## 04.100 Institutional Brand Identity Policy

### Policy Statement.

The Institutional Brand Identity Policy applies to all forms of University communication – print and electronic – and establishes guidelines and standards for presentation of the UNT Health Science Center institutional identity.

The UNT System and UNT Health Science Center (UNTHSC) are the owners of all right, title and interest in UNTHSC’s trademarks, service markers, trade names, graphic images, logos, seals, symbols, taglines and any other such mark or indicia associated with UNTHSC, including marks associated with all previous names of UNTHSC. Their use is legally restricted. Accordingly, this policy serves to preserve and protect the UNTHSC’s legal right to use and control its trademarked identity.

The policy also ensures unity, consistency and clarity of UNTHSC’s brand identities, both internally and externally. Accordingly, all divisions, departments, units, auxiliaries and individuals communicating on behalf of UNTHSC must follow the guidelines outlined in the UNT Health Science Center Marketing & Identity Guide (Identity Guide) as required by the UNT System Board of Regent’s Rules.

### Application of Policy.

This policy applies to anyone communicating on behalf of the UNT Health Science Center or wishing to use any element of the UNT Health Science Center’s brand identity for any purpose.

The Institutional Brand Identity Policy applies to all forms of UNTHSC communication – print and electronic. It also applies to all UNTHSC employees and students as well as any external entities employed (regardless of compensation) by UNTHSC to provide design, composition, printing or copying, publishing, web page development, manufacture of goods, or any related services.

### Definitions.

1. **Auxiliary logo.** “Auxiliary logo” means any logo other than the official UNTHSC brand or its “extensions.”

2. **Brand identity.** “Brand identity” collectively means the trademarks, service markers, trade names, graphic images, logos, seals, symbols, taglines and any other such mark or indicia as well as colors, fonts, and messages associated with the Health Science Center.
3. **Health Institutes of Texas.** “Approved Health Institutes of Texas” means entities that are in good standing with HIT certification as outlined in the annual review process conducted by the Research Advisory Council, Vice President of Research and the Provost.

4. **Sub-brand.** “Sub-brand” means an authorized identity separate from that of the Health Science Center but which is “owned by” or is contained within the UNTHSC organization.

5. **UNTHSC Communication.** “UNTHSC Communication” means any communication that describes or illustrates UNTHSC, its programs and its functions. UNTHSC Communication includes, but is not limited to, stationery and business cards in the required format, serial and other publications, brochures, web sites and advertisements.

6. **Wordmark(s).** “Wordmark” means the official text-based logo(s) of the Health Science Center. See example:

   ![Wordmark Example](unt-health-science-center-wordmark.png)

**Procedures and Responsibilities.**

1. Establish, update and interpret guidelines related to UNTHSC Communications as needed to ensure unity, consistency and clarity.

   **Responsible Party:** Marketing and Communications Department.

2. Review and comply with all guidelines and requirements included in the UNT Health Science Center Marketing & Identity Guide and as established by the Marketing and Communications Department. The most basic graphic requirements of the Identity Guide, and consequently this policy, are:

   a. The full UNTHSC wordmark format must appear on all forms of UNTHSC Communication. Exceptions to this requirement can only be granted by the appropriate Marketing & Communications representative. However, scholarly journals and dissertations are excepted from this requirement and are not required to include the UNTHSC wordmark.

   b. Use of the UNT Health Science Center seal is limited and requires the advance approval of Marketing & Communications.
c. The official colors of the UNTHSC are green and white. Black may be used as a tertiary color and may be substituted for green and white in single-color communications. The official green is Pantone Matching System (PMS) 356.

d. Only authorized sub-brands of the UNTHSC are allowed to have auxiliary logos.

e. Authorized sub-brands include UNT Health, approved institutes/centers within the Health Institutes of Texas (HIT) and exceptions approved by the UNTHSC Executive Team. No other UNTHSC entity may have a brand identity other than that of the institution.

f. All sub-branded marketing and promotion materials must be initiated with and coordinated by the UNTHSC Marketing & Communications Department.

   **Responsible Party:** Anyone communicating on behalf of the UNT Health Science Center or wishing to use any element of the UNT Health Science Center’s brand identity

3. Review and comply with the purchasing guidelines and requirements included in the UNT Health Science Center Marketing & Identity Guide and as established by the Marketing and Communications Department. This includes, but is not limited to, the requirement to obtain prior approval from Marketing & Communications of printing and copying orders produced by non-UNTHSC vendors before placing an order. Employees who make purchases in violation of the guidelines outlined in the Identity Guide commit unauthorized purchases. In accordance with UNTHSC policy, the employees may encounter a personal obligation to the vendor. Employees who intentionally violate this policy and fail to take corrective measures may be subject to disciplinary action.

   **Responsible Party:** All UNTHSC Employees.

4. Comply with existing procedures for the creation and maintenance of members of the Health Institutes of Texas.

   **Responsible Party:** HIT institute directors and prospective HIT institute leadership.

5. Follow UNT Health Science Center Marketing & Identity Guidelines regarding the creation of auxiliary logos and sub-branded marketing materials.

   **Responsible Party:** Anyone communicating on behalf of the UNT Health Science Center or wishing to use any element of the UNT Health Science Center’s brand identity.

6. Follow the Sub-brand Exception Process, which is outlined in the UNT Health Science Center Marketing & Identity Guide, for requesting consideration of auxiliary logo approval for non-HIT entities.

   **Responsible Party:** Anyone advocating the inclusion of additional approved UNTHSC sub-brands.

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**References and Cross-references.**

UNT Health Science Center Marketing & Identity Guide
UNT Health Science Center Policy 10.103 Purchasing - General
UNT System Regents’ Rule 04.800

Sub-brand Exception Process

**Forms and Tools.** (optional)

Sub-brand Exception Request Form

Approved: February 2012
Effective: February 2012
Revised: