

The background of the entire page is a photograph of a large, multi-story hospital building at dusk or night. The building is illuminated from within, and the sky is a deep blue. The words "University Hospital" are visible on the upper part of the building's facade.

University
Hospital

BRAND IDENTITY GUIDELINES



University
Health System

Thinking beyond

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INTRODUCTION

Dear Colleagues and Supporters,

Our brand is more than just logos, colors and buildings. Our brand is our identity. It stands for the trust we earn from patients, employees and supporters. This trust is an asset of great value, and managing it well is an investment in our future. Who we are and how we represent ourselves as a brand is critical to shaping the way people think, feel and respond when they hear University Health System. Our brand promise allows us to think beyond standard medicine. The core of our brand is knowledge; we see beyond convention and discover medicine that was not here before.

The University Health System corporate identity is one of our most valuable assets. Building and protecting this identity by adhering to our brand standards is everyone's job. I look forward to working together with you to continue to build consistency, recognition and trust for University Health System as we continue to advance our mission.

Sincerely,

George B. Hernández, Jr.
President and CEO

MISSION, VISION AND VALUES

MISSION

The mission of University Health System is to improve the good health of the community through high-quality, compassionate patient care, innovation, education and discovery.

VISION

We are leading the way to be one of the nation's most trusted health institutions.

VALUES

Our patient care will be

- High quality and compassionate above all,
- Attentive, kind and helpful without exception, and
- Wise in the use of resources.

WHO WE ARE

Our Brand is Who We Are and Who YOU Are. It's our reputation.

The image of our brand in the minds and hearts of those we serve is wide-ranging. The way people think, feel and respond when they hear the words “University Health System” is our brand image. This image is formed by their experience — either firsthand or through information they’ve seen, read or heard about us.

Employees play a key role in determining how patients, visitors, physicians and other stakeholders experience our brand. Whether you’re a nurse, a technician, a housekeeper, an accountant or an ambassador, it’s in your power to shape the University Health System experience for every individual you touch every day. Quite simply, the way YOU interact with internal and external customers shapes our brand.

There are four elements which make up the University Health System brand:

OUR ESSENCE

Continuously seek knowledge to grow and share our expertise.

OUR PROMISE

Lead as compassionate challengers of convention.

OUR MOTIVATION

Put the people we serve at the center of everything we do.

OUR MINDSET

To think beyond, every day, for our patients and for our communities.

OUR ESSENCE

CONTINUOUSLY SEEK KNOWLEDGE TO GROW AND SHARE OUR EXPERTISE.

At University Health System, knowledge is who we are. It's in our DNA and the very essence of what makes us unique.

In collaboration with UT Health San Antonio, we are an academic medical center that:

- Delivers the latest techniques and treatments, often not available at other hospitals
- Teaches the next generation of healthcare providers
- Advances the practice of medicine to improve the health of individuals here and across the world
- Innovates in delivering compassionate care to each individual and situation
- Shares knowledge that improves healing and health

OUR PROMISE

LEAD AS COMPASSIONATE CHALLENGERS OF CONVENTION.

Underlying our brand identity is what we call our “brand promise.” A brand promise is exactly that – a promise to ourselves, our patients and all others with whom we work. It says that we will uphold high standards in everything we do. The best way for you to help build the value of the University Health System brand is to breathe life into our mission, vision and values.

We promise to continuously improve ourselves and the health of the people we serve with high quality, compassionate care and a personalized experience that goes beyond expectation.

OUR MOTIVATION

PUT THE PEOPLE WE SERVE AT THE CENTER OF EVERYTHING WE DO.

Perception is one of the most fundamental aspects of a brand. In order to be recognized as a trusted and leading health institution, we must always put people first. Our patients and their families are why we do this work and are at the forefront of all decisions we make.

- We provide our patients access to a comprehensive continuum of high-quality care in comfortable and compassionate environments.
- We engage our employees and physicians by creating positive, supportive, respectful and productive work environments with opportunities for professional growth and a strong commitment to teaching the next generation of healthcare professionals.
- We are good stewards of the resources entrusted to us by the taxpayers of Bexar County to serve our community and advance our critically important and unique mission.

We must help people live better lives and ensure that our key stakeholders benefit from the knowledge, services and advancements University Health System has to offer. People are our motivation to think beyond.

OUR MINDSET

TO THINK BEYOND, EVERY DAY, FOR OUR PATIENTS AND FOR OUR COMMUNITIES.

We believe thinking beyond is a journey that never ends. The knowledge gained and applied enables us to advance our vision to be one of the most trusted health organizations in the nation.

Thinking beyond gives us the ability to provide a level of care that can only be found at academic health centers. It propels our search for precise diagnoses and creates new treatment options that result in the best possible outcomes for our patients, and people across the world.

Thinking beyond is the mindset that makes us the best provider of care in San Antonio and South Texas.

POSITIONING

Our brand positioning statement captures the essence of how we choose to define ourselves in the market. It serves as the foundation for all communication. As an internal compass, it works behind-the-scenes to steer messages and ensure consistency.

KNOWLEDGE ALLOWS US TO THINK BEYOND.

We continuously seek new knowledge and share it to grow expertise and improve the health of the communities we serve. This thirst for + knowledge compels us to look beyond the norms of the medical practice as it exists today. We are not entrenched in current thinking. We look for more to motivate us, to challenge us and to change us.

We are making a significant difference in healing. Here and beyond. What we do, how we do it and, more important, why we do what we do matters. It matters to the patients we treat. It matters to their families and caregivers. It matters to employees, and to our community of South Texas and beyond.

