

# The University of Tennessee Health Science Center

## UTHSC Policy Related to Graphic Identity Standards and Editorial Style

*Related Forms and information:*

- <http://www.tennessee.edu/identity/>
- AP Stylebook

*Effective:* 01/01/1986

*Revised:* 06/22/2004

*Revised:* 09/26/2014

### **Objective:**

To strengthen the singular UT identity and the various messages coming from UTHSC by following the UT System Graphic Identity Standards and UT Editorial Style Guidelines. This policy also affirms the use of the Graphic Identity Standards and Editorial Style Guidelines specifically developed by UTHSC and approved by the UT System Graphic Standards Committee.

### **Need:**

The needs of each entity within the UT system are unique and these standards are intended to create visual messages that are cohesive and in keeping with the university's overall identity, while allowing for a measure of individual distinction for the UT Health Science Center as appropriate.

### **Purpose:**

This policy causes the UT System Graphic Identity Standards Guide and Editorial Style Guidelines, along with the supplementary standards and style guides developed and approved specifically for UTHSC, to become the standards for implementing a consistent graphic and editorial representation at UTHSC. It covers all commonly used graphical and editorial representations of UT found in university communications, both digital and print, signage and collateral materials.

### **This affects:**

Everyone involved in the production of UTHSC communications, signage and collateral materials.

**Procedure:**

1. When producing communications, signage or collateral materials of any sort, whether internal or external, regardless of the medium, the Graphic Identity Standards and Editorial Style Guidelines specifically developed by UTHSC and approved by the UT System Graphic Standards Committee will be followed.
2. Any variance to these policies must be approved by the UTHSC Communications and Marketing Department team leader.

**Definition:**

Graphics - relating to the artistic use of pictures, shapes and words in any medium

Collateral materials - ancillary materials produced to support and/or reinforce a promotional or communications effort. This includes imprinted items, T-shirts, presentation charts, catalogs, booklets, trade show exhibits and displays.