

THE UNIVERSITY OF NEW MEXICO

HEALTH SCIENCES CENTER STYLE GUIDE

VERSION 1.5
UPDATED JANUARY 7, 2026

TABLE OF CONTENTS

HEALTH SCIENCES CENTER STYLE GUIDE

The University of New Mexico (UNM) Health Sciences Center (HSC) leverages many of the visual elements used within the overall UNM Brand to ensure our university marketing and communications are consistent and speak with a singular voice. The HSC Style Guide outlines UNM brand elements that are unique to the health care units and is to be used as an addendum to the **UNM Brand Style Guide**.

Page No. Content

3-4 OVERVIEW

P. 3 Introduction

P. 4 Creating for HSC

5 BRAND POSITIONING

6-7 BRAND VOICE

P. 6 Academic Tone

P. 7 Clinical Tone

8 HSC COLOR PALETTE

9 TYPOGRAPHY

P. 9 Fonts

10-11 BRAND ELEMENTS

P. 10 Border Details

P. 11 Photography

12-14 STANDARDS

P. 12 White Coats & Scrubs

P. 13 HSC Signage

P. 14 Promotional Items

To learn more specific information about logos, graphic elements, textures, typography, containers, color overlays and icons, visit: **brand.unm.edu**

OVERVIEW

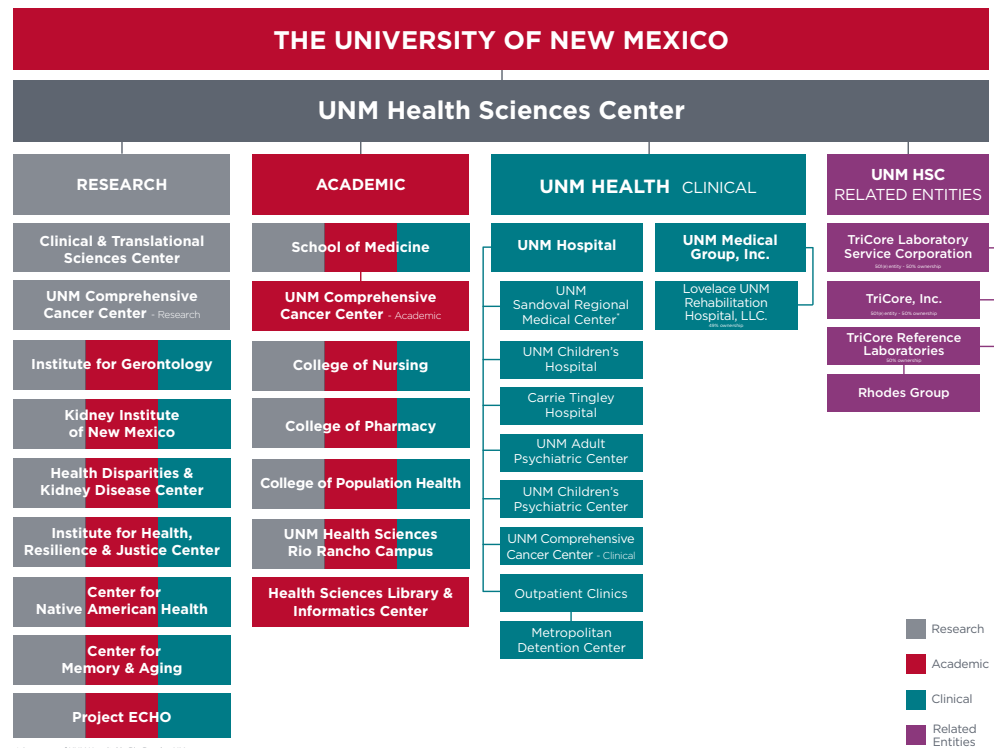
INTRODUCTION

HEALTH CARE FAMILY

The University of New Mexico Health Sciences Center (HSC) serves as the health care component of The University of New Mexico. The HSC mission is to provide opportunities to obtain excellent education, perform world-class research and ensure that all populations in New Mexico have access to the highest-quality health care. The HSC academic units include the School of Medicine and the Colleges of Nursing, Pharmacy and Population Health. UNM Health is the family of clinical units encompassing UNM Hospital and clinics, and UNM Medical Group.

