

UT Health San Antonio™  
Brand Guidelines

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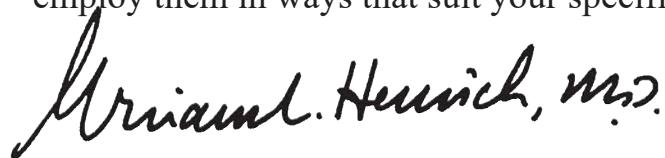
# From the President

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.

A handwritten signature in black ink that reads "William L. Henrich, M.D." The signature is fluid and cursive, with "William L." on the first line and "Henrich, M.D." on the second line.

William L. Henrich, M.D., MACP  
President The University of Texas Health Science Center  
at San Antonio

# Spherical® Branding

## About Spherical Branding

On July 11, 2016, team members from The University of Texas Health Science Center at San Antonio and Richards/Carlberg participated in a workshop to develop a clear and compelling Spherical brand promise.

### **What is a brand?**

A brand is not a person, a name, a building, a slogan, a logo or an ad campaign. A brand is bigger than all of these things.

A brand is a promise.

A brand's promise encompasses all the thoughts and feelings and associations and expectations that a person experiences when exposed to the brand. Consequently, every brand is either strengthened or weakened by every point of contact.

The Spherical brand promise should serve as the strategic foundation for all future decisions related to the UT Health San Antonio brand.

## The elements of a Brand Promise:

### **1. Brand Vision**

The brand vision is the highest calling of the brand. It is the reason for the university to exist and can help inspire us to believe in and deliver the brand promise.

### **2. Brand Positioning**

Brand positioning defines the way we want people to think about the university. The brand positioning is divided into two parts: the group of people who are the most important target and the most compelling benefit that attracts our target to us.

### **3. Brand Personality**

The purpose of brand personality is to capture the human characteristics that build and enhance a relationship between brands and people. This brand personality must powerfully articulate how we want people to feel about our brand and must differentiate the university from the competition.

### **4. Brand Affiliation**

Brand affiliation is how people come to believe others will perceive them as a result of being a known user of your brand. In other words, it is what our target is buying into when they choose to associate with us.

# 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 Elaborative

## 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 official/regental name 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 (with TM)**

UT Health San Antonio™

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

### **Third Reference (no TM)**

UT Health San Antonio

or: university

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.

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

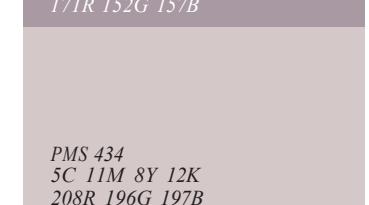
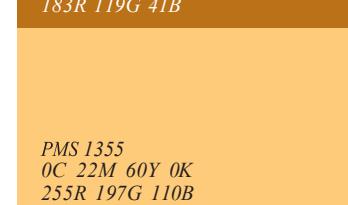
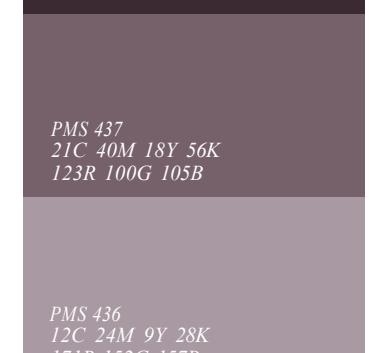
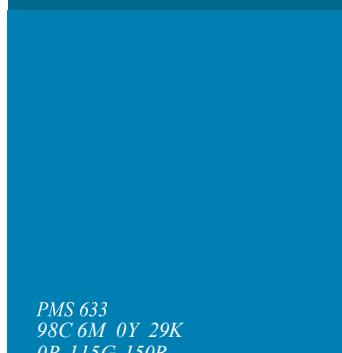
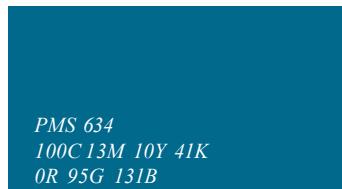
During 2017, the first year of our rebranding initiative, for any type of marketing communication in which it's important to provide something short and more easily remembered (e.g., in ad copy and radio scripts), please state our name as: **the UT Health Science Center, now called UT Health San Antonio.**

