

Marketing and Identity Guide

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INTRODUCTION

This marketing and identity guide is designed to be a comprehensive aid in planning and executing your marketing and communications efforts. Please familiarize yourself with the information provided as the Regent's Rules and Health Science Center policy requires these guidelines to be followed.

WORKING WITH MARKETING

The Marketing & Communications Department operates like an in-house advertising and public relations agency. We are available to assist with a variety of marketing and communications needs and our services are available at no charge.

Once you've determined that you have a marketing, communication or promotion need, please contact our office. We will discuss your needs and the complexity of your project and advise you on the best options to achieve your goals. In order to allow enough time to ensure a well thought out, high-quality product we need you to contact us no later than **three to four weeks before** you need your finished product. Here are a few steps you should follow to help us help you:

1. Contact Marketing & Communications at least 3 to 4 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. A brainstorming meeting 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. It is essentially a person's gut feeling about a product, service, or company. Logos are not brands; they are merely representations of brands. We are striving to develop a strong, positive brand for the Health Science Center that is based on our mission, vision and values.

Mission: To improve the health and quality of life for the people of Texas and beyond through excellence in education, research, clinical care and community engagement and to provide national leadership in primary care.

Vision: To become a top 10 health science center.

Values: Compassion, Integrity, Excellence, Innovation, Teamwork, and Pride

Brand Promise

The characterization of our brand is voiced through our **Brand Promise** which is defined as a statement of the enduring, relevant and distinctive benefits customers associate with a product, service or company. The UNT Health Science Center has established the following brand promise:

“Solutions for a healthier community”

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 the Health Science Center whether for internal or external use. Exceptions to this requirement can only be granted by Marketing and Communications. 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 Marketing & Communications in advance.
- The UNT Health Science Center 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 must appear at the top of all UNTHSC websites with no scrolling necessary.
- The wordmark cannot be altered from its original form and cannot be smaller than 1 ¼ inches in width on printed materials.
- The wordmark can not be stretched, rearranged or altered in any way other than proportional scaling and appropriate use of color. The mark must maintain a ratio of 6:1 (width: height). To check this, divide the length by the height.
- The wordmark should always appear in [UNT green](#), white or black 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.
- An 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.
- 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 at www.hsc.unt.edu/media.

If you are unsure about how to incorporate the wordmark into your design or how large it should be, contact Marketing & Communications at (817) 735-5149.

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 color combinations included below are the only approved color combinations for the word mark.

*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 Marketing & Communications for assistance determining the appropriate mix for your project.



Typography

Consistency of typography is one way to create a consistent 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. The fonts must be purchased from a licensed software/font vendor. 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 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 Marketing Department 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.

HIT Institutes and Centers: An optional back to the card may be developed in order to incorporate logos and information unique to the center or institute. The additional side to the business card will be developed by Biomedical Communications in collaboration with Marketing & Communications and may incur additional printing costs.

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.

Please see the [Electronic Communications](#) section of this guide for information on e-letterhead templates.

Only HIT 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 either Marketing & Communications or Biomedical Communications.

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.



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.hsc.unt.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.

University web templates

[Web templates](#) are available through Web Development at or the standard UNTHSC template is 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 include 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.

The UNT Health Science Center uses social media to help communicate its messages to internal and external audiences. The Marketing & Communications Department manages the UNT Health Science Center's official pages on social media sites including Facebook, Twitter, Flickr and YouTube.

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

Guidelines for using social media at the 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 the UNT Health Science Center is subject to HIPAA, FERPA and Acceptable Electronic Communications Use policies.
2. Consult the Marketing & Communications Department before starting a blog or social media profile for your UNT Health Science Center 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 the UNT Health Science Center on any blogs or social media sites, including personal sites, unless you are authorized to do so by the Marketing and Communications Department.
6. Follow branding guidelines set by Marketing and Communications.
 - a. Do not use the UNT Health Science Center logos without approval from the Marketing & Communications Department.
 - b. Only use approved institutional colors in your design.
7. Where you can, include links to the main UNT Health Science Center 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 the Health Science Center's Acceptable Electronic Use Policy.** Pay special attention to Section 1 regarding authorized use of UNT Health Science Center resources.
2. **Use your personal e-mail address on your blog or social media profiles.** All UNT Health Science Center 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 the UNT Health Science Center is apparent, make it clear that you are not speaking on behalf of the UNT 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 the Health Science Center.

