Marketing and Identity Guide
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHAPTER ONE</td>
<td>1</td>
</tr>
<tr>
<td>Introduction</td>
<td></td>
</tr>
<tr>
<td>Working With OBC</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHAPTER TWO</td>
<td>2</td>
</tr>
<tr>
<td>The Brand</td>
<td></td>
</tr>
<tr>
<td>What is a Brand?</td>
<td></td>
</tr>
<tr>
<td>Brand Identity</td>
<td></td>
</tr>
<tr>
<td>Logo Usage</td>
<td></td>
</tr>
<tr>
<td>Colors</td>
<td></td>
</tr>
<tr>
<td>Typography</td>
<td></td>
</tr>
<tr>
<td>University Seal Usage</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHAPTER THREE</td>
<td>7</td>
</tr>
<tr>
<td>Printed Material</td>
<td></td>
</tr>
<tr>
<td>Printing Project Guidance</td>
<td></td>
</tr>
<tr>
<td>Stationery Package</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHAPTER FOUR</td>
<td>9</td>
</tr>
<tr>
<td>External Electronic Communications</td>
<td></td>
</tr>
<tr>
<td>Electronic Communications Guidance</td>
<td></td>
</tr>
<tr>
<td>Web Sites</td>
<td></td>
</tr>
<tr>
<td>Social Media</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHAPTER FIVE</td>
<td>12</td>
</tr>
<tr>
<td>Event Marketing</td>
<td></td>
</tr>
<tr>
<td>Event Marketing Guidance</td>
<td></td>
</tr>
<tr>
<td>Promotional Giveaways</td>
<td></td>
</tr>
<tr>
<td>Items for Check-out</td>
<td></td>
</tr>
<tr>
<td>Event Photography</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHAPTER SIX</td>
<td>13</td>
</tr>
<tr>
<td>Campus Communications</td>
<td></td>
</tr>
<tr>
<td>Daily News</td>
<td></td>
</tr>
<tr>
<td>Group E-mail Distribution</td>
<td></td>
</tr>
<tr>
<td>Insite Intranet</td>
<td></td>
</tr>
<tr>
<td>Special Circumstances</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHAPTER SEVEN</td>
<td>14</td>
</tr>
<tr>
<td>Publications</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHAPTER EIGHT</td>
<td>15</td>
</tr>
<tr>
<td>Photography and Videography</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHAPTER NINE</td>
<td>16</td>
</tr>
<tr>
<td>News</td>
<td></td>
</tr>
<tr>
<td>New Leader Announcements</td>
<td></td>
</tr>
<tr>
<td>Media</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHAPTER TEN</td>
<td>17</td>
</tr>
<tr>
<td>Advertising</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHAPTER ELEVEN</td>
<td>18</td>
</tr>
<tr>
<td>Direct/Bulk Mail</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHAPTER TWELVE</td>
<td>19</td>
</tr>
<tr>
<td>Style Guide</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHAPTER THIRTEEN</td>
<td>20</td>
</tr>
<tr>
<td>Boiler-Plate Copy</td>
<td></td>
</tr>
</tbody>
</table>
INTRODUCTION
This marketing and identity guide is designed to be a comprehensive aid in planning and executing your marketing and communication efforts. Please familiarize yourself with the information provided as the Regent’s Rules and UNT Health Science Center policy requires these guidelines to be followed.

WORKING WITH US
The Office of Brand and Communication (OBC) operates like an in-house advertising and public relations agency. We are available to assist with a variety of marketing and communication needs and our expertise is available at no charge.

Once you’ve identified a marketing, communication or promotion need, please contact our office through our request form. We will then schedule a time to discuss your needs and the complexity of your project and advise you on the best options to achieve your goals. To ensure enough time for a well thought out, high-quality product please contact us no later than six weeks before you need your finished product. Here are a few steps you should follow to help us help you:

1. Contact OBC at least 6 weeks prior to your deadline.
2. Determine the goal(s) of your project.
3. Determine a budget for your project and a deptID.
4. Determine the audience(s) of your project.
5. Determine a quantity for any needed items.
6. An initial consultation will be held and your project will be put into the work queue.
THE BRAND

What is a Brand?
An organization’s brand is the emotional and psychological relationship it has with its customers. Logos are not brands; they are merely representations of brands. We are developing a strong, positive brand for the UNT Health Science Center that is based on our mission, vision and values.