Thinking beyond the norm creates a wealth of shared knowledge that improves healing and health for all. We have many strengths – top teaching, research and medical credentials. A medical team that knows and teaches the latest techniques and treatments. Some 1,000 research studies each year that lead the way to new discoveries and better care. And of course, our employees – driven by a calling to do something better to help patients heal and live better lives. It's more than the words and images. It's about thinking beyond in all that we do every day. Going beyond. Stepping up to make a difference. Sharing ideas and always improving.

BRAND ATTRIBUTES

Just like big mega brands such as Coca-Cola or Apple, our brand has a personality, a voice and attributes. Remaining consistent in how we speak to our audiences is an important component to reinforcing the way people think, feel and respond to us.

OUR PERSONALITY

- Attentive and kind
- Compassionate
- Curious
- Resourceful
- Solution driven
- Determined

OUR VOICE

- Confident
- Friendly
- Relatable
- Thoughtful
- Sincere
- Authentic

OUR ATTRIBUTES

- Trusted
- Dependable
- Accessible
- Knowledgeable
- Capable
- Accountable

NOMENCLATURE

Nomenclature refers to the strategy of how we name our services and locations. Using an 'outside-in' audience perspective, we have organized our brand's portfolio so it is easily recognized and understood. The main Health System logo is used primarily as a visual cue that creates a link between our multiple offerings. Simple naming conventions and logo use should be consistent and uniform with set patterns to allow consumers to easily recognize them.

For questions about approved naming conventions, please contact Corporate Communications & Marketing at 210-358-2335 or Corporate.Communications@uhs-sa.com.

BRAND ARCHITECTURE

WE ARE ONE BRAND AND WE ARE STRONGER TOGETHER.

We utilize a masterbrand strategy that makes the parent name University Health System dominant. This monolithic approach connects and unifies entities and services across the organization, raising our value beyond the sum of its parts and helps us build long-term brand recognition more efficiently.

In the minds of consumers and employees alike, our brand architecture has the potential to:

- Build awareness
- Communicate our market position
- Establish an expectation of consistent quality and experience
- Reinforce loyalty
- Create a sense of belonging
- Serve as a valued business asset

It also protects against confusing consumers with a fractioned experience of individual identities that water-down or overshadow the masterbrand. **No entity within University Health System is allowed to have their own logo or visual identity.**

Building the University Health System brand benefits the entire organization. A 'halo effect' across all entities of our Health System allows each service line to benefit from the strong brand equity created with consumers and stakeholders in the marketplace. The result is a strong brand that draws people in to connect brand messaging and help build awareness, preference and loyalty for the entire system and all of its components.

Brand Architecture

The University Health System masterbrand logo should be used for all external-facing communications. This includes, but is not limited to brochures, flyers, giveaways, publications, websites, displays, videos, etc. The use of custom logos for centers, service lines, departments and initiatives with clinical services associated with their name (referred to as sub-brands) is not permitted.

A descriptive identifier (i.e. Neonatal Intensive Care Unit) should be used in headlines, written in copy or featured elsewhere in the document. They should not be incorporated into the logo for external communications.



CALENDAR

Experts on Life



For over 40 years, University Transplant Center has been a pioneering force in kidney transplantation. Today, our survival outcomes are among the best in Texas, and our patients are highly satisfied with the excellent care they receive.



Proudly partnering with
UT Health San Antonio

PRINT
COLLATERAL

Call 210-567-5777 to learn more about our transplant programs.

LOGO HIERARCHY

MASTERBRAND



BRAND EXTENSIONS



MASTERBRAND LOGO

Our logo (star and name together) is always the best way to identify our brand. In rare cases, when using a full logo is impractical, the symbol may appear separated from the name. If using the star alone, the context must clearly communicate the complete identity of University Health System. **Use of the star alone must be approved by Corporate Communications & Marketing.**

The logo must be used in accordance with the design standards for all visual materials. The consistency of this style will increase the public awareness of University Health System's services and protect our identity. Though it does not cover every possible design situation, adherence is mandatory.

Official University Health System logos have been developed by Corporate Communications & Marketing and cannot be modified in any way. Use logos from authorized files only. University Health System official logos can be downloaded from the [marketing toolkit](#).



Horizontal Format
Preferred



Vertical Format
Alternative - when space warrants use



One-line Format
Should only be used when space does not allow for horizontal or vertical formats. Use of this logo format must be approved by Corporate Communications & Marketing.

CORRECT USAGE OF LOGO



“Clear area” for placing logo in layouts is the height of the “U”. No additional design elements or typography should breach this space.



Logo can be reversed out of PMS 288 Blue.



Logo can be reversed out of PMS 7467 Teal if PMS 288 Blue is not the best option. Logo can also be reversed out on dark photographs.



Logo can be shown as black if PMS 288 Blue is not an option.

INCORRECT USAGE OF LOGO



Relative positioning

Logo elements should never be split apart and repositioned.



University
Health System



Distortion

The logo should never be distorted, stretched, skewed or rotated.



University
Health System



University
Health System



Font

The logotype should never be changed.



University
Health System

Color

The logo color should never be changed. Use only PMS 288 blue, black (when color ink is not an option) or white/reversed on a dark background.



University
Health System



Star

Photos/artwork should never be placed inside the star.



University
Health System



Background

The logo should never be placed over a background that is distracting, overpowering or has insufficient color contrast.



University
Health System

TAGLINE

Our tagline, Thinking Beyond, reinforces our positioning in the market place, which works to shift people's perception of us by focusing on who we are today. It should be the only tagline associated with our brand.

No other tagline may be applied without Corporate Communications' approval.

