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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.

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

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

OFFICE OF INSTITUTIONAL ADVANCEMENT

As stewards of Texas Tech University Health Sciences Center El Paso’s visual identity, it is important that the Office of Institutional Advancement 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 consistent 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.

Where to Print Materials

(Stationery, brochures, posters, etc.)

• Local El Paso printers
  (Contact Purchasing for a list of print vendors)

• 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 El Paso stationery printing.

Contact:
806.743.2016 | printing_center@ttuhsc.edu

LOGO FILES ARE AVAILABLE FOR DOWNLOAD AT:
el paso.ttuhsc.edu/ia
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 for 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 El Paso (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, the Graduate School of Biomedical Sciences, and in 2021, the Woody L. Hunt School of Dental Medicine. TTUHSC 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 benefited from the presence of TTUHSC El Paso for over 40 years. 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 underway in the areas of:

• Cancer
• Infectious Diseases
• Diabetes and Metabolism
• 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 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.

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

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.

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

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
**Correct:** TTUHSC El Paso

PATIENT CARE SERVICES


For more information regarding reference, please see the “Writing” section on page 71.
The official identity system consists of three primary types of identities: parent logo, round university logo and official seal. Each has a distinct role to play. Following these guidelines will help ensure their proper use.

**OFFICIAL IDENTITIES**

**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 higher 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.

**NEW ALTERNATIVE UNIVERSAL SEAL**

The New Alternative Universal Seal logo is another logo designed for specialty pieces, such as invitations, lapel pins, research posters, promotional items, etc. Since the official seal is off limits, this is a good alternative logo to use.

**PARENT LOGO**

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 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.
**FORMER LOGO VS. CURRENT LOGO**

**Former Logo**

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

**Current Logo**

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

**Paul L. Foster School of Medicine**

### Former 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.**
- **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.**

### Current Logo

- **Double T and Wordmark All words in wordmark are the same size**
- **Wordmark aligns with Double T features**
- **School Department**
- **Paul L. Foster School of Medicine Department of Surgery**
- **Increase 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.**

### 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 Institutional Advancement.

### 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 19.

The logo should NOT be built. It can be obtained through the Office of Institutional Advancement. See page 5 for contact information.
**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.

**HORIZONTAL**

**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.

**CENTERED**

**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.

**USE OF DOUBLE T**

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 the Texas Tech University System.

Approval from the Brand Manager of the Office of Institutional Advancement is required. See page 5 for contact information.

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

**TIER 1: PARENT LOGO**

Parent logos may be used by the entire institution (departments and schools). The parent logo is used on business cards, letterhead and envelopes.

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

**TIER 2: SCHOOL LOGO**

If you belong to an individual school, you may use a school logo on your letterhead. DO NOT use school logos on business cards or envelopes.

**TIER 3: DEPARTMENT LOGO**

You may use department logos on promotional items, presentation posters, flyers, etc. DO NOT use department logos on letterhead, business cards or envelopes.

**THERE ARE THREE TYPES OF TIER LOGOS: TIER 1, TIER 2 AND TIER 3.**

Parent logos may be used by the entire institution (departments and schools). The parent logo is used on business cards, letterhead and envelopes.

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

Paul L. Foster School of Medicine

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

Office of Institutional Advancement
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.

The 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 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.

Contact the Office of Institutional Advancement Brand Manager for more information and for help with updating your materials. See page 5 for contact information.
INCORRECT USES OF THE DOUBLE T LOGO

Substituting fonts

Distorting or applying special effects

Filling logo with pattern or photo

TTUHSC would like to invite you to

Outlining

Changing size/position of certain elements

Using logo as watermark

TTUHSC is proud to announce a new program...

Inlining

Scanning logo from printed documents

Using logo as part of sentence or phrase

INCORRECT USES OF THE DOUBLE T LOGO

Reproducing logo in colors other than official

Using part of logo alone

Turning logo on its side or at an angle

No added white borders

Using logo as part of sentence or phrase

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.
SCHOOL LOGOS

All academic and school 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 school 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 is reserved for schools and department offices. The secondary line, if needed, is reserved for divisions or programs.

