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WHO WE ARE

TTUHSC EL PASO / TEXAS TECH PHYSICIANS OF EL PASO

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

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, nursing students 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 Paul L. 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.
OUR STRUCTURE

Texas Tech Physicians of El Paso (TTP El Paso) is the medical practice of the Paul L. Foster School of Medicine. As the region’s largest multispecialty medical group practice, TTP El Paso provides primary and specialty care for the entire family. Our over 250 specialists and subspecialists each hold faculty appointments in the Foster School of Medicine, where they teach the next generation of physicians.

WE ARE A HEALTH SCIENCES CENTER

TTUHSC EL PASO

FOSTER SCHOOL OF MEDICINE

HUNT SCHOOL OF NURSING

GSBS

HUNT SCHOOL OF DENTAL MEDICINE

TTP EL PASO

CLINICAL

TTP EL PASO (TEXAS TECH PHYSICIANS OF EL PASO)

6 LOCATIONS

TTP EL PASO (MAIN LOCATION)
TTP EL PASO AT ALAMEDA
TTP EL PASO AT HAGUE
TTP EL PASO AT KENWORTHY
TTP EL PASO AT MESA
TTP EL PASO AT SCHUSTER HEIGHTS
TTP EL PASO AT TRANSMOUNTAIN

(Note: Transmountain branding guidelines are slightly different from the other clinics.)
PARENT LOGOS

Our parent logos are the default choice for use on the majority of our communications. The logo must be used as a prominent graphic element in all publications — print and electronic — affiliated with our practice. There are three distinct styles of parent logos; centered, horizontal, and stacked versions. Use the version that best fits your layout. Always try to default to a parent logo.
The Texas Tech Physicians of El Paso brand uses a tier system that determines what types of logos can and should be used for specific purposes.

There are three main tiers for logo usage and are explained below:

**TIER 1: Parent Logo**

Tier 1 logos may be used by the entire institution. The TTP El Paso parent logo is the main identity used on business cards, letterheads and envelopes.

**TIER 2: Department/Service Line Logo**

Tier 2 logos may be used by the entire institution with permission. For stationery, you may use your department / service line logo on LETTERHEAD ONLY.

**TIER 3: Location Logo**

Tier 3 location identifier logos are to be used by Institutional Advancement at their discretion for marketing purposes only.
DEPARTMENT/ SERVICE LINES LOGOS

Department/service line logos will follow the same format: parent logo followed by department or service line name underneath.

Note: Department/service line logos only come in two styles: centered and stacked. There is no horizontal style for department/service line logos.

Centered style logos should not have more than one line for department name.

To request department/service line logos, please contact us through our online request form at:

bit.ly/ttuhsceplogorequest

EXAMPLES:

Texas Tech Physicians.

of EL PASO

Obstetrics + Gynecology

Texas Tech Physicians.

of EL PASO

Surgery

Texas Tech Physicians.

of EL PASO

Orthopaedic Surgery + Rehabilitation

Texas Tech Physicians.

of EL PASO

Orthopaedic Surgery + Rehabilitation - TM

Texas Tech Physicians.

of EL PASO

Obstetrics + Gynecology - TM

Texas Tech Physicians.

of EL PASO

Psychiatry - TM
DIVISION/SPECIALTY AND PROGRAM LOGOS

DIVISION EXAMPLES

Texas Tech Physicians of El Paso
Maternal Fetal Medicine
OBSTETRICS + GYNECOLOGY

Texas Tech Physicians of El Paso
Sports Medicine
FAMILY + COMMUNITY MEDICINE

PROGRAMS EXAMPLES

Texas Tech Physicians of El Paso
Centering Teen Pregnancy
OBSTETRICS + GYNECOLOGY

Texas Tech Physicians of El Paso
Maternal Fetal Medicine
OBSTETRICS + GYNECOLOGY

Texas Tech Physicians of El Paso
Gynecologic Oncology
OBSTETRICS + GYNECOLOGY

Division/specialty and program logos will follow the same format: Texas Tech Physicians of El Paso is italicized, followed by division/specialty or program name, then followed by department name.

Note:
Division/specialty and program logos only come in two styles: horizontal and centered. There is no stacked style for division/specialty and program logos.

To request division, specialty, program logos please contact us through our online request form at:

bit.ly/ttuhsceplogorequest

EXAMPLES WITH CENTERED LOGOS

Texas Tech Physicians of El Paso
Maternal Fetal Medicine
OBSTETRICS + GYNECOLOGY

Texas Tech Physicians of El Paso
Gynecologic Oncology
OBSTETRICS + GYNECOLOGY
WHAT 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 TTP El Paso logo represents our clinical practice as a whole. When in doubt, use this logo to represent clinical departments.

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

ACADEMIC/CLINICAL DEPARTMENT LOGOS

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

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

CLINICAL LOGOS

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.

NEW ALTERNATIVE UNIVERSAL SEAL LOGOS

You may use the universal seal on poster presentations and promotional items.

