in the center of the page or when centered text will be used, such as invitations, certificates, etc.



TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER. EL PASO

TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER

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



## **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.

#### PRINTED USING CMYK

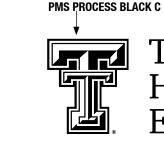




THREE-COLOR POSITIVE

FOUR-COLOR POSITIVE

PMS 485 C TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER pms PROCESS EL PASO BLACK AT 349 PMS PROCESS BLACK C



**TEXAS TECH UNIVERSITY** HEALTH SCIENCES CENTER EL PASO

TWO-COLOR POSITIVE

**ONE-COLOR POSITIVE** 

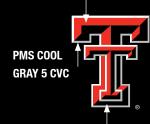
PRINTED USING CMYK



# TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER EL PASO

FOUR-COLOR NEGATIVE

PMS 485 C



TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER. EL PASO

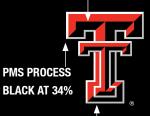
**THREE-COLOR NEGATIVE** 

PMS PROCESS BLACK C

**TWO-COLOR NEGATIVE** 

**ONE-COLOR NEGATIVE** 

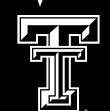
PMS 485 C



PMS PROCESS BLACK C

# TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER. EL PASO

PMS PROCESS BLACK C



# TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER. EL PASO

\* The black background is used for example only and should not be included

## OUTDATED/INCORRECT LOGOS

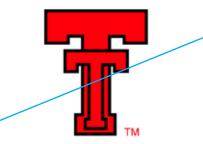
The following examples are logos that were either incorrectly made, or are previous institutional logos that should not be used on any TTUHSC El Paso materials.

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.

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



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.

information.

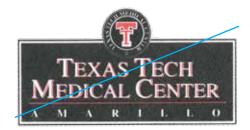




## **OUTDATED/INCORRECT LOGOS**

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

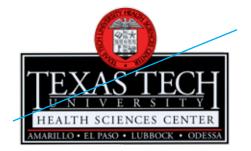




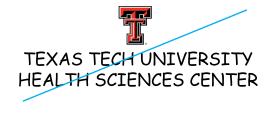








## **INCORRECT USES OF THE DOUBLE T LOGO**



Substituting fonts



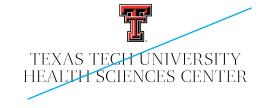
Distorting or applying special effects



Filling logo with pattern or photo



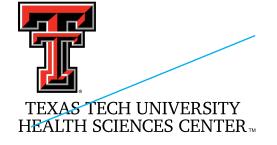
Outlining



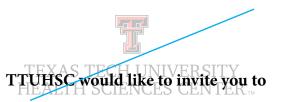
Inlining



than official



Changing size/position of certain elements



Using logo as watermark



Scanning logo from printed documents



Using logo as part of sentence or phrase

Adding text or overlapping

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.

## **INCORRECT USES OF THE DOUBLE T LOGO**



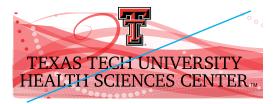
Reproducing logo in colors other



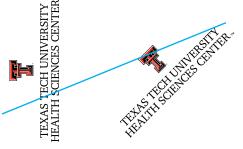
#### CORRECT BACKGROUND COLOR USAGE

TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER

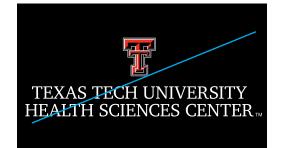
Using part of logo alone



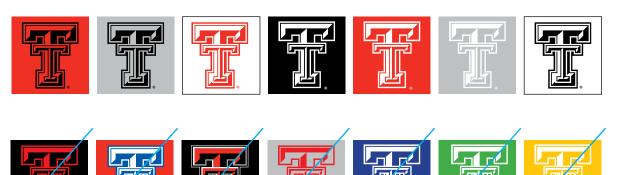
Placing logo on background that overpowers it



Turning logo on its side or at an angle



No added white borders





## SCHOOL LOGOS

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



**TEXAS TECH UNIVERSITY** HEALTH SCIENCES CENTER EL PASO

Paul L. Foster School of Medicine



**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.

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.



HEALTH SCIENCES CENTER EL PASO

Graduate School of Biomedical Sciences

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

# TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER EL PASO

Paul L. Foster School *of* Medicine Department of Biomedical Sciences



# **TEXAS TECH UNIVERSITY** HEALTH SCIENCES CENTER EL PASO

Paul L. Foster School *of* Medicine - Office of the President / Dean

*Name of institutional office* - secondary name *Name of department* - tertiary name

*Name of school* 

- tertiary name

- secondary name

*Name of department* 



**TEXAS TECH UNIVERSITY** HEALTH SCIENCES CENTER. EL PASO

F. Marie Hall Institute for Rural and Community Health



**TEXAS TECH UNIVERSITY** HEALTH SCIENCES CENTER EL PASO

## Gayle Greve Hunt School of Nursing Master of Science in Nursing Pediatric

Primary Care Nurse Practitioner Program

*Two line name of school* - secondary name



*Name of school* - secondarv name

*Two line name of department* - tertiary name

TTUHSC El Paso logo.

