



HSC MARKETING & IDENTITY GUIDE

**A visual identity guide for
The University of North Texas
Health Science Center
at Fort Worth**

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HSC MARKETING & IDENTITY GUIDE

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INTRODUCTION – THE HSC BRAND

**HSC is innovative, entrepreneurial
and determined to create a better
health future for you.**

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The University of North Texas Health Science Center at Fort Worth, or HSC, is an entrepreneurial and innovative educator, researcher and improver for the health industry.

Founded in 1970 as a single college, the university has grown into a collection of schools, colleges and research organizations on 33 acres in Fort Worth, Texas.

Every encounter with HSC is a touchpoint that delivers an experience. That experience delivers a message that connects with emotions and expectations. This overall experience, no matter how large or small, is what is called the brand.

The HSC brand identity's purpose is to reinforce these experiences through an organized and structured methodology. The primary purpose of the identity guide is to ensure consistent use of the brand elements that will result in greater awareness and a stronger reputation of the brand, thus building equity in the students, faculty, staff and the community at large.

HSC MARKETING & IDENTITY GUIDE – REQUIREMENTS FOR CONSISTENCY

This HSC Marketing & Identity Guide protects HSC's visual brand integrity and must be used with consistency. Just as a building has architectural rules, HSC has brand rules.

Strict adherence to brand rules builds brand value. Personal preferences and casual use dilute the brand equity and the integrity of HSC.

Each school and college has an Academic Communicator responsible for marketing HSC and managing the HSC brand. Each college and school will leverage the HSC brand to build market value for the HSC experience.

The Office of Marketing & Communications holds the responsibility for maintaining the enterprise use of the HSC identity. The MarCom office will work with other HSC communicators to train and review for improvement.

Quarterly review sessions will be conducted with the MarCom team to review all HSC-branded materials in a given quarter for consistency and improvement.

With any usage question, please go to your designated Academic Communicator. If there is still a question, the MarCom office can help make a brand-strengthening decision.

HELPFUL DEFINITIONS

To help in the understanding and implementation of the Marketing & Identity Guide, here are a few definitions of accepted terminology:

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Logo - a recognizable symbol or emblem that represents an organization or product.

Icon - a graphic design element included in the logo, also known as a bug.

Logotype - the styled lettering that is part of a logo and identifies an organization or product.

Brand - the attributes of an organization or product that people remember most – an intangible asset with tangible economic benefits.

Identity - the unique combination of logo, type, color schemes and graphic design that identifies an organization or product and further promotes its brand.

Graphics Standards or Identity Standards - the set of rules established by an organization to maintain the highest degree of consistency for its identity, thereby protecting its brand value.

Trademark - a trademark refers to the legal protection of brand names and logos used by organizations. Trademarks are granted by the U.S. Patent and Trademark Office.

THE OFFICIAL NAME OF THE UNIVERSITY AND HOW IT SHOULD BE USED

The official name

-

The official name of this institution is **The University of North Texas Health Science Center at Fort Worth**.

Please note:

- “The” is part of the official name, so it is capitalized when the full name is used.
- “University of North Texas” is spelled out when the full name is used.
- “at Fort Worth” is part of the official name so it always is included when the full name is used.

The first time the name appears in a document

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In most cases, the full name of the institution will be used on first reference in web stories and news releases.

Examples

The University of North Texas Health Science Center at Fort Worth celebrated the 50th anniversary of its founding with a gala event at Dickies Arena.

When John Travers first arrived at The University of North Texas Health Science Center at Fort Worth, he was a still-wet-behind-the-ears medical student.

Dr. Sylvia Trent-Adams, president of The University of North Texas Health Science Center at Fort Worth, announced a new initiative that could revolutionize the diagnosis and treatment of Alzheimer’s disease.

Approved alternatives for subsequent references

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On second and all subsequent references, there are several approved alternatives:

- **HSC.** All caps, never lowercase (except in the logo). Do not use “the” before HSC.
- **HSC at Fort Worth.** Once again, no “the.”
- **HSC Fort Worth**
- **The Health Science Center.** Can be used with or without “at Fort Worth” depending on the context and writer preference. “The” is only capitalized if it begins the sentence.

