

UT Health San Antonio

Brand Guidelines



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From the President

The University of Texas Health Science Center at San Antonio, now using the shorter, easier name of UT Health San Antonio, is many things to many people. It is superior teaching, research and patient care. It is opportunity. It is the ability to Make Lives Better™. All of these aspects contribute to UT Health San Antonio's brand. A brand is not simply a mark, logo or symbol. It is a promise. It denotes a pledge that UT Health San Antonio makes to people who look to it for leadership and excellence in higher education, biomedical research and health care. It is vital that we deliver on this pledge, that we work tirelessly to strengthen it, and that we effectively communicate it to the public. A unified brand management strategy is central to our ability to build public awareness of what we stand for and to demonstrate our relevance to people's lives.

One aspect of UT Health San Antonio's brand is our visual identity. When the public views an item that carries our organization's visual identity, they form or modify an opinion about our character, values, standards and goals. More than colors, fonts and logos, our brand and visual identity is an important marketing and communications tool that must be employed with care and consideration.

This becomes increasingly significant as we seek to define and differentiate ourselves in the increasingly crowded marketplace of education, health care and research. Like any successful and self-confident organization, we need to communicate our excellence to the world with a unified identity, which strengthens our brand.

This guide creates a framework whereby all UT Health San Antonio organizations and units can present themselves to Texas and the world with a unified look and brand standard, while maintaining the individuality that we prize. We hope you will find these guidelines to be useful and that you employ them in ways that suit your specific needs.



William L. Henrich, M.D., MACP

President

The University of Texas Health Science Center
at San Antonio

UT Health San Antonio Brand Promise

Brand Vision

Together, we champion health for all

Brand Positioning

For people working together to create a healthier tomorrow, today, UT Health San Antonio is advancing health for all through education, discovery and care

Brand Personality

Trusted, forward-thinking catalysts
Compassionate healers

Brand Affiliation

Health wise

Note: The language of our Brand Promise provides a strategic foundation for people inside our organization. This is not meant to be used as "boilerplate" copy when communicating to outside audiences.

Brand Promise

Background

Preceding the branding efforts with Richards/Carlberg, The University of Texas Health Science Center at San Antonio decided to change its DBA (doing business as) name to UT Health San Antonio. The prior unwieldy and hard-to-grasp name resulted in people referring to the organization by different names—“UTHSCSA” (pronounced “U-tesk-uh”), the Health Science Center, etc.—and caused confusion with other institutions (mainly UTSA and University Health System).

The name change will take place first internally and later externally. This is a major opportunity for cohesion and recognition for the UT Health San Antonio brand, and the decision had a significant impact on preparations for the Spherical® branding workshop. The brand’s 57-year history faces an important moment of alignment, which brought us together to define and generate support for the new brand direction.

On July 11, 2016, key stakeholders of UT Health San Antonio, along with a team from Richards/Carlberg, participated in a workshop to develop a focused brand identity for UT Health San Antonio. The workshop was designed to support brand development engagement and feedback activities enabling Richards/Carlberg to help:

Define the UT Health San Antonio brand vision, brand positioning, brand personality and brand affiliation

Develop conviction around the UT Health San Antonio brand promise among key internal stakeholders

Provide a road map for all UT Health San Antonio brand stakeholders to ensure consistency and integration at every point of contact

Before the workshop, more than 40 of UT Health San Antonio’s key stakeholders participated in interviews that informed the research and framework of the Spherical branding workshop. As UT Health San Antonio’s brand communications group, the team from Richards/Carlberg brought together many of the previously interviewed stakeholders and other representatives from across the institution for the workshop. The aim of the workshop was to build integrated brand strategies that will allow us to consistently and effectively communicate our new brand direction to our internal and external audiences.

The brand promise will serve as the strategic foundation for all future decisions related to the UT Health San Antonio brand. This document elaborates on the findings and outcomes of the Spherical branding workshop.

Brand Promise Elaborative

What Is a Brand?

Our brand is our future. Industries and competition evolve. Copyrights enter the public domain. Technology becomes obsolete. Consumer preferences change.

Only one thing never expires: our brand.

Understanding what our brand stands for today enables our organization to communicate clearly and consistently with every audience. It helps us define our strengths and our purpose so that we can lay a strong foundation for future ideas, growth, and expansion.

A brand is not a name, a logo or an ad campaign. A brand is a promise.

Our brand is a promise to each patient, student, donor, researcher, and faculty or staff member to whom we will deliver a specific product, service or experience. This promise must be consistently upheld to earn their trust and their loyalty.

Of all the things we own, nothing is as important, as valuable, or as enduring.

Brand Vision

The brand vision—the highest calling of our brand—is much more than a mission statement; it defines the aspiration of UT Health San Antonio. It is the reason our brand exists, and it inspires us to believe in, and deliver on, our brand promise. The brand vision is specific enough to define the role we now play in people's lives but broad enough to allow us to grow.