Purpose: Transform lives in order to improve the lives of others.
Vision: One university, built on values, defining and producing the provider of the future.
Mission: Create solutions for a healthier community.
Values: Serve others first, Integrity, Respect, Collaboration, be Visionary

Brand Identity
Brand identity is a name, sign, symbol, typeface, color, slogan or anything that is used to identify and distinguish a specific product, service or business. Brand identity is also sometimes referred to as corporate identity.

Logo Usage
The UNT Health Science Center’s graphic identity (wordmark) is the primary means by which we are recognized. Basic wordmark use requirements are:

- The university wordmark is required on all forms of communications that describe or illustrate UNTHSC whether for internal or external use. Exceptions to this requirement can only be granted by the OBC. This includes university-funded publications as well as those that are externally funded. For example, if the university helps to sponsor an event, the word mark should be included on a sponsor listing page. If printing is funded by an outside entity, it still must comply with identity guidelines.
- Any use of the wordmark on external materials (printed, digital, or other) must be approved by the OBC in advance.
- The UNTHSC wordmark must appear on either the front or back of any multi-page printed piece (front is preferred) and must be visible on any single page printed piece.
- The wordmark cannot be altered from its original form and cannot be smaller than 1 ¼ inches in width on printed materials. Please check with the OBC to confirm logo size on digital materials.
- The wordmark can not be stretched, rearranged or altered in any way other than proportional scaling to maintain a ratio of 6:1 (width: height) and approved alternate color combinations. To check this, divide the length by the height.
- The wordmark should always appear in an approved color combination and when possible should appear over UNT green, white, black or shades of those colors. When placed over a more complex background, the mark must be clearly readable.
- No other items should touch or be superimposed on the wordmark. The wordmark should also be in a position of prominence relative to any sub-text, tag lines, or sub-brands.
• A “safe space”, or area of clear space surrounding the wordmark, should be used to maintain visual impact and legibility. Other graphic elements, such as typography, rules, pictures, etc., should not infringe upon this clear space to ensure legibility and brand integrity.

• No portion of the logo may be screened back and the vertical line must be viewed as either a solid black or white line.

Downloadable graphics and sample uses of the wordmark are available on our web page. If you are unsure about how to use the wordmark, contact the Office of Brand & Communication at (817) 735-5106.
Colors
The official colors of the university are UNT green and white. UNT green is Pantone Matching System (PMS) 356*. Black is used as a tertiary accent color. When the UNT green is used, it must be PMS 356* or an equivalent four-color process (CMYK) mix**.

Exception: When uncoated paper stock is used, PMS 355* should be substituted for UNT green.

The five examples included below are the only approved color combinations for the word mark. The various versions with white are shown on a color background for visibility only. The black and green boxes are not intended as part of the logo.

*PANTONE® is the property of Pantone Inc. The colors shown on this page and throughout this style guide have not been evaluated by Pantone Inc. for accuracy and may not match the PANTONE® Color Standards. For accurate standards, refer to current PANTONE publications.

**CMYK mixes vary based on printers, equipment, etc. Please contact OBC for assistance determining the appropriate mix for your project.
Typography
Consistent typography is one way to create a branded look in UNT Health Science Center publications. The recommended typefaces for university communications are: Gotham, Adobe Garamond and Century Schoolbook. These typefaces have been carefully selected to complement one another as well as our institutional logo. Some of these fonts may need to be purchased from a licensed software/font vendor. Feel free to contact the OBC for more information on obtaining fonts. Here are some examples of these fonts.

This is an example of Gotham Book.

This is an example of Gotham Bold.

This is an example of Adobe Garamond.

This is an example of Adobe Garamond Bold.

This is an example of Century Schoolbook.

