



Texas Tech Health

EL PASO

Improving Lives. Empowering Generations.



Branding Guidelines 2024/25

Wait. Who is Texas Tech Health El Paso?

We are!

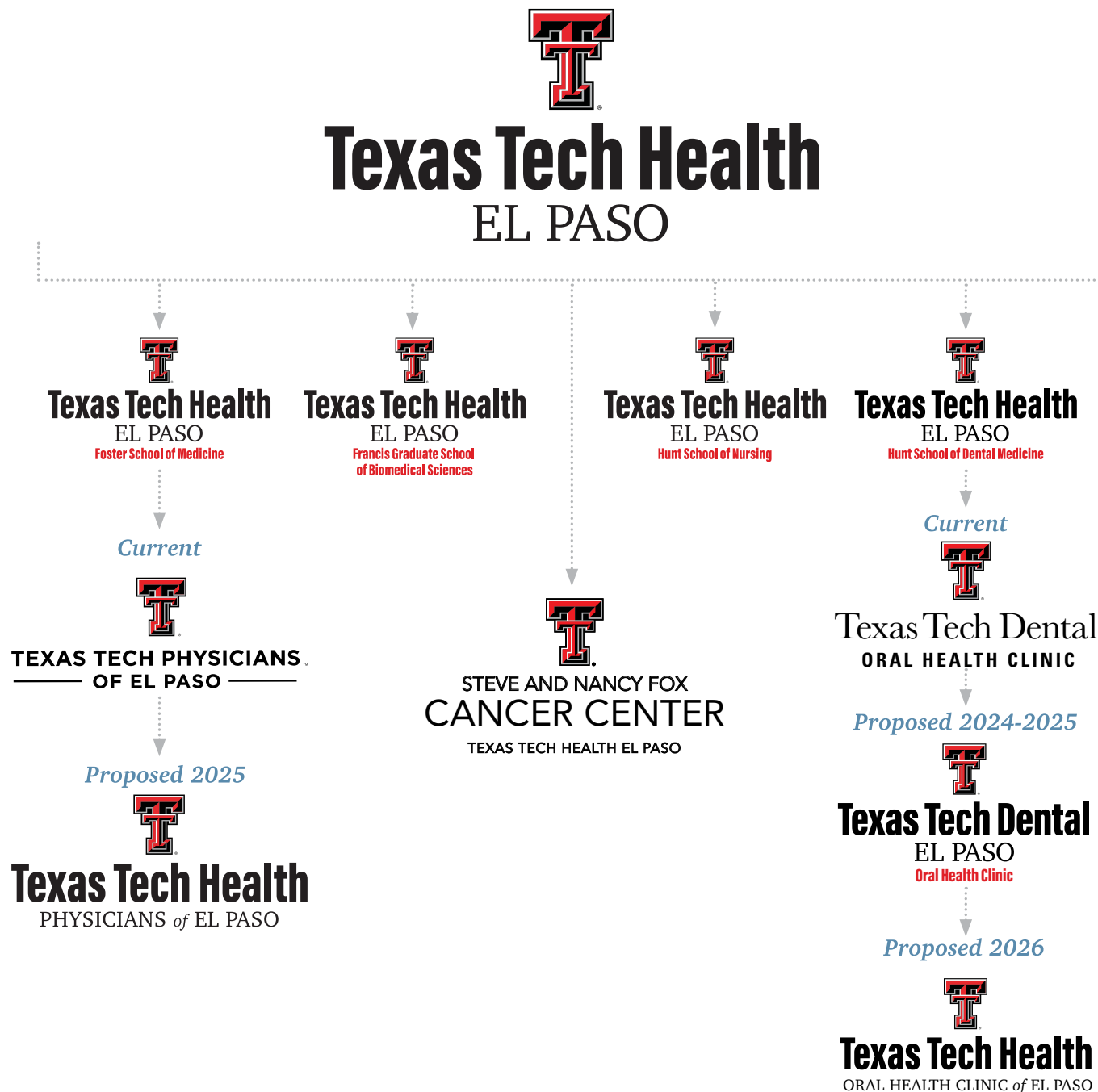
As our institution expands our regional footprint – physically and in terms of our mission – we want to be sure people understand the breadth of impact we have on health care in our community.

We are educating the next generation of health care leaders, providing world-class patient care across our region and West Texas, expanding cancer research and soon opening the first comprehensive cancer center to serve West Texas.

