

# Graphic and Editorial Standards

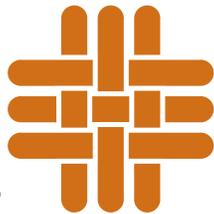
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**Section 2 Editorial Standards** and **Section 7 Schools** for each school are available as separate PDF files.

**Section 3 Co-branding** is under development and will be added soon.

Logomark – a tapestry representing six schools, a psychiatric hospital, centers, institutes and clinics – woven together to tackle today's complex health challenges

A part of The University of Texas System



Registered Trademark symbol



Logotype – UT+Health typography

Connecting research, education, patient care and outreach in bold, innovative ways

UTHealth

## The University of Texas Health Science Center at Houston

The most comprehensive academic health center in the UT System, with schools of biomedical informatics, biomedical sciences, dentistry, medicine, nursing and public health

Home base in the world's largest medical center, with five regional public health campuses across Texas

Logo signature

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# Graphic Standards

The University of Texas Health Science Center at Houston (UTHealth) has adopted a new brand that's as strong and as bold as this university. These graphic standards demonstrate how to use our new identity in a way that positively represents the university while demonstrating an image of excellence and cohesiveness that is important in attracting contributors, patients, students and faculty.

## From the President

Our branding initiative helped us clarify and clearly express an important message: who we are and what we do. We are The University of Texas Health Science Center at Houston (UTHealth), and together we create the best hope for a healthier future.

The various components that comprise UTHealth are strong and growing stronger. But we derive our greatest institutional strength from our capacity to work together, creating a whole that is greater than the sum of its outstanding parts.

When we present UTHealth to our city, state, nation and world, we want the public to understand the distinctive power of the whole – while continuing to appreciate the strength and diversity of the components that comprise this comprehensive academic health center.

This Graphic and Editorial Standards manual outlines how to refer to the institution in a variety of situations. It also contains the standards for using our logo signature and other visual and communications materials. Sample stationery, business cards and other print materials are included as well.

Following these standards will ensure that UTHealth projects a clear, consistent image – which is extremely important for our identity. A consistent identity helps advance our mission, increase awareness of the university, enhance our overall reputation, attract greater philanthropic support and engage dedicated advocates for the university.

The University of Texas System has approved these standards, and university leaders across the institution have adopted them. If you have questions about using these guidelines, our Marketing and Creative Strategy team in the Office of Institutional Advancement will be glad to help you.

It takes all of us to build a stronger brand. Thank you for your partnership in promoting a positive and unified image of this fine institution.

Sincerely,



Giuseppe N. Colasurdo, MD

*President*

*Alkek-Williams Distinguished Chair*



**Giuseppe N. Colasurdo, MD**

*President*

*Alkek-Williams Distinguished Chair*

## 1.2 Introduction to Graphic Standards

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### Introduction

We are The University of Texas Health Science Center at Houston (UTHealth), a bold leader and collaborator in the Texas Medical Center, the state and the nation.

This is an institution on the move, with great achievements occurring across campus every day.

Through consistent branding, we plan to increase our visibility as one of the prominent, top-of-mind institutions in the Texas Medical Center and the nation. In other words, we want a brand that's as strong and as bold as this university.

Our dba (doing business as) name is **UTHealth** and our logo signature is a logo-mark and a logotype coming together to create a unique identifying mark. This brand represents the strength we offer – all the schools, institutes, centers and other entities woven together to create the best hope for a healthier future.

As the entire university uses the logo signature correctly and consistently, the community will begin to associate the logo signature with UTHealth's collaborative nature and our ability to tackle difficult health challenges from a variety of perspectives and disciplines.

### Full name

UTHealth is our dba name. The official and full name of the university is still The University of Texas Health Science Center at Houston. After referencing the full name of the university, UTHealth can be used on second and subsequent references. (See Section 2 *Editorial Standards* for the official ways to use the full name and UTHealth in text documents and presentations.)

### Our goal

Our goal is to make UTHealth and its many entities recognized as leaders in innovative health solutions.

An important element in achieving this goal is a consistent and professional image projected to the external and internal community through the way we use the name and logo signature.

A communications strategy and coherent identity maximize the impact and effectiveness of all our communications in a marketplace with diverse audiences.

### Our promise

Because we are many diverse components woven into one university, the exceptional people of UTHealth deliver innovative solutions that ***create the best hope for a healthier future.***

### Our key messages

- We are a comprehensive academic health center in Houston that reaches across the state and around the world.
- We are a bold leader and strong collaborator in the Texas Medical Center, the state and the nation, playing a significant role in blazing a course for Houston to become the world's premier choice for innovative health solutions.
- We connect education, research, prevention and patient care in bold and innovative ways that lead to powerful discoveries, inspired healthcare professionals, and healthier patients and populations.
- We derive great strength from our breadth and diversity. They enable us to tackle complex health challenges from many perspectives and disciplines.
- There has never been a more important and opportune time for us to step up and lead – and we are well positioned to do so.

