INTRODUCTION

This style guide is a reference tool for the Division of Health Affairs of how to visually communicate the UT Health Rio Grande Valley brand for all the patient care activities of the university, and how to use it alongside the UTRGV brand for the non-clinical – academic and research – activities of the division. These guidelines are in place to help all schools and departments within the division apply a consistent and unified brand look to all marketing and communication materials.

Our brand is the impression others have of us, and how we engage with our students, patients, donors and the community we serve. It represents our commitment to excellence, the passion we have for the work we do, and what makes us unique as a health science enterprise.

These brand guidelines were developed with the goal of facilitating all communications and creating a single identity for the division among its many schools, departments, institutes, offices, and programs. Effective brand management by faculty, staff, and students protects the integrity of the division’s academic, research, and patient care missions.

CONTENTS

DIVISION OF HEALTH AFFAIRS STYLE GUIDE
Introduction................................................................. 2
Division of Health Affairs Logo Chart.......................... 3
Division of Health Affairs Logo.................................... 4
Color Palette.............................................................. 5
School/College Logos.................................................. 6
Color Variations.......................................................... 8
Logo Violations.......................................................... 12
Email Signature.......................................................... 14
Stationery................................................................. 15
Co-branding.............................................................. 18
Powerpoint Layouts.................................................... 19
Poster layouts............................................................ 20
Academic Posters....................................................... 21
Promotional Items....................................................... 22

UT HEALTH RGV PATIENT CARE STYLE GUIDE
UT Health RGV Practice Plan Logo Chart...................... 25
UT Health RGV Logo.................................................. 26
UT Health RGV Tagline.............................................. 27
Color Palette.............................................................. 28
Logo + Tagline........................................................... 29
UT Health RGV Clinical Site Logos.............................. 30
Color Variations.......................................................... 31
Logo Violations.......................................................... 36
Stationery................................................................. 38
Poster Layouts............................................................ 47
Co-branding.............................................................. 48
White Coat & Scrubs.................................................... 49
Promotional Items....................................................... 54
There are two exceptions to the rule for the NEW UT Health RGV logo:
1. Any clinical site that is NOT operated by UT Health RGV, use the new School of Medicine stand-alone logo with the hospital affiliate’s logo.
2. Residents and staff for the GME program, use the new SOM logo except DHR Programs use the co-branded version.
DIVISION OF HEALTH AFFAIRS LOGOS

The UT Health RGV logo will be used alongside the UTRGV brand for non-clinical - academic and research - activities of the division.

Download here

PRIMARY LOGO LAYOUT

SECONDARY LOGO LAYOUT
COLOR PALETTE

PANTONE 1655 C
Hex: #F05023
C: 0
M: 84
Y: 100
K: 0
R: 240
G: 85
B: 35

PANTONE Cool Gray 10 C
Hex: #646469
C: 61
M: 53
Y: 48
K: 19
R: 100
G: 100
B: 105

PANTONE 2748 C
Hex: #001a70
C: 100
M: 93
Y: 24
K: 23
R: 0
G: 26
B: 112

PANTONE 7549 C
Hex: #ff0000
C: 0
M: 31
Y: 100
K: 0
R: 255
G: 0
B: 0

PANTONE 375 C
Hex: #92D500
C: 31
M: 0
Y: 100
K: 16
R: 146
G: 213
B: 100

PANTONE 2935 C
Hex: #0055b8
C: 100
M: 68
Y: 4
K: 0
R: 0
G: 85
B: 184

PANTONE 2975 C
Hex: #95d4e9
C: 39
M: 2
Y: 5
K: 0
R: 149
G: 212
B: 233
SCHOOL/COLLEGE LOGOS

Each school and college within the division has its own mark, in three different arrangements or patterns.

The first two patterns incorporate the two preferred versions of the logos, the vertical and the horizontal version. In addition, a third pattern for each school/college uses the horizontal version of the logo and gives the school/college name prominence. In all three patterns, the type aligns center and middle line separates the logo from the carefully typeset school/college.

Although any of these logos may be proportionately scaled to fit, the relative type size and the overall spatial relationship within each pattern must not be altered. The anatomy of each pattern is shown here, using the School of Medicine as an example. There are no Department, Office, or Program logos.

