

# STATIONERY AND CORRESPONDENCE

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TEXAS TECH UNIVERSITY  
HEALTH SCIENCES CENTER.™

TTUHSC stationery, envelopes and business cards are essential in the university's communication with various audiences. By unifying our 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 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 should be designed and printed through the TTUHSC Printing Center at 806.743.2016.**

As of Oct. 1, 2013, departments may no longer order stationery in the old templates with the old marks. They may, however, continue to use up old stationery in stock.

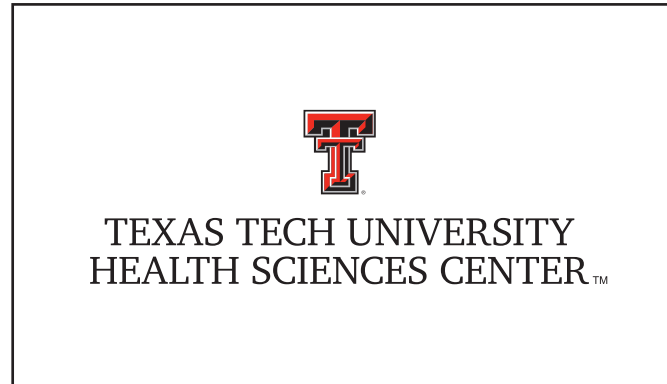
# BUSINESS CARDS

*1/8 inch border  
around entire card.*

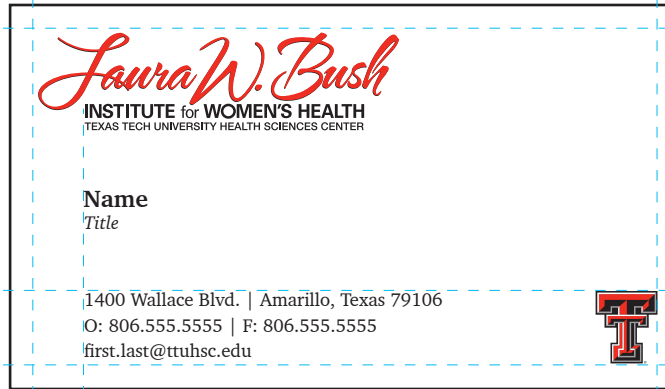
*Text lined up with wordmark*



*TTUHSC logo on all business  
cards if second side is desired*

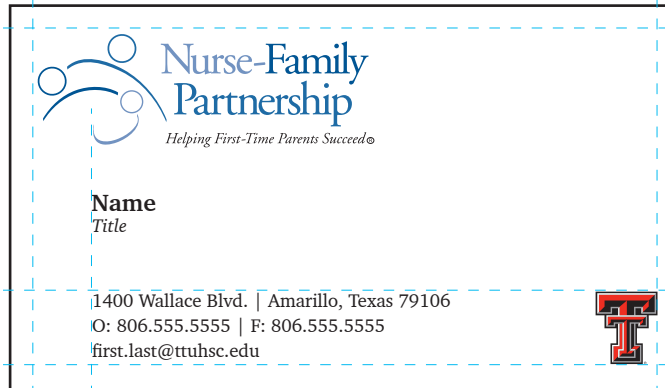


## CO-BRANDED BUSINESS CARDS

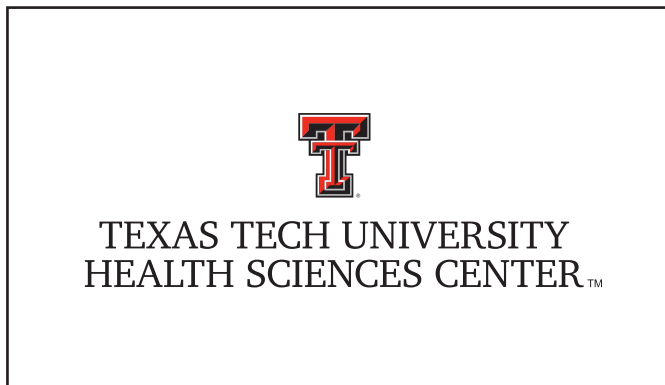


*Double T included on all co-branded business cards in bottom right corner*

*Text lined up with logo attributes*



*TTUHSC logo on ALL co-branded business cards*



# LETTERHEAD

*1/4 inch border around  
entire page*



TEXAS TECH UNIVERSITY  
HEALTH SCIENCES CENTER™  
Office of Communications and Marketing