Tag line

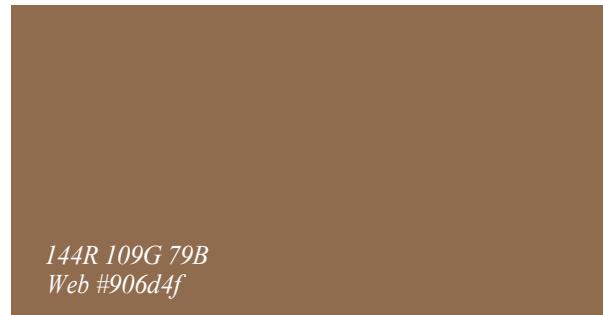
We make lives better.®

“We make lives better®” is the tag line for The University of Texas Health Science Center at San Antonio, now doing business as UT Health San Antonio™. It reinforces our mission to educate health professionals, provide health care, conduct research for the prevention, diagnosis and treatment of disease and serve our communities.

# Color Palette



# Web Color Palette



# 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 HORIZONTAL COLOR (PREFERRED FORMAT)



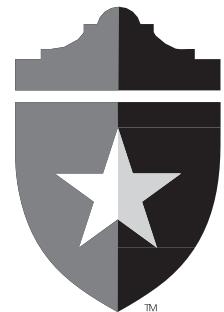
UT Health  
San Antonio

Logo VERTICAL COLOR



UT Health  
San Antonio

Logo HORIZONTAL - HORIZONTAL - GREyscale, B&W, REVERSED



UT Health  
San Antonio



UT Health  
San Antonio



UT Health  
San Antonio

# Logo VERTICAL - VERTICAL - GREYSCALE, B&W, REVERSED



UT Health  
San Antonio



UT Health  
San Antonio



UT Health  
San Antonio

# Logo MINIMUM SIZE



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

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The University of Texas  
Health Science Center at San Antonio

# Academic Logos HORIZONTAL



**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



University of Texas  
School of Public Health  
San Antonio

**UT Health**  
San Antonio

**UTSA**

# Academic Logos VERTICAL



**UT Health**  
San Antonio

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Long School of Medicine



**UT Health**  
San Antonio

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School of Dentistry



**UT Health**  
San Antonio

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School of Nursing



**UT Health**  
San Antonio

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School of  
Health Professions



**UT Health**  
San Antonio

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Graduate School of  
Biomedical Sciences