4. Don’t speak on behalf of the UNT Health Science Center without the permission of the Marketing & Communications Department.

- a. If you are unsure if it is appropriate to post any information about the UNT Health Science Center on a personal blog or social media profile, ask the Marketing & Communications Department first.
- b. If communicating on a blog or social media site about the UNT Health Science Center, identify your connection to and your role at the Health Science Center.
- c. If you see information or comments about the UNT Health Science Center on a blog, website or social media site that you think requires a response, contact the Marketing & Communications Department.

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.

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 Marketing & Communications Department 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.

PowerPoint Presentation Template

A branded [PowerPoint template](#) is available for download.

Nexus Screens

Copy and Policy TBD

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 Marketing & Communications for assistance in promoting your event as soon as you have determined the date and location.

The Special Events Administrator 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 Administrator for information and consultation appointments or to obtain an event checklist.

Promotional Giveaways

The Marketing & Communications Department orders a limited supply of branded giveaways for promotional purposes. These items are paid for out of the Marketing budget and will be used for events, projects, etc. that are initiated by the Marketing Department or for which Marketing has responsibility. On a limited basis, small quantities of items may be available to be given to other departments for promotional purposes. However, this availability is not guaranteed and departments, individuals, etc. are responsible for anticipating their own need for giveaways and their budgeting and ordering accordingly. We are happy to consult with you on your promotional item needs as well as recommend vendors, assist with the creation of artwork and review designs for brand guideline adherence. Any imprinted designs not generated by Marketing & Communications must be forwarded to Marketing 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 Marketing & Communications Department. There is also a selection of event equipment available for check-out through the Special Events Administrator 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

In general, the sponsoring organization or department is responsible for photography at an event. Representatives from the organization or department may take the photos themselves, may contact Biomedical Communications to arrange for photography by the official UNTHSC photographer or hire an outside photographer.

The Office of Marketing & Communications only photographs events if the photos are needed for a communication vehicle produced by the Office of Marketing & Communications.

Regardless of who photographs the event, photo releases must be obtained per UNT Health Science Center Photo Release Policy.

CAMPUS COMMUNICATIONS

Daily News

The Daily News is sent daily to UNTHSC employees and students to keep the campus aware of events, announcements, educational opportunities, birthdays, lunch menus, etc. All UNTHSC employees and students are allowed to self-post to the Daily News e-newsletter in accordance with the [Campus Communications policy](#). The “submitter” must log in with their network user ID and password and are personally responsible for their submissions. The Campus News section is reserved for posting strategic and institutional news deemed important to the advancement of the institution by Marketing & Communications. Daily News also is posted on the UNTHSC intranet each morning before approximately 8 a.m. Deadline for submission is midnight for publication in the next day’s issue.

NewsFlash

Campus-wide email distribution (also known as NewsFlash) is reserved for immediate electronic messages that affect the health and safety of employees and students on campus. Information Technology, Facilities, the Office of the President and Marketing & Communications have the authority to issue **News Flashes** based on the criteria that the information is critical to the immediate safety and health of individuals at the institution.

Group E-mail Distribution

Departments and individuals should be judicious in sending e-mail to the all faculty, all staff and/or all student distribution groups within Outlook. According to the UNTHSC [Acceptable Electronic Communications Use Policy](#), e-mail 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 e-mail such as retirement recognitions, open houses, sudden cancellations, deadline reminders, etc. Only select UNTHSC users, approved by a dean, department head, vice president or higher level management official, will be granted the ability to send e-mail to the all staff and/or all student e-mail distribution lists.