In just 11 years, we have become much more than a health sciences center.

Simplifying our brand was the logical step to provide better access to our campus and its services.

Texas Tech Health El Paso will serve as our public, marketing brand. For all other official business (i.e., commencement and white coat ceremonies, business transactions, certifications, etc.), the university will retain its longer name.



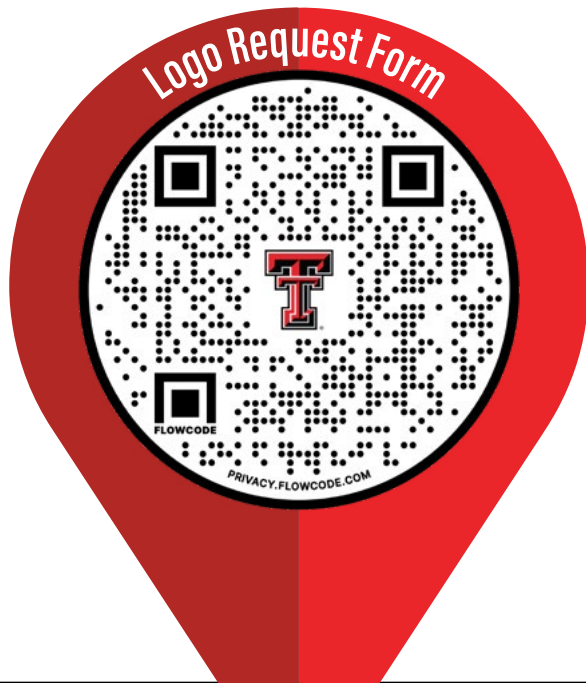
The logos on the following pages represent the complete suite of approved logos for campus and clinic use.

The Texas Tech Health El Paso identity system is designed to simplify our brand as a representation of our daily impact on our Borderplex.

A catalyst for economic growth, we empower the people we serve by removing barriers to health care and providing students from our region and across Texas with life-changing educational opportunities.

Learn more about our impact at www.ttuhscpeimpact.org

To submit a logo request, visit ttuhscpe.edu/ia/mc/branding/logos/default.aspx



Primary Logos

The logo may not be separated or altered in any way; the double T must always be used with the word-mark. Both color and black and white versions of the logo are available.



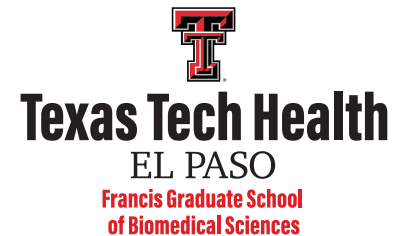
Secondary and Tertiary Logos

The secondary logo is used for schools and non-academic departments.

Tertiary logos are available for academic and clinical departments located offsite from the main campus.

Secondary
Academic, Clinical and Support Departments

Tertiary
Available for location-specific departments



Anatomy:

Centered layout



Texas Tech Health

Secondary name max height

Orthopaedic Surgery and Rehabilitation

*The space between the baseline and capline is equal to the height of the negative space of the letter "c"

EL PASO

The space between the baseline and capline is the height to the center of the "A" in "PASO"

Orthopaedic Surgery and Rehabilitation

*Baseline to capline matches space of letter "c"

at Transmountain

*Height matches space of letter "c"

*All of the blue spaces are the same height

Acumin Variable Concept,
Extra Condensed Black

Charter Regular or Bold

Acumin Pro, Extra
Condensed Bold

Charter Italic

Horizontal layout

Secondary name max height

Texas Tech Health



Foster School of Medicine EL PASO

The baseline of the secondary should align with the baseline of "El Paso"

Secondary name min height

Texas Tech Health



Psychiatry

EL PASO

at Transmountain

The baseline of the secondary should align with the baseline of "El Paso"

For the horizontal logo, the location should appear under "El Paso" and not exceed the width of "El Paso"

What Colors Can I Use?

