

THE UNIVERSITY OF NEW MEXICO HEALTH SCIENCES CENTER

STYLE GUIDE

This document outlines proper use of the HSC brand and visual identity in order to maintain a consistent message, proper use of logos and clearly identifiable color palette.

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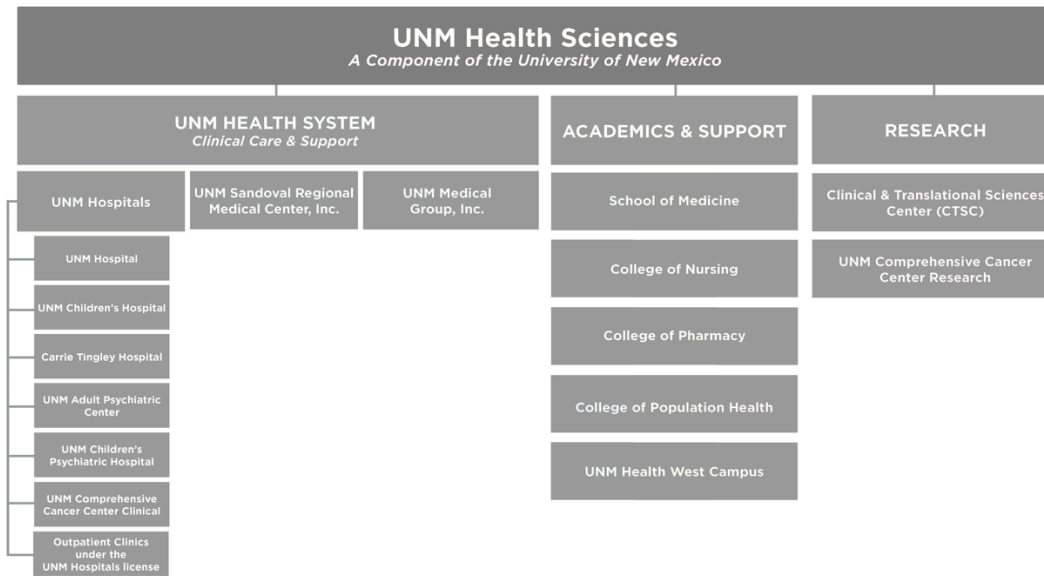
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INTRODUCTION

The University of New Mexico Health Sciences Center (HSC) serves as the health care arm to the University of New Mexico. The HSC mission is to provide opportunities to obtain excellent education in the health sciences and ensure that all populations in New Mexico have access to the highest quality health care. The HSC umbrella, which falls under main campus, encompasses the UNM Hospitals, UNM Medical Group, Inc., UNM Sandoval Regional Medical Center. It also includes the School of Medicine, Colleges of Nursing, Pharmacy and Population Health.

HSC Clinical, Academic and Research Programs



The unique differences between the brand and visual identity of HSC lies in the history of the institution. Over the past 25 years HSC has developed a public perception and gained a recognized institutional brand equity in the use of color, photography and branding.

These guidelines provide continuity and convey a visual order to the way in which our different colleges, schools, divisions, departments and institutes are presented, recognized and perceived.

PROTECTING OUR UNIQUE BRAND

Each of us at the HSC has an opportunity to build the brand, and we depend on each other to protect it. Every time we design a program flier, develop patient material or produce a video or presentation, we promote our prestigious institution.

“Each of Us Defines All of Us.”

Working in close partnership with The University of New Mexico, the HSC continues its path of utilizing unique identifiers while promoting and following the overall institutional branding.

The HSC Style Guide was designed to assist in the development of consistent on-brand messages. This document outlines correct use of the brand and visual identity, proper use of logos and our clearly identifiable color palette that unifies all the HSC clinical entities and the colleges and schools.

Each of us represents the HSC, and together we can build the brand and rely on each other to protect it.

WHY BRANDING IS SO IMPORTANT

A strong brand will deliver a clear message, promote trustworthiness, resonate with partners and further develop loyalty. Our brand is one of our most valued assets.