Use of the electronic mail distribution groups is not for personal announcements including lost items, items for sale, or other similar uses. Notices of baby showers, birthday celebrations or other restricted or departmental events should be communicated using a targeted distribution. The UNTHSC administration has authorized certain types of advertisements to be posted on [Treasure Chest](#) and through notices placed in the [Daily News](#). Contact the EBAC for further information on policies, procedures and use of Treasure Chest.

Connection

Connection is a website dedicated to internal feature stories (generally written by the Marketing & Communications staff) that don’t require the immediacy of announcements in Daily News. Connection stories should be of interest to a broad audience. Contact the Marketing & Communications Department to submit story ideas for Connection. The Connection website is updated several times per week. <http://connections.hsc.unt.edu/>

Intranet

The intranet is a portal to internal websites, resources and links to other key sites such as the Internet home page, Connection, and MyHSC. Contact the Marketing & Communications Department with questions about the intranet home page.

Special Circumstances**Announcing a Death or a Funeral**

To share news of the death or memorial/funeral service of a current UNTHSC faculty member, staff member or student in a timely and accurate manner, the Office of Marketing & Communications will help post information about deaths in Daily News, but only after receiving complete memorial/funeral service details.

Please note that while full information is being awaited, this information can be posted by anyone with a Novell username and password on Daily News. Also, departments or schools that have lost a member are welcome to alert their department and/or the campus via e-mail. However, Marketing & Communications will not send all-campus e-mails to announce deaths or memorial/funeral services. The only exception will be if 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 flag will be lowered to half-staff for three days in honor of the passing of a current employee or student.

Bulletin Boards/Campus Postings

Copy/Policy TBD

Communications Team

The Communications Team was created to facilitate communication in all directions. Members are appointed by the Leadership Team and meet bi-monthly. Communications Team committees are formed when needed to address specific communications issues. Marketing & Communications facilitates the meetings and the team's projects.

PUBLICATIONS

Any printed collateral material or publications (brochures, fliers, newsletters, etc.) intended for mailing/distribution to external audiences must be approved by the Marketing & Communications Department and designed professionally by Marketing & Communications, Biomedical Communications or an outside designer with brand identity approval by Marketing.

North Texas Health & Science

North Texas Health & Science magazine is published three times per year by the Marketing & Communications Department and distributed to faculty, staff, students, alumni, patients, business leaders, elected officials, governance and advisory groups, industry leaders, media representatives and current and potential donors.

Marketing & Communications determines the magazine's format, content and presentation style. Please note that suggestions for content should be of broad interest, appropriate for an external audience and increase awareness of the 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. All staff, faculty and students are encouraged to submit story ideas as long as they meet these criteria. Also, all material considered for use in *North Texas Health & Science* magazine is subject to editorial revision for clarity, style, appropriateness and space requirements. All material is subject to administrative review.

Synergy

Synergy is the annual research report for the UNT Health Science Center. It is published by the Research Office in collaboration with the Marketing & Communications Department. The publication features the accomplishments of UNTHSC scientists in cutting-edge research, analysis and treatment of diseases, and the propulsion of discoveries from the bench to the bedside to the community.

All material considered for use in *Synergy* is subject to editorial revision for clarity, style, appropriateness and space requirements. All material is subject to administrative review.

Health & Science Highlights

Health and Science Highlights is a monthly e-newsletter produced by Marketing & Communications for the UNTHSC President for a targeted external audience. It is a summary of UNTHSC news and events of interest to key external recipients. All material is subject to administrative review.

PHOTOGRAPHY AND VIDEOGRAPHY

Please see the UNTHSC policy on obtaining [photo releases](#) -- TBD.

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 Marketing & Communications or the Registrar's office.

NEWS

We communicate about the UNT Health Science Center via appropriate internal vehicles across campus as well as to local, regional and national communities via print, broadcast and electronic media.

