

TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER

Operating Policy and Procedure

HSC OP: 67.01, **Publication Guidelines**

PURPOSE: The purpose of this Health Sciences Center Operating Policy and Procedure (HSC OP) is to establish consistency in the use of Texas Tech University System and TTUHSC brand.

REVIEW: This HSC OP will be reviewed on September 1 of each even-numbered year (ENY) by the Managing Director for Communications and Marketing, with recommendations for revision forwarded to the Office of the Vice President for External Relations. The Office of the Vice President for External Relations manages the Texas Tech University Health Sciences Center brand through the implementation and oversight of the Visual Identity Guidelines. Within these guidelines, the office produces various publications and provides publication assistance to schools and units.

2. All TTUHSC staff are required to use the Visual Identity Guidelines (<https://www.ttuhsbrand.com/>)

for all external or internal publications and communications in any medium, including letterhead, reports, magazines, newsletters, signage, presentations, and information published on the TTUHSC website. If graphical representation is desired on official internal or external publications, staff and faculty must follow the guidelines and use the templates provided, all of which work together to establish the university's comprehensive visual identity. Final drafts of publications created on behalf of TTUHSC or one of its entities must be submitted to the office of Communications and Marketing for review and approval before distribution.

3.