



Texas Tech Physicians[™] of EL PASO

CLINICAL LETTERHEAD TEMPLATE GUIDE

The Texas Tech Physicians of El Paso brand uses a tier system for letterheads

There are two tiers for letterhead usage and are explained below:


TIER 1 : Parent Logo

Tier 1 letterhead with parent logo may be used by the entire institution.

The diagram shows a rectangular letterhead template. At the top center is the Texas Tech Physicians of El Paso logo, consisting of the TTU logo and the text "Texas Tech Physicians. of EL PASO". At the bottom center is contact information: "Department | MSC XXXXX", "Texas Tech Physicians of El Paso at XXXXXXXX", "Address | floor/suite | El Paso, Texas 799XX", "T: 915.215.0000 | F: 915.000.0000", and "eptexastechphysicians.org". On the right side, there are two lines of text: "10pt Charter BT Pro" and "10pt Charter BT Pro Bold", with lines pointing to the top and bottom of the contact information block.

TIER 2 : Department / Service Line Logo

For stationery, you may use your Department / Service line logo on **LETTERHEAD ONLY**.


Texas Tech Physicians.
of EL PASO
Department Name

Department | MSC XXXXX
Texas Tech Physicians of El Paso at XXXXXXXX
Address | floor/suite | El Paso, Texas 799XX
T: 915.215.0000 | F: 915.000.0000
eptexastechphysicians.org

10pt
Charter BT Pro

10pt
Charter BT Pro Bold

Letterheads - Transmountain Entity Departments


TIER 1 : Parent Logo

Tier 1 letterhead with parent logo may be used by the entire institution.

The following departments at the Transmountain location need to include “-Transmountain” after their department name in the address line:

Family Medicine | Internal Medicine | Psychiatry

These three departments have their own separate chair and are considered their own unique department at Transmountain location


Texas Tech Physicians
of EL PASO

Department - Transmountain | MSC XXXX
Texas Tech Physicians of El Paso at Transmountain
Address | floor/suite | El Paso, Texas 799XX
T: 915.215.0000 | F: 915.000.0000
eptexastechphysicians.org

10pt
Charter BT Pro

10pt
Charter BT Pro Bold

TIER 2 : Department / Service Line Logo

For stationery, you may use your Department / Service line logo on LETTERHEAD ONLY.

If you use a Tier 2 Letterhead for one of the departments at Transmountain location listed below, you MUST include “-TM” after the department logo name in header AND “-Transmountain” after the department name in the address line:

Texas Tech Physicians.
of EL PASO
Department Name - TM

Department - Transmountain | MSC XXXXX
Texas Tech Physicians of El Paso at XXXXXXXX
Address | floor/suite | El Paso, Texas 799XX
T: 915.215.0000 | F: 915.000.0000
eptexastechphysicians.org

10pt
Charter BT Pro

10pt
Charter BT Pro Bold