Together, we champion health for all

Our brand vision begins with a declaration of our collaborative spirit. Our strength comes from the combination of our four missions: education, research, patient care, and community. Collaboration among all those endeavors allows for a comprehensive approach to health. Each of our functions and departments works *together* to propel our vision. We use what we discover in research to treat those in need and teach future practitioners. We lose our cohesiveness when we operate in silos. Therefore, this aspect of our brand vision is also a motivator for the future to maintain our collaborative spirit. To pursue our brand vision, we must work together.

Through our collaborative spirit, we take on a position of leadership in our field. We exist to *champion* health. We stay on the leading edge of research, treatments and

Brand Promise Elaborative

academics. Others observe what we put into practice and try to implement what we discover. Furthermore, we are champions for more than just one aspect of specialization of health. UT Health San Antonio takes a holistic approach to health—seeing wellness as not just medicine or symptoms but a combination of the whole person. This comprehensive approach to patient care is bolstered by our approach to education, research and community. Like our patients, we see the students, faculty, and staff as whole persons. We don't limit their training, education, curriculum or field strictly to their specialization. Similarly, our approach to research spans its effects in the classroom, in practice and in medicine as a whole.

Finally, our brand vision is a mission that benefits everyone. UT Health San Antonio treats, teaches, and employs people of all demographics and socioeconomic classes. We will always exist as a safety net for those in need and we will continue to be champions of health *for all*. An important factor ensuring our egalitarian approach is that we are a state-system institution. While the stability of our business is important, whether our programs are profiting is not the driving force behind our organization. Of greater concern to us is how our programs are benefiting people in need of care. This allows us the integrity to do what's right for the health needs of our community without exception. It also allows us to deliver the comprehensive value of research,

education, and care that is retained in our community without having to focus on earning double-digit margins to return to shareholders. We recognize that the research we pursue, and the students we teach, will impact the future of health in and outside of San Antonio. As a result, UT Health San Antonio is truly championing health for all.

Brand Promise Elaborative

Brand Positioning

Future success of UT Health San Antonio will depend on our ability to differentiate ourselves from other brands with seemingly similar goals. To accomplish this, our brand must have a positioning that optimizes its appeal by being relevant to the largest possible audience base.

Our brand positioning defines the way our constituents think about our brand and the category in which it competes. It has three parts: the target audience, or the potential audience for UT Health San Antonio; the most compelling benefit that separates and distinguishes UT Health San Antonio from all our competitors; and the *reasons to believe*, which provide evidence of how we can deliver our most compelling benefit.

For people working together to create a healthier tomorrow, today, UT Health San Antonio is advancing health for all through education, discovery, and care

Target Audience

The target audience describes the group attracted to our brand as well as those we want to attract. Our target is wide-ranging, including faculty, staff, students, researchers, alumni, donors, philanthropists, patients, funders and the community at large. Their needs and interests

range from treatment to education to funding, which significantly impacts and improves their community. Even with the varied nature of its members, our target audience is defined by commonalities that transcend institutions and perspectives to unite them on a deeper level. These commonalities include members' highest priorities, strongest motivations and most important behaviors.

People working together to create a healthier tomorrow, today

Like our brand vision, our target audience is inclusive and collaborative. We seek to attract, at the very core, *people*. Our target is not limited to any of the audiences we employ, teach or serve. Instead, we attract anyone who shares a common goal to create a healthier tomorrow, today.

Creating a healthier tomorrow takes leadership and ownership. Our students invest their educational dollars in UT Health San Antonio because they want to take the future of health into their own hands. Our faculty and staff are unique in their approach to teaching, researching and practicing medicine in that they are lifelong learners. Never resting on tried-and-true, they strive to advance the mission of UT Health San Antonio. Our donors' perspective on creating a healthier tomorrow is that of

Brand Promise Elaborative

supporting San Antonio to bring the best healthcare right to their city. While there are applications of this level of initiative in research, education and patient care, this is an especially interesting target audience description when it comes to our patients. People who choose us as their health care provider believe in us because, like us, they are *creating* a healthier tomorrow for themselves, their families and their communities.

Our target audience's shared ambition for creating a healthier tomorrow is not an idealistic dream. Rather, it is grounded in fact, measured goals, and collaboration. The gratification of their shared hope may lie in the future, but the work is happening now. It starts today.

Most Compelling Benefit

The most compelling benefit is what sets us apart from other brands in our competitive set. It identifies the needs and desires of our target audience that will keep our brand relevant and powerful over time—through economic cycles, cultural changes, shifts in the health care industry, and the evolution of our brand. It lies at the intersection of what's meaningful to our users and the strengths our brand delivers.

Advancing health for all

The notion that we are *advancing* health is a rich and complex benefit. It speaks to our position of leadership and a pioneering spirit. UT Health San Antonio is pushing boundaries in research, academics and patient care, all for the benefit and advancement of health. The image of UT Health San Antonio as a torchbearer, leading the way through undiscovered, uncertain territory, comes to mind in this benefit statement.

