TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER™ EL PASO

Thank you for downloading an official TTUHSC El Paso logo package.
It contains logos for most design purposes. The following pages will guide you
to using the correct version for your project.

If you aren't sure which logo to use, please send this whole package to your
printing vendor. *IMPORTANT: Do not change or alter these logos in any way.

THIS PACKAGE IS SEPARATED INTO TWO MAIN FOLDERS:

For PRINT

For WEB, PRESENTATIONS and
ON-SCREEN

For PRINT folder contains files for use when working with a professional print or design vendor, or with professional in-house designers within TTUHSC El Paso. These files allow for best reproduction when printing promotional items, shirts, print collateral, etc.
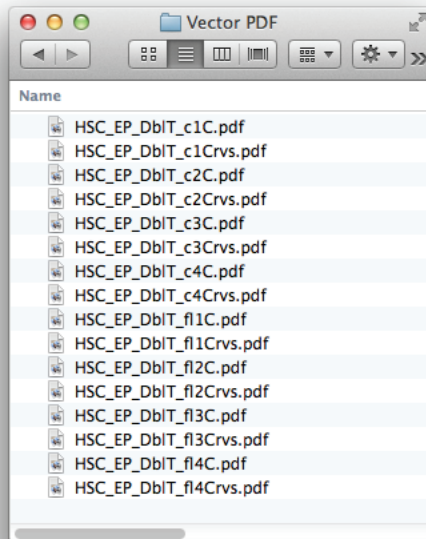
For WEB, PRESENTATIONS and ON-SCREEN folder contains files for on-screen applications. Examples of these PowerPoint presentation, web, video, email, etc. These allow for best viewing on screen only and should not be used for print applications.
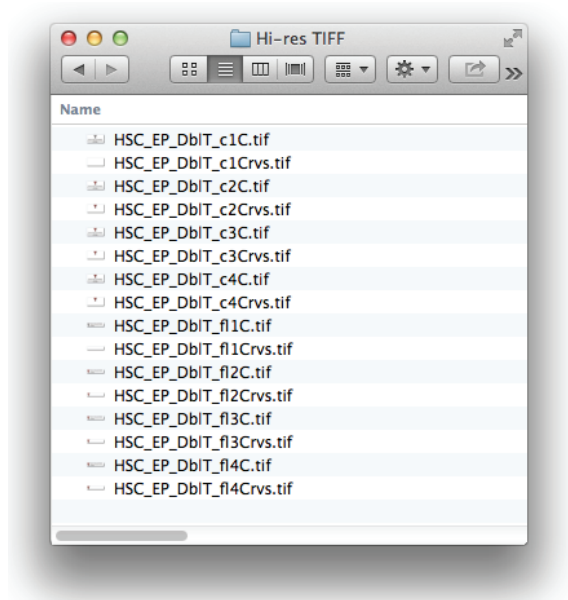
Vector PDF

- Always send this version when working with an outside vendor
- Fully scalable
- Unlimited resolution
- Contains official TTUHSC El Paso color swatches
- Compatible with Adobe Illustrator and Corel Draw
- Best option for all promotional items, t-shirts, brochures, posters, etc.