STRUCTURE

The three main mission areas of HSC are Research, Academic and Clinical operations. We support the HSC with a team of communications and marketing experts who can answer your questions and help you brand and promote your programs and initiatives.



CONTACTS:

HSC Academic Units
Ethan Rule
505.277.2322
rule7597@unm.edu

HSC Clinical Units
Sara Mota
505.272.4589
smota@salud.unm.edu

OVERVIEW

CREATING FOR HSC

LEARN HOW TO CREATE FOR THE UNM HEALTH SCIENCES CENTER.

The guidelines outlined in the HSC Style Guide are necessary when creating communications intended for HSC's audiences. This document is an addendum to the overall UNM Brand Style Guide and should be used in conjunction with those guidelines. When followed, this document will help establish visuals and messaging, and create a consistent way to communicate the brand on behalf of UNM HSC.

ARE THESE RULES DIFFERENT FROM THE UNM STYLE GUIDE?

The rules outlined in this guide are built upon elements established within the UNM Brand Style Guide. This addendum exists to highlight elements of the UNM brand that HSC emphasizes to better communicate with the additional audiences that are served by UNM Health Sciences Center.

It is necessary to use this guide thoughtfully to generate engaging communications, speak to diverse audiences and maintain established brand relationships, all while remaining consistent with the overarching UNM voice and design standards.

While this addendum is essential when communicating to specific UNM HSC audiences, the guidelines in the UNM brand are also applicable. To learn more about the University's overall visual style & rules, Brand Positioning, Brand Elements and Copy Tone, refer to the **UNM Brand Style Guide**.

The unique content of this UNM Health Sciences Center Style Guide has been thoughtfully considered. Some brand elements work for both HSC academic and clinical units, while others need to consider the specific audience and desired reaction, which has been defined throughout this document.

If you need approved fonts, logos, graphic elements, or additional information please visit: brand.unm.edu

BRAND POSITIONING

This strategy statement is not a tagline. These words are for those of us who communicate on behalf of HSC. These words exist to remind us of our commitment to UNM, and serve as a guide to developing effective marketing and communication materials.

Remember, this strategy statement is to be used as inspiration. This is not meant to be public facing, so please do not include in your work.

STRATEGY

EACH OF US CARES FOR ALL OF US— PROGRESSING THE STATE OF OUR HEALTH.

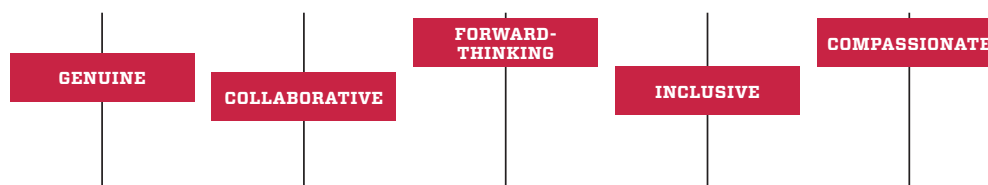
Every nurse, researcher, student, doctor ... every one of us who is part of the HSC is devoted to the wellness and well-being of all New Mexicans. We have a deep sense of obligation to the people of our state, including the underserved and overlooked, and we are making huge strides in health care and health equity. We believe in taking a progressive approach in everything we do, everyone we treat, everything we teach. We exist to provide world-class education, research and care to advance every aspect of health for all. In our state and beyond our borders.

BRAND VOICE

ACADEMIC TONE

AUDIENCE AND MESSAGING FOR HSC ACADEMIC UNITS

The HSC voice for academic units is in line with the overall UNM brand. We are genuine. Forward thinking. Inclusive. We welcome the reader into our world, encouraging prospective students, legislators, the media and New Mexico community members far and wide to discover the positive impact we are having on the health of the people's lives we touch. We present ourselves in a manner that elicits pride in current and past faculty, staff and students, and demonstrates the tremendous value of each College and School within the HSC.