*Text left-aligned*

1400 S. Coulter St. | Amarillo, Texas 79106 | T 806.555.5555 | F 806.555.5555

# CO-BRANDED LETTERHEAD

*Logo centered on page*

*1/4 inch border around  
entire page*



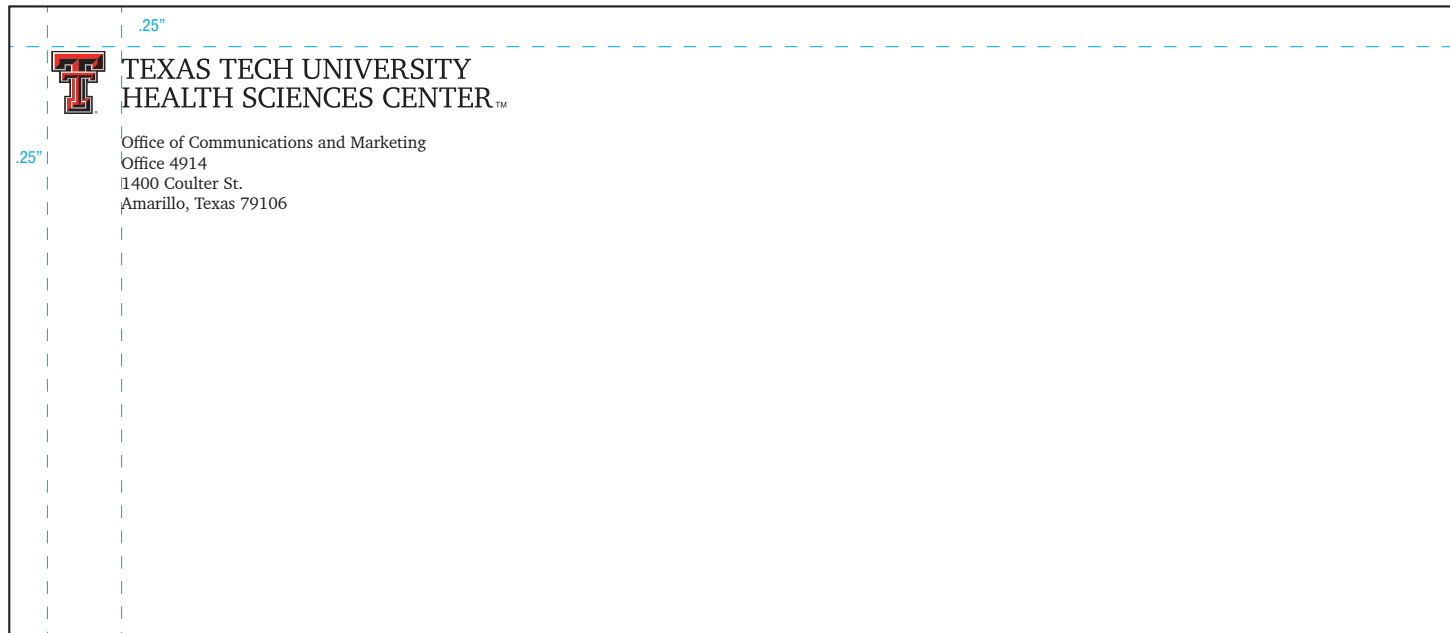
*TTUHSC logo on all  
co-branded letterhead  
Logo and text centered  
with main logo*



TEXAS TECH UNIVERSITY  
HEALTH SCIENCES CENTER


1400 Wallace Blvd. | Amarillo, Texas 79106 | T 806.555.5555 | F 806.555.5555

# ENVELOPES




## CO-BRANDED ENVELOPES

.25"

  
**InfantRisk Center**  
Texas Tech University Health Sciences Center

Texas Tech University Health Sciences Center  
1400 Wallace Blvd.  
Amarillo, Texas 79106

**OPTION A**  
*Address block below logo must include  
"Texas Tech University Health Sciences  
Center" on the first line*



**OPTION B**  
*Address block to the right of the logo  
must include "Texas Tech University  
Health Sciences Center" on the first line*

.25"