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

for contact information.

that item.

stationery and business cards.

# **INSTITUTIONAL AND SPIRIT LOGOS**

## **INSTITUTE 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

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

#### 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

Please see "Stationery and Correspondence" on page 46 for information on how institutional logos are to be used on

#### **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.

#### **GENERIC SPIRIT LOGO**





#### SPIRIT LOGO FOR INDIVIDUAL PROGRAM





DECAL FOR INDIVIDUAL PROGRAM





**GENERIC DECAL** 

TTUHSC EL PASO

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.

#### SPIRIT LOGOS ON PROMOTIONAL ITEMS



## **COLOR**

the end.

# 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

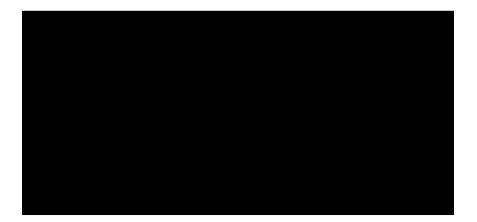
#### TTUHSC RED

PMS 485 C PRINT: C:0 M:100 Y:100 K:0 SCREEN: R:204 G:0 B:0 WEB HEX: CC0000



#### TTUHSC BLACK

PANTONE PROCESS BLACK C PRINT: C:0 M:0 Y:0 K:100 SCREEN: R:26 G:24 B:24 WEB HEX: 000000



#### 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

COOL GRAY 11 C PRINT: C:0 M:0 Y:0 K:70 SCREEN: R:51 G:51 B:51 WEB HEX: 333333



#### LIGHT GRAY

COOL GRAY 8 C PRINT: C:0 M:0 Y:0 K:45 SCREEN: R:204 G:204 B:204 WEB HEX: CCCCCC

#### DARK RED

PMS 484 C PRINT: C:0 M:95 Y:100 K:29 SCREEN: R:154 G:40 B:30 WEB HEX: 99281E



#### CREAM

PMS 468 C PRINT: C:6 M:9 Y:23 K:0 SCREEN: R:234 G:224 B:198 WEB HEX: EAE0C6

#### TAN

PMS 465 C PRINT: C:20 M:32 Y:58 K:0 SCREEN: R:196 G:169 B:124 WEB HEX: C4A97C



#### BLUE

PMS 5425 C PRINT: C:30 M:4 Y:0 K:31 SCREEN: R:137 G:159 B:180 WEB HEX: 899FB4

#### DARK BLUE

PMS 540 C PRINT: C:100 M:55 Y:0 K:55 SCREEN: R:0 G:58 B:102 WEB HEX: 003A66

#### DARK GREEN

PMS 574 C C:34 M:0 Y:81 K:71 R:77 G:91 B:42 HEX: 4D5B2A

#### GREEN

PMS 5777 C PRINT C:10 M:0 Y:49 K:28 SCREEN: R:176 G:179 B:123 WEB HEX: B0B37B

## Font: Charter

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.

# TYPOGRAPHY

#### CHARTER BT ROMAN

## A B C D E F G H I J K L M N O P Q R S T U V W X Y Z abcdefghijklmnopqrstuvwxyz $1234567890!@ # $ \% ^ & * () [] { } ~ `-+=---$

#### **CHARTER BT ITALIC**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1234567890! @ # \$ % ^ & \* () [] { } ~ `-+=---

#### CHARTER BT BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z abcdefghijklmnopqrstuvwxyz 1234567890! @ # \$ % ^ & \* () [] { } ~ '-+=---

#### **HEADLINE TREATMENT**

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.

#### BODY TEXT

The Roman weight of Charter is also the primary typeface for body copy in the majority of marketing applications. Helvetica Neue condensed may be used in dense, information-based publications such as course schedules and catalogs where content volume and space efficiencies are the priority. We often Present large major headlines in gray to soften the voice. This creates an approachable voice when reinforcing the open and friendly nature of the university community while maintaining a strong conversational style. Black and red may also be used when a more declarative voice is appropriate, for example, in promotional or direct marketing materials, or in documentation needed to differentiate multiple information hierarchies through size, weight, style and color.

#### 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.

TTUHSC El Paso Marketing and Communications professionals or anyone producing TTUHSC El Paso collateral must always use these branded typefaces, Charter and Helvetica Neue, when designing and producing advertising and design solutions.

#### 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.

## Helvetica Neue

Helvetica Neue's exceptional flexibility and readability at smaller sizes makes it an ideal complement to Charter and best supports the expressive qualities of our identity. It 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.

standards.

#### MAJOR AND MINOR SUBHEADS. CAPTIONS AND LISTS

documentation.