These is an example of how the brand tone can flex for specific audiences. Every situation is different. Please adjust these tonal themes as you see fit for your specific marketing message and audience.

HEADLINES

The best headlines are engaging, clear and communicate a single thought. When writing for the Health Sciences Center academic units, consider the message you're trying to share. Think about who you're speaking with. Create a simple but interesting headline that will motivate your audience to read what you have to say.

Often, what bogs down a headline is trying to fit too much into it. The best headlines are usually short and sweet and, while they can contain irony, humor, drama, truth, most of the time, they have only one interesting twist that draws the reader in and leaves them wanting to know more.

Once you put some options together, review them to see which ones hit the right spot tonally. Which ones sounds like a UNM Health Sciences Center headline? Run them through the brand-voice filter. Are they genuine? Inclusive? Forward-thinking? If headlines aren't your strength — if you find yourself struggling — opt for being straightforward instead. Go for clarity. A good, straightforward headline always beats a wordy headline that's trying too hard.

BODY COPY

While the headline grabs attention, the body copy is where your content lives. This is where you have the luxury of expounding on the specific strengths of whatever aspect of the Health Sciences Center you have chosen to focus on. This will naturally vary depending on which of the four colleges you are writing for and what you've chosen to emphasize. But whatever you are focusing on, make your copy clear, engaging and easy to understand. The HSC is involved in some pretty complicated subjects. But the body copy describing them doesn't have to be. Make it simple. And be sure to consider what you want your audience to do, and where appropriate, include a clear call to action.

BRAND VOICE

CLINICAL TONE

AUDIENCE AND MESSAGING FOR HSC CLINICAL UNITS

The Health Sciences Center voice for clinical units parallels the academic approach, but with a focus on a caring, patient-first tone. We provide a non-judgmental atmosphere where our patients can be safely treated. We are also both professional and nurturing. We are steadfast, qualified experts in our fields. We are accountable for our actions. We provide detailed information and give viewers ways to learn more. We engage with our community through outreach programs, state-wide clinics and programs. We are proud of our role in community health and the positive impact we have on the health and wellness of New Mexicans.



These is an example of how the brand tone can flex for specific audiences. Every situation is different. Please adjust these tonal themes as you see fit for your specific marketing message and audience.

HEADLINES

Clinical headlines should be clear, concise and convey one idea. Think about the content of the message as well as the audience and what action you want to invoke. A catchy summary can often help formulate a good headline. Headlines can have a "Call to Action" (like "Please Give Blood Today") or they can simply motivate your audience to continue on to the message.

Clever headlines can grab attention with word plays and ironic sayings. Intriguing lines pull in the audience in to spark a motivation to learn more. Ensure that headlines mesh well with body copy by reviewing them simultaneously. Use the above clinical brand voice concepts to help formulate headlines that resonate the tone of forward-thinking; compassionate; professional; nurturing; and/or accountable.

BODY COPY

Headlines quickly grab the eye, while the body copy goes in to detail. This is where clinical content and key ideas are shared. Content varies between disciplines, but the purpose is to convey a concise message that highlights the purpose of the communication. Focus on a beginning, middle and end with engaging copy that speaks to your audience. Whether it is instructional information, an advertisement or an invitation ensure the message reads clearly and is easy to understand. Always consider what the reader does next after reading the body copy. Should they pick up the phone? Then provide a phone number. Or should they mark their calendar? Put a call to action if there is none in the headline.

When applicable, reach out to UNM Hospital Health Literacy for review of clinical material at healthliteracy@salud.unm.edu. The Health Literacy Office provides this HLO Approved  diamond icon when content has been reviewed and approved for patient communications.

HSC COLOR PALETTE

The HSC color palette matches the UNM Brand overall for academic and research units, but has additional contextual considerations for emphasis and usage in clinical units.

CLINICAL COLOR CONSIDERATIONS

Clinical units emphasize the UNM primary color Turquoise due to our focus on patient communications. Turquoise communicates a sense of calm, trust and ease that works well with tonal considerations for patient messaging, and differentiates UNM in the health care market.