## EMAIL SIGNATURES

### WITH LOGO SIGNATURE

*Logo image should be a .png file with a width of about 4 inches at 72 DPI for best display.*

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

**John Doe**  
Position Title



**TEXAS TECH UNIVERSITY  
HEALTH SCIENCES CENTER™**

School of Medicine  
*Department of Pediatrics*

Department of Pediatrics  
1400 S. Coulter St. | Suite 1100 | Amarillo, Texas  
806.555.1234 phone | 806.555.5678 fax

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### TEXT ONLY

*Color of fonts should be red and black. See page 31 for more details on color.*

**John Doe**  
Position Title

**Texas Tech University Health Sciences Center | School of Medicine**

Department of Internal Medicine  
1400 S. Coulter St. | Suite 2100 | Amarillo, Texas  
806.555.1234 phone | 806.555.5678 fax

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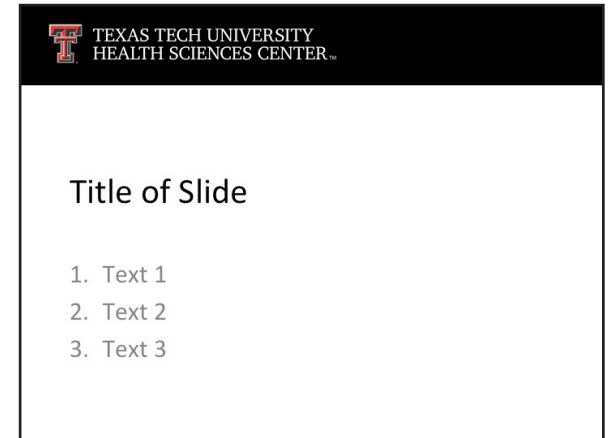
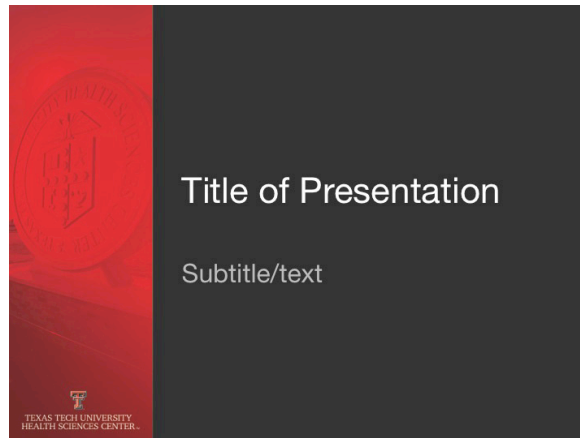
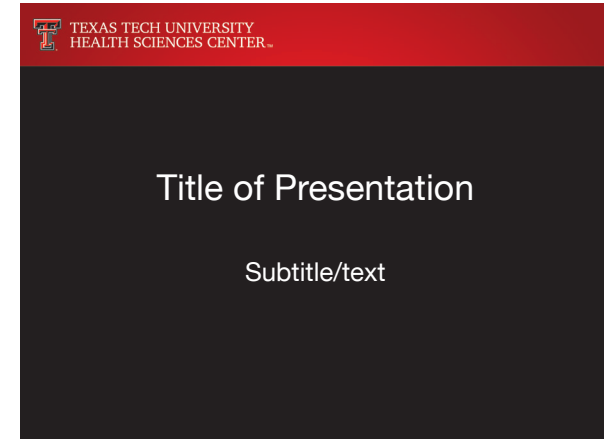
## POWERPOINT PRESENTATIONS

The brand identity should be kept in tact throughout all TTUHSC affiliated presentations. The examples shown are possible background designs.

If you use TTUHSC in a slide headline or otherwise, be sure the full name of the university is used, or has previously been referenced within the presentation. Once you have used Texas Tech University Health Sciences Center (TTUHSC) in a slide presentation, it is acceptable to use TTUHSC as the short name for the university. (See writing guidelines for more information.)

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, like 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)
- Avoid placing more than seven lines of information on each slide
- If possible, communicate only one idea per slide and avoid long bulleted lists





TEXAS TECH UNIVERSITY  
HEALTH SCIENCES CENTER™

FOR QUESTIONS REGARDING TTUHSC BRANDING PLEASE  
CONTACT:

[creative@ttuhsc.edu](mailto:creative@ttuhsc.edu)