### Now is our time.

**Together, we create the best hope for a healthier future.**

## Logo Signature

### Elements

The UTHealth identity is composed of the logomark (represented by a tapestry), logotype (UTHealth) and the full name of the university. Together, these elements form the logo signature. The logotype has been customized from a specific typeface to be used expressly for UTHealth. No other typeface or type treatment is acceptable.

The logo signature includes the trademark (TM) symbol. The university has filed an application to register the logo signature. During the legal process, we use the TM symbol. This protects the UTHealth logo signature until we are approved to replace the TM with ®, the registered trademark symbol.

Closely followed graphic standards are essential in helping to project a consistent and professional image.

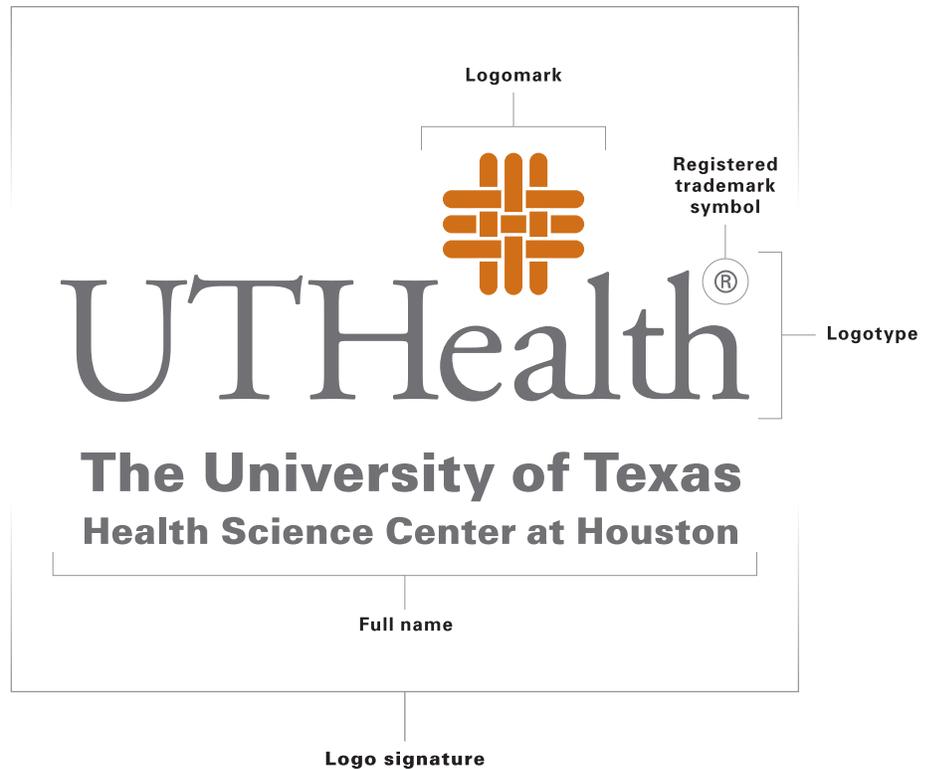
To assure that the graphic standards are consistently applied, employees must follow the approved procedures for creating any documents that are identified with UTHealth.

The official university colors are Pantone (PMS) 167 orange (logomark) and Pantone (PMS) Cool Gray 11 (logotype and full name). (See page 1.5 for the approved logo signature color versions.)

The UTHealth logo signature is designed to be used as one unit. Elements of the logo signature cannot be used separately or combined with other elements. There may be rare occasions when exceptions will be made. This logo signature has been specially designed for use by the university and may not be changed in terms of proportion or typeface. The UTHealth logo signature must be reproduced from official artwork.

For logo signature usage approval and camera-ready art files for logo signature reproduction, please contact:

- General administration requests:  
*thebrand@uth.tmc.edu* or 713-500-3372
- School or institute requests:  
your school's communications officer



## 1.4 Logo Signature – Modified

### Minimum size

For most applications the logomark (tapestry) portion of the standard logo signature will reproduce effectively and legibly.

There may be instances where the application of the logo signature will require reproduction at the minimum size of 1" width. When that need arises, be sure to use the specially modified version of the logo signature with the adjusted logomark that has additional space between all vertical and horizontal strokes.