Declaring that we are advancing *health* is as important as the advancements we make. Our most compelling benefit would have a completely different meaning if it read, “advancing scientific research” or “advancing patient care.” The idea of advancing health speaks to the comprehensive approach we take to health care. We don't treat isolated symptoms; we don't choose patients, admit students, or support research only so far as it benefits our specializations. Instead, we pursue the advancement of health as a whole.

Our most compelling benefit becomes complete when we reiterate that we are advancing health for *all*. Like our brand vision and our target audience description, our most compelling benefit is inclusive, seeking to help as broad an audience as possible. This idea has implications for the type of research we'll do, the type of staff we'll hire and the types of students we'll accept. We aim to benefit and support the greater good of health through every decision, in every department, for everyone.

Brand Promise Elaborative

Reasons to Believe

The reasons to believe are the proof points that bolster our most compelling benefit. They provide the logical and tangible evidence our target audience looks for when choosing between UT Health San Antonio and a competitor. Without them, the most compelling benefit seems lofty and aimless. The reasons to believe give it weight and direction.

Through education, discovery and care

Our reasons to believe are defined by our core missions. Each piece supports the others in a cycle. These offerings breathe truth into our most compelling benefit and set us apart from our competitors.

Education—As part of the prestigious University of Texas system, we exist as San Antonio's only academic medical center for the training of our students. They are our first and foremost priority and, without them, we would cease to exist. With five different schools that each excel at a national level, we are shaping students who will go on to advance the future of health. With nearly 56 different degree specialties, our influence spreads across many disciplines to solve innumerable illnesses. We foster our comprehensive approach to health in the classroom. Our focus on interprofessional education opportunities teaches our students that health is a team sport and that the success of one school or patient is a victory for us all.

Discovery—Our dedication to research has an enormous impact on our most compelling benefit. Unlike other organizations, our position as a leader in biomedical research means we are always exploring and pursuing discoveries in bioscience that provide solutions for society. From our notable research findings in key areas of aging and longevity, cancer, cardiovascular, diabetes, military health, neurosciences and regenerative medicine to our relationships in the bioscience sector, we continually push for innovation and collaboration. We can more rapidly apply our findings to our practices, giving us a faster bench-to-bedside transition. Our faculty are actively researching in their fields and training the next generation of experts in biomedicine (Ph.D. research scientists, doctors, dentists, nurses and other health professionals) about what they are learning. UT Health San Antonio is a powerhouse in the bioscience sector of research and development in San Antonio and South Texas.

Care—Patient care is the output of our dedication to education and discovery. We are able to offer access to more patient care specialties and subspecialties than any other provider in the region. Because we have world-class faculty, researchers and students, we can provide our patients with higher-quality care and a better experience. Our renowned faculty and staff are dedicated to providing exceptional care for their patients and investing in the

Brand Promise Elaborative

future of each student. Not only are our students brilliant and ambitious, but their involvement brings more attention to every single patient who walks through our doors. The interdisciplinary approach to each patient's case means more comprehensive, thoughtful, advanced care. Our involvement in education and research adds immeasurable value to our patient care and better outcomes.

UT Health San Antonio's patient care is distinguished by the diversity of our faculty, staff and students. Diverse in our ages, races, genders and backgrounds, we are a reflection of the patients we serve. In fact, the U.S. Department of Education named UT Health San Antonio an Hispanic-serving institution, and we rank among the top schools in the nation for graduating Hispanic health care providers. The diversity among our students and staff ingratiates our patients to us.

Brand Promise Elaborative

Brand Personality

We assign human characteristics and personality traits to our brand to bring it to life and give it dimension in a way that provides a more emotional point of difference relative to our competitors. It is important to remember that these personality traits describe our brand, not our target audience. These traits work together to ultimately project a desirable personality to attract the most likely prospects to the UT Health San Antonio brand. Our brand personality should serve as a filter to drive the voice, tone and feel at all points of contact with our target audience.

Trusted, forward-thinking catalysts
Compassionate healers

Trusted

UT Health San Antonio's brand of trust points to our leadership in teaching, healing and research. We take pride in running a premier organization that is motivated by our dedication to ethics. We recognize that when patients choose us, they are putting their life or the life of their loved one in our hands. We encounter them in a state of vulnerability and uncertainty, and we take earning their trust to heart.

Beyond the trust of our patients, we also earn the trust of our students, researchers, faculty and staff. Students trust that by attending UT Health San Antonio, they will have opportunities they wouldn't elsewhere and will be shaped into the best health care professionals they can be. Our researchers, faculty and staff entrust their careers, their principles and their reputation to us. We recognize that in order to execute on our most compelling benefit of *advancing health*, it is essential that we have the trust of our audiences.

Forward-Thinking

Keeping our eyes on the future is a foundational aspect of UT Health San Antonio's personality—we set high standards and never settle for less than excellence. We are at the forefront of biomedicine and health sciences. We thrive on pioneering and new discovery to impact health and society. We are proactive. We are curious. We exemplify the drive and determination to find solutions. We recognize opportunities enabling us to explore new avenues to teach, to discover and to provide patient-focused, comprehensive health care.

