



INSTITUTE *for* WOMEN'S HEALTH
TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER

BRAND STANDARDS

MISSION

The LAURA W. BUSH INSTITUTE *for* WOMEN'S HEALTH IS DEDICATED TO IMPROVING THE LIVES OF WOMEN THROUGHOUT TEXAS AND ACROSS THE NATION.

Scientific Investigation

WE HAVE DEVOTED MORE THAN \$2 MILLION TO GROUND-BREAKING RESEARCH UNIQUE TO WOMEN'S HEALTH BECAUSE DIFFERENCES MATTER.

Translating Science to Practice

WE HAVE PRODUCED ORIGINAL CURRICULUM AND CONTINUING MEDICAL EDUCATION MODULES TO BRING MORE PERSONALIZED MEDICINE TO EVERY PATIENT.

Community Impact

WE HAVE INSPIRED MORE THAN 25,000 WOMEN AND GIRLS TO SEE THEMSELVES AS SMART, VALUABLE AND POWERFUL PEOPLE, MOTIVATING THEM TO TAKE CONTROL OF THEIR LIVES AND HEALTH.

MAINTAINING BRAND INTEGRITY

- Do not break apart, rearrange or otherwise modify the approved Laura W. Bush Institute for Women's Health or TTUHSC logos. The Texas Tech University Health Sciences Center or TTUHSC acronym must remain a part of the logo for all uses.
- All marketing pieces must be approved prior to distribution with one week for review, subject to content revision and brand continuity. Email to jesse.melson@ttuhsc.edu for review.
- Do not use abbreviations, acronyms or initials (e.g LWBIWH, LWB, Laura Bush Institute, The Institute) to designate the Laura W. Bush Institute for Women's Health.
- Use of the Texas Tech University Double T is not required.
- Provide brand guidelines, including complete design standards, to all vendors.
- Approved design templates for letterhead, business cards, PowerPoint presentations, social media, envelopes, etc. must be used for brand consistency.
- The "Differences Matter" tag line has been replaced. From this point forward, use the new tag line: "HEALTH, individually INSPIRED."

MAINTAINING AP STYLE INTEGRITY

- When referencing the Institute as an affiliate of the Texas Tech University Health Sciences Center;
 - The Texas Tech University Health Sciences Center's Laura W. Bush Institute for Women's Health
 - On first reference, spell out Texas Tech University Health Sciences Center. TTUHSC may be used on all subsequent references within the same document.
- Associated Press (AP) style is the writing style adopted for the entire Texas Tech University System and is required for all correspondence and marketing pieces.

• Five common AP style guidelines include:

- When listing the details of an event, the order should be time first, then date and then location. Dates do not include the day of the week or use st, nd, rd or th with dates (May 1 is correct; Thursday, May 1st is incorrect).
- A comma is not included before the 'and' in a series of three or more. For example: 1, 2 and 3 is correct; 1, 2, and 3 is incorrect.
- In general, spell out numbers one through nine and use figures for numbers 10 and above. However, do not start a sentence with a figure ('Twenty-five people came to the party' is correct. '25 people came to the party' is incorrect.).
- Use a single space after a period.
- Use a person's first and last name the first time they are mentioned. Use only last names on subsequent references within the same document. Also, TTUS prefers to use a person's credentials rather than generic honorifics like "Dr." For instance: 'Ann Smith, M.D., went to the meeting' rather than 'Dr. Ann Smith went to the meeting.'

APPROVED TYPEFACES FOR ALL MATERIALS:

Adobe Caslon Pro Minion Pro Times New Roman Myriad Pro Arial *Amperzand*

Melaney Lane (Melaney Lane has replaced Edwardian Script font.)

Use of typefaces that are not part of the approved list is prohibited within official marketing materials for TTUHSC and Laura W. Bush Institute for Women's Health.

APPROVED LOGOS

Primary Logo

Laura W. Bush

INSTITUTE *for* WOMEN'S HEALTH
TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER

Tall Logo

Laura W. Bush

INSTITUTE *for* WOMEN'S HEALTH
TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER

Wide Logo

Laura W. Bush

INSTITUTE *for* WOMEN'S HEALTH
TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER

Approved one-color logo usage



APPROVED SAN ANGELO LOGOS

Primary Logo

Laura W. Bush

INSTITUTE *for* WOMEN'S HEALTH
TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER
ANGELO STATE UNIVERSITY

Tall Logo

Laura W. Bush

INSTITUTE *for* WOMEN'S HEALTH
TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER
ANGELO STATE UNIVERSITY

Wide Logo

Laura W. Bush

INSTITUTE *for* WOMEN'S HEALTH
TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER
ANGELO STATE UNIVERSITY

Approved one-color logo usage



APPROVED INITIAL LOGOS

The logo that includes the TTUHSC initials should be utilized when the size of the logo will be so small that spelling out the actual words that make up TTUHSC would be illegible, such as with small promotional items or, in some cases, a return address.

Primary Logo



Tall Logo



Wide Logo



Approved one-color logo usage



APPROVED SAN ANGELO INITIAL LOGOS

Primary Logo



Tall Logo



Wide Logo



Approved one-color logo usage



PRIMARY BRAND COLORS:



Scarlet

Pantone 186 C

CMYK 5, 98, 100, 1

RGB 226, 35, 26



Patriotic Navy

Pantone 2119 C

CMYK 100, 93, 29, 18

RGB 38, 48, 105

SECONDARY BRAND COLORS: (USE SPARINGLY)



Warm Gray

Pantone 420 C

CMYK 22, 16, 18, 0

RGB 199, 201, 199



Bluebonnet

Pantone 5425 C

CMYK 55, 32, 24, 0

RGB 124, 152, 171



Peony

Pantone 170 C

CMYK 1, 62, 50, 0

RGB 242, 129, 115



Deep Gray

Pantone 2321 U

CMYK 46, 52, 64, 21

RGB 125, 104, 86