Cherry should still be incorporated into designs to connect with the rest of UNM, along with Lobo Gray and Silver, but Cherry has additional considerations in health care contexts when used. Be aware of the message being communicated and consider the context of all the visuals in place to use color effectively.

PRIMARY BRAND COLORS



TURQUOISE

PMS 7713
C 95, M 42, Y 47, K 0
R:0 G:122 B:134
HEX: #007a86

CHERRY

PMS 200 C
C 20, M 100, Y 75, K 0
R:186 G:12 B:47
HEX: #ba0c2f



LOBO GRAY

PMS Cool Gray 10 C
C 75, M 65, Y 55, K 0
R:99 G:102 B:106
HEX: #63666a

SILVER

PMS Cool Gray 6 C
C 40, M 28, Y 25, K 0
R:167 G:168 B:170
HEX: #a7a8aa

*(For metallic silver, use
Pantone Silver C or
PMS 877C)*

SECONDARY BRAND COLORS



HIGH NOON

PMS 7548 C
C 0, M 17, Y 100, K 0
R:255 G:198 B:0
HEX: #ffc600

SANDIA SUNSET

PMS 144 C
C 0, M 50, Y 100, K 0
R:237 G:139 B:0
HEX: #ed8b00

TERRA

PMS 7580 C
C 15, M 85, Y 100, K 0
R:192 G:81 B:49
HEX: #c05131



MESA

PMS 7509 C
C 12, M 38, Y 72, K 0
R:214 G:164 B:97
HEX: #d6a461

GREEN CHILE

PMS 383 C
C 37, M 14, Y 100, K 0
R:168 G:170 B:25
HEX: #a8aa19

DEEP DUSK

PMS 7656 C
C 45, M 95, Y 5, K 0
R:138 G:56 B:124
HEX: #8a387c

TYPOGRAPHY

FONTS

HSC emphasizes the Gotham font family in varying weights for all units. By applying this typeface in the styles outlined below, we are able to build communications that are professional, approachable, human and impactful, and work well with our Health Sciences units.

Vitesse also works well for our academic and research units based on its collegiate tone, but is used less often for clinical communications. We avoid conflating the educational tone of Vitesse in messaging about our practicing clinicians.

HEADLINE FONT

GOTHAM: Sentence Case or ALL CAPS

0 TRACKING, BUT NO MORE THAN 25 TRACKING IF NECESSARY

Book Aa Bb Cc Xx Yy Zz

Medium Aa Bb Cc Xx Yy Zz

Bold Aa Bb Cc Xx Yy Zz

SUB-HEADLINE FONT

GOTHAM: ALL CAPS, WITH 150-300 TRACKING

Book A B C X Y Z

Black A B C X Y Z

BODY COPY

Gotham: Sentence Case

This is Light 8/11
(use a similar point
size/leading ratio)

The distance from the baseline of one line of type to another is called line spacing, or leading. Designers set line spacing in order to create distinctive typographic arrangements. Reducing the distance creates a denser typographic color, while risking collisions between ascenders and descenders. Expanding the line spacing creates a lighter, more open text block.

HEADLINE FONT

VITESSE: Sentence Case

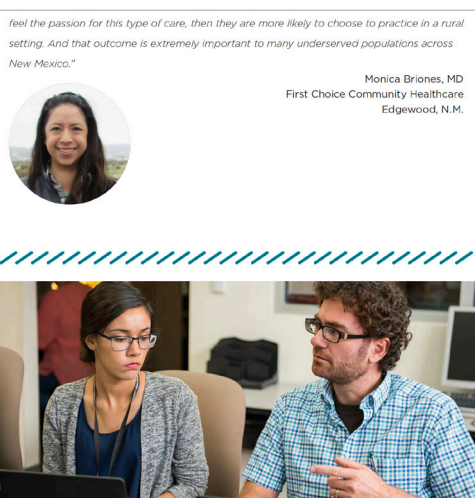
Vitesse is a distinct font that is best used for headlines and titles, with the serifs making it a slightly more formal font than Gotham. The font also comes with 12 options, including Thin, Thin Italic, Light, Light Italic, Book, Book Italic, Medium, Medium Italic, Bold, Bold Italic, Black, Black Italic, Ultra, and Ultra Italic.