THREE DIFFERENT TYPES OF TTP EL PASO SPIRIT LOGOS:

- GENERIC
- DEPARTMENT/ SERVICE LINE
- GENERIC DECAL
NEW MARKETING LOGOS

Only available to IA Creative Services for advertising and marketing purposes only.

TTP EL PASO
Texas Tech Physicians of El Paso

TEXAS TECH PHYSICIANS
OF EL PASO

TEXAS TECH PHYSICIANS
OF EL PASO

TEXAS TECH PHYSICIANS
OF EL PASO

TEXAS TECH PHYSICIANS
OF EL PASO

TTP EL PASO
Texas Tech Physicians of El Paso

TTP EL PASO
Texas Tech Physicians
of El Paso

TTP EL PASO
Texas Tech Physicians
of El Paso
AFFILIATE IDENTITIES

Texas Tech Physicians of El Paso parent logos 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.
LOGOS ON UNIFORMS

The Texas Tech Physicians of El Paso logo is only authorized for use on the right side of white coats.

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.
CLINICAL STATIONERY

Business Cards

Use the TTP El Paso parent logo for all business cards and letterheads. Specialties will be listed below the name (i.e., Ophthalmology). Clinical business cards will only list a physical location and will not include a different mailing address. If you need a business card with a mailing address, please use the academic business card template (if applicable).

FRONT
(back side of all clinical business cards are blank)

One-Line Business Card (Name, Credentials)

Texas Tech Physicians.
of EL PASO

Name

Department: | MSC XXXXX
Texas Tech Physicians of El Paso at XXXXXXXXXX
Address: | Suite/Floor: | El Paso, TX 799XX
T: 915.000.0000 | F: 915.000.0000
eptexastechphysicians.org

One-Line Business Card (Name, Credentials) EXAMPLE

Texas Tech Physicians.
of EL PASO

Mahesh Gajendran, M.D., M.P.H.

Internal Medicine - Transmountain | MSC 42003
Texas Tech Physicians of El Paso at Transmountain
2000 B Transmountain Road | Suite/Floor: | El Paso, TX 79911
T: 915.215.8400 | F: 915.612.9254
eptexastechphysicians.org
Two-Line Business Cards

Two-Line Business Card (Name, Credentials / Specialty)

Texas Tech Physicians.
of EL PASO

Name
Specialty name

Department | MSC XXXX
Texas Tech Physicians of El Paso at XXXXXXXXXX
Address | Suite/Floor | El Paso, TX 7999X
T: 915.000.0000 | F: 915.000.0000
eptexastechphysicians.org

Two-Line Business Card (Name, Credentials / “Chair”, Department of XXXXX)
NOTE: Only approved titles are “Chair” or “Division Chief”.
NOTE: “Chair” business cards must include “Department of” in title.

Texas Tech Physicians.
of EL PASO

Name
Chair, Department of XXXX

Department | MSC XXXX
Texas Tech Physicians of El Paso at XXXXXXXXXX
Address | Suite/Floor | El Paso, TX 7999X
T: 915.000.0000 | F: 915.000.0000
eptexastechphysicians.org

Two-Line Business Card (Name, Credentials / “Chair”, Department of XXXXX) EXAMPLE

Texas Tech Physicians.
of EL PASO

Patricia Nelson, M.D., FACS
Ophthalmology

Surgery | MSC 42009
Texas Tech Physicians of El Paso at Transmountain
2000 B Transmountain Road | Suite/Floor | El Paso, TX 79911
T: 915.215.8400 | F: 915.612.9253
eptexastechphysicians.org

Two-Line Business Card (Name, Credentials / “Chair”, Department of XXXXX) EXAMPLE

Texas Tech Physicians.
of EL PASO

A. Peter Catinella, M.D., M.P.H.
Chair, Department of Family Medicine - Transmountain

Family Medicine - Transmountain | MSC 42001
Texas Tech Physicians of El Paso at Transmountain
2000 B Transmountain Road | 4th floor | El Paso, TX 79911
T: 915.215.8400 | F: 915.612.9254
eptexastechphysicians.org
Two-Line Business Card (Name, Credentials / “Division Chief”, Specialty Name)
NOTE: Only approved titles are “Chair” or “Division Chief”.

Texas Tech Physicians.
of EL PASO

Name ________
Division Chief, Specialty name ________

Department | MSC XXXXX
Texas Tech Physicians of El Paso at XXXXXXXXX
Address | Suite/Floor | El Paso, TX 799XX
T: 915.000.0000 | F: 915.000.0000
eptxtechphysicians.org

Three-Line Business Card (Name, Credentials / Specialty / “Chair”, Department of XXXXX)
NOTE: Only approved titles are “Chair” or “Division Chief”.
NOTE: “Chair” business cards must include “Department of” in title.