Providing excellent education, health care and world renown research is at the core of the HSC. The priority of serving patients' needs, delivering student support and offering research opportunities underlies the purpose of HSC Style Guide. It is vital that the UNM HSC departments and programs properly use the brand and visual identity, because consistent use of the HSC brand furthers both our mission and perception.

THERE IS ONLY ONE UNM HSC BRAND

The Health Sciences honors its unique story. It is a cohesive enterprise, comprised of distinctive programs.

Thus, UNM HSC schools, colleges, departments, institutes, centers or programs are not permitted to create or use individual logos, any graphic treatment or icon that implies that they are unique or separate. The coherent use of branding across the institution conveys that each unit is connected to the greater overall UNM HSC family brand. It is important that units do not alter the logo to design a creative “modification” and that they use only the approved color palette, with an emphasis on turquoise, cherry and lobo gray, and incorporate the branded typefaces of Gotham and Vitesse.

While this document provides general direction for the UNM HSC branding and graphic identity, the HSC Communications and Marketing Department is required to review the designs for any documents, products or materials with any UNM HSC logo or name before the items are produced. This step is vital in order to ensure the HSC perception is represented professionally and consistently.

By collaborating and supporting each other, we can continue to properly highlight the good work taking place at the HSC.

MATERIAL REVIEW AND APPROVAL POLICY

While this document provides general direction for the UNM HSC branding and graphic identity, the HSC Communications and Marketing Department is required to review the designs for any documents, products or materials with any UNM HSC logo or name before the items are produced. This is step is vital in order to ensure the HSC perception is represented professionally and consistently.

HSC STYLE GUIDELINES POLICY

The University of New Mexico Health Sciences Center's procedures are governed by both UNM and UNM HSC-specific policies.

The **HSC Graphic Standards** policy document is filed with the policy office. Effective September, 1993 and updated in February 2016, this policy outlines the role the HSC Communications and Marketing department plays in reviewing, overseeing and approving all print and digital collateral produced at the HSC. This policy is in place in order to collaborate with our partners to maintain consistent messaging, branded collateral and proper use of the HSC logos.

An overview of the communications and marketing efforts have been compiled here.

POLICY OVERVIEW

The **HSC Graphic Standards** policy outlines the review and approval process to protect our valuable brand asset.

Key Policy Elements

- Implementation of Procedures
- Use of Photographs
- Stationary and Business Documents
- Working with Vendors

For more detailed information please see Document #2530 filed in the Health Sciences Policies and Procedures Portal.

HSC Material Review and Approval Policy

In accordance with the Graphic Standards policy, all HSC produced digital and print collateral should be submitted to the marketing team at the HSC Communications and Marketing department.

1. Send an email requesting review of the material.
2. Content is reviewed for logo usage and correct color usage, language and overall brand.
3. Changes or approval are returned within 3 days.

HEALTH SCIENCES LOGOS

HSC BLOCK LOGO

The Health Sciences logo was designed to represent the Health Sciences umbrella, including its educational, research and clinical operations. The mark can be used independently, or in conjunction with other unit logos.



HEALTH SCIENCES LOGOS

HSC KNOCKOUT LOGO USE EXAMPLES

Whenever an HSC department or division uses any departmental or HSC logo, HSC Turquoise must be used in conjunction with the logo to further solidify the visual identity. A knockout logo in white over HSC Turquoise is often used when a two-color option is required. Thus ensuring that HSC Turquoise is associated with the logo, further clarifying the delineation between The University of New Mexico system and the HSC enterprise.