This is an example of Century Schoolbook Bold.
University Seal Usage

The official UNTHSC seal is the most important, formal symbol belonging to the institution. Per Regent’s Rule 04.803, the seal is reserved for the highest and most formal communication and for ceremonial, commemorative and promissory purposes. The Office of Brand and Communication is responsible for ensuring the appropriate use of the seal. Board approval is required for revision to the seal. There is one institutional seal. No school-specific seals will be permitted. The institutional seal may only be reproduced in neutral colors such as black, silver or gold. Use of the UNT System Seal requires System approval.
PRINTED MATERIALS

Printing Project Guidance

When developing a printed piece there are a few things that are essential to consider at the beginning.

1. How will the piece be distributed? Is this going to be something that is mailed or handed out? If it’s going to be mailed it could either be designed as a self-mailer (like a postcard) or it can be put in an envelope. If the latter, envelopes need to be considered.

2. How big does it need to be? Size is important when it comes to printing. The more paper that is used the more expensive it is to be printed. Also, the larger or heavier the piece, the more expensive it will be to mail. Mail type (bulk vs. first class) is another consideration itself.

3. How many do you need? Volume reduces your cost per piece when printing. It generally costs the same for a printer to set up the presses, etc. whether you print 10 or 10,000 of something. Therefore it is best to plan ahead and order as many as you think you may need (and can afford) all at once.

There are many other variables when considering a printed marketing piece. We are available to consult with you and discuss the pros and cons of those variables so that you will have the best possible product.

Stationery Package

Business Cards

There are two approved versions of the business card (shown below). One is for the Health Science Center and the other is for UNT Health. Business cards must be ordered through Biomedical Communications. Content for business cards is arranged in a standardized format with exceptions considered on a case-by-case basis. All business cards are routed to Marketing & Communications for approval of compliance with brand standards.

Optional Card Back

Business cards may be ordered with an optional back side under certain circumstances. Bi-lingual cards: A translated version of the card may be printed on the back of the business card opposite the English version. The translated side must be identical in layout and content to the English side.

The approved paper stock for all UNT Health Science Center business cards is Accent Opaque Digital, 80# cover, white. It is SFI certified and electronic imaging guaranteed.
Letterhead & Envelopes

The Health Science Center has developed a standard letterhead format for use across the institution. The letterhead format has been thoughtfully arranged to allow a generous amount of open space for user flexibility. Letterhead will not be pre-printed with additional information such as lists of names in a side-bar. However this information can be set-up and printed as part of your body copy. Content for letterhead is arranged in a standardized format with exceptions considered on a case-by-case basis. Pre-printed letterhead must be ordered through Biomedical Communications and all letterhead is routed to Marketing & Communications for approval of brand standards. Only approved institutes and centers may have their unique logos included on the letterhead in the top right corner. Customization of center/institute letterhead will be handled by The Office of Brand Communication.

Stationery Stock

The approved paper stock for all UNT Health Science Center letterhead, second sheets and envelopes is Atlas Bond, 25% cotton fiber in 24# bright white. This paper is laser and ink jet guaranteed, recycled-acid free, and watermarked. Blank paper stock may not be purchased and used for desktop printing, especially the printing of e-letterhead.

E-letterhead Templates

E-letterhead templates are available as a resource for electronic communications that need the professional look of a formal letter. The templates are formatted identically to the standard pre-printed letterhead. They are manually generated by the Office of Brand and Communication by request and will be a locked Word template to prevent alterations to the approved letterhead format. These templates should not be used to print hardcopy letterhead.
EXTERNAL ELECTRONIC COMMUNICATIONS

Electronic Communications Guidance

When developing a form of electronic communications there are a few things that are essential to consider at the beginning:

1. What is the purpose of the communications piece (whether social media, a web site, e-newsletter, etc.)? What is the goal?
2. Who is my audience? Is this a large, general group or a specifically targeted group of people?
3. Who will manage the electronic communication(s) on a regular basis? Do you have a point-person who can devote time to making sure content is up-to-date, well-written, etc. and that technical aspects such as navigation and links work?
4. Do I have enough “interesting” content?