Bold Aa Bb Cc Xx Yy Zz

BRAND ELEMENTS

BORDER DETAILS

Several graphic elements are completely unique to the HSC Brand. These functional and ornamental elements, slightly inspired by Southwestern artwork, were created to help frame and highlight content. These graphic elements add a visually interesting detail to call out information within a design but should not overpower a composition. The borders can either run horizontally along the top or bottom of layouts, photos, or blocks of copy; or they can act as corner pieces, making a 90° angle. The HSC Brand also incorporates the copy divider found in the UNM Brand.



Academic unit: border details break up a page.



Academic unit: border details call out a headline in an invitation.



Clinical unit: border details highlight an e-blast.



Academic unit: border details separate sections on a flyer.

BRAND ELEMENTS

PHOTOGRAPHY

Photography within the UNM Brand should always feel genuine, warm and soulful, while embodying the unique vibrancy found within each of us, and the state of New Mexico. Seek images for your the health care audience that embody:

"Each of us cares for all of us — Progressing the state of our health."

There are many facets of the HSC brand that can bring life to a design through photography. Photos have the power to illustrate the learning experience for students alongside professors and working professionals. We can also show the impact of health care in local communities and through rural outreach. And what about the positive effects of health care in action? Seeing happy families and healthy, active individuals represents the greater impact that health care has on a small and large scale. Photography in classrooms, labs, and on site should be professional without feeling sterile. In all situations, imagery should feel warm, personal and authentic. Additionally, it is important that photo releases are procured and that all HIPAA rules are followed when taking HSC photos in clinical settings with patients.



STANDARDS

WHITE COATS & SCRUBS

Most departments within the Health Sciences have a need for white coats or lab coats, scrubs, vests or other institutionally-branded attire for clinical settings. To maintain consistent branding and patient clarity, it is imperative that standards are followed when ordering, and only licensed vendors may produce these items.

The unit's stacked logo in full color Cherry and Lobo Gray is on the right chest of the wearer. It is not typically recommended to use division or program logos because they can become illegible due to the embroidery. Sometimes, of course, an exception can be made for additional lines that are required for purposes of access to restricted units within the hospitals and clinics.

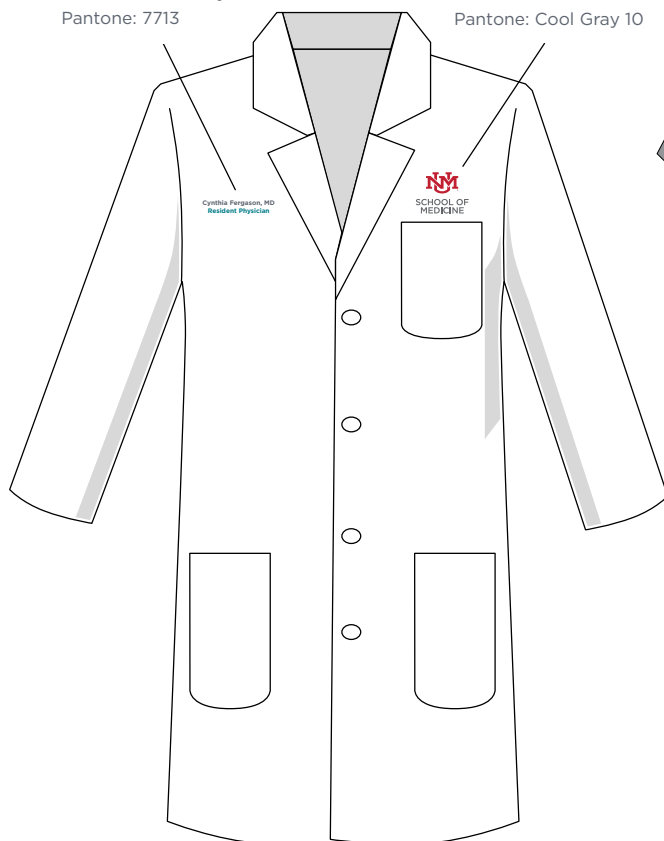
The provider's name and title is placed on the left chest. This is in Lobo Gray with title in Turquoise. If the additional cost for Turquoise embroidery is a concern, both name and title may be in Lobo Gray.