The tagline should be used in conjunction with the logo whenever possible. Tagline modifiers, such as "challenges", are used to emphasize subject matter in each communication. Use of a modifier requires prior approval from Corporate Communications & Marketing. Thinking Beyond may also be used without a modifier.

Color: PMS 288 blue, PMS 7467 teal or reversed. Size: 60% of logotype.



BRAND COLORS

PMS 288 (the flagship University Health System blue) should be the main focus of color for design pieces with the exception of Children’s Health, which is PMS 299.

The accent palette should serve to delineate sections, such as in a headline or subhead. These colors can also be utilized when creating infographics, charts or graphs.

Primary Palette



PMS 288

CMYK: 100/80/6/32
RGB: 4/54/115
HEX: 002d74



PMS 7467

CMYK: 100/6/36/0
RGB: 0/161/175
HEX: 00a1b0



Cool Gray 9

CMYK: 56/47/44/10
RGB: 118/119/122
HEX: 76777b



Accent Palette



PMS 171

CMYK: 0/79/81/0
RGB: 255/92/53
HEX: ff5c36



PMS 143

CMYK: 3/32/91/0
RGB: 245/179/53
HEX: f6b436



PMS 3385

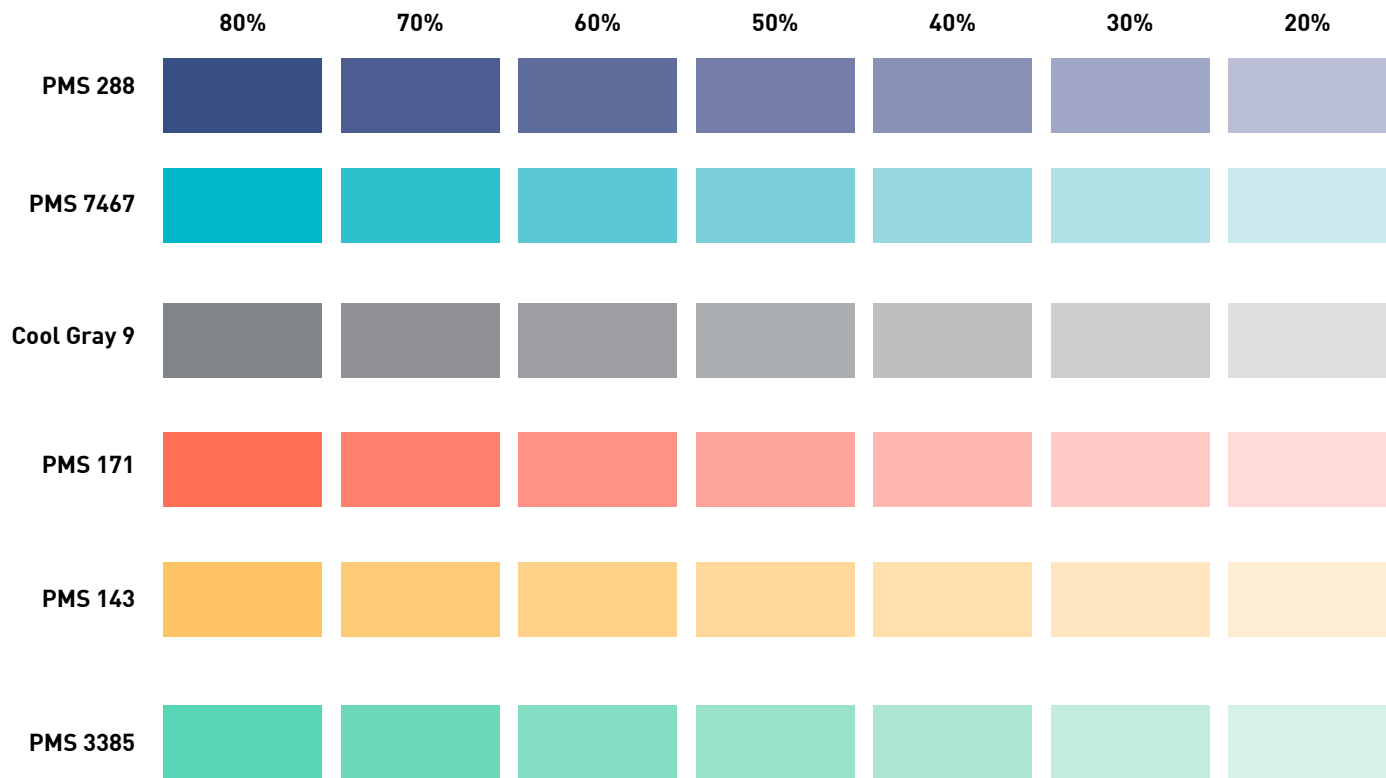
CMYK: 62/0/44/0
RGB: 59/212/174
HEX: 3cd5af

A bright accent palette provides a pop of color that feels modern and dynamic. Our palette is inspired by San Antonio landmarks such as the orange-red “La Antorcha de la Amistad” and the yellow-tan bricks of the Alamo.

In order to maintain a cohesive look for our brand, additional colors outside of the official palette should not be used in any marketing communications. Additional colors may be used in special circumstances, with prior approval from Corporate Communications & Marketing.

Visual System

Colors may be screened to add visual variety to a design.



BRAND FONTS

Using the approved fonts below creates a consistent look and feel for the brand, and will help you communicate visually with the reader.