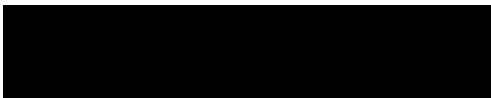
For shirts and other print/digital applications, the following colors represent our brand:

Primary Colors



Texas Tech Health El Paso RED

PMS 485 C
SCREEN: R:204 G:0 B:0
WEB HEX: CC0000
CMYK :5-100-100-0



Black

PMS BLACK C
SCREEN: R:26 G:24 B:24
WEB HEX: 000000
CMYK: 0-0-0-100

Fonts

Acumin Variable Concept, Extra Condensed Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz | 0123456789

Acumin Variable Concept, Extra Condensed Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz | 0123456789

Supporting Colors



Warm Dark Red

PMS 484 C
R:154 G:40 B:30
WEB HEX: 99281E
CMYK: 0-74-81-40



Clinic Blue

PMS 5425 C
R:137 G:159 B:180
WEB HEX: 899FB4
CMYK: 24-12-0-29



Khaki

PMS 465 C
R:196 G:169 B:124
WEB HEX: C4A97C
CMYK: 0-14-37-23



Cool Gray

COOL GRAY 11 C
R:51 G:51 B:51
WEB HEX: 333333
CMYK: 0-0-0-80



Clinic Green

PMS 5777 C
R:176 G:179 B:123
WEB HEX: B0B37B
CMYK: 2-0-31-30



Navy

PMS 540 C
R:0 G:58 B:102
WEB HEX: 003A66
CMYK: 100-43-0-60

Charter Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxyz | 0123456789

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxyz | 0123456789

Charter Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxyz | 0123456789

Clinic Logos

Clinic logos are to be used in all areas where patient care is given.

Texas Tech Physicians of El Paso **primary:**

The Texas Tech Physicians of El Paso logo is reserved for patient collateral, clinical signage and clinical staff uniforms. All other uses must be approved by Institutional Advancement.

Current



**TEXAS TECH PHYSICIANS
OF EL PASO**

Proposed 2024-2025



Texas Tech Health
PHYSICIANS of EL PASO

with specialty



Texas Tech Health
PHYSICIANS of EL PASO
Department of Family Medicine

Steve and Nancy Fox Cancer Center

Anticipated to open in 2026, the Steve and Nancy Fox Cancer Center is the first comprehensive cancer center to serve the Paso del Norte Region. Until it officially opens, use of the logo is reserved for Institutional Advancement.



**STEVE AND NANCY FOX
CANCER CENTER**
TEXAS TECH HEALTH EL PASO



**STEVE AND NANCY FOX
CANCER CENTER**
TEXAS TECH HEALTH EL PASO

Texas Tech Dental Oral Health Clinic

The Texas Tech Dental Oral Health Clinic logo is reserved for patient collateral, clinical signage and clinical staff uniforms. All other uses must be approved by Institutional Advancement.



Texas Tech Dental
ORAL HEALTH CLINIC

Proposed 2025-2026



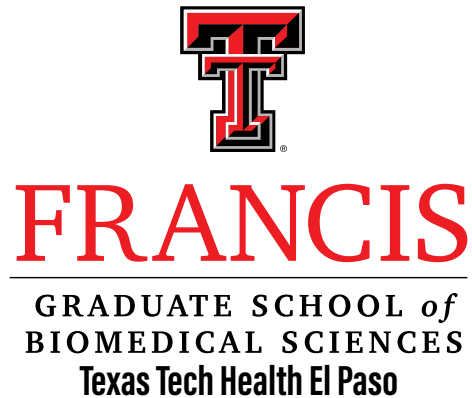
Texas Tech Health
ORAL HEALTH CLINIC of EL PASO

Limited Use Logos

We are the only university in the TTU System with all of our schools endowed. School logos that bear the donor name are reserved for specific use, and limited to items such as faculty, staff and student scrubs, targeted giveaways and internal communications.

Use of the endowed school logos must be approved by Institutional Advancement.