Download School/College logos here
DEPARTMENT, OFFICE, OR PROGRAM LOGOS
There are no Department, Office, or Program logos. Use School or College Logo.
COLOR VARIATIONS

Black Color: Side to side version

UTRGV | UT Health Rio Grande Valley
School of Medicine

Black Color: Stacked version

UTRGV | UT Health Rio Grande Valley | School of Medicine

Black Color: Side Text
COLOR VARIATIONS

White Color: Side to side version

White Color: Stacked version

White Color: Side Text
COLOR VARIATIONS

Two Color: Side to side version

UTRGV | UT Health Rio Grande Valley

School of Medicine

Two Color: Stacked version

UTRGV | UT Health Rio Grande Valley

School of Medicine

Two Color: Side Text

UTRGV | UT Health Rio Grande Valley | School of Medicine
COLOR VARIATIONS

White & Orange with Full Color symbol: Side to side version

UTRGV | UT Health
Rio Grande Valley

Biomedical Research

White & Orange with Full Color symbol: Stacked version

UTRGV | UT Health
Rio Grande Valley

School of Medicine

White & Orange With Full Color Symbol: Side Text

UTRGV | UT Health
Rio Grande Valley | School of Medicine
LOGO VIOLATIONS

• Never condense, stretch or change proportions.
• Never distort in any way.
• Never change the colors.

• Never adorn.
• Never use special effects.
• Never put outlines around it.

• Never create another version of the layout.
• Never use the Lattice symbol by itself or included in another logo.
• Lattice symbol cannot be smaller than .5 inches. See next page for examples.
Logo Violations
Lattice Symbol Size

1. If Lattice symbol is smaller than .5 inches, use logo without it:
EMAIL SIGNATURE

All UTRGV/UT Health RGV employees are encouraged to include the following at the end of their email:

NOTICE: The information contained in this electronic mail message and any attachments hereto is intended only for the personal and confidential use of the designated recipients. This message and any attachments hereto may constitute an attorney-client communication, and as such is privileged and confidential. This message may also contain confidential student information. If you are not the intended recipient or an agent responsible for delivering it to the intended recipient, you are hereby notified that you have received this message in error, and that any review, dissemination, distribution or copying of this message and any attachments hereto is strictly prohibited under the Federal Family Educational Rights & Privacy Act (20 U.S.C. 1232 G, 34 C.F.R. Part 99). If you have received this message in error, please notify me immediately.

For instruction on how to set your email signature, visit http://utrgv.edu/Office365

Please use the font Helvetica for your email signature with font size 12.
Please use the font Times Italic for the Privacy Statement with font size 10.
All letterheads and envelopes must be ordered through Printing Services.

Print Services Request Form
DIVISION OF HEALTH AFFAIRS STATIONERY

Stationery can be ordered directly from Printing Services or Copy Plus.

Print Services | Copy Plus
BUSINESS CARDS

TYPE A:
Division of Health Affairs

Name, Suffix
Title
Department
School/College

email@utrgv.edu
o: (000) 000-0000 f: (000) 000-0000
utrgv.edu

Front

Back 1
Back 2

Business cards can be ordered directly from Printing Services or Copy Plus.
Below is the link to their printing forms.

Print Services | Copy Plus
CO-BRANDING
GME and DHR Health

- Both logos are to be used when promoting GME Medical Centers
- Use School of Medicine logo on left and DHR Health logo on right
- With white coats, School of Medicine logo on top, DHR logo on bottom
POWERPOINT LAYOUTS

PPT templates are Division of Health Affairs branded

[Images of different PowerPoint layouts with the UT RGV and UT Health logos]

Download here
POSTER LAYOUTS

Download here
PROMOTIONAL ITEMS

This logo is the preferred version to use on promotional items. The logo is also available in a single color (all black or all white) version. The usage of the logo must adhere to standards and guidelines outlined in this brand manual. If you have any questions, please contact roberto.castro@utrgv.edu

Each department is responsible for ordering their promotional items from approved vendors and out of their own budgets. We will provide final logo approval for items before approved vendor prints. Here is the approved vendor list for future use.

