

THE UNIVERSITY OF NEW MEXICO

HEALTH SCIENCES CENTER STYLE GUIDE

VERSION 1.1
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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 healthcare units and is to be used as an addendum to the **UNM Brand Style Guide**.

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

OVERVIEW

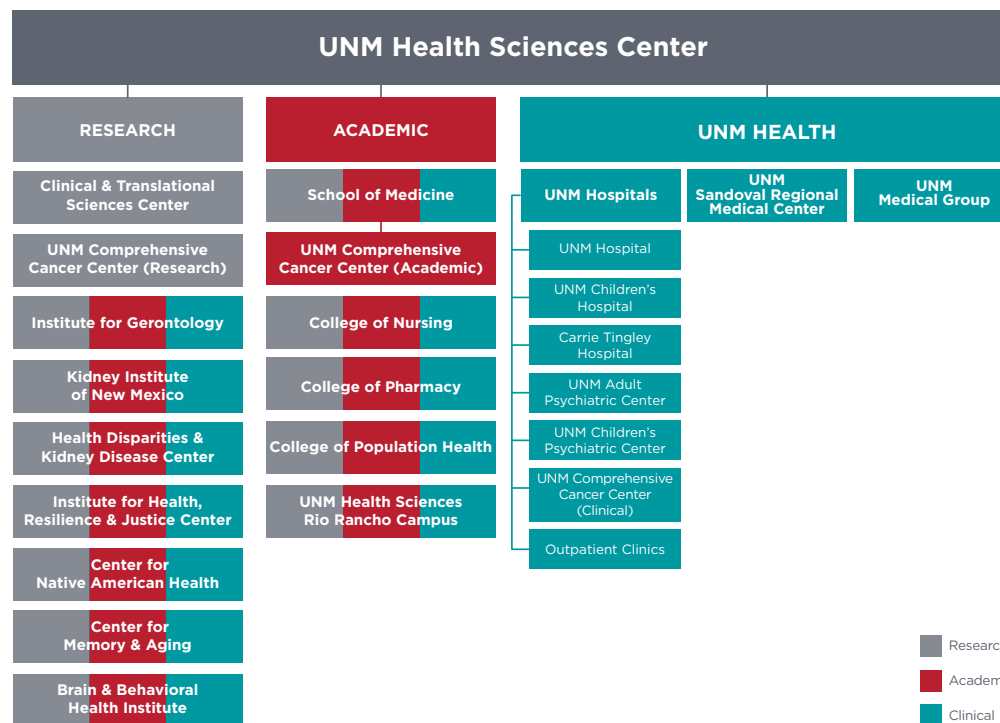
INTRODUCTION

HEALTHCARE FAMILY

The University of New Mexico Health Sciences Center serves as the healthcare 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 healthcare. 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 Hospitals and clinics, UNM Sandoval Regional Medical Center and the UNM Medical Group.

STRUCTURE

The three main components of the HSC are Research, Academic and Clinical. 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
Lena Kassicieh
505.277.3864
lkassicieh@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 for the greater HSC audience. This document is an addendum to the overall UNM Brand Style Guide. When followed, these guidelines will help establish consistent visuals and messaging, and create a consistent way to communicate the brand on behalf of UNM HSC.

HOW ARE THESE RULES DIFFERENT FROM THE UNM STYLE GUIDE?

The overall tone and design outlined in this guide are built upon elements established within the UNM Brand Style Guide. While UNM HSC features the same branding style of the overall UNM brand, certain elements are modified to better communicate with the Health Sciences Center audience.

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

While this addendum is essential when communicating to the UNM HSC audience, there are additional guidelines to be followed in the UNM brand. To learn more about the overall 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 clearly 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.