If you feel you have newsworthy information to share, please send a summary of the news item to news@hsc.unt.edu. The information will be evaluated for inclusion in internal vehicles (Connection, etc.) and/or distribution externally via *North Texas Health & Science*, *Health & Science Highlights*, social media, traditional media or the Internet. In addition, faculty, staff and students can post their news items for the campus in [Daily News](#).

New Leader Announcements

Marketing & Communications will announce the hiring or promotion of all employees who are at the director level or above, including: president, provost, senior vice president, vice president, associate and assistance vice president, executive director, dean and chair. This announcement will include the following:

External announcements

A news release and an Internet Highlight item will be issued stating the new leader's start date and featuring a photo.

The "Leadership" page on the UNTHSC website will be updated by The Office of the President.

The employing department will update its website (if applicable).

An announcement of the new leader's position in an institutional publication (magazine, e-newsletter, research annual report, etc.) will be issued by the Marketing & Communications Department at the publication editor's discretion.

Internal Announcements

The employing department can announce the new leader's information in Daily News when a contract (if applicable) is final.

Marketing & Communications will include an article and photo in Connection on the new leader.

NOTE: Individuals leaving a department/institution are not announced. Retirement parties should be announced by the department via Daily News. See guidelines for death/funeral notices for more information about those circumstances.

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 Public Relations Director. Marketing & Communications 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. A Marketing & Communications representative is on call at all times to handle media relations related to emergencies and crises involving the Health Science Center.

Please contact the Marketing & Communications Department 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.

Crisis Communications

In the event of a crisis (natural or man-made disaster), the Public Relations Director will be contacted by Health Science Center administrators immediately 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 Marketing & Communications department in accordance with the [Crisis Communication Plan](#).

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, as appropriate. Contact the Director of Public Relations for more information.

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 UNTHSC Police in conjunction with the Chief Medical Officer of UNT Health.

In the event of a campus closure, Marketing & Communications will report closure information to all appropriate major media by 5:00 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 web site. 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 Marketing & Communications Department. 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. Marketing & Communications, with the assistance of Biomedical Communications, handles all writing, designing and placing of advertisements. Exceptions to this policy can only be authorized by an appropriate representative of the Marketing & Communications Department.

Prior to deciding that advertising is the best route for your communications needs, please contact the Marketing & Communications Department. Marketing staff can help you decide if advertising is the right choice, consult with you on messaging and ensure you follow our brand standards. Marketing 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 from a strategic timing, messaging, impact and budget point of view. The uncoordinated purchasing of advertising by individual units from the same media outlets results in higher costs for the institution. Collaborating on advertising purchases and negotiating a single purchase on behalf of the Health Science Center lowers our costs. Please contact Marketing to ensure you are coordinating your efforts with Marketing & Communications and 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 free space around it. All advertising designs must be approved by the Marketing & Communications Department prior to purchase. Exceptions to this policy must be approved by Marketing.

DIRECT/BULK MAIL

The USPS has many complicated guidelines concerning bulk mailings. If you are considering a bulk or direct mailing, please consult with Marketing & Communications to avoid unnecessary postage expenses and penalties.

STYLE GUIDE

In matters of editorial style, the prevailing standards of all Marketing & Communications-produced publications are those found in The Associated Press Stylebook and in the [UNTHSC Style Guide](#) on the Marketing & Communications Web site.

BOILER-PLATE COPY

The UNT Health Science Center comprises the Texas College of Osteopathic Medicine, the Graduate School of Biomedical Sciences, the School of Public Health, the School of Health Professions and UNT Health, the center's multi-specialty medical practice. Key areas of strength include aging and Alzheimer's disease, applied genetics and primary care and prevention. This year, the Texas College of Osteopathic Medicine was named a top-50 medical school in primary care by *U.S. News & World Report* for the tenth consecutive year. The Health Science Center contributes more than \$500 million to the Tarrant County and Texas economies annually.