Licensed Vendors:
If you are ordering promotional items (i.e., pens, pencils, mugs, shirts, etc), you must order them from an approved licensed vendor. To obtain a list of approved licenses vendors, visit https://learfieldlicensing.com/vendor-list/. Enter “Rio Grande Valley” in the search box for the list to appear. Click “view” and open the PDF. The list is updated daily, so please do not save it in your computer. When placing and order, always verify that your vendor appears on the list.
Promotional Items
Real Size Examples

[Image of a pen and a mug with UTRGV School of Nursing logos]
* To view the most current list of UT Health RGV clinical sites, please click [here](#).
UT HEALTH RGV LOGO

The UT Health RGV logo will be used alone for all patient care activities/clinical sites controlled by the practice plan.

PRIMARY LOGO LAYOUT

SECONDARY LOGO LAYOUT
UT HEALTH RGV TAGLINE

Our tagline is an expression of the UT Health RGV brand—a short, memorable phrase that is a distillation of who we are and what we believe. It embodies UT Health RGV’s commitment to making an impact.

What Matters To Your Health, Matters To Us™

What does the UT Health RGV tagline mean?
At its core, the UT Health RGV tagline communicates that we do what we do because it meets a need and is important to the community we serve. It’s not about UT Health RGV. It’s about understanding community needs and acting upon them to enhance the lives and health of the communities served by UT Health RGV.

Guidelines for using the UT Health RGV tagline.

1. The tagline should not be used as a headline or the title of a publication. Exceptions to this rule will be rare and must be approved by UT Health RGV marketing department.

2. The tagline should always be used in full without any editing. Do not pick and choose specific words or phrases to use from the tagline. Use the complete phrase following graphic standards for visual presentation.

3. The tagline can stand alone as a graphic element only if the UT Health RGV logo without the tagline is on the same page. The tagline may be used as a visual element and should be used in the font and color scheme presented in the logo.

4. The tagline may be used in body copy if on the same page, there is a UT Health RGV logo without the tagline.

5. When using the tagline as text within copy, do not italicize or use in all caps. Follow the letter case of each word in the tagline exactly as it appears in the logo. Consistency of presentation is vitally important to establishing a brand.

6. As a rule, the logo with the tagline should be used when a logo is needed. Once a logo with the tagline has been used within a document, such as on the front cover, the logo without the tagline may be used for subsequent uses within the same document if space is an issue. While displaying the tagline in every instance your logo is used may be space-intensive, this practice is a good way to help build brand recognition, especially when branding is in the early stages. However, the tagline appears too small with our logo in small format.

Download here
COLOR PALETTE

PANTONE 1655 C
Hex: #F05023
C: 0
M: 84
Y: 100
K: 0
R: 240
G: 85
B: 35

PANTONE Cool Gray 10 C
Hex: #646469
C: 61
M: 53
Y: 48
K: 19
R: 100
G: 100
B: 105

PANTONE 2748 C
Hex: #001a70
C: 100
M: 93
Y: 24
K: 23
R: 0
G: 26
B: 112

PANTONE 7549 C
Hex: #ff0000
C: 0
M: 31
Y: 100
K: 0
R: 255
G: 182
B: 0

PANTONE 375 C
Hex: #92D500
C: 31
M: 0
Y: 100
K: 16
R: 146
G: 213
B: 100

PANTONE 2935 C
Hex: #2975C
C: 100
M: 68
Y: 4
K: 0
R: 0
G: 85
B: 184

PANTONE 2975 C
Hex: #95D4E9
C: 39
M: 2
Y: 5
K: 0
R: 149
G: 212
B: 233
LOGO + TAGLINE

Official tagline “What Matters To Your Health, Matters To Us”

“Your Health, Matters” will always be orange and bold. This part needs to stand out.
Overview: Three Patterns
Each UT Health RGV Clinical Sites has its own mark, in three different arrangements or patterns.

The first two patterns incorporate the two preferred versions of the logo, the vertical and the horizontal version. In addition, a third pattern uses the horizontal version of the logo and gives the clinical site name prominence. In all three patterns, the type aligns center and a middle line separates the logo from the carefully typeset clinical site name.

Although any of these logos may be proportionately scaled to fit, the relative type sizes and the overall spatial relationship within each pattern must not be altered.

PREFERRED VERSION
Vertical Pattern
The middle solid line and the main UT Health RGV logo will always need to be center aligned.

The length of the line cannot be modified.