*Never alter the logo to give more contrast on scrubs. The logo should be full color (Cherry & Lobo Gray) or all white only.

WHITE COATS

Provider Name
Department/Division
(Typeface: Gotham Bold)
Pantone: Cool Gray 10
Pantone: 7713

Stacked UNM Logo
Pantone: 200
Pantone: Cool Gray 10



SCRUBS

Left Side
Stacked logo
contrasts with
scrub color

The logo must be visible. Some scrubs have similar colors as the logo, or are darker, and may require the logo to be in white.



*Never alter the logo to give more contrast on scrubs. The logo should be full color (Cherry & Lobo Gray) or all white only.

POLOS



Polos are used in certain clinical settings and follow the same branding standards as scrubs and white coats.

STANDARDS

HSC SIGNAGE

The UNM Health Sciences Center works with a campus-wide UNM Signage Committee that oversees campus wayfinding. Additionally, standards are established for interior wayfinding, and exterior building & monument signage standards for clinical units.

INTERIOR WAYFINDING

For interior wayfinding standards, HSC has a standard for interior maps, directories and directional boards.

New UNM Health Sciences interior signage requests should go through respective directors, who will then forward requests to either UNMH Facilities (clinical) or UNM HSC Capital Projects (academic and research) for review and consideration and to ensure branding guidelines are followed. HSC partners with several internal and outside vendors to produce interior signage that adheres to the brand standards. Please ensure your department is working with one of these approved vendors. Contact the HSC Marketing for details.

EXTERIOR BUILDING SIGNAGE

Building Signage

For exterior building signage, the name of the entity along with the unit is permitted on the building. For example, UNM Health Sciences Center Rio Rancho Campus (see below). The logo is only used in certain contexts for exterior building signage. The hierarchy is similar to logos, but emphasis is on legibility and wayfinding, not visual identity.

Clinical Backlit and/or Post and Panel Signage

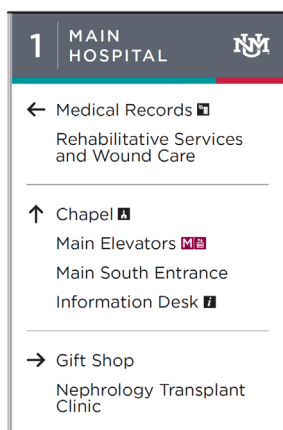
The UNM Health family brand encompasses the clinical enterprise. This includes UNM Hospital and clinics, UNM Medical Group clinics, and other patient-facing centers and institutes. These clinics follow the backlit, building or post and panel options outlined in the signage standards document. This document was approved through the HSC Signage Committee and HSC leadership, and is closely followed to ensure all clinical signage adheres to these guidelines. Please collaborate with UNM Health Sciences Marketing or UNM Hospital Facilities on all clinical signage.

CONTACT:

Sara Mota

Art Director, UNM HSC Marketing

smota@salud.unm.edu



HSC clinical wayfinding



HSC exterior signage. UNM is written, without the logo, and the unit sizing is in relation to legibility (it is not the same as the logo).



HSC clinical backlit and/or post and panel signage.

STANDARDS

PROMOTIONAL ITEMS

UNM Brand primary colors can be used for promotional items. HSC clinical units emphasize the use of Turquoise on giveaway items when possible. The logo can be used in full color over white, or in all-white over the brand colors.

The logo should never be printed in black, and it is advisable to steer away from items that are only available in black, as black is not a UNM brand color and its use is avoided in order to differentiate UNM in the market. Please reach out to academic or clinical marketing for any questions or assistance with locating products.



THANK YOU