Texas Tech Physicians.
of EL PASO

Name ________
Specialty name ________
Chair, Department of XXXX

Department | MSC XXXXX
Texas Tech Physicians of El Paso at XXXXXXXXX
Address | Suite/Floor | El Paso, TX 799XX
T: 915.000.0000 | F: 915.000.0000
eptxtechphysicians.org

Two-Line Business Card (Name, Credentials / “Division Chief”, Specialty Name) EXAMPLE

Texas Tech Physicians.
of EL PASO

Vijaya L. Galic, M.D., M.B.A.
Division Chief, Gynecologic Oncology
Obstetrics + Gynecology | MSC 41014
Texas Tech Physicians of El Paso at Alberto
4801 Alberto Ave. | El Paso, TX 79905
T: 915.215.5001 | F: 915.215.8662
eptxtechphysicians.org

Three-Line Business Card (Name, Credentials / “Chair”, Department of XXXX) EXAMPLE

Texas Tech Physicians.
of EL PASO

Dan Schuller, M.D.
Pulmonary + Critical Care Medicine
Chair, Department of Internal Medicine - Transmountain

Internal Medicine - Transmountain | MSC 42001
Texas Tech Physicians of El Paso at Transmountain
2000 B Transmountain Road | 4th floor | El Paso, TX 79911
T: 915.215.8400 | F: 915.612.9234
eptxtechphysicians.org
The following departments at the Transmountain location need to include "-Transmountain" after their department name:

Family Medicine | Internal Medicine | Psychiatry

These three departments have their own separate chair and are considered their own unique department at the Transmountain location.
Appointment Cards

There are three different types of Texas Tech Physicians of El Paso appointment cards; parent logo, department logo and specialty logo appointment cards.

To request division, specialty or program logos, please contact us through our online request form at:

bit.ly/ttuhsceplogorequest

FRONT with Department Logo
(back side of all appointment business cards are blank)

Texas Tech Physicians.
of EL PASO
Internal Medicine

________________________ has an appointment
with ________________________

Date ___________________ Time _______ a.m./p.m.

Address
El Paso, Texas 799XX | T:915.215.0000 | F:915.000.0000
eptexastechphysicians.org

FRONT with Parent Logo
(back side of all appointment business cards are blank)

Texas Tech Physicians.
of EL PASO

________________________ has an appointment
with ________________________

Date ___________________ Time _______ a.m./p.m.

Address
El Paso, Texas 799XX | T:915.215.0000 | F:915.000.0000
eptexastechphysicians.org

FRONT with Specialty Logo
(back side of all appointment business cards are blank)

Texas Tech Physicians of El Paso
Gastroenterology
PEDIATRICS

________________________ has an appointment
with ________________________

Date ___________________ Time _______ a.m./p.m.

Address
El Paso, Texas 799XX | T:915.215.0000 | F:915.000.0000
eptexastechphysicians.org
Letterheads

The Texas Tech Physicians of El Paso brand uses a tier system for letterheads.

The two tiers for letterhead usage are explained below:

TIER 1: Parent Logo

The Tier 1 letterhead with parent logo may be used by the entire institution.

TIER 2: Department/Service Line Logo

For stationery, you may use your department/service line logo on LETTERHEAD ONLY.

Texas Tech Physicians of El Paso

Department Name

Department | MSC XXXX
Texas Tech Physicians of El Paso at XXXXXXX
Address: Department | MSC XXXX
Phone: 915.215.0000 | Fax: 915.400.0000
eptx@texasTechphysicians.org

10pt Charter BT Pro

10pt Charter BT Pro Bold
Letterheads - Transmountain Entity Departments

**TIER 1: Parent Logo**

The Tier 1 letterhead with parent logo may be used by the entire institution.

The following departments at the Transmountain location need to include “-Transmountain” after their department name in the address line:

**Family Medicine | Internal Medicine | Psychiatry**

These three departments have their own separate chair and are considered their own unique department at the Transmountain location.

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**TIER 2: Department/Service Line Logo**

For stationery, you may use your department/service line logo on LETTERHEAD ONLY.

If you use a Tier 2 letterhead for one of the departments at the Transmountain location listed, you MUST include “-TM” after the department logo name in the header AND “-Transmountain” after the department name in the address line.
The Texas Tech Physicians of El Paso brand does not use a tier system for envelopes.

Only use the horizontal Texas Tech Physicians of El Paso logo for envelopes.

The following departments at the Transmountain location need to include “-Transmountain” after their department name in the address line:

Family Medicine | Internal Medicine | Psychiatry

These three departments have their own separate chair and are considered their own unique department at the Transmountain location.
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 10.

WHERE CAN I GET MATERIAL PRINTED?
Recommended printers can be found on page 44.

HOW DO I GET A SPIRIT LOGO?
Contact IA Creative Services.

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 IA Creative Services review your proof.

I NEED TO ORDER PROMOTIONAL ITEMS (T-SHIRTS, CUPS, ETC.). WHICH VENDOR DO I USE?
Please contact the Purchasing Department 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 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?
No. There is a special patch to be used for programs for high school students. Please contact Purchasing 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 medical 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 IA Creative Services and fill out a creative request.

WHAT COLOR T-SHIRT CAN I ORDER
Primary T-shirt color options are black, gray, charcoal, white or red. You have the option to use other colors with the exception of orange and UTEP blue.
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
 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 BRANDAMBASSADOR?

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