The clinical site typeface is Caecilia 85 Heavy.
Each clinical site name is different in length, but the point size and size relationship always remain the same.
If the clinical site name is larger than the top line it will need to be stacked into no more than 3 lines.

Horizontal Pattern
The middle solid line and the main UT Health RGV logo will always need to be center aligned.

The length of the line cannot be modified.

The clinical site typeface is Caecilia 85 Heavy.
Each clinical site name is different in length, but the point size and size relationship always remain the same.
If the clinical site name is larger than the top line it will need to be stacked into no more than 3 lines.

Clinical Site-Emphasized Pattern
The clinical site typeface is Caecilia 85 Heavy.
Each clinical site name is different in length, but the point size and size relationship always remain the same.
The typesetting of this pattern needs to follow the horizontal and vertical versions. And, the final amount of sentence lines will be Vertical Align Centered to the main UT Health RGV logo.
COLOR VARIATIONS
Full Color Version.

[Logos and images related to UT Health Rio Grande Valley Clinical Site]
COLOR VARIATIONS
Black Version.

Clinical Site

UT Health Rio Grande Valley

Clinical Site

UT Health Rio Grande Valley

Clinical Site
COLOR VARIATIONS
White and Orange Version.

Clinical Site

UT Health Rio Grande Valley
Clinical Site

UT Health Rio Grande Valley
Clinical Site
COLOR VARIATIONS
White and Orange with Full Color Symbol Version
**LOGO VIOLATIONS**

- Never condense, stretch or change proportions.
- Never distort in any way.
- Never change the colors.
- Never adorn.
- Never use special effects.
- Never create another version of the layout.
- Never use the Graphic by itself or included in another logo.
- Lattice symbol cannot be smaller than .5 inches. See next page for examples.
Logo Violations
Lattice Symbol Size

• If Lattice symbol is smaller than .5 inches, use logo without it:
LETTERHEAD
Department in signature line

All letterheads and envelopes must be ordered through Printing Services.

Print Services Request Form
All letterheads must be ordered through Printing Services.

[Print Services Request Form]
Stationery can be ordered directly from Printing Services or Copy Plus.
BUSINESS CARDS

Business cards can be ordered directly from Printing Services or Copy Plus. Below is the link to their printing forms.

Print Services | Copy Plus

TYPE B:

UT Health RGV Clinical Sites

Exception: Residents can use Clinical Site Appointment Cards Only (front option #2)

Front 1: Providers

- UT Health Rio Grande Valley
- uthealthrgv.org
- 1-833-UTRGVMD

- Name, Suffix
- Title, Department, Specialty
- Clinical Site Name
- 123 Clinical Site Address
- City, TX. 12345
- o: (000) 000-0000
- f: (000) 000-0000
- c: (000) 000-0000
- email@utrgv.edu

Back

- Has An Appointment On
- If unable to keep appointment, please provide 24 hour notice.
  We appreciate your consideration.

Monday | Tuesday | Wednesday | Thursday | Friday

For: ____________ At: ________ A.M./P.M.

Front 2: Clinical Site Appointment Cards

- UT Health Rio Grande Valley
- uthealthrgv.org
- 1-833-UTRGVMD

- Clinical Site Name
- 123 Clinical Site Address
- City, TX. 12345
- o: (000) 000-0000
- f: (000) 000-0000

Back

- Has An Appointment On
- If unable to keep appointment, please provide 24 hour notice.
  We appreciate your consideration.

Monday | Tuesday | Wednesday | Thursday | Friday

For: ____________ At: ________ A.M./P.M.
BUSINESS CARDS

TYPE C:
Multiple UT Health RGV Clinical Sites

* Back

* Only UT Health RGV clinical sites to be listed on card.
GME clinical sites would need to use the GME co-branded card.
**BUSINESS CARDS**

**TYPE D:**

**GME UTRGV-DHR Clinical Site**

UT Health RGV Physicians & Contracted Physicians use GME co-branded business cards. 
*Exception: Residents can use Clinical Site Appointment Cards Only (Front Option #2)*

---

**Front 1: Providers**

<table>
<thead>
<tr>
<th>Name, Suffix</th>
<th>Title, Department, Specialty</th>
<th>Clinical Site Name</th>
<th>Clinical Site Address</th>
<th>City, TX, 12345</th>
<th>o: (000) 000-0000</th>
<th>f: (000) 000-0000</th>
<th>c: (000) 000-0000</th>
<th><a href="mailto:email@utrgv.edu">email@utrgv.edu</a></th>
<th><a href="mailto:email@dhr-rgv.com">email@dhr-rgv.com</a></th>
</tr>
</thead>
</table>