Brand Promise Elaborative

Catalysts

To be trusted and forward-thinking establishes a reputation for our brand, but it is not fully actionable. Describing our brand as *catalysts* shows that we are a motivating force in the academic health community. We are fully grounded in the scientific research we pursue and incorporate into our classrooms and practices. The actions we take to discover and implement new, scientific truth are concrete proof that we are committed to advancing health sciences and finding answers. The very reason that we *are* trusted and forward-thinking is because of our nature as a catalyst driven to turn our thought into investigation and then into action. We are a brand that ignites research and best practices for ourselves and the academic health community at large.

Compassionate

To be trusted and forward-thinking catalysts brings a great deal of respect to our brand and our personality. Yet there is an element of warmth that would be missing if our brand personality stopped there. Our approach is encompassing. It mimics our city's culture of being protective toward, loyal to and supportive of a better life for all. At UT Health San Antonio, we care—about the whole person and the whole problem. We are not cold, emotionless scientists. We are not inaccessible, intimidating academics. We are human and thrive in a culture where we share common goals and

values with our own patients, students, researchers, faculty and staff. We are as invested in making excellent providers at the top of the field, who are motivated by human needs, as we are in healing our patients. We are not just experts in understanding people or just skilled in high science—we bring the two together to serve as a mentor, guide and shepherd to our students, our patients and all those with whom we interact.

Healers

We are healers. We are proven, grounded, ahead of the curve and caring in our approach to health and well-being. To us, being a healer means—as we heard in one stakeholder interview—that we are “your wingman for the duration.” We are committed to seeing our patients through whatever battle they face. They count on us to assure them that we’re not going anywhere, because we’re here to help them get back to their life. Our students and employees benefit from that same level of loyalty we give to our patients. We see research through to its conclusion, and support our students individually from day one until graduation, because we are committed to creating future healers too.

Brand Promise Elaborative

Brand Affiliation

People choose brands that fit the identity they want to present to others. They ask whether a brand helps them build the aspirational image they have of themselves.

For the academic health category, this is especially true. When students decide which school to attend, where to pursue their research where to donate their support, or to which provider they will entrust their life, the outcome of their education, research, or care will say a lot about them as a person. So it is essential that our target audience's image of UT Health San Antonio be an identity they affiliate with, admire, or aspire to be like.

Health wise

Our brand affiliation of *health wise* implies that anyone who uses our services, attends our school, or works at UT Health San Antonio is approaching health smartly. People see them as someone who approaches their decisions with intelligence and discernment. When they make a decision, they have studied their options and choose based on research, experience and reputation.

To be wise also indicates a level of experience or age. To be health wise means a person decided to interact with UT Health San Antonio from a perspective of practiced

understanding. This does not mean we serve or hire only an older audience; rather, it is a shared perspective of those who affiliate with UT Health San Antonio. They are wise, often beyond their years.

Knowledge is power, and information makes things less intimidating and unknown. All who encounter UT Health San Antonio should walk away from every interaction feeling smarter and more confident about health than before. Those considering becoming a student, a researcher, or a member of our faculty or staff, choose us because they trust that coming here means gaining knowledge from nationally recognized faculty members who are dedicated to the pursuit of exceptional health education. Donors and influencers rest at ease when they recognize that supporting UT Health San Antonio is a wise investment in the advancement of health in their city. Anyone considering becoming a patient of UT Health San Antonio, chooses us because they observe that we make our patients feel more confident, informed and well-advised about their health with every interaction.

Brand Promise Elaborative

Our Responsibility in Bringing the Brand to Life

We all share the responsibility of living up to the UT Health San Antonio brand and ensuring that it is consistently communicated across all touchpoints. After all, a brand is not just a name, a slogan, a logo or an ad campaign. It goes beyond these elements, because a compelling brand transcends the sum of its own parts. A good brand builds trust; it endears.

A brand is a promise.

A promise that each time someone comes in contact with UT Health San Antonio, our brand will deliver. Our brand stands for specific values and priorities, and it will behave in a consistent manner that will leave a lasting impression.

A brand is intangible, abstract, even theoretical by design, yet a brand is very much built on tangible day-to-day realities. As members of the UT Health San Antonio team, we are the keepers of our brand promise. We must deliver on that promise at every point of contact with our target audience through everything we execute—whether it's marketing materials, the implementation of new research, the expansion of our organization, the hiring of new employees, or the ways we communicate internally and externally. Therefore, it is critical that each of us understands the nature of our brand promise, takes pride in it, and recognizes how our individual performance delivers on that promise.

Correct Usage of our Name

The consistent use of our name plays a critical role in the university's identity system by building greater recognition throughout the community and the world.

Although we are now adding a "DBA" (Doing Business As) name for the university, our formal, official, Regental name—given to us by The University of Texas System Board of Regents—remains unchanged.