Logo Knockout Examples

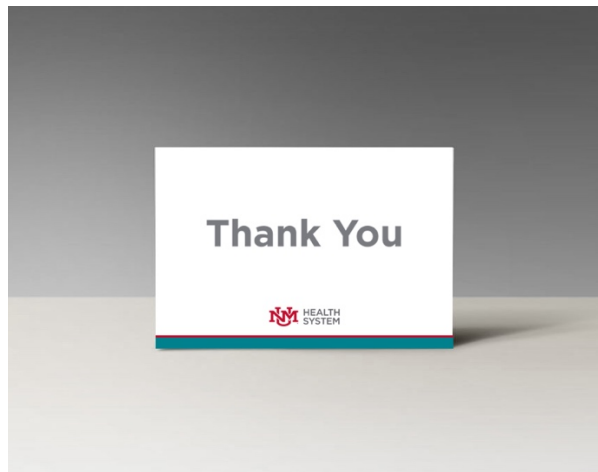


HEALTH SCIENCES LOGOS

HSC FULL COLOR LOGO USE EXAMPLES

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.

Full Color Logo Examples



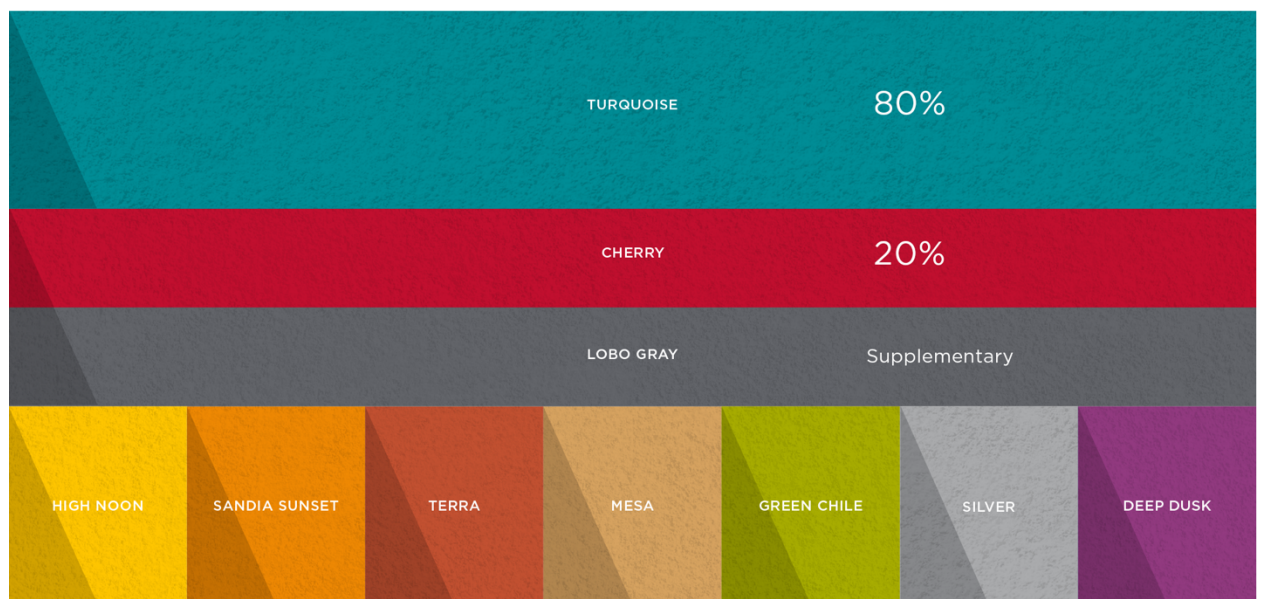
HSC COLOR PALETTE

HSC PRIMARY BRAND COLORS: TURQUOISE AND CHERRY

The HSC's primary color is Pantone 321, also called HSC Turquoise. It is the dominant color in our marketing material and is incorporated to both highlight the institution and delineate us from other campuses across New Mexico. HSC Turquoise has been the main color representing the HSC for more than 25 years and has been a key element in the overall visual identity and has garnered a recognizable brand equity. HSC Turquoise is the first color of choice when designing graphics or communications that represent the institution. Used in conjunction with the two-tone logo (cherry and lobo gray) the continued use of the turquoise as a primary color is integral in maintaining our consistent brand.