There are many variables when considering electronic communications. We are available to consult with you and discuss the pros and cons of those variables so that you will have the best possible product.

Web Sites

UNTHSC wordmark is required on all web pages and is required to be featured in the header of all university web sites. The wordmark cannot be altered from its original form or approved colors. The UNTHSC logo must also be linked back to the UNTHSC home page (http://www.unthsc.edu). A link back to the main home page gives a web visitor the opportunity to find additional information about UNT. This is especially important for visitors that have used a search engine, such as Google, to jump directly to a page deep within UNT’s web site. Please see the web style guide for more details.

University Web Templates

Standard UNTHSC web templates are available through Web Development. Custom sites are acceptable with review and approval from Marketing & Communications and Web Development. Custom sites must be branded appropriately and link back to the UNTHSC website as outlined above.

Colors

UNTHSC’s official colors are green and white. Black can be used as a tertiary color to add to the available color palette. Additional colors can be used sparingly for page-level elements within a web site as long as they are seen as accents and the primary design is using UNTHSC’s official colors. If you need to create supplemental graphics or matching colors for additional elements within your web pages, the following color model settings will reproduce UNT green in most graphic design and HTML coding software.

- Hex color for UNT green: #059033
- HSL color model for UNT green: Hue 93, Sat 224, Lume 70
- RGB color model for UNT green: Red 5, Green 144, Blue 51
Social Media

Social media are websites designed to disseminate information through social interaction, using highly accessible publishing techniques. Social media tools include blogs, photo sharing websites like Flickr, and social networking sites like Facebook and Twitter.

UNT Health Science Center uses social media to help communicate its messages to internal and external audiences. The Office of Brand and Communication manages UNT Health Science Center’s official pages on social media sites including Facebook, Twitter, Instagram, Flickr and YouTube.

Remember that all applicable UNTHSC policies apply to use of blogs, social media platforms, or any other online form of communication.

Guidelines for using social media at UNT Health Science Center:

1. Do not use personal or organizational blogs or social media sites to communicate sensitive or private work-related information. Social media communication regarding UNTHSC is subject to HIPAA, FERPA and Acceptable Electronic Communications Use policies.
2. Consult the OBC before starting a blog or social media profile for your UNTHSC department or group.
3. Comply with the terms of service of any social media platform that you use.
4. Comply with copyright laws and do not use copyrighted images or materials without permission.
5. Do not speak on behalf of UNTHSC on any blogs or social media sites, including personal sites, unless you are authorized to do so by the Office of Brand and Communication.
6. Follow branding guidelines set by the OBC.
   a. Do not use UNTHSC logos without approval from the OBC.
   b. Only use approved institutional colors in your design.
7. Where you can, include links to the main UNTHSC website along with any information or posts pertaining to the Health Science Center.
8. Check all facts to ensure accuracy before posting institutional information.

Best practices for personal use:

1. If you participate in personal blogs or social networking sites at work, follow UNTHSC’s Acceptable Electronic Use Policy. Pay special attention to Section 1 regarding authorized use of UNTHSC resources.
2. Use your personal e-mail address on your blog or social media profiles. All UNTHSC e-mails are considered state records; personal use of your UNTHSC e-mail address should be limited.
3. Clarify that your opinion is your own. Where your connection to UNTHSC is apparent, make it clear that you are not speaking on behalf of the Health Science Center. For example, add “The opinions expressed here are those of the author and do not necessarily reflect the positions of the UNT Health Science Center,” or a similar statement to your blog, social media profile or bio, and/or along with comments you post on other blogs regarding UNTHSC.
4. **Don’t speak on behalf of UNTHSC without the permission of the Office of Brand and Communication.**
   a. If you are unsure if it is appropriate to post any information about UNTHSC on a personal blog or social media profile, ask the OBC first.
   b. If communicating on a blog or social media site about UNTHSC, identify your connection to and your role at the Health Science Center.
   c. If you see information or comments about UNTHSC on a blog, website or social media site that you think requires a response, contact the Office of Brand and Communication.