Exceptions

The official name – The University of North Texas Health Science Center at Fort Worth – is long and unwieldy. In some cases, it will be awkward or otherwise impractical to refer to the official name on first reference.

Examples

HSC pharmacy student John Brown was a big winner in Research Appreciation Day competitions.

At HSC at Fort Worth, collaboration is stressed in every aspect of its operation.

The Health Science Center at Fort Worth puts its money where its values are.

In such cases, one of the alternatives listed above can be used on first reference. Whenever possible, “Fort Worth” should be included (i.e., **HSC at Fort Worth or the Health Science Center at Fort Worth**).

However, when an alternative to the official name is used on first reference, the institution’s full and complete name must be used as soon as is practical in the ensuing text. No exceptions.

Ad copy and marketing collateral

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In advertising copy and market-collateral text, alternatives to the official name are permitted in all references. No mention of the full name is required, as long as the ad or the collateral piece is branded with the official logo and the word mark. Specific questions about use of the official name should be directed to MarCom.

The AP Stylebook primarily is used as a source for rules on grammar, punctuation, word usage and journalistic style for all of HSC’s marketing and communications pieces.

HSC OFFICIAL BOR- APPROVED LOGO

This is the official logo approved for HSC by the UNT System Board of Regents. Note: the logo should always appear with the registered trademark symbol.



HSC CONSTRUCTION, SPACING AND MINIMUM SIZE

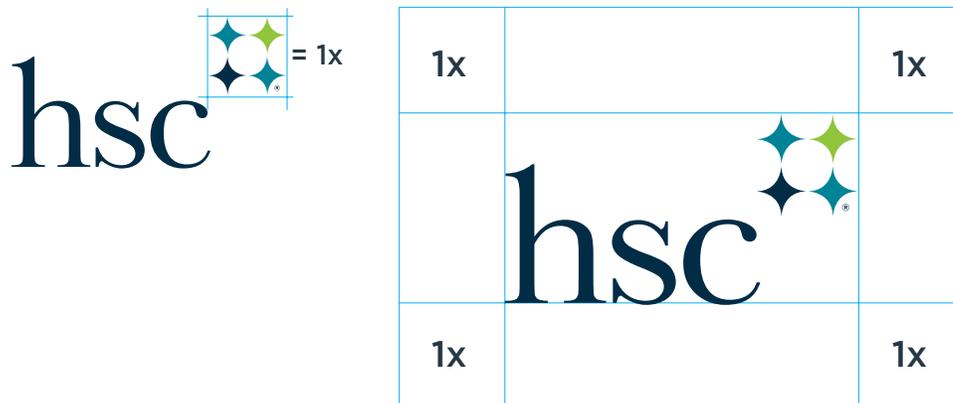
In order to preserve consistent identity standards, it is important that the HSC logo always appears in the correct configuration and with the proper amount of white space around it (also referred to as the Area of Isolation).

Area of Isolation/Clear Space

-

Headlines, subheads, text and other graphics must not be allowed to violate this area. To determine the correct amount of area, please adhere to the basic formula outlined here.

The spacing rule for the HSC logo is determined by the star group icon.



Minimum Size

-

Minimum use size: .75 inches in length.
(With exception of business cards managed by MarCom.)
Use 1x spacing.



HSC OFFICIAL BOR- APPROVED NAME GRAPHIC

**This is the official name and name
graphic approved by the UNT
System Board of Regents.**

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THE UNIVERSITY *of* NORTH TEXAS
HEALTH SCIENCE CENTER *at* FORT WORTH

HSC NAME GRAPHIC CONSTRUCTION, SPACING AND MINIMUM SIZE

In order to preserve consistent identity standards, it is important that the HSC name always appears in the correct configuration (including line breaks) and with the proper amount of white space around it (also referred to as the Area of Isolation).

Area of Isolation/Clear Space

-

Headlines, subheads, text and other graphics must not be allowed to violate this area. To determine the correct amount of area, please adhere to the basic formula outlined here.

The spacing for the HSC official name is determined by the width of the word "Worth" in the name.