DEPARTMENTS WITH LONG NAMES

The new logo allows for departments or programs with long names to have two lines. They will be used as follows.

SPECIAL NOTE:

Please refer to your department’s Brand Ambassador for information on logo usage.

DEPARTMENT OF BIOMEDICAL SCIENCES

Name of school

Grants Development

Department of Biomedical Sciences

Name of department

Office of Institutional Advancement

Name of school

Gayle Greve Hunt School of Nursing

Division of program

Master of Science in Nursing Pediatric Primary Care Nurse Practitioner Program

Gayle Greve Hunt School of Nursing

DEPARTMENT WITH LONG NAME

Two-line name of school

Graduate School of Biomedical Sciences
PARENT LOGO AND AFFILIATE IDENTITIES

TTUHSC El Paso may be used in conjunction with other logos. The parent logo should mirror the other logo’s proportions as shown here. Our identity should always appear in the dominant position. Keep logos visually similar in size and separate with a gray or black rule.
SPECIAL NOTE:
Reference the “Who We Are and How We Come Together” manual for specific details about institutional, department and academic 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 El Paso’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 Institutional Advancement Brand Manager with any questions. See page 5 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 44 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

INSTITUTIONAL AND SPIRIT LOGOS
SPIRIT LOGOS

Spirit logos may only be used with approval of the Office of Institutional Advancement. 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 Office of Institutional Advancement Brand Manager. See page 5 for contact information.

GENERIC SPIRIT LOGO

SPIRIT LOGO FOR INDIVIDUAL PROGRAM

DECAL FOR INDIVIDUAL PROGRAM

GENERIC DECAL

SPRIT 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 62.
COLOR

TTUHSC RED and TTUHSC 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 TTUHSC El Paso logos. TTUHSC 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.

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

TTUHSC RED

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
COLOR: #333333
PRINT: C:0 M:0 Y:0 K:100
SCREEN: R:51 G:51 B:51
WEB HEX: #333333

LIGHT GRAY
COLOR: #C0C0C0
PRINT: C:0 M:0 Y:0 K:50
SCREEN: R:192 G:192 B:192
WEB HEX: #cccccc

DARK RED
COLOR: #800000
PRINT: C:100 M:55 Y:0 K:55
SCREEN: R:128 G:0 B:0
WEB HEX: #800000

CREAM
COLOR: #F0F8FF
PRINT: C:0 M:95 Y:100 K:29
SCREEN: R:240 G:248 B:255
WEB HEX: #f0f8ff

TAN
COLOR: #D2B48C
PRINT: C:20 M:32 Y:58 K:0
SCREEN: R:210 G:180 B:132
WEB HEX: #d2b48c

BLUE
COLOR: #0033ff
PRINT: C:100 M:55 Y:0 K:55
SCREEN: R:0 G:51 B:255
WEB HEX: #0033ff

DARK BLUE
COLOR: #000080
PRINT: C:100 M:55 Y:0 K:55
SCREEN: R:0 G:0 B:128
WEB HEX: #000080

DARK GREEN
COLOR: #006400
PRINT: C:30 M:4 Y:0 K:31
SCREEN: R:160 G:159 B:180
WEB HEX: #006400

GREEN
COLOR: #008000
PRINT: C:100 M:55 Y:0 K:55
SCREEN: R:0 G:128 B:0
WEB HEX: #008000
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 lowercase 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.

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 main 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 of 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 TTUHSC 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.

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
When you’re developing presentations in PowerPoint or correspondents 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. The Helvetica Neue styles and weights 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.

CAPTIONS AND LISTS
When presenting lists or other dense content such as course schedules and catalogs. It may also be used for body copy in documentation.

