

# IMAGERY

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TEXAS TECH UNIVERSITY  
HEALTH SCIENCES CENTER.™

## IMAGERY

One of the most important functions of our identity system is to bring greater visibility to all aspects of TTUHSC. 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. Displayed are a few examples of images that align with our key concepts and reinforce the key messages that support our preparedness positioning and our brand personality.

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

### PHOTOGRAPHY

All photography should be planned as far in advance as possible. This is equally true for the use of photos from the archives, which may require duplication. It is important for designers to understand schedules and costs early in the design process in order to leave time for alternate arrangements if necessary.

It is also necessary for university photographers or outside contract photographers to be aware of the need for models or props, whether the photo shoot is on location or in a studio, whether the image is made on film or digitally and other details well in advance of the day of photography.

### ACADEMIC EXCELLENCE



### OPPORTUNITY AND POTENTIAL



### FOSTERING SUCCESS



### SENSE OF PLACE



### PRIDE AND TRADITION



## ILLUSTRATIONS

Illustrations illuminate concepts and information in a way that's easy to understand. In general, the primary visual presentation of TTUHSC does not include illustrations, although there will be situations where illustrations are required, like in the development of information 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 all 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 health science center photographers or university photographers are the property of the TTUHSC, Texas Tech University and the copyright is owned by the Texas Tech University System. Any images created by Texas Tech 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 Texas Tech 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 Texas Tech photography must abide by and be limited to the use of as negotiated by the TTUHSC Office of Communications and Marketing or the original creators.

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

The Health Insurance Portability and Accountability Act (HIPAA) is a federal law that requires privacy and security of protected health information. Protected health information is individually identifiable health information, which includes, but is not limited to, the names of patients and full-face photographic images and any comparable images. If the video or photography subject is a TTUHSC patient, the subject must complete a HIPAA authorization for release of patient information form, as well as a release for media purposes. Completed forms will be maintained by the TTUHSC Office of Communications and Marketing.

If the video or photography subject is not a TTUHSC patient, a release for media purposes must be completed and obtained from the subject. Additional releases may be required depending on the circumstances.

It is important that all uses of all photographs and graphic images comply with U.S. copyright and trademark laws and that no image be used without permission of the creator, owner or model. If compensation is anticipated, in lieu of a release for media purposes, appropriate contractual arrangements must be made prior to making any commitment.

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

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

#### USE OF STOCK PHOTOGRAPHY BY AGENCIES: LEGAL LIABILITY FOR VIOLATIONS OF COPYRIGHT AND USAGE RIGHTS.

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

## INFORMATION GRAPHICS

### DIAGRAMS

Like illustrations, diagrams help to 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 your most essential point in the simplest manner possible. Utilize our secondary color palettes to clearly classify and differentiate various information types.

### CHARTS

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



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FOR QUESTIONS REGARDING TTUHSC BRANDING PLEASE  
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