		= 1x (w)	
= 1x (w)			= 1x (w)
	THE UNIVERSITY <i>of</i> NORTH TEXAS HEALTH SCIENCE CENTER <i>at</i> FORT WORTH		
= 1x (w)			= 1x (w)

Minimum Size

-

Minimum use size: 1.75 inch in length.
(With exception of business cards managed by MarCom.) Use 1x spacing.



HSC LOGO AND OFFICIAL NAME LOCKUP

There will be times when the logo and name graphic will need to be used together as one unit. Here is the official lock-up configuration for these situations:



HSC LOGO AND OFFICIAL NAME LOCKUP (CONTINUED)

Area of Isolation/Clear Space

-

Headlines, subheads, text and other graphics must not be allowed to violate this area. To determine the correct amount of area, please adhere to the basic formula outlined here.

The spacing for the HSC official Logo and Name Graphic is determined by the star group icon.



Minimum Size

-

Minimum use size for official horizontal logo: 2.25" in length. (With exception of business cards managed by MarCom.) Use 1x spacing.



Minimum use size for official stacked logo: 1" in length. (With exception of business cards managed by MarCom.) Use 1x spacing.



HSC OFFICIAL LOGO, AND SCHOOL AND COLLEGE NAME ARCHITECTURE

**This is the official HSC Logo
configuration for all schools and
colleges approved by the UNT System
Board of Regents**

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HSC OFFICIAL LOGO, AND SCHOOL AND COLLEGE NAME ARCHITECTURE (CONTINUED)





HSC LOGO WITH SCHOOL OR COLLEGE NAME, SPACING AND MINIMUM SIZE

In order to preserve consistent identity standards across all schools and colleges at HSC, it is important that the school or college name always appears in the correct configuration and with the proper amount of white space around it (also referred to as the Area of Isolation).

Area of Isolation/Clear Space

-

Headlines, subheads, text and other graphics must not be allowed to violate this area. To determine the correct amount of area, please adhere to the basic formula outlined here.

The spacing rule for the HSC logo with School or College name is determined by the star group icon.



Minimum Size

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Minimum use size for official school and college horizontal logo: 2.25" in length. (With exception of business cards managed by MarCom.) Use 1x spacing.



Minimum use size for official school and college stacked logo: 1" in length. (With exception of business cards managed by MarCom.) Use 1x spacing.



SUB-BRAND EXCEPTION PROCESS

Under the [Institutional Brand Identity Policy](#), approved sub-brands are the only entities allowed to have an auxiliary logo. This auxiliary logo must comply with institutional identity guidelines.

All institutional logos, including the auxiliary logos of approved sub-brands, are to be developed by MarCom. Any request for or discussion of a logo should be initiated with the MarCom team and will follow the exception process outlined below. The sub-brand exception process has two key phases. Once Phase 1 is completed and if approved sub-brand status is authorized, an auxiliary logo can then be developed as the second step.

Phase 1

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Step 1

The initiator will secure the support of their unit leadership up to and including their President's Cabinet representative. This leadership support is required in order to be considered for an exception and granted official sub-brand status.

Step 2

Both the initiator's and MarCom's (only if dissenting) summary statements must be submitted in writing to the MarCom senior leader.

Step 3

The senior leader of MarCom will determine whether official sub-brand status is legitimately necessary and in the best interest of the organization. If it is determined sub-brand status is not necessary, the exception request is declined and no further action is needed.

Phase 2

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Step 3

If the exception is approved and sub-brand status is granted, the initiator will continue to work with MarCom to develop the logo within the parameters of the Institutional Brand Identity Policy.

Step 4

If the exception request is not approved for sub-brand status, the applying entity will not be given the rights of an approved sub-brand (including the ability to have an auxiliary logo, and no further action will be taken. However, the applying entity will have an appropriate brand extension graphic and may continue to communicate and promote itself with materials featuring HSC branding.

**Considerations of exception approval for grant-related programs may be given when deemed necessary.*

OFFICIAL HSC COLOR PALETTE

Rules for Using Color

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This HSC color palette has been carefully and thoughtfully created to present the brand in the best way possible, no matter the environment in which the logo is reproduced. These colors and color mixes are the only colors to be used when reproducing the logo.