Official/Regental Name

The University of Texas Health Science Center at San Antonio

When writing text for brochures, press releases, print ads and other longer pieces of communication, the recommended designations for our name are:

First Reference

The University of Texas Health Science Center at San Antonio

Second Reference

UT Health San Antonio

(This is the new "DBA" (Doing Business As) name for the university.)

Third Reference

UT Health San Antonio

or: the Health Science Center

or: the university

or: the health science center

or: an academic health center

Correct Usage of our Name

Clinical practice names (First reference)

UT Health Physicians
or: UT Health Physicians practice
or: the physicians practice of UT Health San Antonio

UT Dentistry

UT Health Nursing practice

UT Health San Antonio MD Anderson Cancer Center

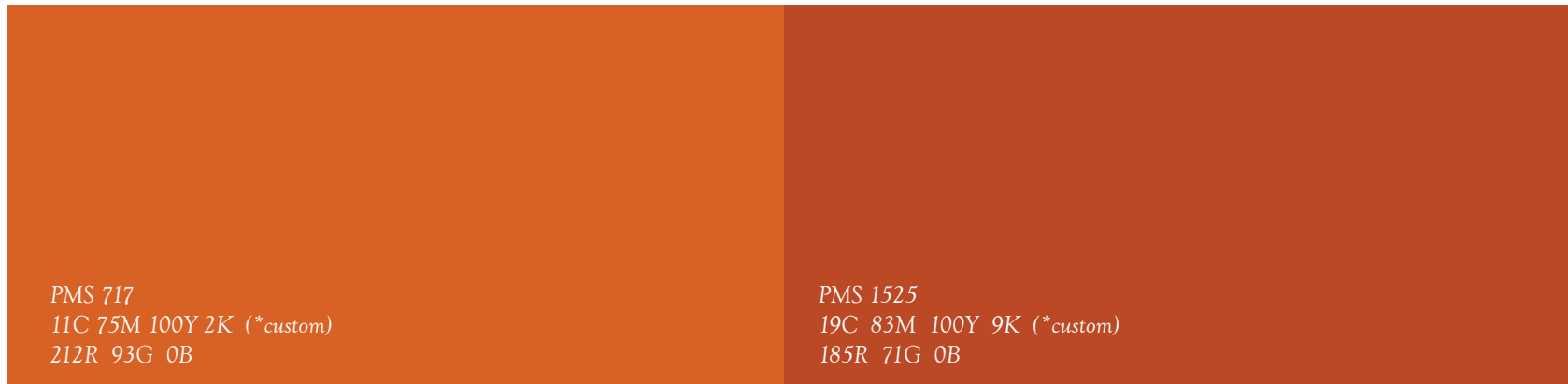
When the UT Health San Antonio name appears as text, there should be no space between the “U” and the “T,” and periods are not used in the “UT” abbreviation. Do not break “UT” and “Health” onto separate lines when writing the institution name.

Abbreviations and acronyms, such as “UTHSCSA” or “UTHSA,” are not to be used in any outward-facing communications as they fail to clearly convey our name, identity and reputation to the general public.

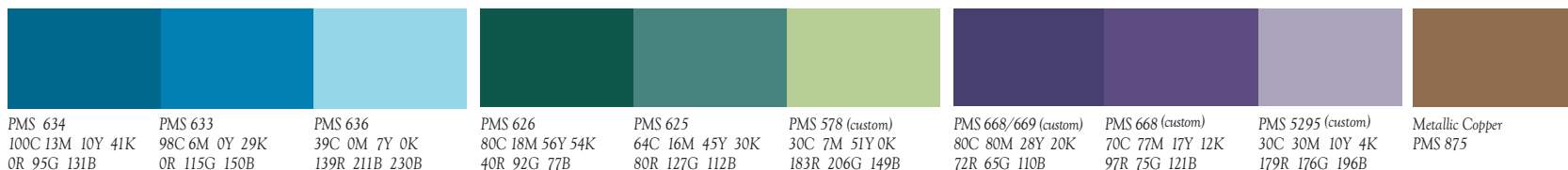
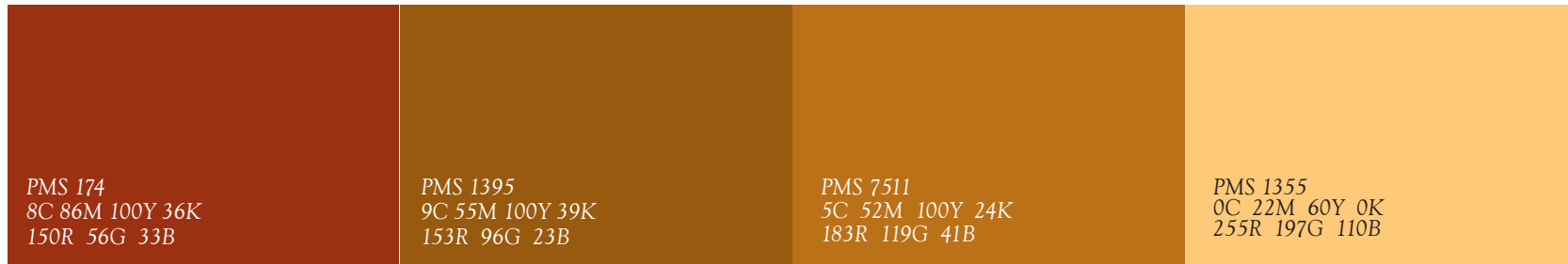
Color Palette

By implementing these identity colors across different materials, UT Health San Antonio can develop a signature look.

