WHO WE ARE AND HOW WE COME TOGETHER
WHO WE ARE

TTUHSC EL PASO

TTUHSC El Paso is the fourth university in the Texas Tech University System and is composed of four schools: the Paul L. Foster School of Medicine, Gayle Greve Hunt School of Nursing, Graduate School of Biomedical Sciences and Woody L. Hunt School of Dental Medicine.

TTUHSC El Paso is the first health sciences center along the U.S.–Mexico border and provides an environment for direct intellectual and interpersonal exchanges among graduate researchers, and nursing and medical students on one campus.

TTUHSC EL PASO FOSTER SCHOOL OF MEDICINE

The Paul L. Foster School of Medicine is the first four-year medical school to be established on the U.S.–Mexico border. Our unique setting provides exposure not only to traditional medicine, but also to international, bicultural and border health care issues. The Foster School of Medicine matriculated its first freshman class in July 2009.

TTUHSC EL PASO HUNT SCHOOL OF NURSING

The Gayle Greve Hunt School of Nursing is committed to preparing nursing students to meet the challenges of today’s complex health care environment. The Hunt School of Nursing currently offers two distinct programs leading to the Bachelor of Science in Nursing degree: the Accelerated B.S.N. program and the R.N. to B.S.N program. The school also offers a Master of Science in Nursing (M.S.N.) program.

TTUHSC EL PASO GRADUATE SCHOOL OF BIOMEDICAL SCIENCES

The Graduate School of Biomedical Sciences currently offers three programs: the Post–Baccalaureate Certificate program, the Summer Accelerated Biomedical Research Program (SABR), and the Master of Science in Biomedical Sciences program.

TTUHSC EL PASO HUNT SCHOOL OF DENTAL MEDICINE

The Woody L. Hunt School of Dental Medicine is scheduled to welcome its first class of students in 2021. It will be the first dental school in West Texas and the first to open in the state in 50 years.

TTP EL PASO

Texas Tech Physicians of El Paso (TTP El Paso) is the medical practice of the Texas Tech University Health Sciences Center El Paso Paul L. Foster School of Medicine.
The Foster School of Medicine, the Hunt School of Nursing, the Graduate School of Biomedical Sciences and the Hunt School of Dental Medicine form the academic component of TTUHSC El Paso. Texas Tech Physicians of El Paso forms the clinical component.
WHAT TYPE OF TIERS ARE THERE AND HOW ARE THEY USED?

There are three types of tier logos: Tier 1, Tier 2 and Tier 3. Reference below. Tier 1 and 2 only use horizontal logos for stationery. Tier 3, department logos, may use horizontal or center logos.

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.

TIER 2: SCHOOL LOGO

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

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

TIER 3: DEPARTMENT LOGO

You may use a department logo on promotional items, flyers, posters, etc. **DO NOT USE DEPARTMENT LOGOS ON STATIONERY.**

**TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER**
**EL PASO**
Office of Institutional Advancement

**TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER**
**EL PASO**
Office of Institutional Advancement
WHICH LOGO DO I USE?

WHO CAN USE THE PRESIDENTIAL SEAL?
Frequently referred to as the “university seal”, the presidential seal is reserved for use by the president only.

WHAT IS THE PARENT LOGO?
The parent logo represents the entire institution. When in doubt, use this logo.

WHAT IS AN INSTITUTIONAL DEPARTMENT LOGO?
Institutional logos represent departments that support the entire university and do not fall under a specific school or clinic. Additionally, there are departments that fall within an institutional department; these are known as department divisions.

LOGO EXAMPLES, USE FOR REFERENCE.

EXAMPLES OF INSTITUTIONAL DEPARTMENTS:
- TECHS
- Office of Institutional Compliance
- Office of Diversity, Inclusion, and Global Health
- Finance and Administration
- Information Technology
- Occupational Health
- Safety Services
- Volunteer Services
- Business Affairs
- Contracting
- Office of Faculty Affairs
- General Services
- Institutional Advancement
- MPF – Business Office
- Alumni Relations
- Office of Alumni and Donor Relations
- Office of the Vice President for Research
- Department of Biomedical Sciences
- Division of Biostatistics and Epidemiology
- Parking and Transportation
- Staff Senate
- Credentialing and Privileging Office
- Office of Faculty Development
- Human Resources
- Office of Institutional Research

...and Effectiveness
- Operational Policies and Procedures
- Quality Improvements
- Student Affairs
- Center of Emphasis in Cancer
- Center of Emphasis in Diabetes and Metabolism
- Center of Emphasis in Infectious Diseases
- Center of Emphasis in Neurosciences
- Office of General Counsel
- Information Technology
- International Services and Volunteer Program
- LEADership Program
- Library of the Health Sciences
- Office of the President
- Physical Plant Administration
- Office of the Provost and Vice President for Academic Affairs
- Regional Simulation and Training Center
- Student Business Services
- Office of Student Services
- Student Government Association

EXAMPLES OF INSTITUTIONAL SUPPORT DEPARTMENTS:
- Physical Plant and Support Services:
  - Department of Engineering Services
  - Department of Business Services
  - Facilities Operations and Maintenance
  - Department of Safety Services
- Information Technology:
  - Clinical Information Systems
  - Office of the CIO
- Human Resources:
  - Workforce Education and Development
  - International Services and Volunteer Program
- Office of the Vice President for Research:
  - Office of Sponsored Programs
  - Office of Research Resources

EXAMPLES OF INSTITUTIONAL SUPPORT DEPARTMENT LABS/PROGRAMS:
- Office of the Vice President for Research:
  - Biostatistics and Epidemiology Consulting Lab
- Human Resources:
  - LEADership Program
- LARG
- Research Core Laboratories

PRESIDENTIAL SEAL

TIER 1 PARENT LOGO

TEXAS TECH UNIVERSITY
HEALTH SCIENCES CENTER
EL PASO

The presidential seal may not be used on PowerPoint presentations, posters, letterhead, business cards, poster presentations or any other collateral material unless otherwise directed.

TEXAS TECH UNIVERSITY
HEALTH SCIENCES CENTER
EL PASO

EXAMPLES:
Use on PowerPoint presentations and poster presentations when referencing the institution as a whole and not a specific department or school.
WHICH LOGO DO I USE?

NEW MARKETING LOGOS
Only available to IA Creative Services for advertising and marketing.

TTUHSC EL PASO
Texas Tech University Health Sciences Center El Paso
CENTERED

TTUHSC EL PASO
Texas Tech University Health Sciences Center El Paso
HORIZONTAL

TTUHSC EL PASO
Texas Tech University Health Sciences Center El Paso
STACKED

STACKED HORIZONTAL

WHICH LOGO DO I USE?

NEW ALTERNATIVE UNIVERSAL SEAL LOGOS
You may use the universal seal on poster presentations and promotional items.

TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER EL PASO
WHAT IS AN ACADEMIC LOGO?
Academic logos represent individual schools and departments within those schools. Within academics, there are academic divisions and academic division programs.