MARKETING COMMUNICATIONS

Primary Brand Font

DIN Font Family
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789!@#%&^*{ }

Secondary Brand Font - may be used to complement DIN

Minion Font Family
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789!@#%&^*{ }

Web

Roboto Font Family
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789!@#%&^*{ }

PATIENT EDUCATION

Gotham Font Family
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789!@#%&^*{ }

Minion Font Family
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789!@#%&^*{ }

CORRESPONDENCE, PRESENTATIONS AND OTHER COMMUNICATIONS

Arial Font Family
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789!@#%&^*{ }

Calibri Font Family
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789!@#%&^*{ }

Times New Roman Font Family
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789!@#%&^*{ }

SIGNAGE

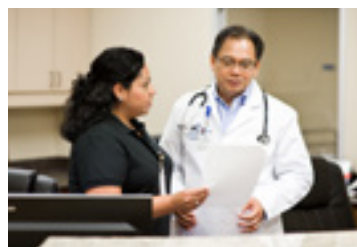
Arial Font Family
ABCDEFGHIJ KLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789!@#%&^*{ }

Times New Roman Font Family
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789!@#%&^*{ }

PHOTOGRAPHY

Photography should have a “slice of life” feel. Avoid using photography with the models looking at the camera. Keep photos airy, happy, energetic and infused with power.

Use real patients and providers whenever possible. However, never use patient photos without permission from Corporate Communications & Marketing.



PARTNERSHIPS

The representation of partnerships requires clarity of the combined offering.

As a valued partner of University Health System, UT Health San Antonio should be recognized whenever it is appropriate. The logo lockup below should be used when communicating the value of our partnership as a whole.



A PARTNERSHIP WHERE KNOWLEDGE PROPELS HEALTH

The partnership line may be used in place of the “Thinking beyond” tagline in materials that promote a service line where it’s important to highlight our partnership with UT Health.



Proudly partnering with
UT Health San Antonio

University Children’s Health, a brand extension of University Health System, may also include the partnership line when promoting a pediatric sub-specialty in which UT Health doctors treat our patients.



Proudly partnering with
UT Health San Antonio

COMMUNITY PARTNERS

Logo lockups may vary depending on the brand guidelines of our affiliates. The following are examples of existing logo lockups. Try to maintain space between the logos equivalent to the height/width of the star when possible.



Led by:



University Health System



Partnering with:



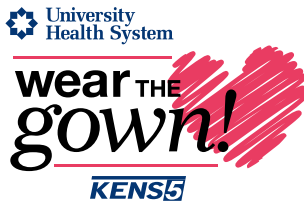
University Health System



University Children's Health

Official Health Partner of SeaWorld San Antonio

Custom graphic treatments can be created for community initiatives and partnerships on a case-by-case basis:



BRAND EXTENSIONS

UNIVERSITY MEDICINE ASSOCIATES

All external-facing communication to consumers/patients about University Health System locations or service lines should use the University Health System logo.

The University Medicine Associates logo may be used for:

- facilities that bear the University Medicine Associates name (Dominion Crossing)
- marketing through insurance providers and ACO networks
- marketing to referrers
- lab coats
- billing
- correspondence from providers

When using the University Medicine Associates logo, the following line should be included whenever space permits:



The physician group practice of
University Health System

When referencing University Medicine Associates in text, the following language should be used:
University Medicine Associates, the physician group practice of University Health System.

BRAND EXTENSIONS

UNIVERSITY CHILDREN'S HEALTH

University Children's Health is a sub brand under University Health System, and should follow the same logo guidelines that apply to the University Health System masterbrand.

Use the Children's Health tagline, "Thinking beyond > grown-up medicine" in marketing materials that promote an umbrella of pediatric services. Use the UT health partnership line, "Proudly partnering with UT Health San Antonio" when speaking about our partnership.



Fonts:

Should reference the brand fonts

Photography:

Use real patients and providers whenever possible

Color Palette

PMS 288

CMYK: 100/67/0/23
RGB: 0/75/141

PMS 299

CMYK: 81/18/0/0
RGB: 0/160/221

PMS 1645

CMYK: 0/72/82/0
RGB: 243/108/62

PMS 258

CMYK: 50/85/0/0
RGB: 143/84/162

PMS 377

CMYK: 5/1/100/20
RGB: 116/163/51

SIGNAGE STANDARDS

The Health System abides by a comprehensive signage policy that outlines how we communicate to our audiences. How we are found in the community is nearly as important as how we position ourselves in their minds. Keeping a consistent look and feel for locations allows for easy navigation of the Health System. For more information about signage standards, contact the Planning Design & Construction department at 210-743-6801.

HOSPITAL



Horizontal (preferred)



Vertical



One-line (special circumstances)