Space has been added between threads of the logomark tapestry to prevent "plugging" at 1" width reproduction for the vertical logo signature and 1.25" width for the horizontal logo signature

**Logomark tapestry has been modified for minimum allowable sizes**



This modified version of the vertical logo signature is to be used only when reproducing at 1" width (shown here actual size)

**Modified vertical logo signature used at minimum width = 1"**



This modified version of the horizontal logo signature is to be used only when reproducing at 1.25" width (shown here actual size)

**Modified horizontal logo signature used at minimum width = 1.25"**

### Safe area

The logo signature should always have some "breathing room" around it to prevent other elements of a printed piece from intruding on its legibility. Elements such as typography, photos, diagrams or other graphics should be placed at a safe distance from the logo signature. It is not permissible for other text or design elements to touch, overlap or overprint the logo signature.

The capital *U* in UTHealth, as measured from top to bottom, is designated as the *X* height. This height is used to determine the "safe area" or clear space around the logo signature when combined with other elements in a printed piece. The spatial relationship among the logomark, logotype and full university name is never to be altered.



**Safe area around logo signature – to be maintained at all times**

## Logo Signature – Versions

### Approved configurations

There are two approved and acceptable logo signature configurations: vertical format and horizontal format. Either configuration may be used, but consideration should be given to the best usage for a particular application in its specified environment. The minimum size for the logo signature is measured as 1" of the width of the logotype *UTHealth* in the configurations shown. (See page 1.4 for minimum size details.)

- Vertical format  
The logomark nested within the logotype is the preferred configuration.
- Horizontal format  
Also approved for use, the logomark is positioned to the left of the logotype.

### Approved colors

The two-color logo signature (PMS 167 orange and PMS Cool Gray 11 gray) is the preferred color version for reproduction, or the four-color process equivalents for four-color process printing. (See page 1.8 for approved color palette and process and web color equivalents.)

The two-color logo can be used on solid white, cream or pale gray background colors only. When the two-color logo signature is not applicable for particular reproduction methods or the background color is not white, cream or pale gray, then there are additional approved logo signature colors to use:

- All black on white or light to medium color backgrounds.
- All gray (PMS Cool Gray 11 gray) on white or light to medium color backgrounds.
- All white (known as reversed to white) on dark and black backgrounds. The background color must be strong enough to allow for good contrast and clarity of the logo signature. When reproducing the logo signature as a reverse, white is the only acceptable color.

For logo signature usage approval and camera-ready art files for four-color process logo signature reproduction, please contact:

- General administration requests:  
[thebrand@uth.tmc.edu](mailto:thebrand@uth.tmc.edu) or 713-500-3372
- School or institute requests:  
your school's communications officer



#### Vertical 2-color – preferred

PMS 167 + PMS Cool Gray 11



#### Horizontal 2-color



#### Vertical black – preferred



#### Horizontal black



#### Vertical gray – preferred

PMS Cool Gray 11



#### Horizontal gray



#### Vertical reversed to white



#### Horizontal reversed to white

The logo signature may not be reproduced in any other colors. For special reproduction such as blind embossing, embroidery or other exceptions, approval must be obtained in advance from: [thebrand@uth.tmc.edu](mailto:thebrand@uth.tmc.edu).

## 1.6 Logo Signature – Schools

### Approved school configurations

#### School name on right of logo signature

The approved logo signature configurations also apply to the logo signatures for the schools. (See page 1.5 for details on the approved logo signature configurations.)

- Vertical format

The school name is placed to the right of the vertical logo signature (logomark nested within the logotype) as shown and is the preferred configuration. A vertical rule separates the logo signature from the school name.

For logo signature usage approval and camera-ready art files for school logo signature reproduction, please contact your school’s communications officer.

For the UTHealth School of Public Health regional campus logo signature art files, please contact the School of Public Health communications officer.

The UT Graduate School of Biomedical Sciences at Houston (GSBS) uses co-branded UTHealth and MD Anderson Cancer Center logo signatures. Please see the GSBS school section for logo signature usage and contact the GSBS communications officer for co-branded logo signature art files.



**Vertical with school name on right – preferred**

## Logo Signature – Schools

1.7

### Approved school configurations

#### School name on right of logo signature

- Horizontal format

The school name is placed to the right of the horizontal logo signature (logomark is positioned to the left of the logotype) as shown. A vertical rule separates the logo signature from the school name.



Horizontal with school name on right

## 1.8 Logo Signature – Schools

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### Approved school configurations

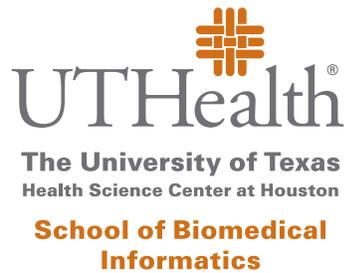
#### School name stacked below logo signature

- Vertical stacked format  
When limited space necessitates using a vertical logo signature, use one of these stacked versions.