<table>
<thead>
<tr>
<th>TIER 2 SCHOOL LOGOS:</th>
<th>TIER 2 SCHOOL WITH DIVISION LOGOS:</th>
</tr>
</thead>
<tbody>
<tr>
<td>TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER. EL PASO</td>
<td>An academic division department is an individual department that falls within a specific school.</td>
</tr>
<tr>
<td>Paul L. Foster School of Medicine</td>
<td>Logo options: Academic division departments have the option of either using the parent school logo or their specific department logo on letterhead, envelopes, business cards, PowerPoint presentations, posters or promotional items.</td>
</tr>
<tr>
<td>TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER. EL PASO</td>
<td>EXAMPLES OF DIVISION DEPARTMENTS:</td>
</tr>
<tr>
<td>Gayle Greve Hunt School of Nursing</td>
<td>• Office of Admissions</td>
</tr>
<tr>
<td>TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER. EL PASO</td>
<td>• Office of Clinical Affairs</td>
</tr>
<tr>
<td>Graduate School of Biomedical Sciences</td>
<td>• Office of Clinical Informatics</td>
</tr>
<tr>
<td>TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER. EL PASO</td>
<td>• Office of Continuing Medical Education</td>
</tr>
<tr>
<td>Graduate School of Dental Medicine</td>
<td>• Department of Medical Education</td>
</tr>
<tr>
<td></td>
<td>• Department of Family and Community Medicine</td>
</tr>
<tr>
<td></td>
<td>• Office of Finance and Administration</td>
</tr>
<tr>
<td></td>
<td>• Office of Graduate Medical Education</td>
</tr>
<tr>
<td></td>
<td>• Office of Student Affairs</td>
</tr>
<tr>
<td></td>
<td>• Department of Biomedical Sciences</td>
</tr>
<tr>
<td></td>
<td>• Office of the Dean</td>
</tr>
</tbody>
</table>

LOGO EXAMPLES, USE FOR REFERENCE.

<table>
<thead>
<tr>
<th>TIER 2 SCHOOL WITH PROGRAM LOGOS:</th>
</tr>
</thead>
<tbody>
<tr>
<td>An academic program is a program that falls under a specific school or support department.</td>
</tr>
<tr>
<td>EXAMPLES OF PROGRAMS:</td>
</tr>
<tr>
<td>• Master of Science in Nursing Program</td>
</tr>
<tr>
<td>• Post-Baccalaureate Certificate Program</td>
</tr>
<tr>
<td>• R.N. to B.S.N. Program</td>
</tr>
</tbody>
</table>
NEW ACADEMIC MARKETING LOGOS
Only available to IA Creative Services for advertising and marketing.

FOSTER
SCHOOL of MEDICINE

GSBS
GRADUATE SCHOOL of BIOMEDICAL SCIENCES

HUNT
SCHOOL of NURSING

Paul L. Foster
School of Medicine

Gayle Greve Hunt
School of Nursing

Graduate School of Biomedical Sciences

Woody L. Hunt
School of Dental Medicine
WHICH LOGO DO I USE?

WHEN TO USE AN ACADEMIC LOGO (TIER 2 SCHOOL) VERSUS A CLINICAL LOGO
Clinical departments are unique in that they fall into two categories: academic and clinical.

🎓 TIER 2 SCHOOL WITH DEPARTMENT LOGOS

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

An academic logo should be used in situations that are not related to direct patient care. Examples include: poster presentations, PowerPoint presentations, awards, stationery, promotional items, conference material, etc.

ACADEMIC CLINICAL DEPARTMENTS INCLUDE:
• Anesthesiology
• Emergency Medicine
• Family and Community Medicine
• Internal Medicine
• Neurology
• Obstetrics and Gynecology
• Ophthalmology
• Orthopaedic Surgery and Rehabilitation
• Pathology
• Pediatrics
• Psychiatry
• Radiology
• Surgery

 geniş kitap

️ CLINICAL LOGOS

Texas Tech Physicians.
of EL PASO
Breast Care Center

Clinical logos are reserved for clinic use only and should not be used in an academic reference.

For information about TTP El Paso logos, please refer to the TTP El Paso guidelines.

WHAT IS A SPIRIT LOGO AND WHEN CAN IT BE USED?
A spirit logo is an informal logo that is generally reserved for use on promotional items or when an official logo is too large to fit the space it is being used in.

4 DIFFERENT TYPES OF SPIRIT LOGOS.

1-GENERIC

2-SCHOOL

3-PROGRAM

4-DECAL

(Above are examples using TTUHSC El Paso Foster School of Medicine as representation of spirit logos.)

Contact IA Creative Services if you need a spirit logo.
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.