University of Texas  
School of Public Health  
San Antonio

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**UT Health**  
San Antonio

**UTSA**

# Patient Care Logos

HORIZONTAL - NAMING OPTIONS



UT Health  
San Antonio  
Physicians



UT Health  
San Antonio  
Dentistry



UT Health  
San Antonio  
Health  
Professions



UT Health  
San Antonio  
Wellness 360

# Patient Care Logos VERTICAL



UT Health  
San Antonio  
Physicians



UT Health  
San Antonio  
Dentistry



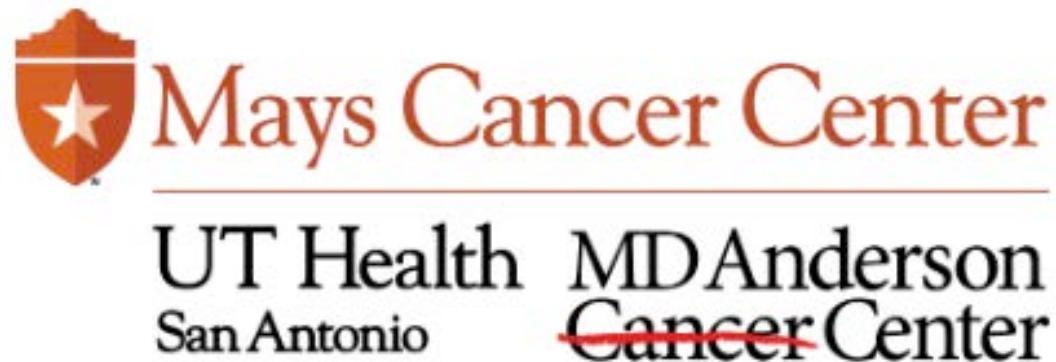
UT Health  
San Antonio  
Wellness 360



UT Health  
San Antonio  
Health  
Professions

# Mays Cancer Center Logos HORIZONTAL

The Mays Cancer Center is home to the UT Health San Antonio MD Anderson Cancer Center. The Mays Cancer Center logo may not be used without approval from the marketing department. Request to use the logo should be sent to [UTHealthBranding@uthscsa.edu](mailto:UTHealthBranding@uthscsa.edu).



# Research Logos HORIZONTAL



# Research Logos VERTICAL



**UT Health**  
San Antonio  
Research



**UT Health**  
San Antonio  
Greehey Children's Cancer  
Research Institute



**UT Health**  
San Antonio  
Barshop Institute for  
Longevity & Aging Studies



**UT Health**  
San Antonio  
Institute for Health  
Promotion Research



**UT Health**  
San Antonio  
Charles E. Cheever, Jr. Center for  
Medical Humanities & Ethics



**UT Health**  
San Antonio  
Military Health Institute



**UT Health**  
San Antonio  
Institute for Health  
Promotion Research



**UT Health**  
San Antonio  
Center for Research to  
Advance Community Health



**UT Health**  
San Antonio  
Research Imaging  
Institute

# Auxiliary Logos HORIZONTAL



UT Health  
San Antonio  
Admissions



UT Health  
San Antonio  
Human Resources



UT Health  
San Antonio  
Alumni Association



UT Health  
San Antonio  
Barshop Institute for  
Longevity & Aging Studies



UT Health  
San Antonio  
Regional Campus  
Laredo

# Auxiliary Logos VERTICAL



UT Health  
San Antonio  
Admissions



UT Health  
San Antonio  
Human Resources



UT Health  
San Antonio  
Alumni Association



UT Health  
San Antonio  
Barshop Institute for  
Longevity & Aging Studies



UT Health  
San Antonio  
Regional Campus  
Laredo

# Logos for Embroidery

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

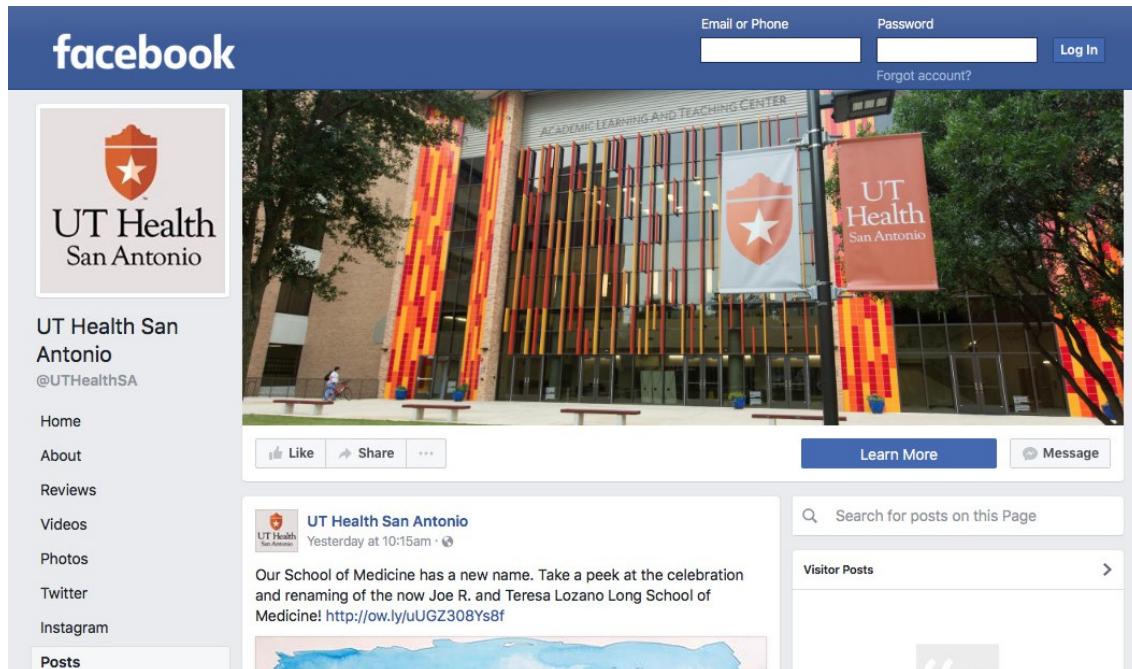
The type in these logos is thinner than in regular logos, since the threads make the letters thicker when embroidered.