OUTPATIENT FACILITY



Texas Diabetes Institute



Robert B. Green Campus



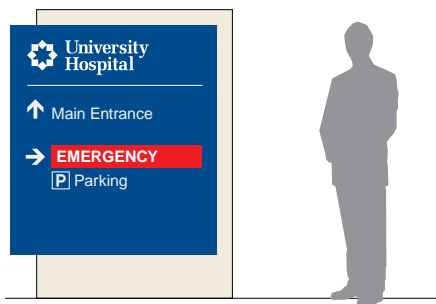
Family Health Center
Northwest



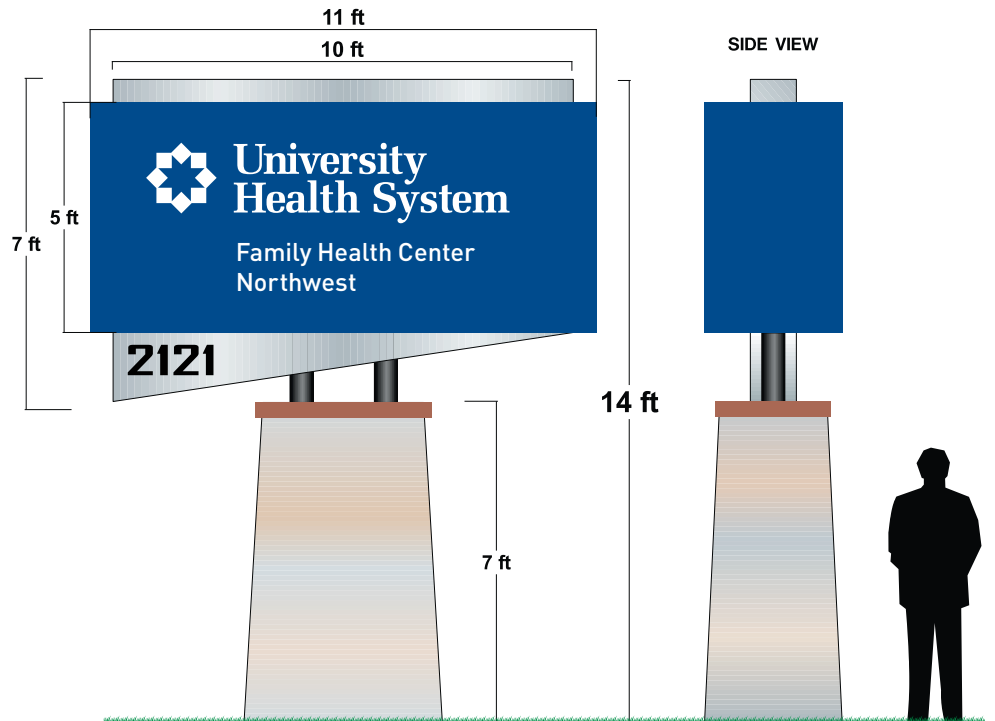
Medical Center Pavilion

EXTERIOR SIGNAGE

Below are examples of exterior signage.



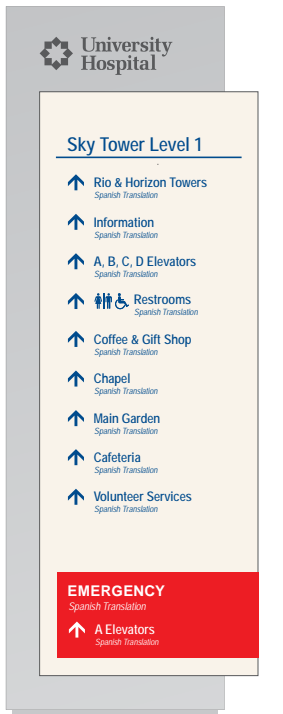
HOSPITAL DIRECTIONAL SIGNAGE



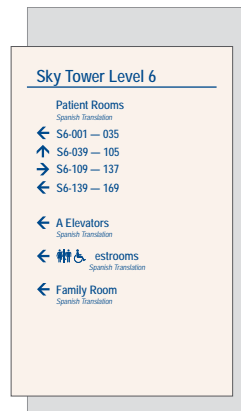
OUTPATIENT FACILITY SIGNAGE

INTERIOR SIGNAGE

Below are examples of interior signage (some not to scale).



Freestanding Directional



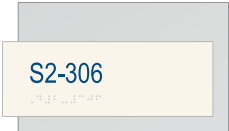
Wall Directional



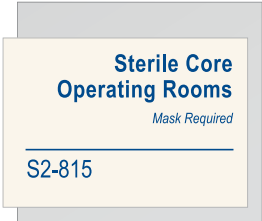
Department



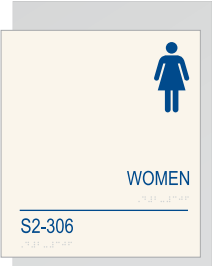
Directory



Patient Room



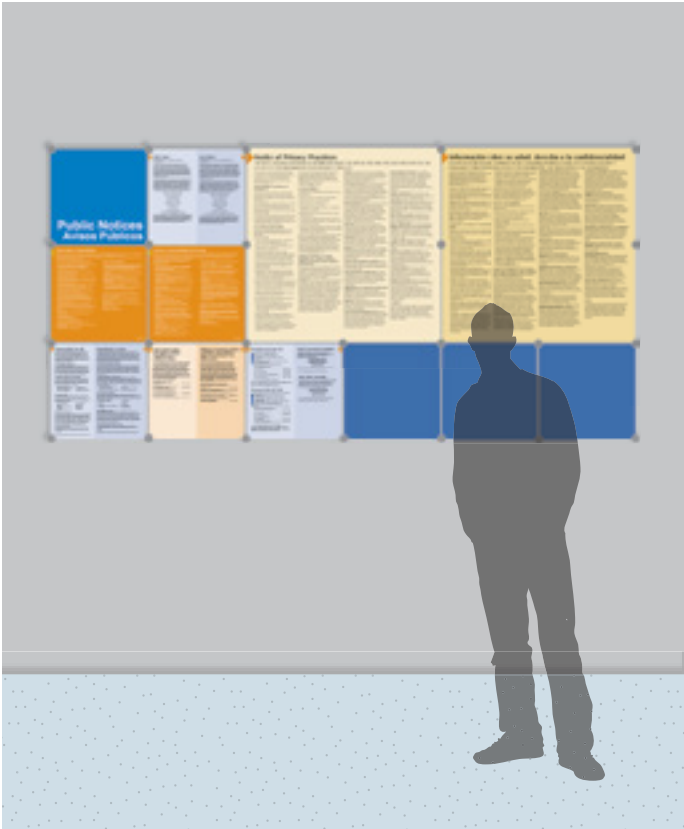
Room ID



Restroom



Safety



Public Notices

DONOR NAMING RIGHTS

Donor recognition that includes an individual or family name should be consistently applied. Exterior signage uses the masterbrand and service, center, program name, etc. Inside signage will have donor recognition as appropriate based on the size of the donation.