PARENT LOGO AND AFFILIATE IDENTITIES

El Paso Children’s Hospital

Texas Tech University Health Sciences Center, El Paso

University Medical Center of El Paso

Texas Tech University Health Sciences Center, El Paso

Medical Center of the Americas
WHO WEARS ACADEMIC SCRUBS?
Academic scrubs are for use by individuals who work in an academic support department (such as a lab), medical students, residents, nursing students, research students and faculty. Please see below for examples.

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

SPECIAL NOTE: PLEASE REFER TO THE TTP EL PASO GUIDELINES WHEN ORDERING CLINICAL SCRUBS FOR TTP EL PASO OR TTP EL PASO AT TRANSMOUNTAIN.

LOGOS ON UNIFORMS
ACADEMIC SCRUBS

HUNT SCHOOL OF NURSING
Scrubs for nursing students will feature the TTUHSC El Paso Hunt School of Nursing logo on the left side of the scrub top.
Hunt School of Nursing patches are not allowed to be worn on scrubs in any circumstance.

GSBS
If scrubs are needed, the TTUHSC El Paso GSBS logo should be on the left side of the scrub top.

LOGOS ON UNIFORMS
ACADEMIC SCRUBS

Foster School of Medicine
Scrubs for medical students will feature the TTUHSC El Paso Foster School of Medicine logo on the left side of the scrub top.
The TTUHSC El Paso Foster School of Medicine logo resides on the top left side of the scrub, followed by the department name.
OPTIONAL: Name and title are optional and reside on the right side of the scrub.
FONT FOR NAME/TITLE: Helvetica bold

Support Dept Scrub
For use by individuals who work in academic support departments. Examples include lab techs, researchers and sim lab staff who DO NOT provide patient care.
The TTUHSC El Paso Foster School of Medicine logo resides on the top left side of the scrub, followed by the department name.
OPTIONAL: Name and title are optional and reside on the right side of the scrub.
FONT FOR NAME/TITLE: Helvetica bold

Resident
Residents are not permitted to use the TTP El Paso logo on their scrub as they are still in training and are not employees of TTP El Paso. Instead, they fall under the Foster School of Medicine and should use the TTUHSC El Paso Foster School of Medicine logo.
WHAT IS AN ACADEMIC LAB COAT?

An academic lab coat is for medical students, nursing students, residents, researchers and academic faculty.

SPECIAL NOTE: Please refer to the TTP El Paso guidelines when ordering a clinical lab coat for TTP El Paso or TTP El Paso at Transmountain (includes nurse practitioners).

Foster School of Medicine

In addition to medical students, residents and faculty will use the Foster School of Medicine coat.

GSBS

All Centers of Emphasis use the Foster School of Medicine patch because they are part of academics.

Hunt School of Nursing

SPECIAL NOTE: Residents are not permitted to use the TTP El Paso logo on white coats as they are still in training and are not employees of TTP El Paso. Instead, because they fall under the medical school and should follow the academic guidelines. All Centers of Emphasis use the Foster School of Medicine patch because they are part of academics.

The appropriate school patch should be used on the left side/pocket. The name and department should reside above the pocket.

Font for name and department for all three schools: Helvetica Bold
THE PARENT LOGO IS USED ON ALL STATIONERY

Use TTUHSC El Paso parent logo on letterheads, business cards and envelopes. Schools have the option to use their school logo on letterheads and envelopes.

Special note: reference pages 8 and 9 for logo tier information.

BUSINESS CARD

Use this option if location and mailing addresses are the same.

ENVELOPE

Use this option if location and mailing addresses are different.
GSBS and WLHSDM will use the option with the same address.

Use this option if location and mailing addresses are the same.

Use this option if location and mailing addresses are different.

28 29
TIER 1 PARENT LOGO
ACADEMIC CLINICAL STATIONERY

Use the tier 1 parent logo, include “Paul L. Foster School of Medicine” after clinic name/MSC number.

**Use this option if location and mailing addresses are the same.**

**Use this option if location and mailing addresses are different.**
TRANSMOUNTAIN STATIONERY

Use tier 1 parent logo on business cards, letterhead and envelopes.