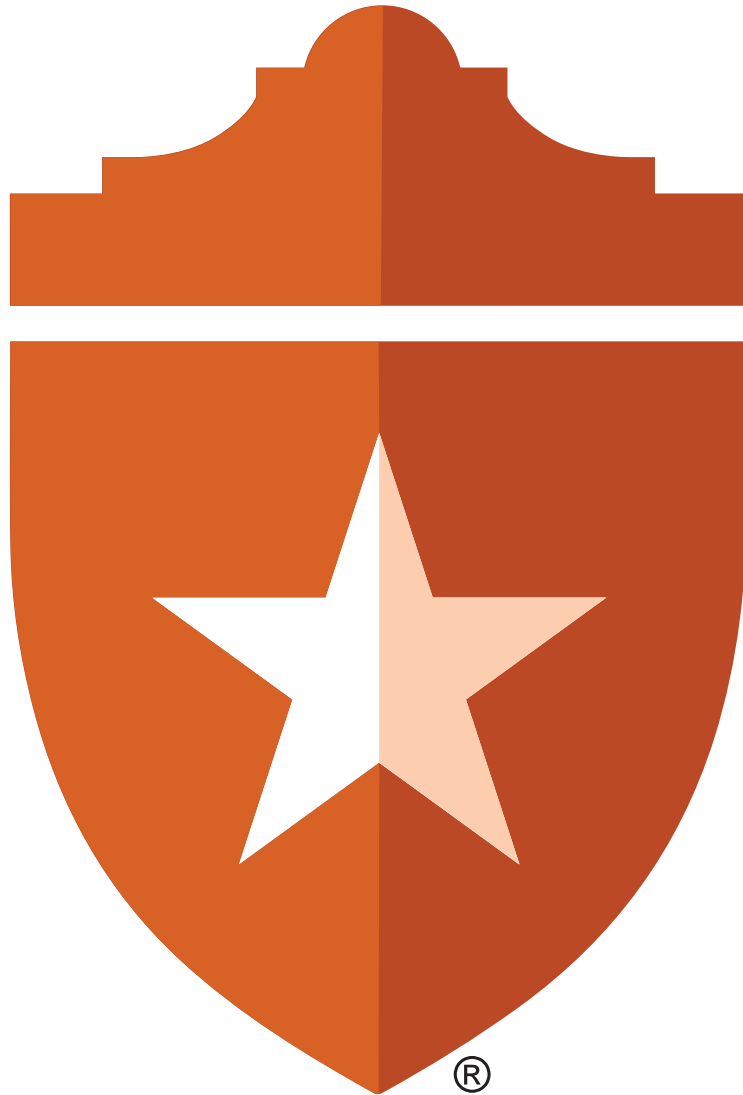
Our primary color is orange.



Additional colors to complement our primary colors:



Icon Symbolism



The new logo for UT Health San Antonio was designed to convey the prestigious nature of our organization. It is intended to reflect the trust and high esteem that the university has earned.

Inspired by our official seal. The new logo is created from elements of The University of Texas Health Science Center's official seal. Members of our school of medicine faculty advocated for the use of the shield as our symbol. Shields have long represented illustrious academic organizations. The shield shape was kept, and modernized, to communicate that we are an academic institution. The star in the center of the shield was kept, and simplified, to represent Texas pride.

Taking advantage of the great reputation of the UT System. The new shield logo is in two tones of orange. While this is *not* the same Pantone Matching System (PMS) color as the UT Austin burnt orange, the colors do have a family connection. We use two tones of brighter orange to make the shield more dimensional.

Born in San Antonio. Our impressive academic pursuits and our forward-thinking research discoveries all start here in San Antonio. With the shape of the Alamo atop our shield logo, we customize the standard academic shield to reflect our connection with our city. We are San Antonio's only academic health center and essential to its economic engine in the bioscience industry. For patients, having San Antonio imagery conveys that we are the health resource for *their* city. For faculty and students, this recognizes that our world-changing medical advances have all started in this remarkable place.

Communicating Health. While the icon part of our new logo (shown on the following page) conveys that we are an academic health center based in San Antonio, and that we are related to the UT System, the logotype reinforces that we are all about "health." The font is Goudy, which is classic, prestigious and very legible. The word "Health" is the largest word in our new name, to communicate that health is central to our mission.

Logo Usage

A unified communications program is central to our ability to build public awareness of what we stand for and to demonstrate our relevance to people's lives.