5. **Consider everything that is posted on social media sites as public.**
   a. Photos can very easily be copied by visitors to social media sites. Ensure you have the appropriate permission to use any photos.
   b. Conversations and comments can turn up in web searches.
EVENT MARKETING

Event Marketing Guidance
Promoting your UNTHSC event to ensure successful attendance and awareness requires careful advance planning and specific strategies. Be sure to contact the Office of Brand and Communication for assistance in promoting your event as soon as you have determined the date and location.

The Special Events Manager also serves as a consultant to internal departments for their event planning needs to ensure a consistent and positive Health Science Center image. Guidance on catering, venues, photography, audio/visual needs, space planning and promotion are included in special event consultations. Contact the Special Events Manager at shea.pattersonyoung@unthsc.edu for information and consultation appointments or to obtain an event checklist.

Promotional Giveaways
The Office of Brand and Communication orders a limited supply of branded giveaways for promotional purposes. These items are paid for out of the OBC budget and will be used for events, projects, etc. that are initiated by the OBC or for which OBC has responsibility. HSC departments are responsible for managing the planning and budgeting of their own promo item needs. On a limited basis and as supplies allow, small quantities of complimentary items may be available for other departments’ use. We are happy to consult with you on your promotional item needs and recommend vendors and review designs for brand guideline adherence. Any imprinted designs not generated by OBC must be forwarded to us for approval before production.

Items for Check-out
There are a variety of branded items available for check-out to enhance the professionalism of your event. A selection of logo table skirts, banners, signs and displays are available from the Office of Institutional Advancement. There is also a selection of event equipment available for check-out through the Special Events Manager in the Office of the President. All check-out items must be reserved in advance by contacting the appropriate department and an appointment must be made to pick-up and return items. All items must be returned along with all parts, accessories, cases, etc. within 24 hours of the conclusion of the event (unless other arrangements are made) in their original condition and cleaned if necessary (excluding tablecloths). Any loss or damage is the responsibility of the person or department checking out the items and this responsibility includes paying for the replacement or repair of any lost or damaged items.

Event Photography
The Office of Brand and Communication does not provide “gavel-to-gavel” coverage of events, meetings, awards ceremonies, etc.

In general, the sponsoring organization or department is responsible for photography/videography at an event. Representatives from the organization or department may take photos and video themselves or hire outside services. The OBC can provide you with a list of preferred freelancers.

Regardless of who records the event, releases must be obtained per UNT Health Science Center Photo Release Policy.
CAMPUS COMMUNICATIONS

Daily News
The Daily News is a communication tool for anyone on campus to use to share information about events, announcements, educational opportunities, lunch menus, etc. The web page is at https://intranet.hsc.unt.edu/dailynews/, and the posts for each day are emailed to all faculty, staff and students every morning. Anyone self-posting information to the Daily News must follow our Campus Communications policy. “Submitters” must log in with their network user ID and password, and they are personally responsible for their submissions. Items must be posted by midnight the evening before to appear in the email. The Campus News section of Daily News is dedicated to posting strategic and institutional news of broad interest to multiple audiences and is managed by the Office of Brand and Communication.

Group E-mail Distribution
Departments and individuals should be judicious and respectful of others’ time when sending an email to the all-faculty and all-staff and/or all-student lists within Outlook. According to the UNTHSC Acceptable Electronic Communication Policy, email addressed to these groups is only allowed by authorized users when the nature of the message is of sufficient general value and length that it would justify being sent as a memorandum, but requires the immediacy of email. Examples including major process changes, institution-wide deadline reminders, sudden cancellations, etc. Only select UNTHSC users, approved by a dean, department head, vice president or higher level official will be granted the ability to send an email to the all-faculty and all-staff and/or all-student lists within Outlook. Self-posting an item in the Daily News is another option for sharing information of this nature.

