



# TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER EL PASO

## Operating Policy and Procedure

**HSCEP OP:** 67.01, **Publication Guidelines**

**PURPOSE:** The purpose of this Texas Tech University Health Sciences Center El Paso Operating Policy and Procedure (HSCEP OP) is to establish consistency in the use of the Texas Tech University System and TTUHSC El Paso brand.

**REVIEW:** This HSCEP OP will be reviewed on September 1 of each even-numbered year (ENY) by the Assistant Vice President of Institutional Advancement or designee.

### **POLICY/PROCEDURE:**

1. The Office of Institutional Advancement manages the Texas Tech University Health Sciences Center El Paso brand through the implementation and oversight of the Branding Guidelines. Within these guidelines, the office produces various publications and provides publication assistance to schools and units.
2. All TTUHSC El Paso staff are required to use the Branding Guidelines (<https://elpaso.ttuhscc.edu/ia/mc/branding/>), as revised and subsequently approved by the Board of Regents, for all external or internal publications and communications in any medium, including letterhead, reports, magazines, newsletters, signage, presentations, and information published on the TTUHSC El Paso website. If graphical representation is desired on official internal or external publications, staff and faculty must follow the guidelines and use the templates provided, all of which work together to establish the university's comprehensive visual identity.
3. Questions about the Branding Guidelines or brand standards should be directed to the Creative Services team within the Office of Institutional Advancement.