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

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

HELVETICA NEUE LIGHT

ABCDEEGHIJKI MNOPORSTUVWXY7 abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&\*()[]{}~`-+=--

## HELVETICA NEUE LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&\*()[]{}~'-+=--

### HELVETICA NEUE REGULAR

ABCDFFGHIJKI MNOPQBSTUVWXY7 abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&\*()[]{}~`-+=--

### HELVETICA NEUE ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&\*()[]{}~'-+=--

#### HELVETICA NEUE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@# \$% ^ & \*()[]{}~'-+=--

#### COLOR

Helvetica 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

Use the PostScript version, available from MyFonts.com. Each license covers five computers.

Although other weights and styles are available in the Neue family, only the fonts listed here are acceptable for use within the TTUHSC 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 COR-RESPONDENCE 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.

HELVETICA NEUE BOLD ITALIC

# ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz **1234567890!@#\$%^&\*()[]{}~'-+=--**

#### **HELVETICA NEUE 57 CONDENSED**

A B C D F F G H I J K I M N O P O B S T U V W X Y 7 abcdefghijklmnopgrstuvwxyz 1234567890!@# \$ % ^ & \* () [] { } ~ ' - + = - ---

#### **HELVETICA NEUE 57 CONDENSED OBLIQUE**

ABCDFFGHIJKI MNOPORSTUVWXY7 abcdefqhijklmnopqrstuvwxyz 1234567890!@#\$%^&\*()[]{}~`-+=---

#### **HELVETICA NEUE 57 BOLD CONDENSED**

ABCDEFGHIJKLMNOPORSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&\*()[]{}~`-+=----

HELVETICA NEUE 57 BOLD CONDENSED OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz *1234567890!@#\$%^&\*()[]{}~`-+=--*

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.

#### EDWARDIAN SCRIPT

ゴギモカモギモチリメメMNOPQR&TUVWXY abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^@\*()[]{}~`-+=-~

## **IMAGERY**

#### REINFORCING OUR KEY CONCEPTS

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.

# **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.

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

#### ACADEMIC EXCELLENCE







#### **OPPORTUNITY AND POTENTIAL**









### FOSTERING SUCCESS



#### SENSE OF PLACE









#### ILLUSTRATIONS

Illustrations illuminate concepts and information in a way that's easy to understand. In general, the primary visual presentation 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 of as negotiated by the TTUHSC El Paso Office of Communications and Marketing or the original creators.

It also is 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.

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  $\mathbb{B}$  and TM. These marks may be placed with the creator's credit line, as in the case 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**

#### DIAGRAMS

Diagrams help define details of component relationships or process flow. They are helpful when communicating details that otherwise could not be easily shown through the use of illustration or photography. An effective diagram is one that communicates the most essential point in the simplest manner possible. Utilize secondary color palettes to clearly classify and differentiate various information types.

#### CHARTS

Charts display detailed information in a clean, tabular format. Charts (also known as tables) are used to communicate detailed information in a clean, 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.

# STATIONERY AND CORRESPONDENCE

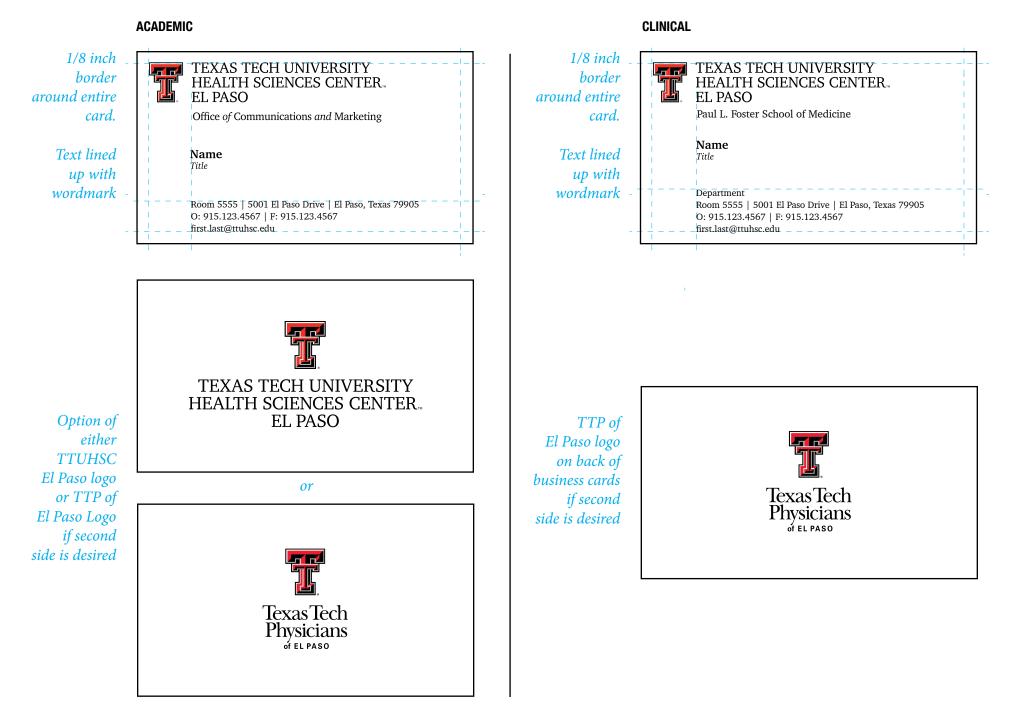
TTUHSC El Paso stationery, envelopes and business cards are essential when communicating with various audiences. By unifying correspondence to match the brand identity, they offer daily opportunities to solidify the university's brand image with the public. These basic communication materials must coincide 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**



