TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER EL PASO

Operating Policy and Procedure

HSCEP OP: 56.40.02 – **Website Visual Elements**

PURPOSE: To establish text, graphic, and layout guidelines for webpages.

REVIEW: This policy will be reviewed every odd-number year by the associate managing director for Institutional Advancement and the senior director of academic technology, with final approval by the chief information officer (CIO).

POLICY/PROCEDURE:

All TTUHSC El Paso websites and webpages are expected to abide by the web publishing guidelines outlined in the TTUHSC El Paso Brand Identity Guidelines.

1. TTUHSC El Paso websites are expected to follow the zone layout guidelines presented in Policy 9.4 and comply with the color and typography standards for websites outlined in the TTUHSC El Paso Brand Identity Guidelines.

2. All websites must comply with the B.No. 1910 SECTION 1 Subchapter C, Chapter 2054 act.