HELVETICA NEUE LIGHT
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) [ ] { } ~ ' - + = – —
HELVETICA NEUE LIGHT ITALIC
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) [ ] { } ~ ' - + = – —
HELVETICA NEUE REGULAR
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) [ ] { } ~ ' - + = – —
HELVETICA NEUE LIGHT ITALIC
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) [ ] { } ~ ' - + = – —
HELVETICA NEUE BOLD
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) [ ] { } ~ ' - + = – —
HELVETICA NEUE ITALIC
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) [ ] { } ~ ' - + = – —
HELVETICA NEUE LIGHT
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) [ ] { } ~ ' - + = – —
HELVETICA NEUE LIGHT ITALIC
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) [ ] { } ~ ' - + = – —
HELVETICA NEUE REGULAR
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) [ ] { } ~ ' - + = – —
HELVETICA NEUE BOLD
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) [ ] { } ~ ' - + = – —
HELVETICA NEUE ITALIC
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) [ ] { } ~ ' - + = – —
HELVETICA NEUE LIGHT
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) [ ] { } ~ ' - + = – —
HELVETICA NEUE LIGHT ITALIC
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) [ ] { } ~ ' - + = – —
HELVETICA NEUE REGULAR
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) [ ] { } ~ ' - + = – —
HELVETICA NEUE BOLD
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) [ ] { } ~ ' - + = – —
HELVETICA NEUE ITALIC
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) [ ] { } ~ ' - + = – —
Edwardian Script

Edwardian Script is a script font useful in designs 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

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, which is 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. The following fonts are used for academic marketing pieces:

- GILL SANS MT PRO
- GILL SANS MT PRO BOLD
- GEO SLB712 MD BT
- KNOCKOUT HTF68-FULL FEATHERWT

THE FOLLOWING FONTS ARE USED FOR ACADEMIC MARKETING PIECES

- GILL SANS MT PRO
- GILL SANS MT PRO BOLD
- GEO SLB712 MD BT
- KNOCKOUT HTF68-FULL FEATHERWT
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 brand personality.

Please contact the Office of Institutional Advancement for any imagery or photography needs. See page 5 for contact information.

PHOTOGRAPHY

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 digitally or on film; and other details well in advance of the day of photography.
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 University Health Sciences Center El Paso (TTUHSC El Paso) photographers are 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 Institutional Advancement or the original creators.

It is also important that release forms 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 form for media purposes. Completed forms will be maintained by the TTUHSC El Paso Office of Institutional Advancement.

If the video or photography subject is not a TTUHSC El Paso patient, a release form for media purposes must be completed and obtained from the subject. Additional release forms 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 form 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 ™. 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 use 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 rates and rights. The use of photographs 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 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. Use 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. Use 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. Use secondary color palettes to clearly classify and differentiate various information types.
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 Lubbock Printing Center. Its office number is 806.743.2016. The TTUHSC El Paso Office of Institutional Advancement Creative Services can also recommend local printers that follow TTUHSC El Paso brand identity standards.

As of November 1, 2019, departments may no longer order stationery in the old templates with the old marks. They may, however, finish old stationery in stock.

For information about Texas Tech Physicians of El Paso (TTP El Paso), please refer to:
elpaso.ttuhsc.edu/elpaso/ia

REFERENCE PAGE 14 FOR LOGO TIER OPTION USAGE:
• TIER 1
• TIER 2
• TIER 3
### BUSINESS CARDS

**USE THIS OPTION IF LOCATION AND MAILING ADDRESSES ARE THE SAME**

**USE THIS OPTION IF LOCATION AND MAILING ADDRESSES ARE DIFFERENT**

**TIER 1 LETTERHEAD - EXAMPLE USING TIER 1 PARENT LOGO**

**USE THIS OPTION IF LOCATION AND MAILING ADDRESSES ARE THE SAME**

**ENVELOPE EXAMPLE FOR TIER 1 LETTERHEAD**

---

### TTUHSC El Paso Logo on ALL business cards

<table>
<thead>
<tr>
<th>Name</th>
<th>Title, Division</th>
<th>School name, if applicable</th>
<th>Office Location</th>
<th>Address</th>
<th>Suite</th>
<th>Phone</th>
<th>Fax</th>
<th>E-mail</th>
</tr>
</thead>
<tbody>
<tr>
<td>John Smith</td>
<td>Professor</td>
<td>Texas Tech University</td>
<td>El Paso</td>
<td>Department</td>
<td></td>
<td>915.000.0000</td>
<td>915.000.0000</td>
<td><a href="mailto:john.smith@ttuhsc.edu">john.smith@ttuhsc.edu</a></td>
</tr>
</tbody>
</table>