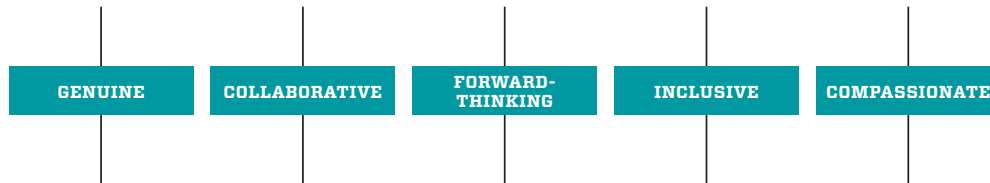
Every nurse, researcher, student, doctor...every one of us who is part of the HSC is devoted to the wellness and well-being of all New Mexicans. We have a deep sense of obligation to the people of our state, including the underserved and overlooked, and we are making huge strides in healthcare and health 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.



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 in its approach to 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.




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; 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 Hospitals 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 LOGO USAGE

Whenever an HSC unit uses any HSC logo, Turquoise must be used in conjunction with the logo to further solidify the HSC visual identity. A knockout logo in white over HSC Turquoise is often used; this ensures that Turquoise is directly associated with the logo.

FULL COLOR LOGO

When using the HSC departmental logo in full color, HSC Turquoise is used with a thin band of cherry. Like the 80/20 rule (see HSC Color Palette in this document), the approximate ratio is 80% HSC Turquoise to 20% cherry. The turquoise band can be a solid line or it can be used for supplementary information.

HSC BLOCK LOGO USAGE

The Health Sciences block logo was designed to represent the Health Sciences enterprise, including its educational, research and clinical operations. The mark can be used independently, or in conjunction with other unit logos, but never side by side.

When departments and units partner, the umbrella logo should be used, and the names of the units should be written out. This is often the HSC block logo, but can also be entities such as UNM Health or School of Medicine. Do not use multiple logos on a single document.



Departmental logo in conjunction with HSC block logo: Use the departmental logo on the front of the document and the HSC block logo on the back (never side by side.)



For partnering units: use the highest level logo (or umbrella logo) then write out the partners.



For full color logos: use a turquoise band with cherry strip near the logo following the 80/20 rule.

HSC COLOR PALETTE

Turquoise is the primary hue for HSC. When designing for HSC, follow the 80/20 rule: use 80 percent Turquoise and 20 percent Cherry, which connects us with central campus. Turquoise communicates a sense of calm, trust and ease while also unifying all the schools, research units and clinics within the Health Sciences Center. Supplemented often by Deep Dusk and Lobo Gray, the secondary colors have a soothing quality that work well with healthcare communications. Silver and White round out the secondary brand colors. Tertiary brand colors can be used sparingly or as accents to bring pops of color.

COLOR CONSIDERATIONS:

Strong use of color makes the brand feel lively and bright. All HSC material should use Turquoise alone or utilize both of the primary HSC brand colors together. However, be considerate of the use of Cherry. In certain healthcare contexts, red can signify danger, risk or blood. Cherry is used to enhance Turquoise, but is never used on its own. Be aware of the message being communicated and consider all the visuals in place to use color effectively.

PRIMARY HSC BRAND COLORS



TURQUOISE

PMS 321 C
C 100, M 15, Y 40, 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

SECONDARY BRAND COLORS



DEEP DUSK

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

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.)

WHITE

C 00, M 0, Y 0, K 0
R:255 G:255 B:255
HEX:ffffff

TERTIARY 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

MESA

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

TERRA

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



GREEN CHILE

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

TYPOGRAPHY

FONTS

HSC utilizes the Gotham font family in varying weights. By applying this typeface in the styles outlined below, we are able to build communications that are approachable, human and impactful. The other official UNM font is Vitesse, but as this font is rather collegiate, it should be used sparingly, and only in headlines and/or titles, especially when designing for HSC clinical units. It is generally advised to follow an 80/20 rule with the fonts, being 80 percent Gotham and 20 percent Vitesse (if needed).