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).



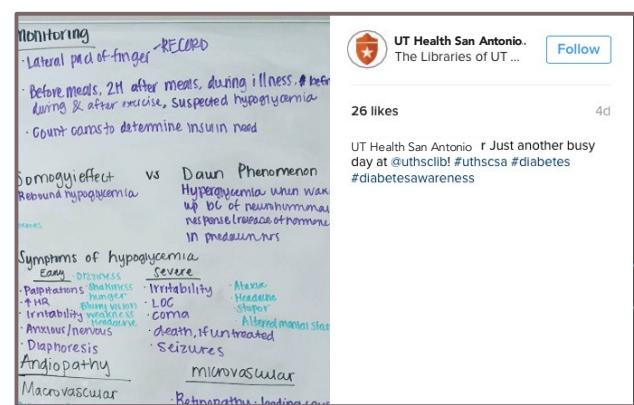
The image shows a Facebook login screen. At the top, there are fields for 'Email or Phone' and 'Password', a 'Log In' button, and a 'Forgot account?' link. Below the login area is a large image of the Academic Learning and Teaching Center building at UT Health San Antonio, featuring the university's shield logo on its facade. To the left of the image is the Facebook logo. On the far left, there is a sidebar with the 'UT Health San Antonio' logo icon and the text 'UT Health San Antonio' and '@UTHealthSA'. Below this are links for Home, About, Reviews, Videos, Photos, Twitter, Instagram, and Posts. The 'Posts' link is highlighted with a blue border.

Facebook



The image shows a Twitter profile for 'UT Health San Antonio'. The profile picture is the university's shield logo. The bio reads: 'Official Twitter feed of UT Health San Antonio. #UTHealthSA'. It lists the location as 'San Antonio, Texas' and the website as 'uthealthsa.org'. The profile has 2,741 tweets, 829 following, 5,683 followers, and 1,005 likes. A tweet from the account is visible, stating: 'The best plan B may be no plan at all. See how this reality led to success for Dr. Fred Poordad: [ow.ly/itRt308XHv](http://ow.ly/itRt308XHv)'.

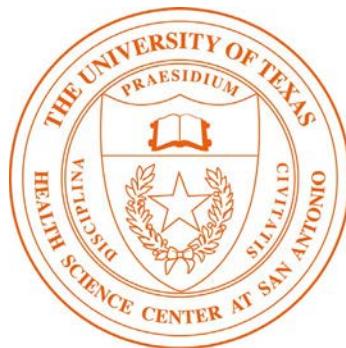
Twitter



The image shows an Instagram post from 'UT Health San Antonio'. The post features a handwritten note on a piece of paper with the title 'Monitoring'. The note discusses 'lateral pad of finger' and 'RECORD'. It lists symptoms like 'before meals, 2H after meals, during illness, & before during & after exercise, suspected hypoglycemia' and 'Count carbs to determine insulin need'. It compares the 'Somogyi effect' (rebound hypoglycemia) and 'Dawn Phenomenon' (hyperglycemia when wak up bc of neurohormonal response to release of hormones in predawn hrs). The post has 26 likes and was posted 4 days ago. The caption reads: 'UT Health San Antonio r Just another busy day @uthsclib! #uthscsa #diabetes #diabetesawareness'.