One aspect of our university's brand is our visual identity. When the public views an item that carries UT Health San Antonio's visual identity, they form or modify an opinion about our character, values, standards and goals. More than colors, fonts and logos, our identity is an important communications tool and must be employed with care and consideration. This becomes increasingly significant as we seek to define and differentiate ourselves in the increasingly crowded marketplace of education, health care and research. Like any successful and self-confident organization, we need to communicate our excellence to the world with a unified identity, which strengthens our brand.

The consistent use of our logo plays a critical role in the university's identity system by building greater recognition – throughout the community and the world – of our health science center. Therefore, it must take precedence over the use of any other icon/graphics symbol being used to represent a unit of the UT Health San Antonio.

Approval from the Office of Communications must be obtained for exceptions to the use of the logo or a customized version of it.

Logo HORIZONTAL COLOR (PREFERRED FORMAT)



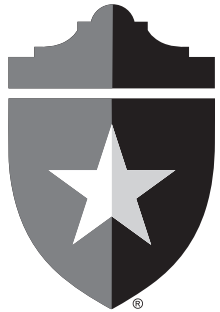
UT Health
San Antonio

Logo VERTICAL COLOR



UT Health
San Antonio

Logo HORIZONTAL - GREYSSCALE, B&W, REVERSED



UT Health
San Antonio



UT Health
San Antonio



UT Health
San Antonio

Logo VERTICAL - GREYSCALE, B&W, REVERSED



UT Health
San Antonio



UT Health
San Antonio



UT Health
San Antonio

Logo MINIMUM SIZE



UT Health
San Antonio



UT Health
San Antonio

For most uses, size the logo so that
"UT Health" is 2 inches wide or larger.



These specially altered logos for use in small sizes
should be used when the width of "UT Health"
is *less than 2 inches wide*.
It can *never* be less than .75" wide.

Logo CLEAR SPACE



Leave a clear space around the logo
that is no less than the width of the "H" in "Health".
(Occasionally elements can be closer than this, such as on a
billboard where the logo needs to be large for legibility.)

Logo WITH FULL OFFICIAL NAME



UT Health

San Antonio

The University of Texas
Health Science Center at San Antonio

Academic Logos HORIZONTAL



Academic Logos VERTICAL



UT Health
San Antonio

Long School of Medicine



UT Health
San Antonio

School of Dentistry



UT Health
San Antonio

School of Nursing



UT Health
San Antonio

School of
Health Professions



UT Health
San Antonio

Graduate School of
Biomedical Sciences

Patient Care Logos HORIZONTAL



Patient Care Logos VERTICAL



UT Health
San Antonio

Physicians



UT Health
San Antonio

Dentistry



UT Health
San Antonio

Nursing



UT Health
San Antonio

Health
Professions

Patient Care Logos

The Mays Cancer Center is the newly named home to UT Health San Antonio MD Anderson Cancer Center.



Additional Logos HORIZONTAL

A sub-brand can be added underneath the master brand logo mark. Sub-brands are allowed a maximum of two lines and do not extend beyond the orange rule.



Additional Logos VERTICAL

A sub-brand can be added underneath the master brand logo mark. Sub-brands are allowed a maximum of two lines and do not extend beyond the orange rule.



UT Health

San Antonio

Admissions



UT Health

San Antonio

Human Resources



UT Health

San Antonio

Alumni Association



UT Health

San Antonio

Regional Campus
Laredo

Logos for Embroidery

These logos have been altered to maintain the integrity of the logo when embroidered.

The type in these logos is thinner than in regular logos, since the threads make the letters thicker when embroidered.

The letters in these logos are also spaced out more, so that they do not "plug up" when embroidered.



Social Media Icons

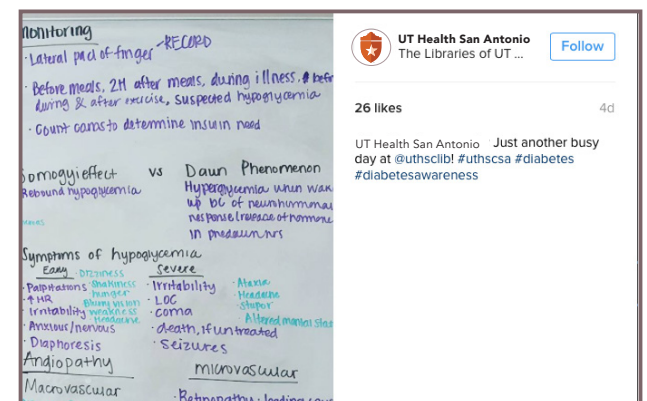
Our shield logo is typically accompanied by the UT Health San Antonio logotype. However, for social media, the shield can be used as the small icon (as shown below).



Facebook



Twitter



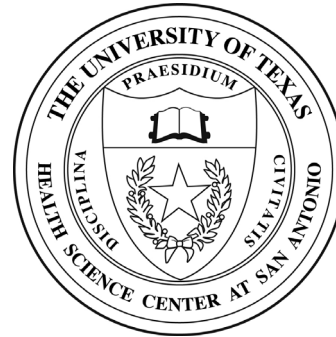
Instagram

Social Media photo style:

For photos that have a long life, such as the Facebook timeline photo, use a tinted photo in our brand image style.