**Office Location:**
- **Department:**
  - **Address:** El Paso, Texas 79905
- **Suite:** 0000
- **Phone:** 915.000.0000
- **Fax:** 915.000.0000
- **E-mail:** john.smith@ttuhsc.edu
TIER 1 TRANSMOUNTAIN STATIONARY: BUSINESS CARD, LETTERHEAD AND ENVELOPE

BUSINESS CARD WITH TRANSMOUNTAIN
The following departments at Transmountain need to include "- Transmountain" after their department name.

• FAMILY MEDICINE
• INTERNAL MEDICINE
• PSYCHIATRY

BUSINESS CARD WITHOUT TRANSMOUNTAIN
All other departments at Transmountain do not need "- Transmountain" after their department name.

LETTERHEAD AND ENVELOPE WITH "TRANSMOUNTAIN"
The following departments at Transmountain need to include "- Transmountain" after their department name.

• FAMILY MEDICINE
• INTERNAL MEDICINE
• PSYCHIATRY

LETTERHEAD AND ENVELOPE WITHOUT "TRANSMOUNTAIN"
All other departments at Transmountain do not need "- Transmountain" after their department name.
GRANT-BASED CO-BRANDED BUSINESS CARDS

The following departments are some examples.

<table>
<thead>
<tr>
<th>Department Name</th>
<th>MSC XXXXX</th>
</tr>
</thead>
<tbody>
<tr>
<td>5001 El Paso Drive</td>
<td>El Paso, Texas 79905</td>
</tr>
</tbody>
</table>

O: 915.123.4567 | F: 915.123.4567
first.last@ttuhsc.edu

GRANT-BASED CO-BRANDED LETTERHEAD AND ENVELOPES

The following departments are some examples.

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

1/2-inch border around entire page
ACADEMIC EMAIL SIGNATURE GUIDELINES

The email signatures of all faculty, staff and students 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 acquired.

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

John Doe
elpaso.ttuhsc.edu | give2tech.com
O: 915.215.XXXX | F: 915.XXX.XXXX

Position Title | Department

John Doe
elpaso.ttuhsc.edu | give2tech.com
O: 915.215.XXXX | F: 915.XXX.XXXX

Position Title | Department

The email signatures of all faculty, staff and students are required to follow the academic template directly below.

ACADEMIC EMAIL SIGNATURE GUIDELINES

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

Names should be in bold and the remainder of the signature should be in regular font. A confidentiality notice is acquired.

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

For individuals who work solely in a Texas Tech Physicians of El Paso clinic, please use the following clinical template. Foot 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.

WITH LOGO SIGNATURE

For faculty in the Graduate School of Biomedical Sciences or the Graduate School of Nursing, the logo should be included. The example shown is possible background designs.

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).
- Use font sizes that are large enough to read (at least 18 point).
- Avoid placing more than seven lines of information on each slide.
- Avoid more than seven lines of information on each slide.

If possible, communicate only one idea per slide and avoid long bulleted lists.
Advertising can be incredibly powerful and effective, but only if planned and executed well. Before contacting the Office of Institutional Advancement 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? (e.g. “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 Institutional Advancement.

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 Institutional Advancement. 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) are used.
- A clear call to action including the correct contact information for that unit is included.
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 Institutional Advancement to help create your video. If an outside vendor must be used, allow the Office of Institutional Advancement to work with that entity in order to adhere to these guidelines.

QUALITY

It’s essential that videos are of sufficiently good quality. Remember that all content, no matter what guise it may take, reflects 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 and file format. Videos must also be in HD and follow brand standards. For more information, contact the Office of Institutional Advancement.