1. HSC Graphite is the dominant color and is to be used exclusively in one-color needs, except in black and white or grayscale situations like a newspaper.
2. HSC Teal is an accent color to HSC Graphite. It can be used in graphic elements, such as headlines, graphic rules and blocks of color to accentuate a design. Care must be taken to not overuse the color and to make sure its use does not detract from the HSC logo.
3. HSC Modern Green is a minor accent color and can be used sparingly in a design, if needed. HSC Modern Green should never be more than 10% to 15% of the total design area.
4. In all cases, the HSC logo must be applied in 100% opacity.



Which color mode is right for your use?

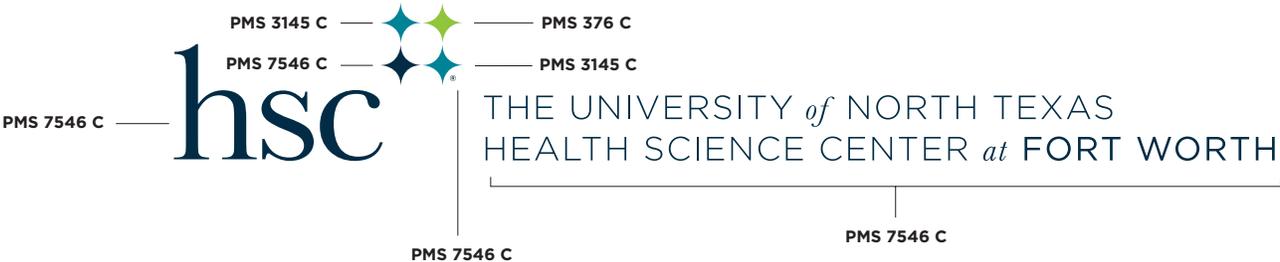
-

There are two types of basic usage/color modes that need to be considered — print and digital.

For printing anything, including brochures, posters, T-shirts, specialty items, etc., it is best to use PMS colors when the budget allows. However, the most common color space for printing, and the most economical, is usually CMYK. So for print, use a CMYK file or, if budget allows, a PMS Color file.

Digital includes everything on the web, such as social media, banner ads and websites. Digital also includes PowerPoint presentations, video and anything projected or viewed on a screen. The two types of files to be used for digital are either RGB or HEX. Either is acceptable in most instances.

Three-Color Version – For use when printing with solid PMS Colors. EX: Business cards and official letterheads that are conventionally printed.



Four-Color Version/Full-color Version – For use in four-color process printing. This version can also be used when printing from a color office printer.

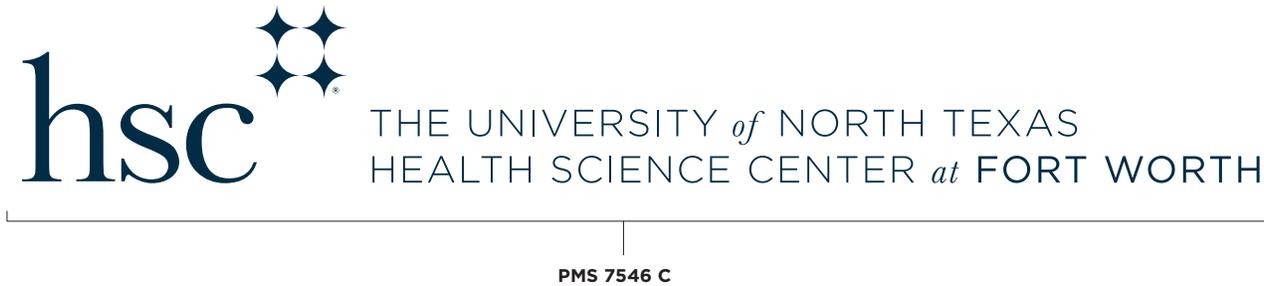


OFFICIAL HSC COLOR PALETTE (CONTINUED)

RGB and HEX Versions — to be used for screens and web applications, including computers, video, websites and social media applications.



One-Color Version – When only one color can be used, the HSC Graphite color is the color of choice. Never produce a one-color version in HSC Teal or HSC Modern Green.



