dedication.
excellence.
impact.
health.
__began__
here.
As TTUHSC El Paso grows, so does our need to ensure our brand is immediately recognizable within our community and beyond.

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

### Primary Logo

The primary logo is the official logo for Texas Tech University Health Sciences Center El Paso and used for all branding, stationery and collateral. Two versions of the logo are available: one includes the name of the university spelled out, the other does not. For all applications, the version with the full name should always be considered first.

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 Logos - Schools

The secondary logo is used for schools and non-academic departments. Like the primary, two versions of the logo are available: one includes the name of the university spelled out, the other does not. The version with the full name should always be considered first for all applications, except those where the logo is too small for the full name to be legible. In those applications, use of the version without the full name is acceptable.

A simplified version of the logo is available for use when the full name of the university becomes illegible in logo application (i.e., small marketing items such as pencils).

### Branding 101.

The updated TTUHSC El Paso identity system is designed to solidify our brand across each of our four schools and throughout the departments and organizations within. Using this simplified and consistent approach, we can clearly present to our audiences our impact, impact, message and voice.

More than just the logo, the TTUHSC El Paso brand consists of the life-changing experiences we deliver each day, shaped by our mission and guided by our values. Our logo serves as a symbol of that brand and is a visual representation of who we are as a university and our position as a leader in health care education, research and practice.

So, what are these life-changing experiences? What is our impact?

Visit [www.ttuhscepimpact.com](http://www.ttuhscepimpact.com) and learn more.
Tertiary Logos - Non-Academic Departments
Tertiary department logos, like primary and secondary, have options for use with or without the full name of the university.

Grant-funded and school organization logos ARE:
- Expressive, open and unique.
- Subject to Communications and Marketing review before approval.
- Not restricted to official colors - however, use of TTUHSC El Paso’s official red, PMS 485, is strongly recommended for all school organization and grant-funded program branding.
- Usable in print, websites and on promotional items.

Grant-funded and school organization logos ARE NOT:
- Meant to represent TTUHSC El Paso schools, departments, divisions or programs listed on the university org chart.
- Interchangeable with secondary logos.
- A replacement for the primary TTUHSC El Paso logo.

Grant-funded and school organization logo usage guidelines:
- If the organization needs to reference school affiliation, please add the name of the school in red. (See samples on the right.)
- 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 background on which the logo appears is dark, all text should appear in white. If the background on which the logo appears is light but lacks contrast, all text should appear in 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.

Grant-Funded and Student Organization Logos
Grant-funded programs and student organizations with unique logos are now required to include word-mark association to TTUHSC El Paso.

All new and existing student organization logos are required to have word-mark association to TTUHSC El Paso.
What Colors Can I Use?
All logos are available in TTUHSC El Paso-approved color variations: full color with a red double T, all black or all white. No other colors can be applied to the official logo suite.

For shirts and other print/digital applications, the following complementary colors are recommended:

**Primary Colors**

TTUHSC El Paso RED
PMS 485 C
SCREEN: R:204 G:0 B:0
WEB HEX: CC0000

Black
PMS BLACK C
SCREEN: R:26 G:24 B:24
WEB HEX: 000000

**Supporting Colors**

Cool Gray
COOL GRAY 11 C
R:51 G:51 B:51
WEB HEX: 333333

Clinic Blue
PMS 5425 C
R:157 G:159 B:180
WEB HEX: 899FB4

Navy
PMS 540 C
R:0 G:58 B:102
WEB HEX: 003A66

Clinic Green
PMS 5777 C
R:176 G:179 B:123
web HEX: B0B37B

Khaki
PMS 465 C
R:196 G:169 B:124
WEB HEX: CAA97C

Warm Dark Red
PMS 484 C
R:154 G:40 B:30
WEB HEX: 99281E

Clinic Green
PMS 5425 C
R:157 G:159 B:180
WEB HEX: 899FB4

Clinic Blue
PMS 5425 C
R:157 G:159 B:180
WEB HEX: 899FB4

TX Tech Physicians of El Paso

Clinic Logos
Clinic logos should be used in all areas where patient care is given. Patients associate care with the clinical practice of the university and less so with the faculty for TTUHSC El Paso’s schools.

**Texas Tech Physicians of El Paso**
Three options are approved for branding Texas Tech Physicians of El Paso.

**TTP El Paso with Specialty:**
Note: only two logo options are available with a specialty.

**TTP El Paso Seal**
Use of the TTP El Paso seal is reserved for the Office of Institutional Advancement.

**Texas Tech Dental Oral Health Clinic**
The Texas Tech Dental Oral Health Clinic logo is reserved for patient collateral and clinical staff uniforms. All other uses must be approved by Institutional Advancement.
Which Logo for Which Wearable?

Student and Faculty 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 Faculty White Coats
Medical faculty who treat patients in TTP El Paso clinics wear white coats branded with the FSOM patch and the TTP El Paso logo.

Scrub 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.

Specific-Use Logos

School Logos - Endowment Emphasis
TTUHSC El Paso is the only university in the TTU System with all of its 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.

Patches
Official patches are reserved for white coats and are specific to each of the university's four schools.
Limited Use Logos

Logos on this page are available for limited use (as part of a specific initiative, anniversary or institutional campaign). All uses of logos on this page must be approved by Institutional Advancement; approval is not guaranteed.

The Alternative Seal

Use of the alternative seal is generally reserved for internal audiences.

Values-Based Culture Logos

Values-Based Culture logos are reserved for VBC initiatives and limited to internal audiences. Use of the logo must be approved by Institutional Advancement.

TTUHSC El Paso 10-Year Logos

TTUHSC El Paso will celebrate its 10-year anniversary in 2023. Logos for email signatures and other applications will be available (with guidelines) beginning in December 2022.
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.

Main Academic:

Raider Red
Senior Mascot
Office of Institutional Advancement | MSC 51019
5001 El Paso Drive | El Paso, Texas 79905
o: 111-111-1111
www.ttuhscep.edu | www.give2tech.com

Main Clinical:

Raider Red
Family Medicine
Alberta Clinic
4801 Alberta Drive | El Paso, Texas 79905
o: 111-111-1111
www.ttpelpaso.com

Values-Based Culture Option

Raider Red
Senior Mascot
Office of Institutional Advancement | MSC 51019
5001 El Paso Drive | El Paso, Texas 79905
o: 111-111-1111
www.ttuhscep.edu | www.give2tech.com

The Office of Institutional Advancement will also release special occasion signature lines to celebrate milestones in the life of the university.

An HSC 10th anniversary signature standard will be available for use in December 2022.