## **CO-BRANDED BUSINESS CARDS**



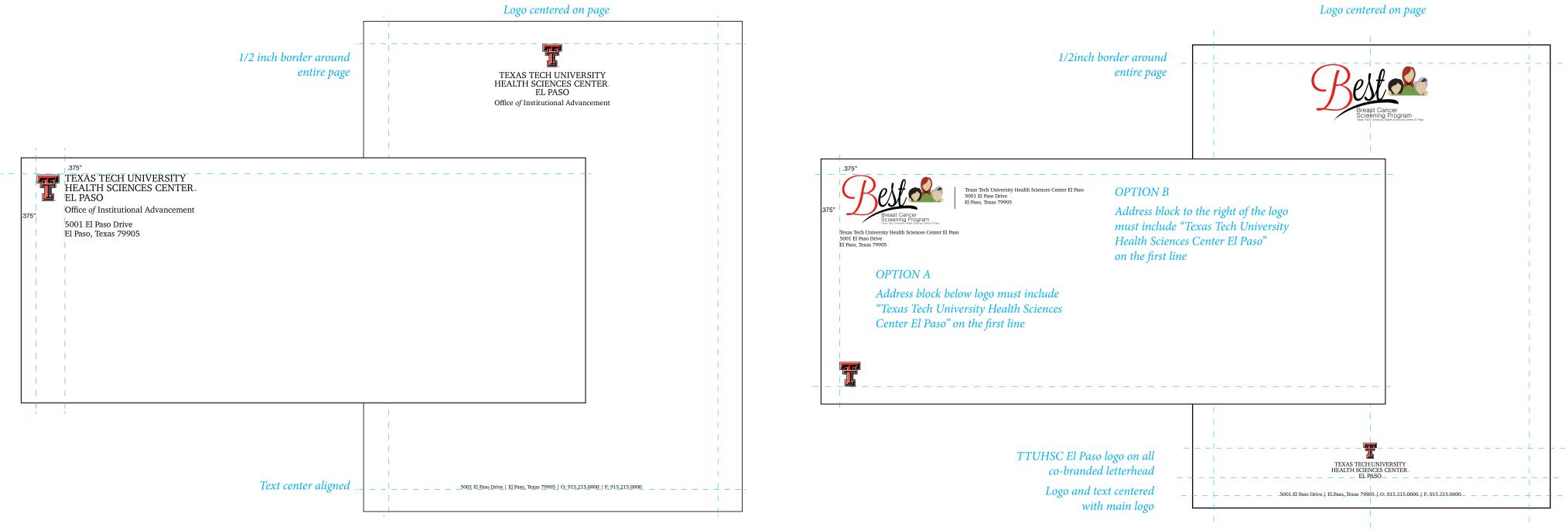
Double T included on all co-branded *business cards in bottom right corner* 



*Text lined up with logo attributes* 



TTUHSC El Paso logo on ALL co-branded business cards



## **CO-BRANDED LETTERHEAD AND ENVELOPES**

## **ACADEMIC EMAIL SIGNATURE GUIDELINES**

The email signatures of all faculty and staff are required to follow the academic template directly below. Names should be in Bold and the remainder of the signature should be in Regular font. A confidentiality notice is required.

#### Font should be in Charter BT Pro, Helvetica, Arial, or Times New Roman.

#### WITH LOGO SIGNATURE

#### John Doe

Position Title | Department or Office 5001 El Paso Dr. | El Paso, Texas 79905 O: 915.215.xxxx | F:xxx.xxx.xxx elpaso.ttuhsc.edu | give2tech.com



Privacy/Confidentiality Notice: This message, including any attachments, is for the sole use of the intended recipient(s) and may contain confidential and privileged information. Any unauthorized review, use, disclosure or distribution is strictly prohibited. If you are not the intended recipient, please contact the sender by reply email and destroy all copies of the original message.

#### TEXT

#### John Doe

Position Title | Department or Office 5001 El Paso Dr. | El Paso, Texas 79905 O: 915.215.xxxx | F:xxx.xxx.xxxx elpaso.ttuhsc.edu | give2tech.com

#### Texas Tech University Health Sciences Center El Paso

Privacy/Confidentiality Notice: This message, including any attachments, is for the sole use of the intended recipient(s) and may contain confidential and privileged information. Any unauthorized review, use, disclosure or distribution is strictly prohibited. If you are not the intended recipient, please contact the sender by reply email and destroy all copies of the original message.