School Logos - Endowment Emphasis



Patches

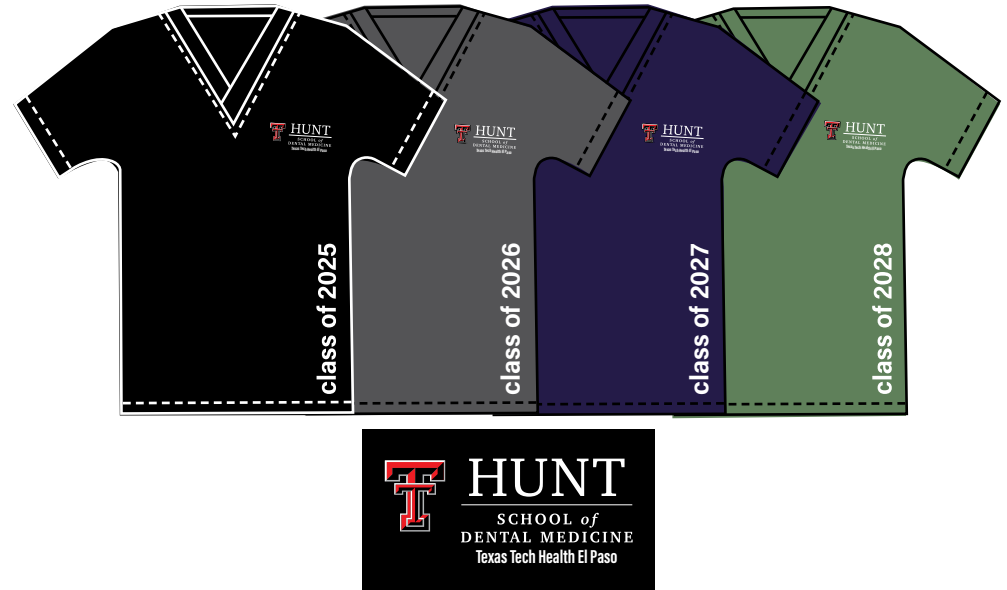
Official patches are reserved for white coats and are specific to each of the university's four schools. The official patch is the only branded artwork that uses the full, endowed name of the respective schools – as well as the full name of the university.



Which Logo for Which Clinical Wearable?

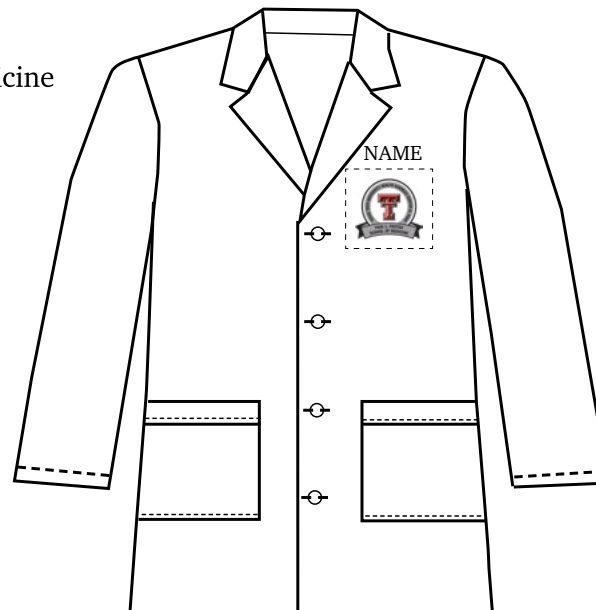
Student Scrubs

Student and faculty scrubs should use the endowed school logos. In general, scrubs for Foster School of Medicine are gray, Hunt School of Nursing are red, and Hunt School of Dental Medicine will vary for class year.



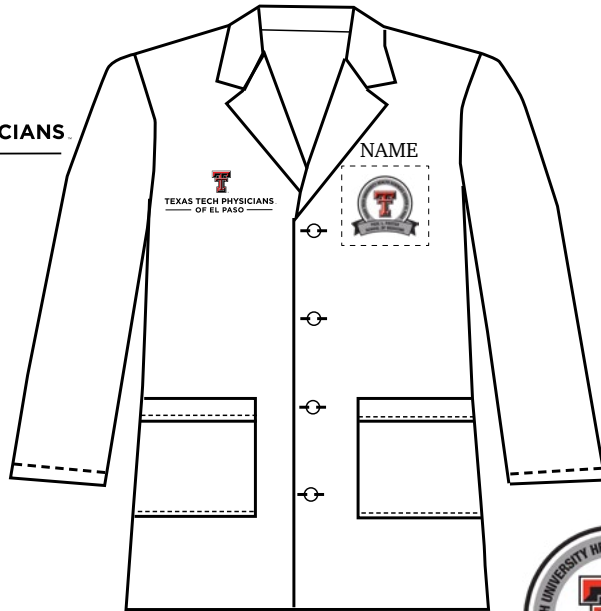
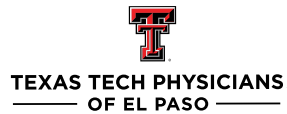
Foster School of Medicine Student White Coats

Students wear white coats branded with the Foster School of Medicine patch on the left pocket.