Example:

Outside of Building: University Hospital

Inside of Building: Generous Company Women's & Children's Tower



Outside of Building:
University Hospital



Inside of Building:
Generous Company
Women's & Children's Tower

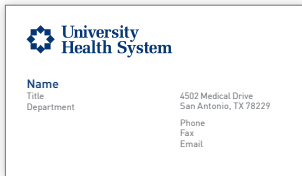
MERGERS AND ACQUISITIONS

It's important to be consistent so consumers can understand who is caring for them. These conversations need to take place before final approval of a contract. There are several factors and important considerations. A phased approach is recommended to avoid confusion.

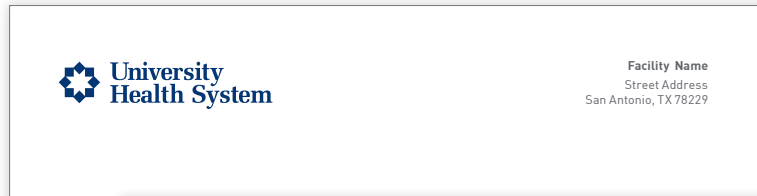
STATIONERY

Our stationery reaches a wide audience ranging from patients to academic institutions. Business cards, letterhead and envelopes may be ordered from Printing Services. Letterhead templates may be downloaded from the [marketing toolkit website](#).

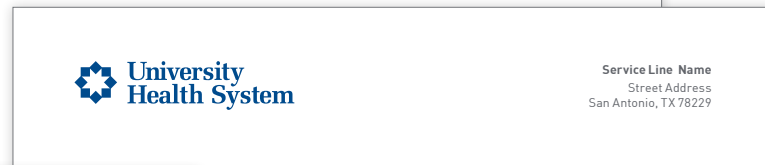
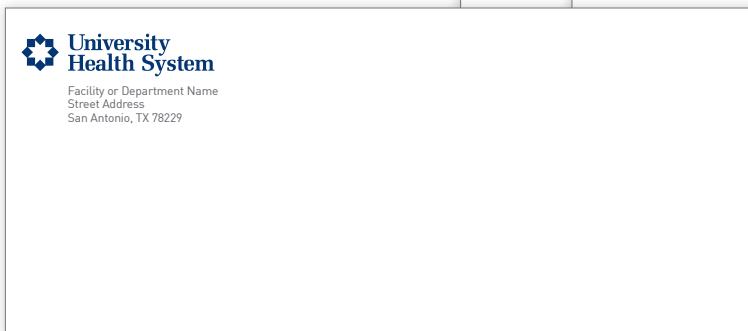
Business Card



8 1/2 x 11 Letterhead



#10 Envelope



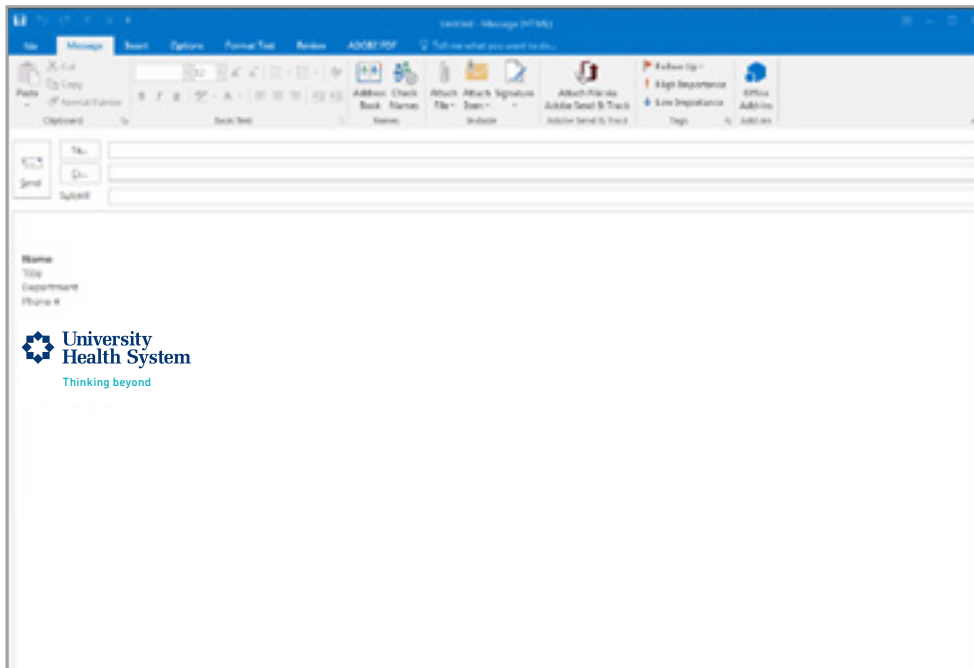
E-SIGNATURE BLOCK

Pictures, backgrounds, quotes and religious references should not be included on email templates or signatures.