#### SCHOOLS

#### John Doe

Position Title | Department or Office 5001 El Paso Dr. | El Paso, Texas 79905 O: 915.215.xxxx | F:xxx.xxx.xxx elpaso.ttuhsc.edu | give2tech.com



Privacy/Confidentiality Notice: This message, including any attachments, is for the sole use of the intended recipient(s) and may contain confidential and privileged information. Any unauthorized review, use, disclosure or distribution is strictly prohibited. If you are not the intended recipient, please contact the sender by reply email and destroy all copies of the original message.

## John Doe

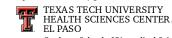
Position Title | Department or Office 5001 El Paso Dr. | El Paso, Texas 79905 O: 915.215.xxxx | F:xxx.xxx.xxx elpaso.ttuhsc.edu | give2tech.com

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

Privacy/Confidentiality Notice: This message, including any attachments, is for the sole use of the intended recipient(s) and may contain confidential and privilege information. Any unauthorized review, use, disclosure or distribution is strictly. prohibited. If you are not the intended recipient, please contact the sender by reply email and destroy all copies of the original message

#### John Doe

Position Title | Department or Office 5001 El Paso Dr. | El Paso, Texas 79905 O: 915.215.xxxx | F:xxx.xxx.xxx elpaso.ttuhsc.edu | give2tech.com



Graduate School of Biomedical Sciences

Privacy/Confidentiality Notice: This message, including any attachments, is for the sole use of the intended recipient(s) and may contain confidential and privileged information. Any unauthorized review, use, disclosure or distribution is strictly prohibited. If you are not the intended recipient, please contact the sender by reply email and destroy all copies of the original message.

## **CLINICAL EMAIL SIGNATURE GUIDELINES**

For individuals who work solely in a Texas Tech Physicians of El Paso clinic, please use one the following clinical templates. Font guidelines are the same as the academic template.

\*Physicians have the option of using either the Paul L. Foster School of Medicine logo or the Texas Tech Physicians of El Paso logo. Additional staff, such as nurses or receptionists, should use the Texas Tech Physicians of El Paso logo.

Position Title | Department or Office

O: 915.215.xxxx | F:xxx.xxx.xxx

5001 El Paso Dr. | El Paso, Texas 79905

#### WITH LOGO SIGNATURE

#### Font should be in Charter BT Pro, Helvetica, Arial, or Times New Roman.



Privacy/Confidentiality Notice: This message, including any attachments, is for the sole use of the intended recipient(s) and may contain confidential and privileged information. Any unauthorized review, use, disclosure or distribution is strictly prohibited. If you are not the intended recipient, please contact the sender by reply email and destroy all copies of the original message

#### John Doe

John Doe

only.



email and destroy all copies of the original message

Privacy/Confidentiality Notice: This message, including any attachments, is for the sole use of the intended recipient(s) and may contain confidential and privileged information. Any unauthorized review, use, disclosure or distribution is strictly prohibited. If you are not the intended recipient, please contact the sender by reply

#### John Doe

TEXT

option reserved

for faculty use

only.

Position Title | Department or Office 5001 El Paso Dr. | El Paso, Texas 79905 O: 915.215.xxxx | F:xxx.xxx.xxx elpaso.ttuhsc.edu | eptexastechphysicians.org

#### Texas Tech Physicians of El Paso

Privacy/Confidentiality Notice: This message, including any attachments, is for the sole use of the intended recipient(s) and may contain confidential and privileged information. Any unauthorized review, use, disclosure or distribution is strictly prohibited. If you are not the intended recipient, please contact the sender by reply email and destroy all copies of the original message

#### \*Additional John Doe

Position Title | Department or Office 5001 El Paso Dr. | El Paso, Texas 79905 O: 915.215.xxxx | F:xxx.xxx.xxx elpaso.ttuhsc.edu | eptexastechphysicians.org

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

Privacy/Confidentiality Notice: This message including any attachments is for the sole use of the intended recipient(s) and may contain confidential and privileged information. Any unauthorized review, use, disclosure or distribution is strictly prohibited. If you are not the intended recipient, please contact the sender by reply email and destroy all copies of the original message

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.)

- Neue and Arial
- backgrounds
- the slide background

50





# Position Title | Department or Office 5001 El Paso Dr. | El Paso, Texas 79905

## **POWERPOINT PRESENTATIONS**

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

For effective PowerPoint presentations, please follow these recommendations:

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

• Avoid using font colors that are

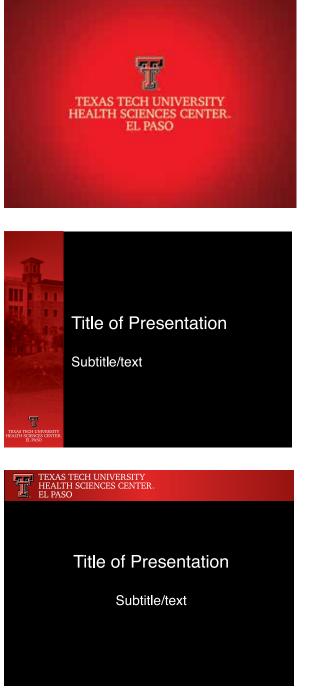
difficult to read, such as red on black

• Use font colors that contrast well with

• 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



	AS TECH UNIVERSITY ALTH SCIENCES CENTER. PASO
	A30
Title	of Slide
1. Te	1. A 1
1. Te 2. Te	
3. Te	
0. 10	
TEX	AS TECH UNIVERSITY
HEA	AS TECH UNIVERSITY ALTH SCIENCES CENTER. ASO
HEA	AS TECH UNIVERSITY ALTH SCIENCES CENTER. 'ASO
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HEA	ALTH SCIENCES CENTER
T. HEA	ALTH SCIENCES CENTER. PASO
T. HEA	ALTH SCIENCES CENTER
Title	ALTH SCIENCES CENTER. PASO
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Title	ALTH SCIENCES CENTER. PASO P of Slide ext 1 ext 2
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Title 1. Te 2. Te	ALTH SCIENCES CENTER. PASO P of Slide ext 1 ext 2
Title 1. Te 2. Te	ALTH SCIENCES CENTER. PASO P of Slide ext 1 ext 2

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?
- today.)
- etc.

Please refer to HSC OP 67.01 and 67.02.

guidelines are followed.

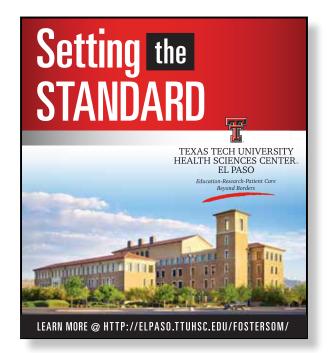
# ADVERTISING AND BRANDED ENVIRONMENTS

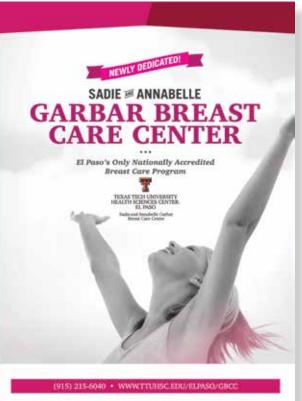
- (ex. Call to set up your appointment
- What is the timeline of the project? • What requirements will be needed to complete the project? Design, photography, videography, copywriting,
- Once you have gathered this information, contact the TTUHSC El Paso Office of Communications and Marketing.
- If an ad is placed for recruiting purposes, please contact Human Resources to ensure

## **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.





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WW property pecific of the bilineing property of andire pulsar sate in natigation, genetic evolution and nanogenesis, sceptul care, plastic empressionalistics interested, and man, suffaction membry monohesism between data consequences, second, education, organist, and or

All video and/or multimedia must be approved by the Office of Communications and Marketing. See page 4 for contact information.

All copyright laws apply to the use of music, images, photos, video clips and other copyrighted materials.

## 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.

All radio must be approved by the Office of Communications and Marketing. See page 4 for contact information.

All copyright laws apply to the use of music and other copyrighted materials.

## 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)



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.

infringement.

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

text-licensing.html

## TRADEMARKS AND LICENSING

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

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/



# TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER EL PASO

## **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.



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

## 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.

## 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.





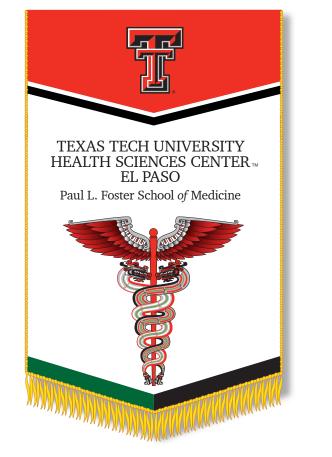


## REGALIA

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.

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





## 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.



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

## FACULTY AND CLINIC STAFF SCRUBS





## **STUDENT SCRUBS**

Students should use the logo associated with their school.



Paul L. Foster School of Medicine





## SIGNAGE

Any indoor or outdoor signage must be coordinated through TTUHSC El Paso Facilities Operations. Identity guideline standards must be followed.



# WRITING

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:

"The Texas Tech University Health Sciences Center 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."

## THE TEXAS TECH UNIVERSITY SYSTEM NAME

The Texas Tech University System is comprised Texas Tech University, Texas Tech University Health Sciences Center, Texas Tech University Health Sciences Center El Paso and Angelo State University. Publications should be careful to use the names of these components:

Texas Tech University System

Texas Tech University

Texas Tech University Health Sciences Center El Paso

Angelo State University

#### FIRST REFERENCE

When referring to the comprehensive organization that includes Texas Tech University, Texas Tech University Health Sciences Center, Angelo State University, Texas Tech University Health Sciences El Paso, and all components of the system, use "Texas Tech University System" on first and subsequent references.

When referring to institutions individually, writers should use the full legal name on first reference.

#### SUBSEQUENT REFERENCES

Because four universities make up the Texas Tech University System, it is preferable to avoid using the word "university" alone whenever possible.