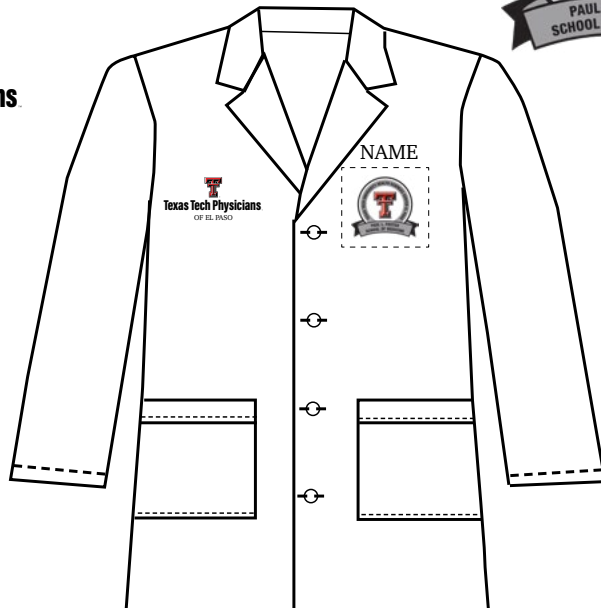


Foster School of Medicine Faculty White Coats

Medical faculty who treat patients in Texas Tech Physicians of El Paso clinics wear white coats branded with the Foster School of Medicine patch on the left pocket and the Texas Tech Physicians of El Paso logo on the right chest.



Proposed 2024-2025



Scrubs for Clinical Staff

Clinical staff can select from a wide range of scrub colors. Branding for medical clinic staff uses the Texas Tech Physicians of El Paso logo, and dental clinic staff uses the Texas Tech Dental Oral Health Clinic logo.



Grant-Funded and Student Organization Logos

Grant-funded programs and student organizations with unique logos are now required to include word-mark association to Texas Tech Health El Paso.



Texas Tech Health
EL PASO



Texas Tech Health
EL PASO



Desert Mountain AHEC
Texas Tech Health
EL PASO

All new and existing student organization logos are required to have word-mark association to Texas Tech Health El Paso.



Student Government Association
Texas Tech Health
EL PASO



Student Nursing Association
Texas Tech Health
EL PASO



Texas Tech Health
EL PASO

Grant-Funded and Student Organization Logos *(continued)*

Grant-funded and school organization logos **ARE:**

- Expressive, open and unique.
- Subject to Institutional Advancement review before approval.
- Usable in print, websites and on promotional items

Grant-funded and school organization logos **ARE NOT:**

- Meant to represent Texas Tech Health El Paso schools, departments, divisions or programs listed on the university organizational chart.
- Interchangeable with secondary logos.
- A replacement for the primary Texas Tech Health El Paso logo.

Grant-funded and school organization logo usage guidelines:

- If the name of the organization is part of the unique artwork/logo, it's not necessary to repeat the organization's name under the logo. However, repetition of the name can be helpful for emphasis. *(See samples on the right.)*
- As with all logos, if the logo background is dark, all text should be white. If the logo background is light but lacks contrast, all text should be black.

When in doubt, visit webaim.org/resources/contrastchecker

Questions?

Please reach out to the Creative Services team in Institutional Advancement to learn more about branding using grant-funded and school organization logos.

- When using grant-funded/school organization logos on **T-shirts**, follow these guidelines:

One-sided print: must use complete logo.



Two-sided print: must use TT Health El Paso on front "pocket," with complete logo on the back.



Business Cards

A singular business card design – with options for clinical faculty in both dentistry and medicine – is available for all faculty and staff, regardless of academic or clinical use.

When requesting business cards, please indicate the appropriate option for the back of the card.

To create a business card, use the business card request form.

Email Regency Printing
 regencyelpaso@gmail.com

Front of all cards



NAME AND CREDENTIALS
 Title, School

OFFICE/DEPARTMENT NAME
 Building Name | Suite XXX
 Street Address | El Paso, Texas 799XX
 O: 915.215.XXXX | C: XXX.XXX.XXX
 email@ttuhsc.edu

Mailing Address:
 Office/Department Name | MSC XXXXX
 130 Rick Francis Street | El Paso, Texas 79905



Academic and support departments

Back options

IMPROVING LIVES.
 EMPOWERING GENERATIONS.