Vector PDF

Name

HSC_EP_DblT_c1C.pdf
HSC_EP_DblT_c1Crvs.pdf
HSC_EP_DblT_c2C.pdf
HSC_EP_DblT_c2Crvs.pdf
HSC_EP_DblT_c3C.pdf
HSC_EP_DblT_c3Crvs.pdf
HSC_EP_DblT_c4C.pdf
HSC_EP_DblT_c4Crvs.pdf
HSC_EP_DblT_fl1C.pdf
HSC_EP_DblT_fl1Crvs.pdf
HSC_EP_DblT_fl2C.pdf
HSC_EP_DblT_fl2Crvs.pdf
HSC_EP_DblT_fl3C.pdf
HSC_EP_DblT_fl3Crvs.pdf
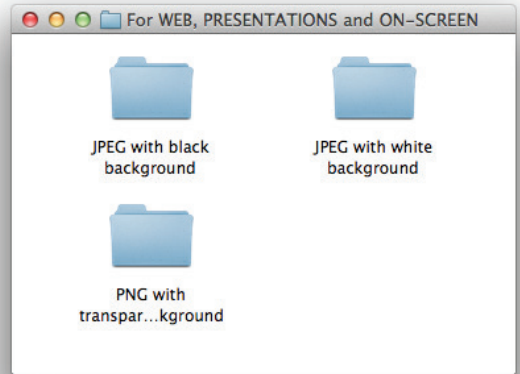HSC_EP_DblT_fl4C.pdf
HSC_EP_DblT_fl4Crvs.pdf

Hi-Res TIFF

- 300 dpi
- Best use for in-house items such as department flyers or other print items that do not need a professional printing vendor.
- Non-scalable/fixed width
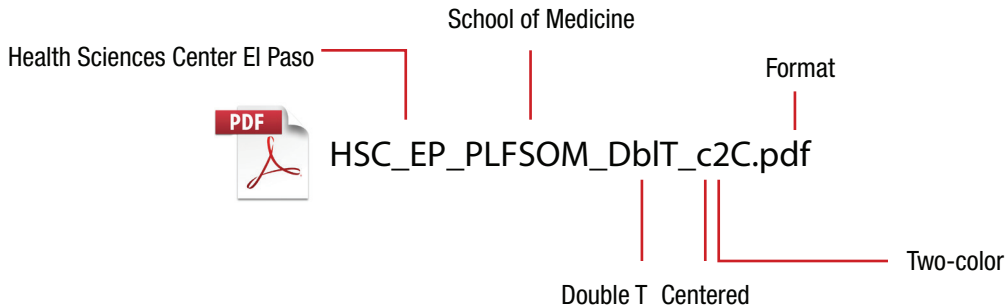- CMYK format
- Transparent background

Hi-res TIFF

Name
- HSC_EP_DblT_c1C.tif
- HSC_EP_DblT_c1Crvs.tif
- HSC_EP_DblT_c2C.tif
- HSC_EP_DblT_c2Crvs.tif
- HSC_EP_DblT_c3C.tif
- HSC_EP_DblT_c3Crvs.tif
- HSC_EP_DblT_c4C.tif
- HSC_EP_DblT_c4Crvs.tif
- HSC_EP_DblT_fl1C.tif
- HSC_EP_DblT_fl1Crvs.tif
- HSC_EP_DblT_fl2C.tif
- HSC_EP_DblT_fl2Crvs.tif
- HSC_EP_DblT_fl3C.tif
- HSC_EP_DblT_fl3Crvs.tif
- HSC_EP_DblT_fl4C.tif
- HSC_EP_DblT_fl4Crvs.tif

JPEG and PNG

- RGB format
- Non-scalable/fixed resolution
- 150 ppi
- JPEG files have either a black or white background as indicated
- PNG files have transparent backgrounds
- When working with on screen presentations and graphics for web/screen viewing, a PNG file is your best option. Use JPEGs when a PNG file is not supported by the program.

School of Medicine

Health Sciences Center El Paso

Format

HSC_EP_PLFSOM_DblT_c2C.pdf

Two-color

Double T Centered

The files in this package are named according to the standard TTUHSC El Paso naming convention.

Use the following key to help identify which logo to use for your project.

HSC = Health Sciences Center
EP = El Paso
PLFSOM = Paul L. Foster School of Medicine
GGHSON = Gayle Greve Hunt School of Nursing
DblT = Double T

c = centered
fl = flush left
1C, 2C, 3C, 4C = one-color, two-color, three-color, four-color
rvs = reversed out for use on dark background

Questions?

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For more information, please see the official TTUHSC El Paso Identity Guidelines.