## For Texas Tech University Health Sciences Center El Paso:

Never use "Texas Tech" on second reference for the Texas Tech University Health Sciences Center El Paso. Never use "Texas Tech Health Sciences Center" on any reference. The proper name, Texas Tech University Health Sciences Center El Paso, must be used on first reference. On second reference, TTUHSC El Paso may be used. TTUHSC El Paso is acceptable on all references for Web content.

### For both universities:

Avoid all uses of "Tech" alone as this implies a technical institution.

#### **ABBREVIATIONS**

Abbreviations 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 initials after a person's full name to designate the appropriate degree, like M.D., Ph.D., R.N., M.S.N., Ed.D., etc. Certification titles like FAAN should not use periods in abbreviations. 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 Neuropsychiatry 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., dean 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 Sims, FNC," is not because the certification is not generally recognized outside 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:

Earl Grey, president

capitalized.

### **COURTESY TITLES**

## **GROUP DESIGNATION**

antecedents should agree.

## ABBREVIATIONS

In news releases, catalogs and bulletins, abbreviations may be used as long as the general public understands the abbreviations.

# NAME OF COUNTRY

U.S. is acceptable on all references for United States.

President Douglas Jones, M.D., M.S.

"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

"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.

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

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.

#### NAMES OF STATES

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

Ala.	Ind.	Neb.	S.C.
Alaska	Iowa	Nev.	S.D.
Ariz.	Kan.	N.H.	Tenn.
Ark.	Ky.	N.J.	Texas
Calif.	La.	N.M.	Utah
Colo.	Maine	N.Y.	Vt.
Conn.	Md.	N.C.	Va.
Del.	Mass.	N.D.	Wash.
Fla.	Mich.	Ohio	W.Va.
Ga.	Minn.	Okla.	Wis.
Hawaii	Miss.	Ore.	Wyo.
Idaho	Mo.	Pa.	
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.

Jan.	April	July	Oct.
Feb.	May	Aug.	Nov.
March	June	Sept.	Dec.

#### **BUSINESSES USE**

"Co.," "Cos.," "Corp." or "Inc." for businesses that use "Company," "Companies," "Corporation" or "Incorporated" after their names.

Spell out the word if it falls within a business name, for example, "Aluminum Company of America."

#### **TIME OF DAY**

For times, use "a.m." and "p.m." with the hour.

Use "noon" instead of "12 p.m."

Use "midnight" instead of "12 a.m."

Do not use "12 noon" or "12 midnight" as these terms are redundant.

#### **EVENTS**

Should follow "time, date, place" format.

#### CAPITALIZATION

#### TITLES

Use lowercase for professional titles unless they immediately precede a name. When a person is identified strictly by title on second or subsequent references, the title is not capitalized. For example:

Texas Tech's chancellor is John Doe, who also is a medical doctor.

Sam Jones, president of Texas Tech University, spoke Friday.

President David Ray, M.D., M.S., awarded staff excellence awards Monday.

The president spoke to the Lady Raiders after the team's win.

#### DEGREES

Capitalize academic degrees as follows:

Ph.D., M.D., M.S., M.A., B.S., B.A.

Always include the periods.

Use these abbreviations only after a complete name. Do not use with only a last name.

In news releases, limit designations to only two degrees.

Generic terms for degrees are not capitalized, for example: "doctoral degree" or "doctorate," "master's degree," "bachelor's degree." If you are using the formal name of a degree, it is capitalized, for example: he earned a Master of Science degree from Texas Tech University.

#### 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. Department of Internal Medicine School of Nursing Area of Accounting

He teaches Sociology 3350.

#### OTHER UNIVERSITY-RELATED USES

Capitalize "institute," "center," "program," "division" or "office" when it is part of the formal name, but not when used alone or informally. For example:

The Center for Applied International Development Studies is a sponsor.

The center uses advanced technology in research programs.

It is appropriate to refer to a center, institute, program, division or office by the appropriate designation, in lowercase letters, on subsequent references. For example:

The International Center for Arid and Semiarid 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 Use lowercase for compass points when indicating a direction. For the words refer to a stage of study or the classification of a student rather example: than to the group. For example:

#### GOVERNMENT

example:

federal government the state Legislature Texas Legislature State is capitalized is capitalized

Capitalize the formal names of federal or state agencies. For example:

#### SEASONS AND LOCATION

For example:

American West.

university.

She was a freshman, majoring in agricultural communications.

Avoid capitalizing the words "city," "government," "federal" or "state." For

United States government

the state of Texas, unless referring to the state government, then

the city of Lubbock, unless referring to the city government, then City

Texas Department of Agriculture

Use lowercase for seasons. For example:

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

Capitalize "west" and other compass points when referring to a region.

In architecture and lifestyle, Texas Tech University reflects the

The people of West Texas were determined to have their own

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	10th
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.

Women's sports now include basketball, softball, golf, tennis and soccer.

Will you take your tests on Monday, Tuesday or Thursday?

The departments of surgery, OB-GYN, and family and community medicine will have representatives at the job fair.

