

# ADVERTISING AND BRANDED ENVIRONMENTS

---



TEXAS TECH UNIVERSITY  
HEALTH SCIENCES CENTER™

Advertising can be incredibly powerful and effective, but only if planned and executed well. Before starting your advertising project please consider a few questions to best showcase your campus, school, department, organization or topic:

- What is the purpose?
- Who is my audience?
- What is my budget?
- What format(s) would best showcase the point I need to make?
- What call to action will be included? (ex. Call to set up your appointment today.)
- What is the timeline of the project?

What requirements will be needed to complete the project? Design, photography, videography, copywriting, etc.

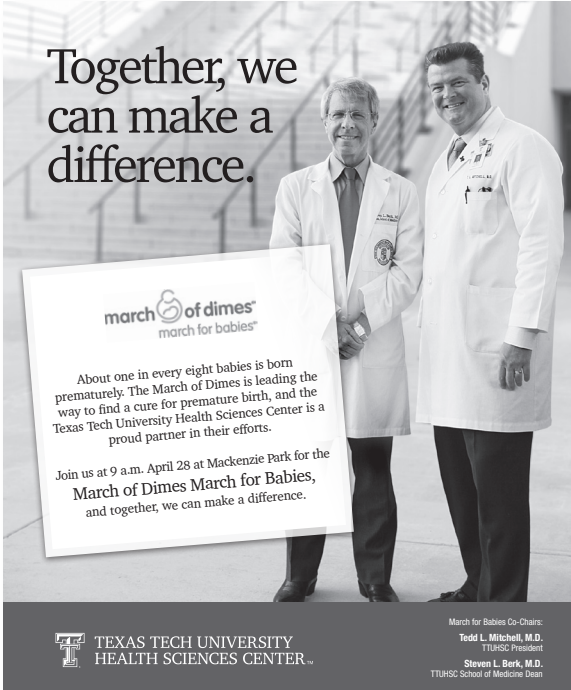
Please refer to HSC OP 67.01 and 67.02.

*All advertising materials must be approved by the Office of Communications and Marketing. See page 4 for contact information.*

## NEWSPAPER AND MAGAZINE

For any TTUHSC presence in publications, whether a placed ad or write-up, the unified brand standards must apply. Each must contain:

- a clear headline that falls in line with the mission, vision and values of TTUHSC,
- a high quality image (if applicable), preferably one from the Office of Communications and Marketing,
- an approved TTUHSC logo in a prominent location,
- the correct TTUHSC colors and
- a clear call to action including the correct contact information for that unit.



Together, we can make a difference.

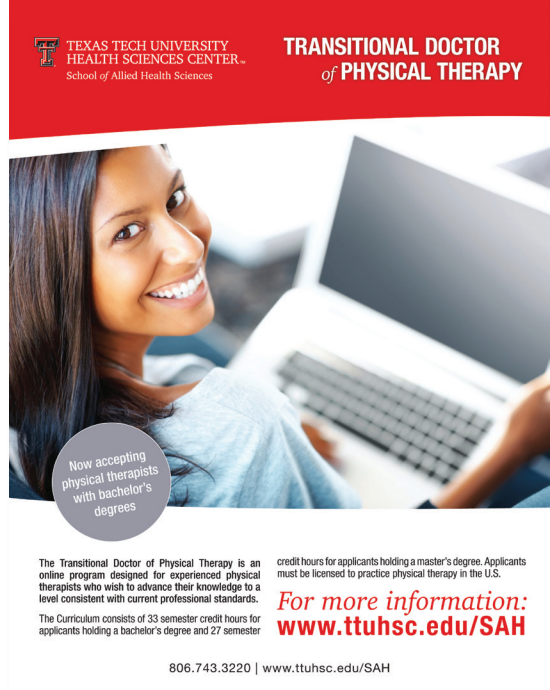
march of dimes  
march for babies

About one in every eight babies is born prematurely. The March of Dimes is leading the way to find a cure for premature birth, and the Texas Tech University Health Sciences Center is a proud partner in their efforts.

Join us at 9 a.m. April 28 at Mackenzie Park for the March of Dimes March for Babies, and together, we can make a difference.

March for Babies Co-Chairs:  
Teddi L. Mitchell, M.D.,  
TTUHSC President  
Steven L. Berk, M.D.,  
TTUHSC School of Medicine Dean

TEXAS TECH UNIVERSITY  
HEALTH SCIENCES CENTER



TEXAS TECH UNIVERSITY  
HEALTH SCIENCES CENTER  
School of Allied Health Sciences

TRANSITIONAL DOCTOR  
of PHYSICAL THERAPY

Now accepting  
physical therapists  
with bachelor's  
degrees

The Transitional Doctor of Physical Therapy is an online program designed for experienced physical therapists who wish to advance their knowledge to a level consistent with current professional standards. The Curriculum consists of 33 semester credit hours for applicants holding a bachelor's degree and 27 semester credit hours for applicants holding a master's degree. Applicants must be licensed to practice physical therapy in the U.S.

For more information:  
[www.ttuhsoc.edu/SAH](http://www.ttuhsoc.edu/SAH)

806.743.3220 | [www.ttuhsoc.edu/SAH](http://www.ttuhsoc.edu/SAH)

*All video and/or multimedia must be approved by the Office of Communications and Marketing. See page 4 for contact information.*

*All copyright laws apply for the use of music, images, photos, video clips and other copyrighted materials.*

## VIDEO AND ELECTRONIC MEDIA

Videos provide a very interactive and effective way to promote a message, but there are several factors that must come together in order to do that. Use the Office of Communications and Marketing to help create your video. If an outside vendor must be used, please allow the Office of Communications and Marketing to work with that entity in order to adhere to these guidelines.

### QUALITY:

It's essential that the videos are of sufficiently good quality. Remember that all content, no matter what guise it may take, reflects on the TTUHSC brand. Users tend to spread the word about negative experiences faster than positive ones. When it comes to videos, if they're worth doing at all, they're worth doing well.

In order to be approved for use, the video must have the appropriate quality, resolution, must be in HD, must be in the appropriate file format and must follow the brand standards. For more information about these, please contact the Office of Communications and Marketing.

### VIDEO CONTENT STANDARDS AND TECHNICAL SPECIFICATIONS

The video must not include improper use of TTUHSC equipment and facilities or any obscene, offensive or false footage that may jeopardize the integrity of the TTUHSC's mission, vision and values. Videos must be TTUHSC-related and support the mission of the TTUHSC. Videos may include but are not limited to:

- Commercials
- Promotional videos (Limited to 3 minutes or less)
- Instructional videos (Limited to 5 minutes or less)
- News segments
- Student recruitment

### USE OF TEXAS TECH UNIVERSITY OFFICIAL IDENTITIES

Videos must include an appropriate approved TTUHSC logo and abide by the university's identity guidelines.

*All radio must be approved by the Office of Communications and Marketing. See page 4 for contact information.*

*All copyright laws apply for the use of music and other copyrighted materials.*

## RADIO

For radio advertising, it is important to be able to present the message in a way that a visual aid is not necessary. It is absolutely essential to have someone voice your message that can represent TTUHSC according to its mission, vision and values, and effectively broadcast the point at hand. Radio advertising must include:

- A clear and concise message.
- A speaker that is well spoken and conveys TTUHSC in a positive voice/manner.
- A call to action at the end. What do you want them to do?
- Contact information
- The full and correct name: “Texas Tech University Health Sciences Center”

## BROCHURES AND PRINT COLLATERAL

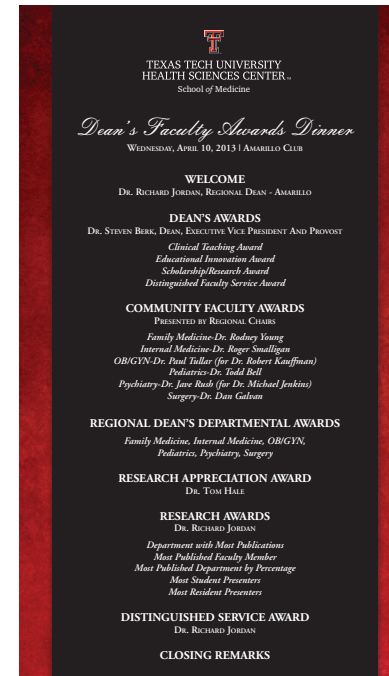
All designs for brochures, invitations and collateral materials should include the following for brand consistency:

- Clear meaningful title/headline
- Proper logo (either centered or flush left)
- Contact information
- Professional-looking photography or artwork to represent the subject
- Proper colors from approved color palette
- Proper fonts from approved font selection
- Remember that “less is more” in creating effective design.

Recommended sizes for collateral:

- 4 x 9” (bifold, trifold or single panel brochure)
- 5 x 7” (invitation or postcard)
- 8.5 x 11” (flyer or one-sheet)
- 5.5 x 8.5” (bifold or half sheet)
- 11 x 17” (poster)
- 18 x 24” (poster)

All designs must be approved by the Office of Communications and Marketing. See page 4 for contact information.



## TRADEMARKS AND LICENSING

Texas Tech University System owns and controls the use of its signature logos, insignias, seal, designs, symbols, wordmarks, and other marks, collectively called “trademarks”. These have been established for several parts of our university including (but not limited to) the Double T logo, signified by the ® symbol, and the Texas Tech University Health Sciences Center wordmark, signified by the TM symbol. These symbols must be present in all applications of the logo in their correct location.

Use of any TTUHSC or TTU trademarks without license or permission is prohibited. TTUHSC and TTU reserves the right to pursue any and all legal avenues and takes whatever measures necessary to protect its trademarks from infringement.