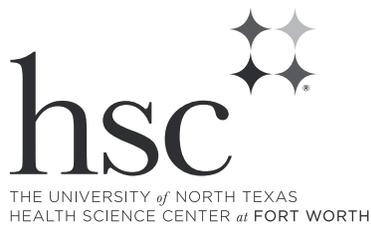
Additional colors

-

Use of other colors, such as gold or silver, are at the express discretion of MarCom. All requests for special use, such as gold or silver foil stamping, will be reviewed on a case-by-case basis.

OFFICIAL HSC COLOR PALETTE (CONTINUED)

Grayscale, Black and White Versions – In situations when black and white printing is necessary and a screen mix is not available, a black form of the logo is available in a version suitable for display on a solid white background, and a white version is designed to be reversed out of a solid black background. In certain situations when the printing process is of high-quality, the grayscale version can be used.



INCORRECT USAGE OF THE HSC LOGO

The HSC logo is trademark registered with the U. S. Patent and Trademark Office. This means that the identity is protected against unauthorized usage. Straying or varying from the design code outlined in this Marketing & Identity Guide will dilute the value of the brand, and it will erode any legal protection for the brand elements.

Therefore, it is critical that the HSC logo be used exactly as set forth in this Marketing & Identity Guide. Variations are NOT acceptable, including, but not limited to, the following examples:

Do not stretch or condense.



INCORRECT USAGE OF THE HSC LOGO (CONTINUED)

Do not place on busy or distracting backgrounds.



Do not recolor or reorganize the colors of the logo.



Do not replace the font for “hsc” with another font.



Do not replicate or redraw any elements in the logo.



Do not place the mark in a different position relative to the font.



Do not place on an angle or on the vertical.



INCORRECT USAGE OF THE HSC LOGO (CONTINUED)

Do not use the logo as part of a headline or body copy.

 **Natiasit utatemp
oreicie ndenduc ientur
susanderum autempo**

 Natiasit utatemp oreicie ndenduc ientur susanderum autempo rrumquo
cupa derupta tecaecumqui renit ea si dollaborum quis as ditia
conectusdam que net voloribus doluptur sed mo eiunt lat la ex eum et
labor rem venihic idesequis dolum fugiatempore la derspe vendaessequo mi, et aut officti
as modipsunt.

Do not add modifying or descriptive words to the logo.


THE UNIVERSITY of NORTH TEXAS
HEALTH SCIENCE CENTER at FORT WORTH
Iberia es re est vero ius et mint

 **Iberia es re est**
THE UNIVERSITY of NORTH TEXAS
HEALTH SCIENCE CENTER at FORT WORTH

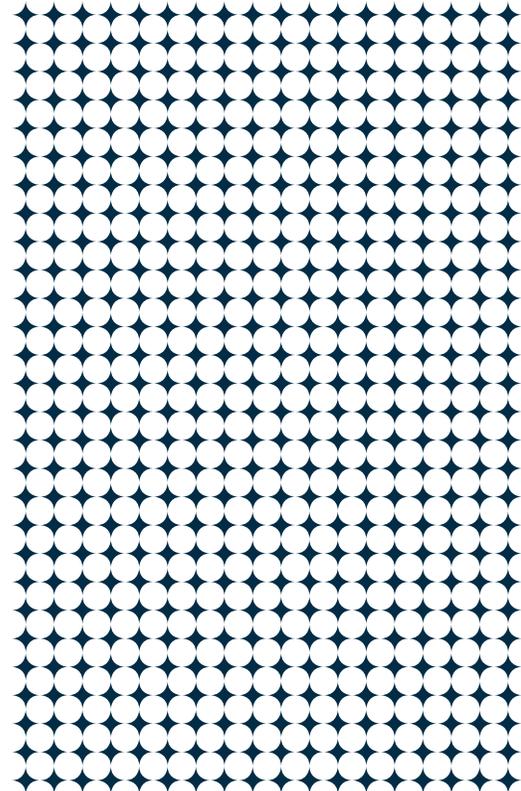
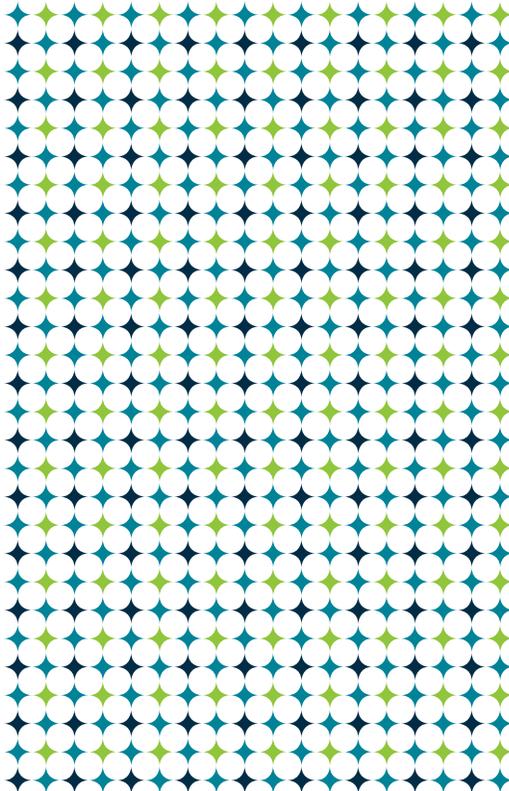

