



Policy for Texas A&M Health Science Center College of Medicine **Use of logo, name, and faculty title in communications**

Faculty members and clinical affiliates of the Texas A&M Health Science Center College of Medicine (TAMHSC-College of Medicine) are permitted to display and communicate their faculty appointments, the TAMHSC-College of Medicine logo, and the TAMHSC-College of Medicine name, provided they comply with the guidelines outlined below. This applies to all print, video, electronic and all other media. Violation of this policy may be grounds for disciplinary action and loss of faculty appointment. All questions regarding this policy should be directed to the regional campus Academic Office.

GENERAL:

- Faculty members or affiliates of the TAMHSC-College of Medicine may use the college's logo and/or name on business cards and letterhead without requesting permission, as long as the graphic standards outlined in this document are observed.
- Faculty members and affiliates must receive written approval for usage of the TAMHSC-College of Medicine logo and/or name in advertising, signage, publications and all other communications from the regional campus Academic Office.
- When academic titles are used in any communications, they must be used accurately and completely. This includes any and all prefixes.

GRAPHIC GUIDELINES:

Name

Our legal name is *The Texas A&M University System Health Science Center College of Medicine*. However, this name is only used in contracts and legal documents.

Our official name, to be used in all communications, is *Texas A&M Health Science Center College of Medicine*. Our name is to be used in its entirety on the first reference, but may be abbreviated to *TAMHSC-College of Medicine* on subsequent references.

Correct: Texas A&M Health Science Center College of Medicine; TAMHSC-College of Medicine

Incorrect: Texas A&M College of Medicine; Texas A&M University College of Medicine; Texas A&M University Health Science Center College of Medicine

Campus Name

In most instances, the usage of "Texas A&M Health Science Center College of Medicine" is most appropriate. However, if it is deemed necessary to specify a campus location, the college's full name should be used, followed by a comma, the city location and the word "Campus".

Correct: Texas A&M Health Science Center College of Medicine, Bryan-College Station Campus

Incorrect: Texas A&M Health Science Center College of Medicine, Round Rock; Texas A&M Health Science Center College of Medicine at Temple

Logo

The logo is available in black & white or color, and in three variations: centered, left-justified and stacked. Logos may be downloaded from: <http://www.tamhsc.edu/communications/logo/com.html>.

When used, the logo must be used in its entirety. Our logo is comprised of four basic elements: the Health Science Center symbol, the system name (Texas A&M), the HSC name and our academic unit name. The four elements are inseparable and unalterable. No additional elements may be added.

The symbol should never be used on its own; nor should the name of the college be shown in the typeface and configuration of the logo without the symbol. In addition, it is not permissible to change the typeface of the logo or alter the proportion or composition of the logo in any way. The size of the logo can vary, but this must be done while maintaining the proportions between the logo symbol and type elements.

Correct:



Incorrect:



(symbol by itself)



TEXAS A&M
HEALTH SCIENCE CENTER
COLLEGE OF MEDICINE

(distorted logo)

TEXAS A&M

HEALTH SCIENCE CENTER

COLLEGE OF MEDICINE

Department of Surgery

(removing the symbol and adding text)

Co-Branding

In instances of co-branding, our logo may be used with another logo. Use must be approved by the TAMHSC-College of Medicine communications office. When co-branding, our logo should be the at least the same size as the other logo.

Correct:



Incorrect:



TEXAS A&M
HEALTH SCIENCE CENTER
COLLEGE OF MEDICINE



Official Colors

The official colors of the TAMHSC-College of Medicine are maroon and grey, and are as important to the identity of the college as the logo. For print color reproduction, maroon (PMS 202) and grey (PMS 424) are to be used. A metallic ink, silver (PMS 877) may be substituted for gray in both publications and signage.

White Coat Applications

Faculty are encouraged to display the TAMHSC-College of Medicine logo on white coats, in one of the two ways listed below. Co-branding and graphic standards listed above also apply.

Patches:

Patches with the TAMHSC-College of Medicine logo are available for use, and should be sewn on the chest pocket. They may be obtained from departmental clerkship coordinators or the regional campus Academic Office.

Embroidery:

The logo may be embroidered on the white coat on the chest pocket, but thread colors must be as close to the official colors (outlined above) as possible. If embroidering academic title, it must be used accurately and completely.

Official Font

The font in the logo has been rendered in a custom lettering style and cannot be duplicated by the use of any standard font. Do not attempt to re-create it by electronically modifying letters of a typeface.

Spacing

The logo should always have a window of space around it so the background colors or elements do not appear to be part of the logo.

Questions? Contact the regional campus Academic Office for further direction.