Note: Transmountain clinics will use 2000 B Transmountain Road as their mailing address on all letterhead, business cards and envelopes.

BUSINESS CARD

with “Transmountain”

The following departments at Transmountain need to include “- Transmountain” after their department name:
• Family Medicine • Internal Medicine • Psychiatry

All other departments at Transmountain do not need “- Transmountain” after their department name.

BUSINESS CARD

without “Transmountain”

LETTERHEAD

with “Transmountain”

The following departments at Transmountain need to include “- Transmountain” after their department name:
• Family Medicine • Internal Medicine • Psychiatry

LETTERHEAD

without “Transmountain”

All other departments at Transmountain do not need “- Transmountain” after their department name.

ENVELOPE

with “Transmountain”

ENVELOPE

without “Transmountain”
WHICH LOGO DO I USE?
A good starting point is to figure out if you work for an academic or clinical department. Please refer to pages 6–19.

WHERE CAN I GET MATERIALS PRINTED?
Recommended printers can be found on page 36.

HOW DO I GET DEPARTMENT, DIVISION OR SPIRIT LOGOS?
Contact Institutional Advancement Creative Services or get a form at bit.ly/ttuhsceplogorequest

I NEED TO PURCHASE STATIONERY (LETTERHEAD, ENVELOPES AND BUSINESS CARDS). HOW DO I PROCEED?
Academic and clinical templates are available online with specifications for printing reproduction. First, determine if you are ACADEMIC or CLINICAL and then provide the appropriate template to your printer of choice. Don’t forget to ask for a proof. When in doubt, have Institutional Advancement Creative Services review your proof.

I NEED TO ORDER PROMOTIONAL ITEMS (T-SHIRTS, CUPS, ETC.). WHICH VENDOR DO I USE?
Please contact Purchasing for a list of approved vendors.

IT’S BREAST CANCER AWARENESS MONTH. CAN I PRINT THE LOGO IN PINK?
NO! The logo must remain in either black, white, or red and black. A solution to this would be to use a pink background with a white or black logo on top.

CAN I USE THE FOSTER SCHOOL OF MEDICINE PATCH ON A LAB COAT FOR A HIGH SCHOOL STUDENT?
ABSOLUTELY NOT! There is a special patch to be used for programs for high school students. Please contact Institutional Advancement Creative Services for more information.

CAN I USE THE DOUBLE T BY ITSELF?
NO! The double T is reserved for use by Texas Tech University Athletics only. Exceptions are made for the president and student organizations.

CAN I USE THE PRESIDENTIAL SEAL?
NO! It is reserved for use by the president only.

WHERE DO I ORDER PATCHES FOR LAB COATS?
The Purchasing Department. Please note that patches are not approved for use on scrubs.

I NEED SOME BROCHURES DESIGNED FOR MY DEPARTMENT. HOW DO I PROCEED?
Contact Institutional Advancement Creative Services and fill out a creative request.

WHAT COLOR T-SHIRT CAN I ORDER?
Primary T-shirt color options are black, grey, charcoal, white or red.
WHERE DO I PRINT MATERIALS?

You may use the Lubbock Printing Center
The Printing Center is able to manufacture just about any type of printed piece imaginable and simple print jobs such as stationery, postcards, brochures, folders, posters, etc.
13601 4th St./ Room BC351 / Mail Stop 9003
Lubbock, TX 79430 / 806.743.2016
printingcenter@ttuhsc.edu
www.ttuhsc.edu/general-services/printing

Contact the Purchasing Department for a list of local and out-of-town vendors.

FOR MORE INFORMATION ABOUT THE BRAND IDENTITY GUIDELINES, VISIT:
ttuhscep.edu/ia/identityguidelines

WHAT IS A BRAND MANAGER?

A brand manager is the person who has knowledge of the branding guidelines and sets the standards for the university. Brand managers train university staff, faculty and students on the TTUHSC El Paso brand.

WHAT IS A BRANDBASSADOR?

A brandbassador is someone who has been trained by the brand manager on TTUHSC El Paso branding guidelines.