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 video and/or multimedia must be approved by the Office of Institutional Advancement. See page 5 for contact information.

All copyright laws apply to the use of music, images, photos, video clips 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 who is well-spoken and conveys TTUHSC El Paso in a positive voice/manner.
- A call to action at the end.
- Contact information.
- The full and correct institutional name: “Texas Tech University Health Sciences Center El Paso.”

All radio must be approved by the Office of Institutional Advancement. See page 5 for contact information.

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

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 who is well-spoken and conveys TTUHSC El Paso in a positive voice/manner.
- A call to action at the end.
- Contact information.
- The full and correct institutional name: “Texas Tech University Health Sciences Center El Paso.”

All radio must be approved by the Office of Institutional Advancement. See page 5 for contact information.

All copyright laws apply to the use of music and other copyrighted materials.
BROCHURES AND PRINT COLLATERAL

Brochures created for an external audience, specifically for schools and clinical departments, will be created by the Office of Institutional Advancement’s in-house designers. Other collateral materials, including invitations, may be outsourced, but must follow guidelines. All designs must be approved by the Office of Institutional Advancement before going to print. See page 5 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).
- 11 x 17” (poster).
- 18 x 24” (poster).

TRADEMARKS AND LICENSING

The 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 System trademarks without license or permission is prohibited. TTUHSC El Paso and the TTU System 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 the Office of Institutional Advancement Brand Manager. See page 5 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 texastech.com/sports/2016/6/19/trademark-licensing.aspx#license
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 separately 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 14.

Specialty items must be professional and tasteful, aligned with the mission of the institution.

All designs must be approved by the Office of Institutional Advancement Brand Manager. See page 5 for contact information. Please also contact the Office of Institutional Advancement 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 Office of Institutional Advancement may be the one exception to use the Double T.

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 Institutional Advancement. 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 University System. A purchase order must be submitted for such items.

All designs must be approved by the Office of Institutional Advancement Brand Manager. See page 5 for contact information.
When traveling to various areas for trade shows, student recruiting events, 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 Institutional Advancement for assistance. All designs must be approved by the Office of Institutional Advancement Brand Manager before being printed. See page 5 for contact information.

When traveling to various areas for trade shows, student recruiting events, 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 Institutional Advancement for assistance. All designs must be approved by the Office of Institutional Advancement Brand Manager before being printed. See page 5 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 Institutional Advancement Brand Manager. See page 5 for contact information.
WHITE COAT PATCHES

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

To maintain consistency, these patches should only be obtained from TTUHSC El Paso Purchasing department at 915-215-4554 or 915-215-5070.

PHYSICIAN, RESIDENT AND CLINICAL STAFF SCRUBS

Physicians use the TTP El Paso logo on right side of scrub, their name, credentials, title and department on left side.

Residents use the TTUHSC El Paso Foster School of Medicine logo on left side of scrub.

Clinical staff use TTP El Paso logo on right side of scrub, no name or department on left side.

ORDERING PHYSICIANS COATS:

Please reference the “Who We Are and How We Come Together” Employee User Guide.
STUDENT SCRUBS

Students should use the logo associated with their school.

PATCHES ARE NOT ALLOWED ON SCRUBS

Patches are not approved for use on scrubs in any instance. No exceptions will be made to this rule.

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 should 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:

“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.”
ABBREVIATIONS
Only use “TTUHSC El Paso” as an abbreviation for Texas Tech University Health Sciences Center El Paso.

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 PAAH 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 Texas Tech University Health Sciences Center El Paso, said the appointment reflects the excellence of the faculty.

For Texas Tech University Health Sciences Center El Paso:

For second reference, TTUHSC El Paso may be used. Never use “Texas Tech” on second reference for 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. TTUHSC El Paso is acceptable on all references for web content.

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.

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 N.e. S.d.
Ark. Ky. N.J. Texas
Calif. La. N.M. Utah
Colo. Maine N.Y. Vt.
Hawaii Miss. Ore. Wyo.
Idaho Mo. Pa.
Ill. Mont. R.I.