Instagram

# Official Seal



The seal is considered the most formal symbol of the institution. Use is reserved for official business, including business papers of the Office of the President, commencement materials, certificates, service awards and legal documents. The seal is reserved for these designated purposes and is 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)

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwWwXxYyZz

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**

# Web Fonts

## Headlines

### Cardo Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

### Cardo Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs TtUuVvWwXxYyZz

## Subheads

### Open Sans Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

## Body Copy

### Open Sans Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

## Captions

### Open Sans - *Italic*

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

# E-mail Signature

**Jane Johnson**  
Administrator  
School of Health Professions

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210.567.1111 (W)

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[uthscsa.edu](http://uthscsa.edu)



# Business Card



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Department of Microbiology, Immunology  
& Molecular Genetics

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Cell: 210.555.9999

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**Scott A. Doe, MD, FACS, FCCP**  
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Chief of General Thoracic Surgery  
Surgical Director of Lung Transplant Program  
Department of Cardiothoracic Surgery

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**Diane D. Doe, DDS**  
Clinical Assistant Professor  
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Appointments: 210.450.3337

[DoeD2@uthscsa.edu](mailto:DoeD2@uthscsa.edu)  
[UTDentistry.org](http://UTDentistry.org)

# Letterhead & Envelope



School, Department or Office Name  
7703 Floyd Curl Drive, Mail Code 0000  
San Antonio, Texas 78229



Clinic  
8300 Floyd Curl Drive, Mail Code 0000  
San Antonio, Texas 78229



UT Health  
San Antonio  
Dentistry



UT Health  
San Antonio  
Dentistry

School, Department or Office Name  
8210 Floyd Curl Drive, Mail Code 0000  
San Antonio, Texas 78229

School,

School, Department or O

2

# Pole Sign



# Power Point Slides

## Presentation Sample Title Slide



The undaerf ersed mi, cusantotatur a velliqui consequas nis doloreh entis modiciatus ex elestio. Et et aut et eos porem sa ium idem faccusan officto. When undaerf ersed mi, Nis doloreh entis odiciatus



Sample photo caption sample photo caption sample photo caption sample photo caption.



### Sample Slide Headline

The undaerf ersed mi, cusantotatur a velliqui consequas nis doloreh entis modiciatus ex elestio. Et et aut et eos porem sa ium idem faccusan officto c. When undaerf ersed mi, cusantotatur a velliqui consequas nis doloreh entis modiciatus ex elestio. Et et aut et eos porem.



Academics	Research	Patient Care
The undaerf ersed mi, cusantotatur a velliqui consequas nis doloreh entis modiciatus ex elestio. Et et aut et eos porem sa ium idem faccusan officto. When undaerf ersed mi, Nis doloreh entis odiciatus	The undaerf ersed mi, cusantotatur a velliqui consequas nis doloreh entis modiciatus ex elestio. Et et aut et eos porem sa ium idem faccusan officto c. When undaerf ersed mi, cusantotatur a velliqui consequas nis doloreh entis modiciatus ex elestio. Aut et et eos porem.	The undaerf ersed mi, cusantotatur a velliqui consequas nis doloreh entis modiciatus ex elestio. Et et aut et eos porem.



1 undaerf ersed mi, cusantotatur a velliqui consequas nis doloreh entis modiciatus ex elestio. Et et aut et eos porem.

2 undaerf ersed mi, cusantotatur a velliqui consequas nis doloreh entis modiciatus ex elestio. Et et aut et eos porem.

3 undaerf ersed mi, cusantotatur a velliqui consequas nis doloreh entis modiciatus ex elestio. Et et aut et eos porem.

4 undaerf ersed mi, cusantotatur a velliqui consequas nis doloreh entis modiciatus ex elestio. Et et aut et eos porem.



We will always care for San Antonio. We will always educate healers. We will always search for answers.

