

Rebranding FAQs

Background information

Why are we rebranding?

The rebranding program had three objectives:

- To create a One University identity that better represents who we are and the direction we are going
- To strengthen our position and location in the Fort Worth community
- To eliminate UNT-Denton/Fort Worth confusion and maintain our formal name and position with the UNT System

How did we develop the new brand?

We worked with an expert in higher education branding, Carnegie-Dartlet, to audit our current brand. First, we spent approximately two years researching and discussing how best to portray our innovative, entrepreneurial institution that is producing the providers of the future. We gathered input from faculty, staff and students—along with members of the outside community. Then we worked with internal and external resources to develop the new visual identity. The UNT System Board of Regents approved the new brand during a meeting on Nov. 14, 2019.

What's the meaning behind our new brand?

- Through our research, we discovered that most of the confusion about our location was caused by the prominent use of UNT in our previous logo—those letters are closely associated with Denton. Therefore, the new brand emphasizes the letters HSC.
- A review of other trademarks using the letters HSC showed that they all use capital letters. Our use of lower-case letters helps distinguish us.
- The graphic element of our new logo is a stylized version of the compass rose that symbolizes [Our Values](#). The compass rose was chosen because, as President Williams has said, “Our values are driving our culture.”

How did we choose the colors?

The colors were chosen to embody our personality as determined in the research we did. These colors are in keeping with our image as a vibrant, innovative institution.

Are we changing the university's name?

No. Our official name remains the University of North Texas Health Science Center at Fort Worth.

What you need to know right now

When will the rebrand start? Will there be a kickoff event?

We will celebrate the brand debut with an event featuring food, fun and giveaways at 9:30 a.m. on Feb. 19 in the IREB Lobby. Faculty, staff, students and friends of the university all are invited to join us. You will begin seeing the new brand in use after this event.

In what order will items be rebranded?

We will gradually transition to the new brand, starting first with those items that have a strong impact externally, such as table covers used at community events and branded shirts used as uniforms. The last items to be rebranded will be inwardly facing assets such as intranet sites and ID/security badges.

Keep an eye on Daily News for updates on items that have been rebranded and are available for use.

Will we still use green as our official campus color?

No, we will use the new color [palette](#). (*Please note the colors linked here are designed to be viewed on screen. When printed as a hard copy, the colors will not appear accurately.*)

What will the rebrand include?

Eventually, everything that features our logo or our old logo colors—websites, business cards, graduation regalia, signage, email signatures, etc. On Feb. 19, the current stationery portal will go “live” with updated branded items that are pre-approved. Here are some more handy links:

- **Project Requests for the OBC:** unthsc.edu/OBCRequest
- **OBG CommKit Branded Resources:** unthsc.edu/obc
- **Stationery Portal:** printshop.unthsc.edu (If you need a login, email Laura.Carter@unthsc.edu)
- **Research Posters:** unthsc.edu/brand-and-communication/resources/research-posters/

Again, look for the updated materials to appear on Feb. 19, launch day.

What do I do with remaining supplies that have the old logo on them?

Please use them up before reordering supplies with the new logo. As a state-supported institution, we want to use our resources wisely and eliminate waste as much as possible. If you need new supplies, please work with the OBC and submit a [project request form](#) after the launch on Feb. 19.

Similar to moving to a new home or office, when it takes time to fully transition, we will have a mixture of old and new brands until we have fully “unpacked” our new brand.

When can I get a copy of the new logo?

The new logo won’t be distributed internally for do-it-yourself use until the new identity is firmly established—at least 90 days. Until then, all rebranding requests must go to the Office of Brand and Communication (OBC).

When released for do-it-yourself use, OBC will offer training on the usage policy and guidelines. Training dates will be announced via email and in Daily News. Pre-formatted templates will be available on the OBC web page beginning Feb. 19.

How can I let OBC know about my rebranding needs?

Please email obc@unthsc.edu.

Why are brand guidelines necessary?

Our logo is our identity to the world, and we always want it to look its best. The guidelines ensure the logo is clear and consistent. Our brand identity is a valuable institutional resource. It has to be protected and maintained, which is the responsibility of the Office of Brand and Communication. Successful brands have a consistent look and message.

As the new brand is implemented, more focused and streamlined guidelines will be developed and shared. Ultimately, how clearly the brand is presented and understood by the public will reflect on everyone in the HSC community. The brand guidelines help us all feature the brand in the most effective way.

Will I be able to order specialty items like polo shirts and coffee mugs?

Part of the new branding philosophy will be a more focused selection of specialty items across campus, and a more streamlined, One University approach to branding those items. Please discuss your needs with the OBC. To make the process more efficient and consistent, the OBC intends to provide a number of pre-approved branded promo items for the campus to order from online vendors, including items such as apparel, coffee mugs and pens. More details to come on this.

Who do I contact if I have questions?

Please email obc@unthsc.edu.

The OBC team members greatly appreciate your respect and collaboration as they work to ensure the brand looks its very best—following all guidelines—in all applications. Thank you for your cooperation!