### COMMAS AND MULTIPLE ADJECTIVES

Use a comma to separate two or more adjectives equal in rank preceding a noun. For example:

The summer was a long, hot season. (equal)

She wore a cheap wool coat. (unequal)

#### **COMMAS IN DATES**

Use commas in full dates, but not between month and year or season and year. A comma also should follow the year when used with a month and

day in the middle of a sentence. For example:

The building will be completed in July 2004. He was on sabbatical during summer 2001. Nov. 22, 1963 June 6, 1944, was D-Day.

#### 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 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

#### APOSTROPHE FOR PLURALS

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

No 'ifs,' 'ands' or 'buts.'

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 A's and a B

ABCs IOUs VIPs

## **COMPOSITION TITLES**

## **OUOTATION MARKS**

emphasis.

Periods and commas always go inside quotation marks.

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

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."

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

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

Do not use quotation marks, bold font, underline or italics casually or for

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

"I understand the directions," he said.

#### **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:

Arab	Lakota	Mexican American
Arabic	Eskimo	Caucasian
African-American	Hispanic	Cherokee
Japanese	Jewish	Chinese
Asian	Latin American	

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 "Alumnus" ("alumni" in the plural) refers to a man who has attended application for admission by Jan. 1. a college or university. "Alumna" ("alumnae" in the plural) refers to a woman who has attended a school. "Alumni" is the correct Latin plural TRY: Students applying for financial aid should file their applications for use when referring to both men and women who have attended a for admission by Jan. 1. school. INSTEAD OF: The student must have an overall grade-point-average

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.

#### **PROPER GENDER USE**

organizations.

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:

and Knapp halls.

"Boys" and "girls" properly refer to children.

of at least 3.0 to satisfy the requirements of his school.

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

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

Texas Tech University women have built an enviable reputation on

Male students are housed in Sneed Hall, while females occupy Horn

Numbers of female faculty are increasing.

#### 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

## 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 lowerlevel 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 form 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.

## WEB SITE VISUAL ELEMENTS

#### THEME FONTS

- The theme fonts should be Helvetica Neue, Helvetica, Arial and Sans-serif.
- The Visual Identity Guidelines are implemented in the templates and layouts of the Web Content Management System.
- To establish a website outside of these guidelines, a request should be submitted to the Institutional Advancement Associate Managing Director and the Academic Technology Sr. Director.

#### SIZE AND RESOLUTION

TTUHSC El Paso websites and webpages should be designed to fit a 1024 x 768 screen resolution. In order to comfortably fit this size screen with no side scrolling, it is recommended that the layout fit within the width of 900 pixels.

Please refer to HSC OP 67.03.

#### FORMATS

#### All graphics that are used on the websites and/or webpages must be formatted as follows:

- Graphics Interface Format (GIF), Portable Network Graphics (PNG), or Joint Photographic Experts Group (JPEG/JPG) file formats only. GIF is a graphic file format that uses indexed color graphics and supports up to 256 colors with lossless compression; it is best used for flat images. PNG is a bitmapped image format and video codec that employs lossless data compression and supports palette-based images. JPEG/JPG is a graphic file format typically used to display photo-realistic pictures that contain thousands or millions of colors.
- Maximum resolution of 72 dots-per-inch (DPI) or pixels-per-inch (PPI) for each graphic. (DPI and PPI is a measure of sharpness or density of illuminated points on a display screen.) Higher resolution graphics will make the download time unnecessarily long.
- All TTUHSC El Paso official seals and logos for the website and webpages are implemented in the templates and layouts of the Web Content Management System. In cases where the Web Content Management System is not used, other software may be used to manage templates.
- Altering logos or lock-ups are prohibited. For print and other users, logos and lock-ups must be obtained from the Official Identities area of the TTUHSC El Paso Brand Identity Guidelines
- When sizing graphics, a graphic program should be used to resize and resample the graphic file, rather than using the HTML graphic size elements for this purpose. This will ensure that the graphic will be clear, avoiding an inordinate amount of download time. For the best quality, it is recommended to use the original graphic.

#### PUBLISHING

Publishing Documents on State Website Standards. Documents should be organized so they are readable without requiring an associated style sheet. The Adobe Acrobat family of products has built on its accessibility features. These improvements address both the needs of individuals with a variety of disabilities and providers with an interest in creating accessible documents. For an overview of accessibility features in the Adobe Acrobat family of products, visit http://www.adobe.com/accessibility/products/acrobat.html.

## SOCIAL MEDIA

Departments must register a site by contacting the Office of Communications and Marketing's Emerging Media Specialist at (915) 215-4860. Posts about or on behalf of TTUHSC El Paso may not be made authorized social media sites (Facebook, Twitter, YouTube, LinkedIn, etc.) that have been registered with the Office of Communications and Marketing. Office of Communications and Marketing website liaison has been designated to one's department or school, that individual will be responsible for maintaining the department or school's social media sites.



## FOR QUESTIONS REGARDING TTUHSC EL PASO BRANDING, PLEASE CONTACT:

Liz Widby TTUHSC El Paso Brand Manager 915.215.4865 liz.widby@ttuhsc.edu