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

TYPOGRAPHY

HEADLINE TREATMENTS

When done correctly, headline styles for the HSC Brand will be prominent, accessible, and friendly. Just as good health is intended for everyone, so too are our communications. The demographics we speak to represent a wide range of characteristics, so accessibility is an important consideration. Regardless of size or color, headlines must be legible, with comfortable tracking and leading. Do not embellish or stylize your text as this can be distracting, and using clean treatment speaks to the healthcare workforce. For UNM Health Sciences Center headlines, less really is more.



For academic units: to accentuate a headline, try adding a solid line on the top or the bottom. This style adds additional emphasis to headlines, and is a device for building out large, solid shadows.



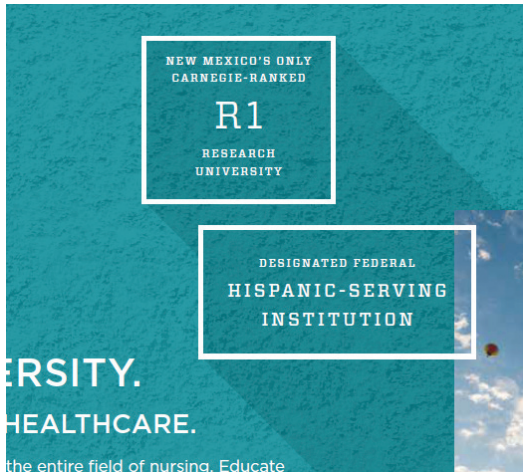
For clinical units: All cap headlines can draw in viewers quickly. Shadows are not used for clinicals units, but strong bold text works well to engage the reader.

* Please note: Texture is not used for clinical units.

BRAND ELEMENTS

SIMPLE SHADOWS

Shadows are a very prominent visual element for academic units by adding more depth and texture into a design. UNM's brand uses shadows cast off the letterforms of headlines, and is a subtle nod to New Mexico's dramatic light and shadows. This stylized letterform shadow treatment should be avoided for the HSC Brand to avoid potential reduced legibility. To use shadows in academic units, build them off containers and thick headline underlines. Shadows can have a finite end or bleed off the edge of your design. Refer to the overarching **UNM Style Guide** for more detailed instructions on creating these types of shadows.



For academic units: shadows off of copy containers denote important information. Note the shadows don't overlap, but have one consistent hue.

CONSIDERATIONS

The Combined BA/MD Degree Program Admissions Committee considers all aspects of an applicant's background, experience and academic progress including:

- Academic excellence (e.g., GPA, ACT/ SAT scores, honors and advanced placement/courses)
- Community involvement and volunteer service
- Commitment to practice medicine in New Mexico*
- Honors and awards
- Extracurricular activities
- Letters of recommendation
- Personal statement

Application deadline:
Second Friday in November at 5:00PM (MST)*
*of the applicant's senior year in high school

BA/MD APPLICATION TIMELINE

Application available: August 1
Application deadline: 2nd Friday in November, 5:00PM (MST)
Interviews: November - February
Final decision notification: April 1
Applicant commitment: May 1

Apply Online and get up-to-date info at som.unm.edu/education/md/bamd/index.html

Statement of Commitment (<http://som.unm.edu/education/md/bamd/index.html>) that all BA/MD students upon their admission into the program at... Students accepted into the Combined BA/MD Program may School of Medicine and cannot apply to other medical schools.

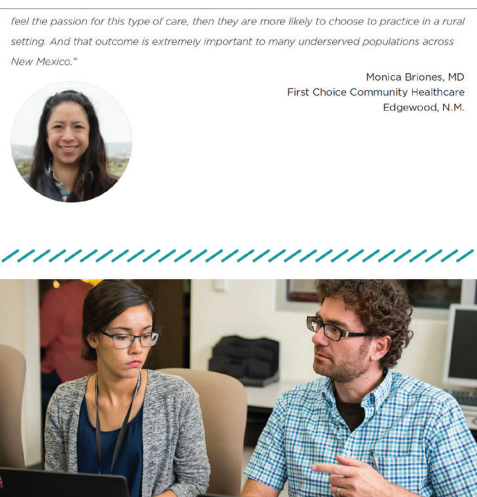
For academic units: shadows off of boxes draw attention to headlines.