THE UNIVERSITY of NORTH TEXAS
HEALTH SCIENCE CENTER at FORT WORTH
**Iberia es re est vero ius et
mint dendae ne con cone
persper enimi,**

UNIQUE GRAPHIC ELEMENTS

Special elements designed for special uses

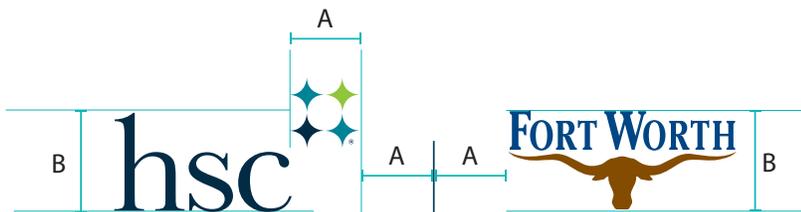
-

In all branding standards, there are special and unique opportunities that are exceptions to the rules. While they may break the rules, in the right context, certain exceptions can work to further build the brand in the eyes of the viewer. These exceptions, such as the pattern created from the logo seen below, are designed by and approved by MarCom. No other department, school or college is allowed to create exceptions unless they gain approval from MarCom. Too many exceptions can cause the brand to fragment over time. This is why exceptions must be few, and those must go through a rigorous design review process.



COBRANDING USAGE OF HSC LOGO

When the official HSC logo is used in combination with partner organizations' logos, please follow the sample guidelines provided below.



COBRANDING USAGE OF HSC SCHOOL AND COLLEGE LOGOS

When the official HSC logo is used in combination with an individual college or school logo, please follow the sample guidelines provided below.



OFFICIAL HSC SEAL

Use of the HSC seal is limited and requires the advance approval of MarCom. For more information, see HSC's [Institutional Brand Identity policy](#).



OFFICIAL STATIONERY ARCHITECTURE FOR HSC

Stationery, and business papers in general, are the purest form of the brand. For this reason, consistency is paramount in the design and production of all business papers. Consistency builds, maintains and grows the brand value. All HSC letterhead, envelopes and business cards must conform to the design illustrated here. MarCom is responsible for designing all stationery and business papers. Approved letterhead for each college and school also is available on the [MarCom template resource page](#).



OFFICIAL HSC EMAIL SIGNATURE

Maintaining the brand one email at a time

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The email signature is a great opportunity to build the brand on a day-to-day basis. With this in mind, MarCom has developed a standard for email signatures that should be adhered to across the university. Each individual should set up a signature to match the sample below, including size of logo as well as font styles and sizes. For help setting up the email signature in your program, please contact [MarCom](#).



Arial Bold. 12 pt. Black ————— **John Smith | Web Developer**
Arial Bold. 10 pt. Black ————— **Marketing and Communications**
Arial Regular 10 pt. Black ————— a: 3500 Camp Bowie Blvd., Fort Worth, Texas 76107
Arial Regular 10 pt. Black ————— p: 817-735-0540

TEMPLATES

MarCom provides several do-it-yourself templates for HSC-branded items, such as posters, brochures, flyers and PowerPoint presentations.