Insite Intranet Site
Insite, our intranet site, is a portal to internal resources and links to other key sites such as www.unthsc.edu, MyHSC, President’s Councils Updates, our See 2020 strategic plan, training opportunities and tools such as Canvas, Room Scheduler, Directories and HR, IT, education/research and compliance information. The home page features news of broad institutional interest and is managed by the Office of Brand and Communication.

Special Circumstances
  Announcing a Death or a Funeral
Anyone may share news of the death or memorial/funeral service of a current or former UNTHSC team member by self-posting the information in Daily News. Also, departments or schools that have lost a team member are encouraged to alert their department and/or the campus in person or by email.

When full details are known about the services, the Office of Brand and Communication will post the information in the Campus News (top section) of Daily News.

The Office of Brand and Communication will only send all-campus emails to announce deaths or services when a Daily News posting would not allow enough time for faculty, staff and students to attend the service.

UNTHSC Flag Lowering
At the discretion of the Office of the President, the UNTHSC Our Values flag will be lowered to half-staff for three days in honor of the passing of a current team member.
PUBLICATIONS

Any printed collateral material or publications (brochures, fliers, newsletters, etc.) intended for mailing/distribution to external audiences must be approved by the Office of Brand and Communication and designed professionally by the OBC or an outside designer with brand identity approval by the OBC.

**Solutions**

*Solutions* magazine is published twice a year by the OBC to increase awareness of and appreciation for UNTHSC’s vision of becoming one university, built on values and defining and producing the providers of the future.

Through stories and photographs, Solutions illustrates the University’s purpose to transform lives in order to improve the lives of others. It is distributed to faculty, staff, students, alumni, patients, business leaders, elected officials, governance and advisory groups, industry leaders, media representatives and current and potential donors.

The OBC determines the magazine’s format, content and presentation style. Suggestions for content are welcome but should be of broad interest, appropriate for an external audience and increase awareness of UNT Health Science Center’s schools, research, care delivery services and community activities. Examples include key institutional developments; Alumni and Advancement news; and significant faculty, staff and student accomplishments.

**HSC Insider**

*HSC Insider* is a weekly email message produced by the OBC for a targeted external audience. It is a summary of UNTHSC news and events of interest to key external recipients.
PHOTOGRAPHY AND VIDEOGRAPHY

Because of staffing limitations, priority will be given to requests for photos and videos that serve a promotional purpose, help meet the institution meet its strategic goals, improve the appearance and content of the UNTHSC website and provide good social media content.

All photo requests must be submitted using our Photography Request Form at least two weeks before your event or deadline. Make requests as far in advance as you can, as photography schedules fill-up fast.

Videography request should be placed at least six weeks in advance using the OBC Project Request Form. Like other project requests, a consultation will be scheduled to discuss the scope of the project before work begins. Please plan in advance and place requests as early as possible. Video production can be an involved process, sufficient time for thoughtful planning is essential.

Please see the UNTHSC policy on obtaining photo releases.

UNT Health Science Center and related clinical operations shall operate under the guidelines as governed by the Health Information Portability and Privacy Act (HIPPA) and the Family Educational Rights and Privacy Act (FERPA).

No identifying information regarding a patient may be released without specific written consent by the patient or their legal guardian.

No photo will be taken of any patient or published without express written consent by the patient or their legal guardian. The release must also be specific in terms of the usage and with the understanding that no consideration will be given in exchange for the use of any photo.

Please also remember that student records are subject to FERPA regulations and therefore may affect the ability to use a student’s photo or name in various materials. For more information please contact the Office of Brand and Communication or the Registrar’s office.
NEWS

We communicate about UNT Health Science Center via appropriate internal vehicles across campus as well as to external audiences through the news media, social media, and targeted newsletters. If you feel you have newsworthy information to share, please send your idea to news@unthsc.edu. In addition, faculty, staff and students can post their news items for the campus in Daily News.

New Leader Announcements
The Office of Brand and Communication will announce the hiring or promotion of all employees who are dean level or above, including: president, provost, senior vice president, vice president, associate and assistant vice president, executive director, dean and chair. All other external announcements will be handled by the OBC and internal. Internal announcements can be made via Daily News by the employing department.