* Please note: Shadows are not used for clinical units.

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

CONTAINERS

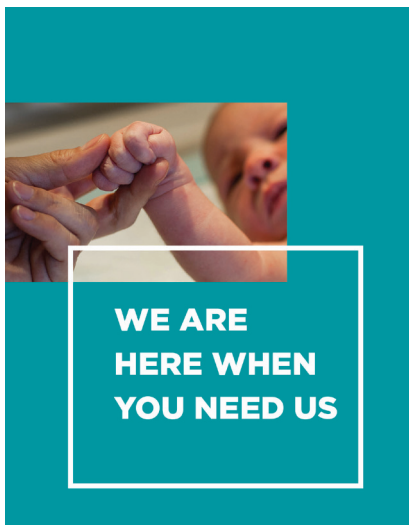
As seen in the overarching UNM Brand, call-out containers are a great tool for holding headlines or secondary information. In this way, it helps reinforce hierarchy within a space. Always ensure that there's a comfortable margin between copy and the edge of the box that it is in. Boxes can either be solid or made from lines. When using lined boxes, make sure that the box-line weight does not overpower the line weight of the copy featured within it.



Academic units: shadows off of lines.



Academic units: shadows off of containers draw attention to headlines.



Clinical units: containers highlight taglines.



Clinical units: containers call out important information.

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 healthcare 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 healthcare in local communities and through rural outreach. And what about the positive effects of healthcare in action? Seeing happy families and healthy, active individuals represents the greater impact that healthcare 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. Remember, it is important that photo releases are procured and that all HIPAA rules are followed when taking HSC photos.