Official Signature Format:

Name: Calabri Bold, size 12

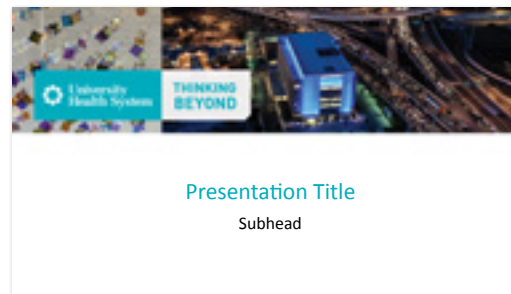
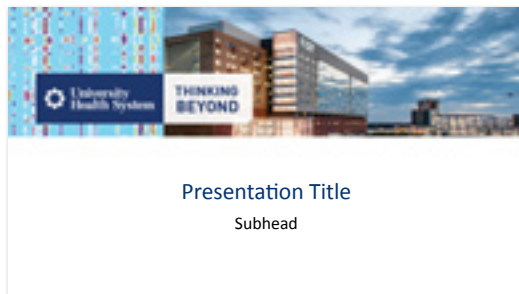
Title, Department, Contact info: Calibri, size 11



Only brand extensions may use a unique signature block (University Medicine Associates, University Children's Health, University Health System Foundation). All other entities should use the University Health System signature block.

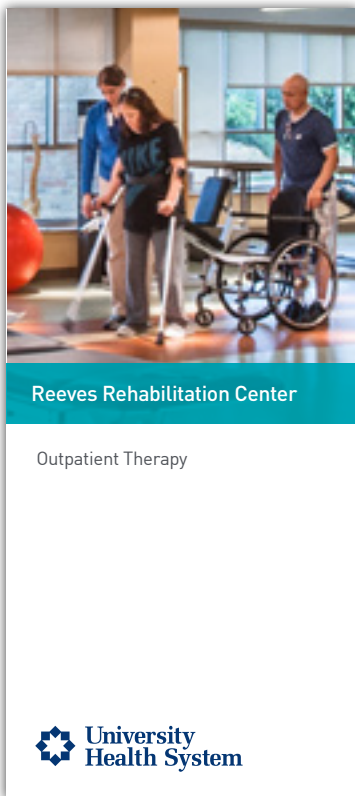
POWERPOINT TEMPLATES

Download templates from the [marketing toolkit website](#).

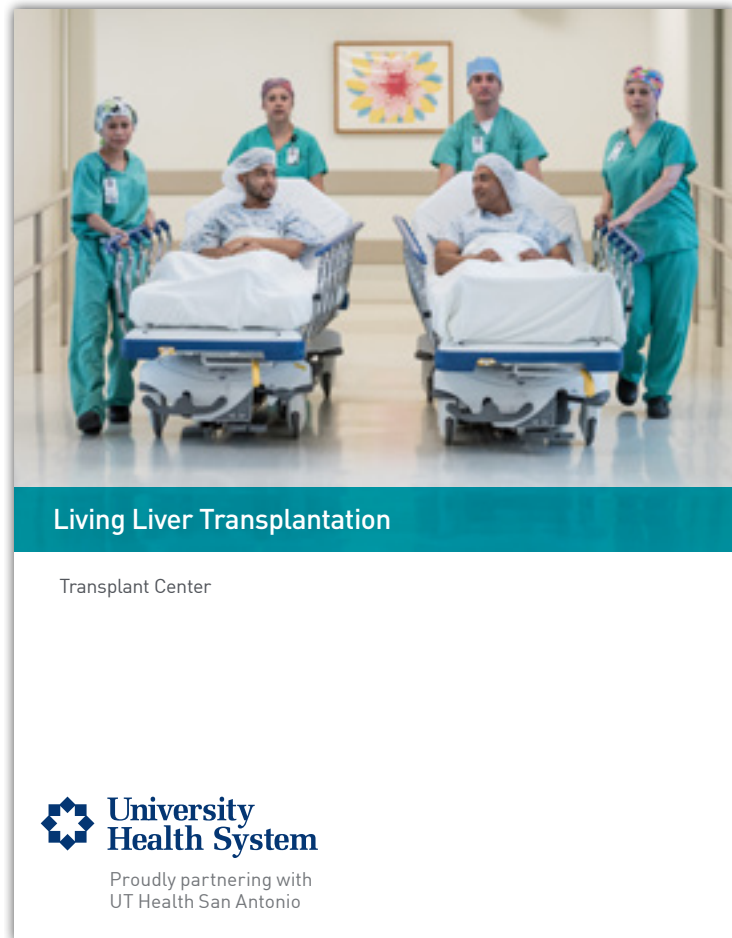


MARKETING COLLATERAL

Our standardized brochure templates accommodate a wide range of printed communication needs, including promotion of practices, services and programs.




4" x 9"



8.5" x 11"

PROCEDURE / PATIENT EDUCATION

These communication materials help patients understand medical procedures, tests, preparation, follow-ups and Health System policies and processes. If a procedure/patient education piece is not available in ExitCare, content may be submitted to the Patient Education department for approval. Writing should be simple and clear, and should not exceed a 5th grade reading level. Once content is approved, it needs to be placed in an approved Patient Education template. Standard templates help to achieve a consistent look and feel for our brand, and also reduce time and expense associated with design and production.



University Health System

NurseLink: 210-358-3000
A 24-hour nurse telephone service for University Health System patients

Outpatient Surgery

What should I expect on surgery day?
Ximporporio mintonunt, aut veratio recatque velit ma nobis explabo restendit, omnisquo lum idi cus reus dolum ligeni sismumq uodiorion num quo diti vel ipictae provit ad quibusdam que soluptas apedis dolorum et as etur, sectiae etur modisimio. Ut volenis sequam imincidi erferum si incta dolupti onsende vid quam nimenda peligni mostias sitatum aliqui cullame ni i ma dolupta volopro blatur, as eum nobis soluptate am, que erfenci aspersp erovit estotatur addition sendentias iderferro quis modio. Iht voluptate conseque corit explaborem ditatur? Quia quam, ut eum, tem volo bea verunto verum quam laboreptatis modit dolupta sinihitici a conse voluptatin estinctius arum erferna tendem aborem quilamet quiam, que modit velis erum dis ad minimo lu