Visit [MarCom's template resource page](#).

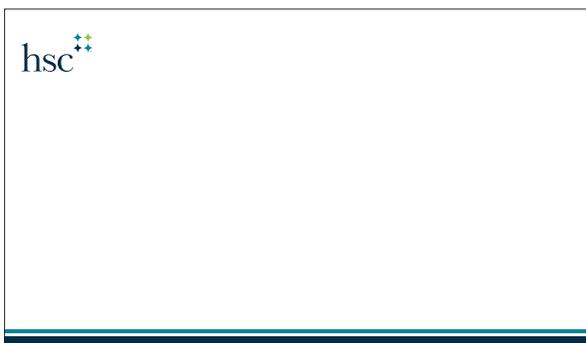
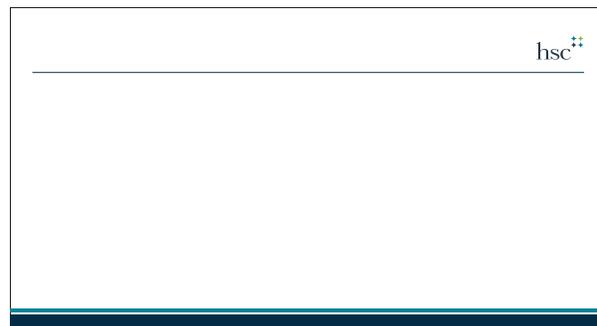
OFFICIAL SOCIAL MEDIA GUIDELINES

Social media is integral in communicating with students, faculty, staff and the community at large. Because of this, great care must be taken in how the HSC logo is utilized within the social environment.

For more information, please read the [Social Media and Professionalism](#) policy or contact [MarCom](#).

PRESENTATION GRAPHICS AND TEMPLATES

When giving a presentation or lecture on behalf of HSC, it is imperative to do so within the brand standards. MarCom has developed a PowerPoint template for use by faculty and staff that can be customized for each presentation. Contact MarCom for the template, or visit [MarCom's template resource page](#).



OFFICIAL HSC FONTS

These typefaces have been carefully selected to work within an overall design system. No other versions of these typefaces are acceptable. Please do not introduce any other typeface for any reason.

The following typefaces are approved as the primary font families for use in the HSC identity system:

Primary Fonts for Headlines and Subheads

-

Gotham medium for headlines.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Gotham regular for subheads.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Other weights within the Gotham font family can be used as well when necessitated by the design.

Primary Fonts for Body Copy

-

Baskerville - all weights.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Baskerville is to be used when there is a large amount of copy, such as within a brochure, or for the bulk of the copy in an ad.

OFFICIAL HSC ALTERNATIVE FONTS

These alternative typefaces have been carefully selected to work within an overall design system. No other versions of these typefaces are acceptable. Please do not introduce any other typeface. The following typefaces are approved as the primary alternative font families for use in the HSC identity system when Gotham is not available.

Primary Fonts for Headlines and Subheads

-

Arial bold for headlines.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Arial regular for subheads.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Other weights within the Arial font family can be used as well when necessitated by the design.

Primary Fonts for Body Copy

-

Times New Roman - all weights.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Times New Roman is to be used when there is a large amount of copy, such as within a brochure, or for the bulk of the copy in an ad.

SPECIALTY ADVERTISING AND PROMOTIONAL ITEMS

Maintaining a strong brand means including those specialty items that need to be produced from time to time — like university giveaways at events, name tags, specialty clothing, coffee mugs and ties. To ensure that the HSC brand is consistent, **ALL specialty items must be submitted to MarCom for design approval and production. Only MarCom has the authority to authorize these items.**

Visit [Shophsc.com](https://shophsc.com) for MarCom-approved items ready to be ordered. Fifteen percent of all proceeds go to the **UNTHSC Foundation**.

Questions about orders? Email marketing@unthsc.edu.







THE UNIVERSITY *of* NORTH TEXAS
HEALTH SCIENCE CENTER *at* FORT WORTH

MARKETING &
COMMUNICATIONS