



2.8.1 University Identity and Brand Standards

Chapter 2 - General	Original Effective Date: November 2022
Section: 2.8 University Brand Stewardship and Protection	Date Last Reviewed:
Responsible Entity: Vice President/Chief Marketing Communications Officer	Date Last Revised:

I. Purpose

The purpose of this policy is to enhance and protect the University of Texas Health Science Center at San Antonio's (UT Health San Antonio) reputation by establishing and promoting correct and consistent use of the university's brand guidelines, including visual identity and, specifically, UT Health San Antonio graphical marks across all forms of communication executed by any unit of the university, any registered student organization, or any independent contractor of the institution.

This policy complements IHOP 2.8.2 *Use of University Name, Logo or Official Seal* and IHOP 2.8.3 *Official Stationery and Business Cards/Papers*, which more specifically govern the use of university marks, logos, and symbols.

II. Scope

This policy applies to the use of to all University of Texas Health Science Center at San Antonio's (UT Health San Antonio) graphical marks by employees of the university, its registered student organizations, and its independent contractors.

III. Policy

The consistent use of UT Health San Antonio's name plays a critical role in the university's identity system by building greater recognition throughout the community and the world. It is essential that departments and units work collaboratively to present a consistent and coherent representation of the university that ensures the effective sharing of UT Health San Antonio's mission to educate health professionals, provide health care, conduct research for the prevention, diagnosis and treatment of disease and serve our communities.

2.8.1 University Identity and Brand Standards

A. Brand Guidelines

The UT Health San Antonio *Brand Guidelines* is the official guide for all approved UT Health San Antonio logos and the definitive resource for the correct use of university graphics and other brand-related matters.

1. All units of the university, registered student organizations and university independent contractors are required to comply with all elements of the Brand Guide when using UT Health San Antonio graphics. The purpose of this requirement is to ensure the clear and consistent use of visual identifiers for the university.
2. The [Marketing, Communications & Media](#) team steward UT Health San Antonio's branding initiative to ensure consistency with approved university branding templates.

B. UT Health San Antonio Logos & Stylized Wordmarks

1. UT Health San Antonio logos and stylized wordmarks are essential to the identity of the university and, as such, it is required that all UT Health San Antonio employees, recognized student groups, and university independent contractors comply with all elements of the *Brand Guidelines* when using UT Health San Antonio graphical marks.
2. All UT Health San Antonio employees, recognized student organizations, and university independent contractors are responsible for ensuring that use of UT Health San Antonio graphical marks is consistent with the *Brand Guidelines*. Unit leaders are responsible for the activities of their unit; e.g., deans are responsible for the activities of their schools, directors are responsible for the activities of their department.
3. All communications and items produced for sale or promotional distribution by units of the university must contain a UT Health San Antonio logo or stylized wordmark approved by the by the Senior Executive Director of Communications or the Director of Creative & Brand Services and as prescribed in the UT Health San Antonio *Brand Guidelines*.
4. Units of the university and recognized student organizations creating items for sale or promotional distribution must comply with all university licensing policies and procedures, including the use of an officially licensed vendor.
5. No variations of UT Health San Antonio logos or stylized wordmarks may be used without prior written approval by the Senior Executive Director of Communications or the Director of Creative & Brand Services.
6. UT Health San Antonio employees and registered student groups, when acting in fulfillment of the mission of the university, are required to use a UT Health San Antonio logo or stylized wordmark for identification purposes when communicating formally on behalf of the university.

IV. Definitions

There are no defined terms used in this Policy.

V. Related References

For questions about brand identity and application, contact Marketing, Communications and Media at UTHealthBranding@uthscsa.edu.

[UT Health San Antonio Brand Guidelines](#)

VI. Review and Approval History

- A. The approving authority of this policy is the University Executive Committee.
- B. The review frequency cycle is set for three years following the last review date, a time period that is not mandated by regulatory, accreditation, or other authority.

Effective Date	Action Taken	Approved By	Date Approved
11/2022	Policy Origination	Executive Committee	11/10/22