Going home
Ovitistio dolo quatem quaspe ruptatus que in nimoluptate volupta vellandae et hitati qui volut et aut acea dolenisum.
Ximporporio mintonunt, aut veratio recatque velit ma nobis explabo restendit, omnisquo lum idi cus reus dolum ligeni sismumq uodiorion num quo diti vel ipictae provit ad quibusdam que soluptas apedis dolorum et as etur, sectiae etur modisimio. Ut volenis sequam imincidi erferum si incta dolupti onsende vid quam nimenda peligni mostias sitatum aliqui cullame ni i ma dolupta volopro blatur, as eum nobis soluptate am, que erfenci aspersp

Follow-up care
Ovitistio dolo quatem quaspe ruptatus que in nimoluptate volupta vellandae et hitati qui volut et aut acea dolenisum.
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What to bring

- Ovitistio dolo quatem quaspe ruptatus que in nimoluptate volupta vellandae et hitati qui volut et aut acea dolenisum.
- Ximporporio mintonunt, aut veratio recatque velit ma nobis explabo restendit, omnisquo lum idi cus reus dolum ligeni sismumq uodiorion num quo diti vel ipictae provit ad quibusdam que soluptas apedis dolorum et as etur, sectiae etur modisimio. Ut volenis sequam imincidi erferum si incta dolupti onsende vid quam nimenda peligni mostias sitatum aliqui cullame ni i ma dolupta volopro blatur, as eum nobis soluptate am, que erfenci aspersp

Recovery
Ovitistio dolo quatem quaspe ruptatus que in nimoluptate volupta vellandae et hitati qui volut et aut acea dolenisum.
Ximporporio mintonunt, aut veratio recatque velit ma nobis explabo restendit, omnisquo lum idi cus reus dolum ligeni sismumq uodiorion num quo diti vel ipictae provit ad quibusdam que soluptas apedis dolorum et as etur, sectiae etur modisimio. Ut volenis sequam imincidi erferum si incta dolupti onsende vid quam nimenda peligni mostias sitatum aliqui cullame ni i ma dolupta volopro blatur, as eum nobis soluptate am, que erfenci aspersp

Handout

Patient Guide to Dialysis



University Health System

Book

UNIFORMS AND APPAREL

Use the masterbrand logo. Listing or including a sub-entity is acceptable on clothing, but should be separated from the masterbrand logo. The department or sub-entity name should use Arial Regular font, and recommended size is 0.27”h. The shirt color should follow University Health System uniform standards. Only approved vendors should be used. Corporate Communications & Marketing must approve final proof.



PROMOTIONAL ITEMS

Use the masterbrand logo. Listing or including a sub-entity is acceptable if there is a second side/area on which to print. Only approved vendors should be used. Corporate Communications & Marketing must approve final proof.



EDITORIAL STYLE GUIDELINES

When writing for University Health System audiences — staff members, physicians or the general public — be friendly and accessible. Use active voice and strong action verbs to hold the reader's attention.

We encourage our writers to be concise. Short declarative sentences are better than complex ones. Many readers are skimming material, rather than reading long blocks of text, so tight writing is critical. Avoid using abbreviations, jargon and acronyms. University Health System copy should be understandable to all.

Be authoritative. Cite your sources, hyperlink to research studies and quote our University Health experts. As an academic medical center, we should be a trusted resource. Use simple language to explain complex concepts. Start with high-level concepts, and then dig deeper into context and research.

The acronym UHS is not permitted for external audiences. Spell out University Health System on first reference; use Health System on second reference.

View our complete editorial style guide [on the marketing toolkit website](#).

ELECTRONIC FILES

Our logos are available in two kinds of file formats:

PNG: These low-resolution files are for screen viewing. They can be imported into Microsoft PowerPoint and Word documents. When PNG files print on desktop printers, color is often inaccurate and edges can appear jagged/pixelated. Never send PNG logo files to be professionally printed.

EPS: These high-resolution files are for professional printing. An EPS file should contain vector artwork. When printed, vector files maintain accurate color and smooth detail.

Always be sure to supply printers with the correct electronic files from Corporate Communications & Marketing.

Access logos on the [marketing toolkit website](#). Direct any questions about logos and electronic file types to Corporate Communications & Marketing.

BRAND GOVERNANCE

All materials that bear the University Health System logo require final approval Corporate Communications & Marketing. Proofreading requests should be sent to Corporate.Communications@uhs-sa.com.

All marketing communication directed to external or internal audiences under the University Health System brand must follow these standards illustrated in this manual which has been approved and endorsed by the President/CEO of University Health System.

“Marketing communication” includes all advertising, promotional brochures, flyers or postcards, publicity, newsletters, videos, websites, displays in public areas, and any use of the University Health System name. Additional information on communication requirements and brand standards may be found elsewhere in this document. For assistance and requests, please contact Corporate Communications & Marketing at 210-358-2335.

VENDOR RESPONSIBILITIES

When a vendor is asked to provide University Health System with any marketing, media, or promotional products, they must adhere to the guidelines of this manual.

Maintaining the standards illustrated in this manual will assist us in protecting the integrity of our branding program. Please call Corporate Communications & Marketing with any questions at 210-358-2335.

ASSET MANAGEMENT

When a project has been completed, vendors are required to provide University Health System with all the assets used to create the product. This includes source files, including InDesign files (.indd), original layered Photoshop files (.psd), Illustrator files (.eps or .ai), graphics and fonts. A press-ready and print-ready PDF of all printed collateral is also required.



University
Hospital



University
Health System

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San Antonio, TX 78229