---

**Front 2: Clinical Site Appointment Cards**

<table>
<thead>
<tr>
<th>Clinical Site Name</th>
<th>Clinical Site Address</th>
<th>City, TX, 12345</th>
<th>o: (000) 000-0000</th>
<th>f: (000) 000-0000</th>
</tr>
</thead>
</table>

---

**Back**

**Has an Appointment On**

- [ ] Monday  
- [ ] Tuesday  
- [ ] Wednesday  
- [ ] Thursday  
- [ ] Friday  

For: _______________  At: _______ A.M./P.M.  

If unable to keep appointment, please provide 24 hour notice.  
We appreciate your consideration.
BUSINESS CARDS

TYPE E:
GME UT Health RGV Knapp Clinical Site
Exception: Residents can use Clinical Site Appointment Cards Only

Clinical Site Name
123 Clinical Site Address
City, TX. 12345
o: (000) 000-0000
f: (000) 000-0000

Front Clinical Site Appointment Cards

Has An Appointment On
☐ Monday  ☐ Tuesday  ☐ Wednesday  ☐ Thursday  ☐ Friday

For: ___________________________ At: _______ A.M./P.M.

If unable to keep appointment, please provide 24 hour notice.
We appreciate your consideration.

Back
BUSINESS CARDS

TYPE F:
GME UTRGV-McAllen
Family Medicine Residency Clinical Site

Exception: Residents can use
Clinical Site Appointment Cards Only

Front Clinical Site Appointment Cards

Has An Appointment On
☐ Monday   ☐ Tuesday   ☐ Wednesday   ☐ Thursday   ☐ Friday
For: _______       At: _______ A.M./P.M.
If unable to keep appointment, please provide 24 hour notice.
We appreciate your consideration.

Back
BUSINESS CARDS

TYPE G:
GME UTRGV-Valley Baptist Health System Clinical Site
Exception: Residents can use Clinical Site Appointment Cards Only

Front Clinical Site Appointment Cards

Clinical Site Name
123 Clinical Site Address
City, TX. 12345
o: (000) 000-0000
f: (000) 000-0000

Has An Appointment On
☐ Monday ☐ Tuesday ☐ Wednesday ☐ Thursday ☐ Friday
For: ___________________________ At: ____________ A.M./P.M.
If unable to keep appointment, please provide 24 hour notice.
We appreciate your consideration.

Back
POSTER LAYOUTS

Download here
CO-BRANDING
GME and DHR Health

- Both logos are to be used when promoting GME Medical Centers
- Use School of Medicine logo on left and DHR Health logo on right
- With white coats, School of Medicine logo on top, DHR logo on bottom
UT HEALTH RGV CLINICAL FACULTY

Full-time clinical faculty will use the UT Health RGV stand-alone logo.
GME CLINICAL FACULTY

GME clinical faculty will use the SOM stand-alone logo and the brand of the hospital/clinical affiliate as may be required by the site. (DHR is on the only hospital/clinical affiliate we have a trademark agreement with for the co-branded logo)
NON-CLINICAL FACULTY

All other non-clinical faculty will use the division of health affairs logo
RESIDENTS
All residents will use the SOM stand-alone logo except the programs at DHR will use the co-branded logo.
Medical Student

UTRGV™ UT Health Rio Grande Valley

School of Medicine
PROMOTIONAL ITEMS

This logo is the preferred version to use on promotional items. The logo is also available in a single color (all black or all white) version. The usage of the logo must adhere to standards and guidelines outlined in this brand manual. If you have any questions, please contact roberto.castro@utrgv.edu

Licensed Vendors:
If you are ordering promotional items (ie. pens, pencils, mugs, shirts, etc), you must order them from an approved licensed vendor. To obtain a list of approved licenses vendors, visit https://learfieldlicensing.com/vendor-list/. Enter “Rio Grande Valley” in the search box for the list to appear. Click “view” and open the PDF. The list is updated daily, so please do not save it in your computer. When placing and order, always verify that your vendor appears on the list.