HERE

ttuhsc.edu | ttuhscimpact.org

Uses the general tagline

URLs are for academic and impact websites

Medical faculty and TTP clinical staff

WORLD CLASS PATIENT CARE IS

HERE

ttuhsc.edu | ttuhscimpact.org

Uses the physician tagline

URLs are for physician practice and academic websites

Dental faculty and OHC staff

SMILES ARE MADE

HERE

ttuhsc.edu | ttdentalcare.com

Uses the dental tagline

URLs are for dental clinic and academic websites

On social media? Follow us.



@ttuhscep



@ttpelpaso



@ttdentalep



TTUHSCELPASO



www.linkedin.com/school/texas-tech-university-health-sciences-center-el-paso

**Don't forget to tag us...
and use the following hashtags!**

#TexasTechHealthElPaso

#TTogetherForElPaso

Email Signature Lines

The following examples represent approved logos and fonts to use in email signature lines. Refrain from using script or other decorative fonts and replace all other logos with the appropriate option below.

An online signature generator is available for the main academic option at this link:

ttuhscep.edu/ia/mc/web-support/signature.aspx

Main Academic:

Raider Red

Senior Mascot

Office of Institutional Advancement | MSC 51019

130 Rick Francis Street | El Paso, Texas 79905

o: 111-111-1111

www.ttuhscep.edu | www.give2.ttuhscep.edu



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Main Clinical - Texas Tech Dental Oral Health Clinic:

Teeth Rex

Sr. Clinical Administrator

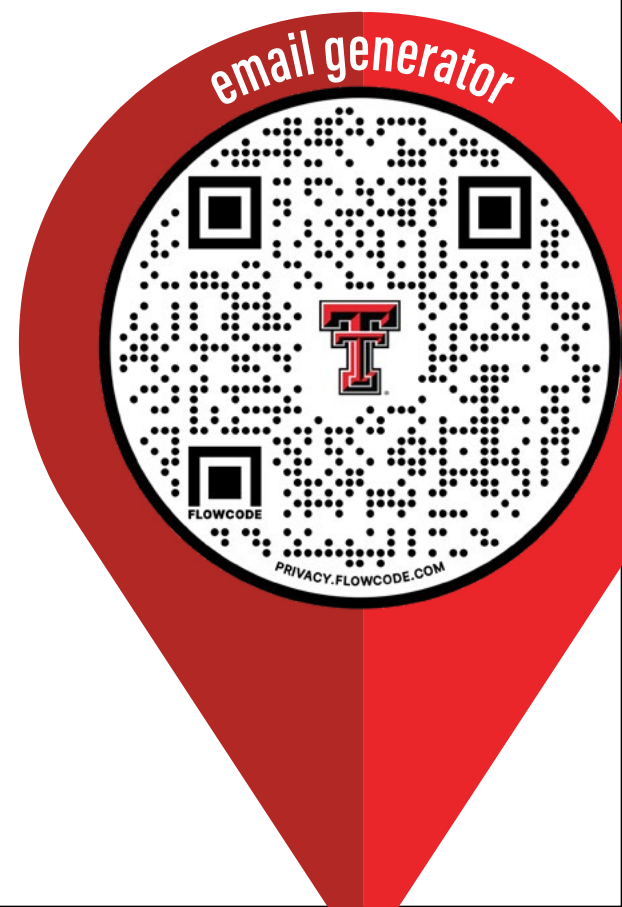
222 Rick Francis Street | El Paso, Texas 79905

o: 111-111-1111

www.ttdentalcare.com



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What about all those taglines?

Texas Tech Health El Paso's formal tagline is:

**Improving Lives.
Empowering Generations.**

You will see this tagline in videos, publications, billboards and online. It embodies our institutional mission: *to improve the lives of people in our state and our community by focusing on the unique health care needs of socially and culturally diverse border populations through excellence in integrated education, research, and patient care.*

You will also see references to the word "HERE."

The **HERE campaign** supports the many ways we improve lives and empower generations in our region: educational opportunities, research, health care, and cancer care.

World-class patient care is our tagline for our medical clinics, and references the unique combination of skills, compassion and teamwork found in the region's largest multi-specialty practice, comprised by our medical faculty.

• **World-class patient care... right HERE in El Paso.**

HOPE Begins Here is our campaign for cancer research, cancer screenings and the future Fox Cancer Center.

Learn more about our impact at ttuhscepimpact.org