STANDARDS

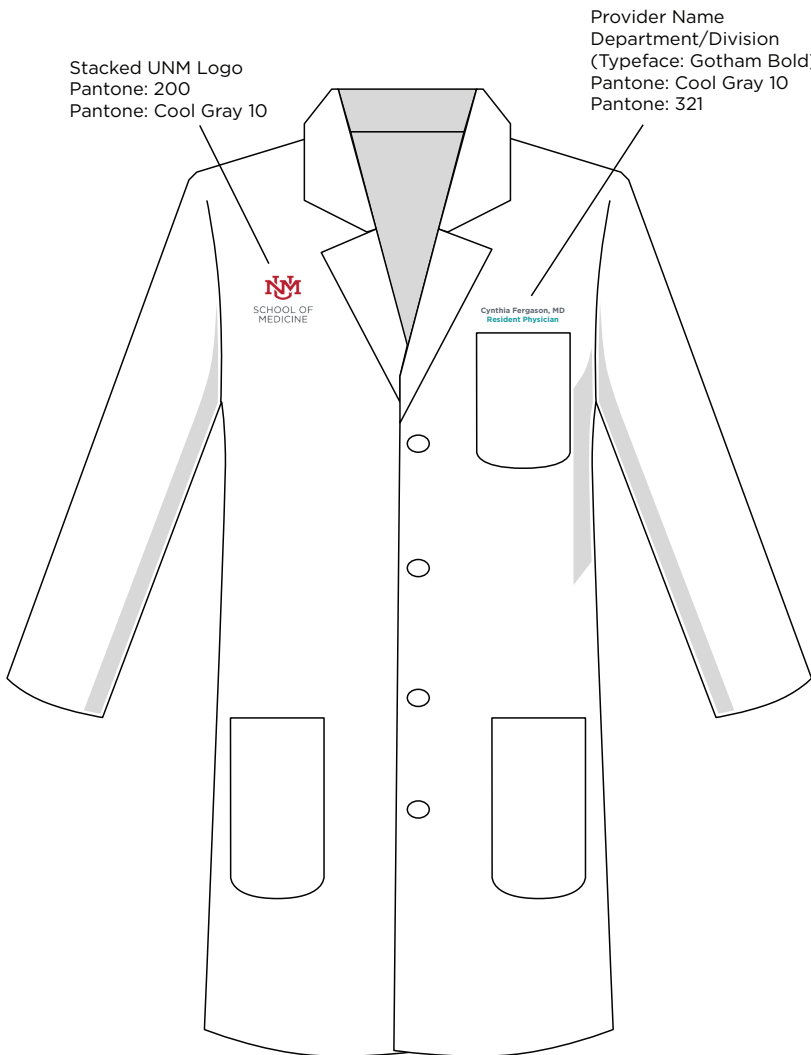
WHITE COATS & SCRUBS

Most departments within the Health Sciences have a need for white coats or lab coats, scrubs, vests or other institutionally branded attire. 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 side. It is not typically recommended to use division or program logos because they can become illegible due to the embroidery. Sometimes, of course, the additional lines are required for purposes of access to restricted units within the hospital.

The provider's name and title is placed on the left breast. 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.



Always use white logo over dark scrubs



STANDARDS

HSC SIGNAGE

The UNM Health Sciences Center employs a campus-wide HSC Signage Committee that oversees interior wayfinding and exterior building and monument signage standards for both academic and clinical units.

INTERIOR WAYFINDING

For interior wayfinding standards, HSC has a standard for interior maps, directories and directional boards. This document is housed in the UNM Hospitals Facilities and Planning Office and was developed in partnership with UNM Health Marketing and Communications.

New interior signage requests should go through respective directors, who will then forward requests to the HSC Signage Committee for review and consideration and to ensure branding guidelines are followed. HSC partners with several 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 Signage Committee Chair 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. The logo is not typically used on exterior building signage. The hierarchy is similar to logos, but emphasis is on legibility and wayfinding, not visual identity.

On-Campus Post and Panel Signage

On-campus post and panel signage standards for HSC academic and clinical units follow UNM Brand standards but are in turquoise with white lettering. The UNM Sign Shop has these standards on file.

Clinical Backlit and/or Post and Panel Signage

The UNM Health family brand encompasses the clinical enterprise. This includes UNM Hospitals and clinics, UNM Medical Group clinics, and other patient-facing centers and institutes. These clinics follow the backlit 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 Marketing or UNM Hospitals Facilities on all clinical signage.

CONTACT:

Gregory H. Smith
Chair, HSC Signage Committee
505.908.0220



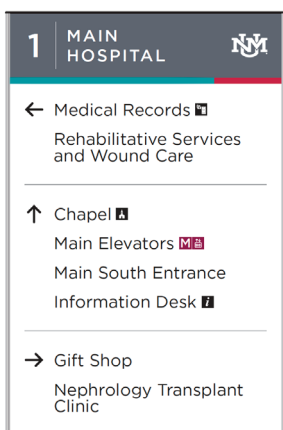
HSC exterior signage. UNM is written, without the logo, and the unit sizing is in relation to legibility (it is not the same as the logo).



On-campus HSC post and panel signage standard.



HSC clinical backlit and/or post and panel signage.



HSC academic and clinical wayfinding

STANDARDS

PROMOTIONAL ITEMS

The HSC Brand suggest the use of turquoise on giveaway items when possible. The HSC primary colors, as well as Lobo Gray could also be used for the items. The logo should be in white (also called knockout) when possible.

The logo should never be printed in black, and it is advisable to steer away from items that are only available in black, because that is not an HSC branded color. On items that are white, the full color logo is permitted, but ideally turquoise is also located on those items (follow the 80/20 rule). Please reach out to academic or clinical marketing for any questions or assistance with locating products.



THANK YOU