BUSINESSES USE
“Co.,” “Corp.,” “Inc.” or “Inc.” for businesses that use “Company.” “Companies,” “Corporation” or “Incorporated” after their names.

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.


ABBREVIATIONS
Texas Tech University System
Texas Tech University
Texas Tech University Health Sciences Center El Paso
Angelo State University
Texas Tech University Health Sciences Center

FIRST REFERENCE
When referring to our state university system, use “Texas Tech University System” on first reference, and “TTU System” on subsequent references. When referring to institutions individually, writers should use the university’s full name, as shown above, 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:

On second reference, TTUHSC El Paso may be used. Never use “Texas Tech” on second reference for 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. TTUHSC El Paso is acceptable on all references for web content.

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 Sim, 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, Ph.D., R.N., PAAH, write Alexia Green, Ph.D., R.N., also is a fellow in the American Academy of Nursing.

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

NAMES OF CITIES
Texas Tech University Health Sciences Center El Paso.

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.

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 N.e. S.d.
Ark. Ky. N.J. Texas
Calif. La. N.M. Utah
Colo. Maine N.Y. Vt.
Hawaii Miss. Ore. Wyo.
Idaho Mo. Pa.
Ill. Mont. R.I.
For times of day, 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.

**Academic Degrees**

Capitalize academic degrees as follows:

- **Master’s degree**
- **Bachelor’s degree**
- **Doctoral degree**
- **Ph.D.**
- **M.D.**
- **M.S.**
- **M.A.**
- **B.S.**
- **B.A.**

## Degrees

Capitalize academic degrees as follows:

- **Master’s degree**
- **Bachelor’s degree**
- **Doctoral degree**

Generic terms for degrees are not capitalized for: example: he earned a **Master of Science** degree from TTUHSC El Paso.

## 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.

**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 for Advanced International Development Studies is a sponsor.

## Use Lowercase for Compass Points

Use lowercase for “west” and other 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
- No. 1
- 300
- 10
- $5 million
- 5°

**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 TTUHSC El Paso’s total enrollment of 28,000.
- **TRY:** Of TTUHSC El Paso’s total enrollment of 28,000, 885 are architecture majors.

**Per centages, Fractions, Large Numbers**

AP has changed its guidance on this. We are now using % instead of “percent.”

- 90%
- 3%
Spell out fractions in text material. Hyphenate fractions when they are used as adjectives or adverbs. For example:

The book is three-fourths complete.

Hyphenate 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.
915-215-8000

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

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

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

She wore a cheap wool coat. (unequal)

Use a comma 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.

Use a comma after “and” or “or” when they are used as adjectives. For example:

The player scored a first-quarter touchdown.

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

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.
Avoid redundancies. For example:

INSTEAD OF: most unique
USE: unique

INSTEAD OF: first annual
USE: inaugural

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, 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 TTU System 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
- Eakimo
- 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, Inclusion, and Global Health 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 his 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 overuse 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. “Alummit” 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”, please contact the Office of Institutional Advancement Brand Manager with any questions. See page 5 for contact information.
WEB GUIDELINES

A STANDARDS-COMPLIANT, ACCESSIBLE STRUCTURE

To provide for quick updates and ease of content creation, all webpages 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 webpages that keep the content accessible to every visitor. As long as the existing markup standards are adhered to, the CSS documents will provide all 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 background, 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.

The Office of Institutional Advancement has a dedicated web developer that manages and provides direction for TTUHSC El Paso’s overall web presence.

WEB GUIDELINES

Please refer to OP 56.01, Section 9.
WEBSITE 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 Office of Institutional Advancement.

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.

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.
• Each graphic should have a maximum resolution of 72 dots-per-inch (DPI) or pixels-per-inch (PPI). (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
Standards for publishing documents on a state website: 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 https://www.adobe.com/accessibility/products/acrobat.html

SOCIAL MEDIA
Departments must register a site by contacting the Office of Institutional Advancement Brand Manager with any questions. See page 5 for contact information. Posts on behalf of TTUHSC El Paso may not be made without prior authorization.