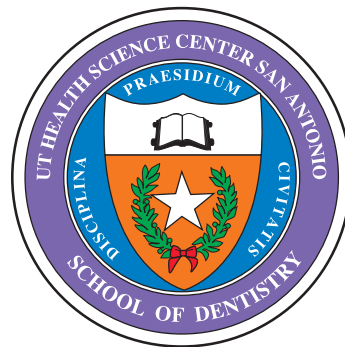
Daily posts can be full color and do not have to adhere to the brand style.

Official Seals



These seals are considered the most formal symbols of the institution. Use is reserved for official business, including business papers of the Office of the President. The seals are used on commencement materials, certificates, service awards and legal documents.

They are for special use by the President and Deans, and are not meant for marketing materials.



Typography-Serif

"Typography is the clothing that words wear."

It is important to consistently use our brand fonts, so that our brand is always "dressed" in a consistent style that portrays our institution as trusted, forward-thinking and compassionate. Our main brand font is a serif font, Goudy.

Logos and Headlines

Goudy Oldstyle (with stroke)

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Our logos – and many headlines – are set in Goudy Oldstyle. To make the font more legible at a distance without getting too bold, designers using the software InDesign can add a thin line ("stroke") around the text. On 30-point text, as shown here, use a .25" stroke. It is recommended that the stroked type be “converted to outlines” so that it is crisp.

Headlines and Subheads

Goudy Oldstyle Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

This weight of our brand font can also be used for headlines and subheads. People who do not have InDesign will use this font weight. Goudy Oldstyle Bold has more variation in the thick and thin parts of each letter than Goudy Oldstyle with a stroke.

Typography-Serif

Body Copy Text

Goudy Oldstyle

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

This is the regular weight of our brand font and is always used for body copy.

Recommended sizes for collateral marketing materials:

- 10-point type with 12-point leading
- 12-point type with 14-point leading
- 14-point type with 16-point leading

Captions

Goudy Oldstyle Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

The italic weight of our brand font is intended for captions and callouts, or for italicizing a publication name.

Typography-Sans Serif

Subheads

Avenir Black

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

This sans serif font is mostly used for subheads, which break up sections of body copy.
Do not use it as the main headline font or for multiple paragraphs of body copy.

Typography-Alternate Fonts

It is recommended that the main brand fonts (Goudy and Avenir) be used in all communications. However, when those fonts are not available (for a PowerPoint or Word document), use these alternate fonts.

Headlines and Subheads

Georgia Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Body Copy Text

Georgia

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Captions

Georgia Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Subheads

Arial Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

E-mail Signature

Heather Adkins


Vice President and Chief
Marketing & Communications Officer

UT Health San Antonio
7703 Floyd Curl Drive, Mail Code 0000
San Antonio, Texas 78229
513.478.2152 (M)
210.567.1764 (W)

adkinsH3@uthscsa.edu



Business Cards




UT Health
San Antonio

Heather Adkins
Vice President and Chief
Marketing & Communications Officer

UT Health San Antonio
7703 Floyd Curl Drive, Mail Code 0000
San Antonio, Texas 78229
513.478.2152 (M)
210.567.1764 (W)

adkinsH3@uthscsa.edu



UT Health
San Antonio
Physicians

Carlos A. Rosende, M.D., F.A.C.S.
Executive Vice Dean for Clinical Affairs
Executive Director, UT Health Physicians
Long School of Medicine
Office of the Dean

7703 Floyd Curl Drive, Mail Code 7977
San Antonio, Texas 78229-3900
210.450.0636 Fax: 210.562.9399

rosende@uthscsa.edu
UTHealthcare.org




UT Health
San Antonio
Dentistry

Diane J. Sullivan, DDS
Clinical Assistant Professor
Department of Comprehensive Dentistry

8210 Floyd Curl Drive, Mail Code 8125
San Antonio, TX 78229-3923
Office: 210.450.3343 Fax: 210.450.2215
Appointments: 210.450.3337

sullivanand@uthscsa.edu
UTDentistry.org



Mays Cancer Center

UT Health MDAnderson
San Antonio **Cancer Center**

Debra Reyes
Patient Sponsor Billing Coordinator
Patient Financial Services
Clinical Trials Office

7979 Wurzbach Road, MC 8229
Zeller Building, Suite Z427
San Antonio, TX 78229
210.450.1580

Reyesdl@uthscsa.edu
MaysCancerCenter.com

Letterhead & Envelope



The University of Texas Health
Science Center at San Antonio

School or Center or Institute

Department name (optional)
7703 Floyd Curl Drive, Mail Code 0000
San Antonio, Texas 78229

School, Department or Office

Mail Code 0000 | 7703 Floyd Curl Drive | San Antonio, Texas 78229 | 210.567.0000 | fax 210.567.0000 | uthscsa.edu

Letterhead & Envelope



Department or Clinic
7979 Wurzbach Road, Mail Code 0000
San Antonio, Texas 78229