The UNM HSC follows the 80/20 rule, 80% of all flyers, posters, promotional items uses turquoise, while 20% is in cherry. This format distinguishes us from other local clinical and educational institutions. The use of the branded secondary colors enhances digital and print collateral. When using other colors from the branded color palette, the emphasis should always be on using the turquoise as the primary hue.

The secondary color of lobo gray are also part of the HSC color palette. These two colors (turquoise and lobo gray) have been a consistent brand element in HSC marketing material and identity over the past quarter century. The HSC is adding cherry to its primary color palette to build brand consistency within the entire institution. All HSC branded print and digital communications should utilized these two official HSC colors.



The HSC color palette and the 80/20 rule.

FONTS

HSC BRANDED FONTS: GOTHAM AND VITESSE

The University of New Mexico has implemented the use of two branded typefaces: Gotham and Vitesse. These fonts exemplify UNM's bold, distinct and memorable communications. UNM HSC follows the use of these fonts, with an emphasis on using Gotham for the majority of the content and headlines. The use of Vitesse is reserved for highlighted, "standout" terms or bolder headlines, and must be used sparingly. The clean lines of Gotham's sans serif letters serve the UNM HSC health care community by presenting a calm, professional appearance.

HEADLINE FONT

Vitesse: All Caps, Title Case or Sentence Case.

Bold Aa Bb Cc Xx Yy Zz

Black Aa Bb Cc Xx Yy Zz

ALT. HEADLINE FONT

GOTHAM: ALL CAPS, WITH 100-500 TRACKING

Black A B C X Y Z

Ultra A B C X Y Z

SECONDARY / SUB-HEADLINE FONT

GOTHAM: ALL CAPS, WITH 100-500 TRACKING

Black A B C X Y Z

ALT. SECONDARY / SUB-HEADLINE FONT

Vitesse: All Caps, Title Case or Sentence Case

Bold Aa Bb Cc Xx Yy Zz

BODY COPY

The distance between lines of text is called line spacing, or leading. The UNM HSC Style Guide dictates that the line spacing is greater than the font point, almost double for shorter communications. For example with a body copy with 9 point font should have at least a 16 point leading (or spacing) between lines. The size expands exponentially as the font gets bigger - twelve point font would have approximately eighteen leading. For longer magazines the leading may be slight adjusted to fit content. HSC Communications and Marketing can assist in determining what is best for the document.

The expanded leading result is a light, airy and easy to read open text. Example:

HSC Vision

The University of New Mexico Health Sciences Center will work with community partners to help New Mexico make more progress in health and health equity than any other state.

TYPEFACE TREATMENTS

EXAMPLES OF TYPEFACE UNM HSC TREATMENT

The UNM HSC has a delineation with its type treatment that is unique. The focus is on using Gotham more frequently than Vitesse, and reserving Gotham for highlighted phrases and callouts.



UNM HOSPITALS
Identity matters.

WE TAKE **PRIDE** IN GIVING THE **BEST** CARE POSSIBLE TO LESBIAN, GAY, BISEXUAL AND TRANSGENDER **PATIENTS** AND THEIR **FAMILIES**. THAT'S THE **COMMITMENT** WE MAKE TO OUR **PATIENTS** AND THE **COMMUNITY**.

 For the past 5 years, UNM Hospitals has been consistently recognized as a "Leader in LGBTQ Healthcare Equality" and a "Top Performer" in the Healthcare Equality Index.

UNMH Office of Diversity, Equity & Inclusion
2211 Lomas Blvd. NE, Albuquerque, 505.272.2111, hospitals.unm.edu/dei

HAPPY HOLIDAYS

We love taking care of the smallest Lobos and their families



WE ARE HONORED TO SERVE YOU BY **PROVIDING** HEALTH CARE TO **MEET THE NEEDS** OF ALL NEW MEXICANS, **CONDUCTING** LIFE-SAVING RESEARCH AND **EDUCATING** TOMORROW'S HEALTH PROFESSIONALS.

HERE WHEN YOU NEED US 

hsc.unm.edu 505.272.8666