Media

Proactive and Reactive Press Relations
The UNTHSC media relations team frequently pitches ideas to the media with the intent of highlighting accomplishments at the Health Science Center. All other proactive media contacts, for purposes of gaining media attention for a Health Science Center program, project, individual or organization, must be coordinated with the Director of Media Relations. The OBC will also handle all incoming media inquiries regarding the Health Science Center, and its faculty, staff and students in relation to their role at the Health Science Center. An OBC representative is on call at all times to handle media relations related to emergencies and crises involving the Health Science Center.

Please contact the Office of Brand and Communication about all media inquiries in order to ensure consistency of key messages, institutional direction, facts, HIPPA and FERPA compliance and overall follow-up are achieved. We can also help establish key points and provide coaching related to media interviews. We can also, if available, obtain copies of the published piece.

Media Training
Media training is offered to departments that request a formal presentation or individuals preparing for media interviews. Training includes help with messaging, positioning, appearance, and sound bites. Contact the Director of Media Relations for more information.

Crisis Communications
In the event of a crisis, the Director of Media Relations will be immediately contacted by UNTHSC administrators and will serve as the institution’s public information officer. Faculty, staff and students should refer any and all media contact on behalf of the institution to the Office of Brand and Communication.

Inclement Weather Notices
Campus facilities will close and operations will be suspended when adverse weather and/or safety hazards exist on Health Science Center property or in travel to the Health Science Center as the result of conditions such as icing/sleet or snow. The determination of an inclement weather closing is made by the university’s emergency operations team. In the event of a campus closure, the OBC will report closure information to all appropriate major media by 6:00 a.m. The Health Science Center’s main telephone number will be updated with an automated message about any closures as well as the home page on the UNTHSC website. For more details on inclement weather closures, please refer to the UNTHSC policy on inclement weather advisories.
ADVERTISING

All advertisements placed in local, state, and national media representing the UNT Health Science Center and/or its departments, programs and organizations must be approved by the Office of Brand and Communication. The only exception to this is personnel advertisements, which must be approved by Human Resource Services. Promotional advertising must be placed using non-state funds.

Advertising on behalf of the Health Science Center and/or its departments, programs and organizations without proper approval is strictly prohibited. The OBC handles all writing, designing and placing of advertisements. Exceptions to this policy can only be authorized by an appropriate representative of the OBC.

Before deciding to place an advertisement, please contact the OBC. Our staff can help you decide if advertising is the right choice, consult with you on messaging and design, and ensure you follow our brand standards. OB staff can also provide valuable assistance in understanding rate schedules and determining ideal “reach and frequency” to meet your needs within your budget.

The Health Science Center always seeks to coordinate our advertising efforts in the marketplace to align timing, messaging, impact and resources. The uncoordinated purchasing of advertising from the same media outlets by individual units results in higher costs for the institution. Collaborating to negotiate a single purchase on behalf of the Health Science Center lowers our costs. Please contact the OBC to ensure you are coordinating your efforts with others across the institution.

All advertising requires the use of the Health Science Center wordmark, which must be in a prominent location and with the proper safe space. All advertising designs must be approved by the OBC prior to purchase. Exceptions to this policy must be approved by the OBC.
DIRECT/BULK MAIL

The USPS has many complicated guidelines concerning bulk mailings. If you are considering a bulk or direct mailing, please consult with the Office of Brand and Communication to avoid unnecessary postage expenses and penalties.
STYLE GUIDE

In matters of editorial style, the prevailing standards of all Office of Brand & Communication-produced publications are those found in The Associated Press Stylebook and in the UNTHSC Style Guide on the OBC website.
UNT Health Science Center is a values-based graduate university located on 33 acres in the heart of Fort Worth’s Cultural District. Founded in 1970, the university has approximately 2,500 students across its five graduate schools: Texas College of Osteopathic Medicine, Graduate School of Biomedical Sciences, School of Public Health, School of Health Professions and the UNT System College of Pharmacy. The TCU and UNTHSC School of Medicine is scheduled to open in 2019, pending accreditation.