

GETTING STARTED



TEXAS TECH UNIVERSITY
HEALTH SCIENCES CENTER™

OFFICE OF COMMUNICATIONS AND MARKETING

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

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FOR QUESTIONS REGARDING TTUHSC BRANDING
PLEASE CONTACT:

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PRINTING CENTER

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

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LOGO FILES ARE AVAILABLE FOR DOWNLOAD ON
OUR WEBSITE AT:
[HTTP://WWW.TTUHSC.EDU/CREATIVE/RESOURCES/](http://www.ttuhsc.edu/creative/resources/)

A NOTE FROM THE OFFICE OF COMMUNICATIONS AND MARKETING

Dear TTUHSC,

As stewards of Texas Tech University Health Sciences Center's visual identity, it is important to the Office of Communications & Marketing to project a single and clear image through a coordinated identification system.

Approved by the Texas Tech University System Board of Regents in August 2012, our identity system positions the university as a recognizable leader in health care education. This manual provides invaluable resources and essential guidelines to ensure all of our marketing and communications materials reflect the great things happening at TTUHSC.

This identity system provides each of our schools and campuses a new and constant approach to presenting TTUHSC's image, message and voice. Board policy specifies that all marketing materials be revised according to the new system by Oct. 1, 2013.

We ask that university staff, students, faculty and administrators use this manual as a reference to better understand the reasons behind TTUHSC's identity guidelines and how to properly put them into practice.

-Mary Croyle, executive director of communications & marketing



A handwritten signature in black ink, appearing to read 'Tedd L. Mitchell' with a stylized flourish at the end.

Tedd L. Mitchell, M.D.
TTUHSC President

LETTER FROM THE PRESIDENT

Dear colleagues:

The Texas Tech University Health Sciences Center prides itself on providing high-quality education for future health care professionals and excellent patient care for residents in the 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 campuses, clinics, departments and schools to communicate a greater sense of TTUHSC 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 to the forefront of health care.

WHAT IS A BRAND?

An institution's brand is made up of its name, vision, mission, design, logo, colors and tone. Just like with any other business, remaining consistent with all of these elements is essential to upholding TTUHSC's brand. Building a strong brand allows us to connect with internal and external stakeholders including students, employees, fans, donors and patients.

If we take these steps now, we will develop a strong brand that people can identify with. We will also create a sense of loyalty in all aspects of our reach now and well into the future.

THE TTUHSC BRAND

MISSION STATEMENT

The mission of the Texas Tech University Health Sciences Center is to improve the health of people by providing high-quality educational opportunities to students and health care professionals, advancing knowledge through scholarship and research, and providing patient care and service.

VISION STATEMENT

The Texas Tech University Health Sciences Center will become a nationally recognized health sciences university.





ABOUT TTUHSC

Texas Tech University Health Sciences Center (TTUHSC) is dedicated to education, patient care and research and has made an impact on the health of West Texas and beyond for more than 40 years.

To date, we have trained more than 10,000 health care professionals, and we meet the health care needs of more than 2.5 million people who live throughout a vast 108-county area stretching from the Texas Panhandle south to the Permian Basin and west into Eastern New Mexico.

We have established ourselves as a leader in education and patient care and are building a top-ranked research environment with significant studies under way in areas like aging, cancer, reproduction, genetic diseases and rural health. In addition, our location adjacent to Texas Tech University provides a unique opportunity for advancement of knowledge through scientific collaborations.

Beginning in 1969 as Texas Tech University School of Medicine, TTUHSC has evolved into a six-school university with campuses in Abilene, Amarillo, Dallas/Fort Worth, Lubbock, Midland and Odessa. In 2013, TTUHSC El Paso was signed into legislation as a stand-alone university.

- TTUHSC
 - TTUHSC School of Medicine - located in Amarillo, Lubbock and Odessa
 - School of Nursing - located in Abilene, Amarillo, Dallas/Fort Worth, El Paso, Lubbock and Odessa
 - School of Allied Health Sciences - located in Amarillo, Lubbock and the Permian Basin
 - School of Pharmacy - located in Abilene, Amarillo, Lubbock and Dallas/Fort Worth
 - Graduate School of Biomedical Sciences - located in Amarillo and Lubbock
- TTUHSC El Paso
 - Paul L. Foster School of Medicine
 - Gayle Greve Hunt School of Nursing
 - Graduate School of Biomedical Sciences
- Texas Tech Physicians (TTP) - shared practice plan for providing patient care at Amarillo, El Paso, Lubbock and the Permian Basin

Our goal is to become an institution known for advancing knowledge for students and practicing health care professionals through educational opportunities and research while providing quality patient care and service.

OUR NAME

Using the complete, legal name of the Texas Tech University Health Sciences Center — or its appropriate abbreviation — will help avoid confusion with the other institutions in the Texas Tech University System. Remember that the general public may not be aware that the Texas Tech University Health Sciences Center is independent from Texas Tech University, so care should be taken to correctly distinguish ourselves.

Never use “Texas Tech,” “Texas Tech University” or “TTU” when referencing the Texas Tech University Health Sciences Center 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

Incorrect: ~~Texas Tech School of Medicine~~

Correct: Texas Tech University Health Sciences Center 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” or “TTUHSC” for clarification.

“Tech” should **NEVER** be used with our school names or programs.

Incorrect: ~~Tech School of Pharmacy~~

Correct: Texas Tech University Health Sciences Center School of Pharmacy

REGIONAL CAMPUS NAMES

The Texas Tech University Health Sciences Center has campuses in Abilene, Amarillo, Dallas, Lubbock and the Permian Basin. Always use the word “at” and the location when referring to the campus in general.

Incorrect: ~~Texas Tech University Health Sciences Center of Dallas~~
Correct: Texas Tech University Health Sciences Center at Dallas

The location should be added only when referring to the campus in general. It should not be added to school names.

Incorrect: ~~Texas Tech University Health Science Center School of Medicine at Amarillo~~
Correct: Texas Tech University Health Sciences Center School of Medicine

ABBREVIATIONS

The abbreviation TTUHSC 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.

Incorrect: ~~Texas Tech University HSC~~
Correct: TTUHSC or Texas Tech University Health Sciences Center

Incorrect: ~~TTU Health Sciences Center~~
Correct: TTUHSC or Texas Tech University Health Sciences Center

Incorrect: ~~TTU HSC~~
Correct: TTUHSC

PATIENT CARE SERVICES

Patient care services of the TTUHSC School of Medicine use the consumer brand, Texas Tech Physicians. Please refer to the Texas Tech Physicians Identity Guidelines on the Communications and Marketing website for appropriate naming conventions.

For more information regarding reference, please see “Writing” section on page 68.



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