*For inquiries regarding trademarks, please contact Christian Bressler in the Office of Communications and Marketing. See page 4 for contact information.*

Additional information on policies and guidelines for in-house TTUHSC use may be obtained from licensing guidelines published by the Texas Tech University Athletics Department available at <http://www.texastech.com/licensing/text-licensing.html>



TEXAS TECH UNIVERSITY  
HEALTH SCIENCES CENTER™

## PROMOTIONAL ITEMS

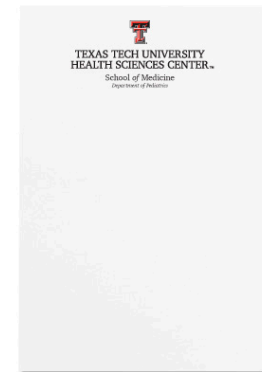
Promotional items may vary greatly in overall design, but an accurate application of the logo standards will ensure a consistent representation of the TTUHSC brand.

The TTUHSC logo is designed to be used as one unit. Elements of the logo signature are not to be used separately or combined with other elements. The logo signature has been specifically designed for TTUHSC and may not be changed in terms of proportion or typeface, as shown on page 22.

Specialty items must be professional and tasteful, aligned with the mission of the institution.

*All designs must be approved by the Office of Communications and Marketing. See page 4 for contact information. Please also contact the Office of Communications and Marketing for: the simplified logo for embroidered materials and to receive the correct logo and filetype for your specialty item.*

**NOTE: The Double T alone CANNOT be used on any item.**



*All designs must be approved by the Office of Communications and Marketing. See page 4 for contact information.*

## STUDENT ORGANIZATIONS

T-shirts and promotional items may be created for registered student organizations and university departments for internal use. These items must include the full organization's name, the correct reference to either "Texas Tech University Health Sciences Center" or "TTUHSC", must have the correct TTUHSC logo (if included) and must be approved by the Brand Manager in the Office of Communications and Marketing. Items will not be approved if they misrepresent TTUHSC in any way, and must be accurately reproduced by a licensed vendor of the Texas Tech System.



## TRADE SHOW DISPLAYS

When traveling to various areas for trade shows and student recruiting events, it is important to maintain the TTUHSC brand. We can use these opportunities to reinforce the TTUHSC brand through our visual displays, promotional items, presentations, apparel and personal interaction.

Using the most up-to-date materials will be essential, especially when recruiting.

When creating displays, banners and tradeshow items, please contact the Office of Communications and Marketing for assistance.

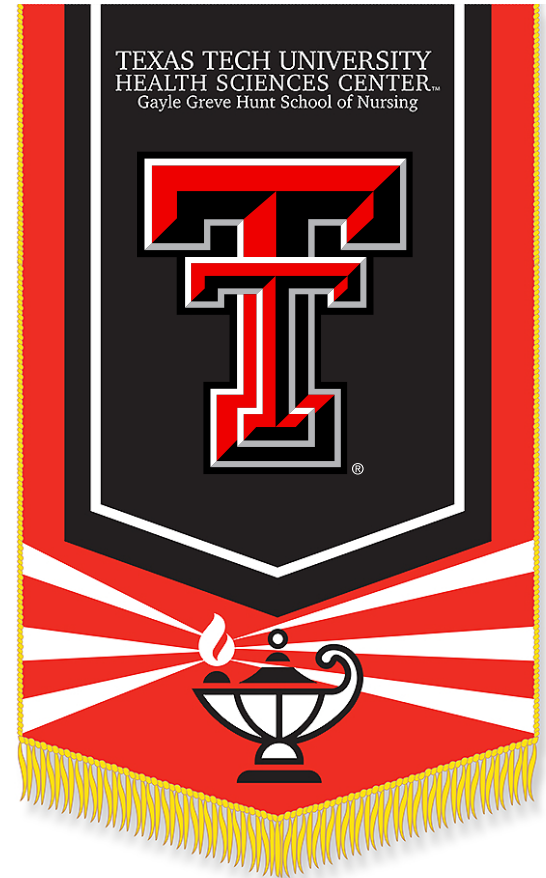
*All designs must be approved by the Office of Communications and Marketing before being printed. See page 4 for contact information.*



## REGALIA

Banners and regalia displayed at graduation and university-wide events must be in line with the TTUHSC brand.

*Previously established designs (as shown) may remain in place. New interpretations must be approved by the Office of Communications and Marketing. See page 4 for contact information.*



## WHITE COAT PATCH

Patches are reserved for provider and student white coats and academic uses.

To provide consistency, these patches should only be obtained from TTUHSC General Services at 806.743.2021.



## SIGNAGE

Any indoor or outdoor signage must be coordinated through TTUHSC Plant Operations at 806.743.2070. Identity guideline standards must be followed.





TEXAS TECH UNIVERSITY  
HEALTH SCIENCES CENTER™

FOR QUESTIONS REGARDING TTUHSC BRANDING PLEASE  
CONTACT:

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