For logo signature usage approval and camera-ready art files for school logo signature reproduction, please contact your school’s communications officer.

For UTHealth School of Public Health regional campus logo signature art files, please contact the School of Public Health communications officer.

The UT Graduate School of Biomedical Sciences at Houston (GSBS) uses co-branded UTHealth and MD Anderson Cancer Center logo signatures. Please see the GSBS school section for logo signature usage and contact the GSBS communications officer for co-branded logo signature art files.



#### Vertical stacked with school name below

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## Logo Signature – Schools

**Approved school configurations**  
**School name stacked below logo**  
**signature**

- Horizontal stacked format  
 The horizontal logo signature is shown with the school name placed below the logo signature.



**Horizontal stacked with school name below**

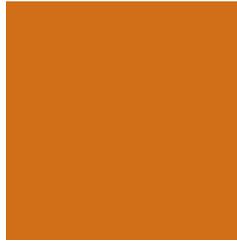
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## 1.10 Color Palette

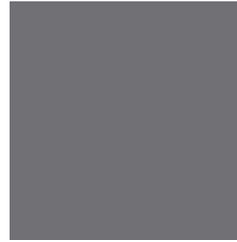
The official university colors are the primary colors in the palette:

- PMS 167 *orange*
- PMS Cool Gray 11 *gray*
- or their four-color process equivalents.

The secondary and neutral palette colors have been chosen for compatibility with the primary colors. When print or electronic materials are produced requiring additional colors, this extended palette offers the acceptable choices. (See page 1.5 for the approved logo signature colors.)



**PMS 167**  
 CMYK = C3 M78 Y100 K15  
 RGB = R189 G79 B25  
 HEX = BD4F19



**PMS Cool Gray 11**  
 CMYK = C48 M36 Y24 K66  
 RGB = R77 G79 B83  
 HEX = 4D4F53

### Primary colors – official university

#### Color palette formulas

Four-color process equivalents to PMS spot colors are represented as CMYK (cyan, magenta, yellow, black, respectively) with percentages of each process color.

RGB is an additive color model in which red, green and blue light are added together in various portions to reproduce a broad array of colors used for digital display of images on computer monitors and screens. Color equivalents are represented as RGB (red, green, blue, respectively) with the corresponding amounts of each color.

Hexadecimal web safe color codes are listed for use on published university websites.



**PMS 5405 denim blue**  
 CMYK = C71 M30 Y13 K41  
 RGB = R68 G105 B125  
 HEX = 44697D



**PMS 131 ochre**  
 CMYK = C3 M36 Y100 K6  
 RGB = R206 G142 B0  
 HEX = CE8E00



**PMS 669 eggplant**  
 CMYK = C90 M95 Y10 K41  
 RGB = R65 G45 B93  
 HEX = 412D5D



**PMS 7406 mustard gold**  
 CMYK = C0 M17 Y100 K0  
 RGB = R235 G183 B0  
 HEX = EBB700



**PMS 633 deep teal**  
 CMYK = C100 M6 Y10 K28  
 RGB = R0 G126 B163  
 HEX = 007EA3



**PMS 469 chocolate**  
 CMYK = C21 M70 Y92 K70  
 RGB = R85 G38 B0  
 HEX = 552600



**PMS 271 medium lavender**  
 CMYK = C48 M40 Y0 K0  
 RGB = R137 G145 B200  
 HEX = 8991C8



**PMS 555 forest green**  
 CMYK = C82 M13 Y64 K45  
 RGB = R32 G108 B73  
 HEX = 206C49



**PMS 390 dusty lime**  
 CMYK = C24 M0 Y98 K8  
 RGB = R182 G191 B0  
 HEX = B6BF00

### Secondary colors



**PMS 402 medium taupe**  
 CMYK = C10 M13 Y16 K29  
 RGB = R169 G163 B155  
 HEX = A9A39B



**PMS 5517 light sage**  
 CMYK = C18 M3 Y9 K10  
 RGB = R186 G199 B195  
 HEX = BAC7C3



**PMS 5435 light blue gray**  
 CMYK = C28 M7 Y4 K8  
 RGB = R166 G188 B198  
 HEX = A6BCC6

### Neutral colors

**Font standard**

Two fonts, or typefaces, have been graphically adapted for the design of the logo signature: Adobe Garamond (UTHealth) and Univers (the full name). The Adobe Garamond font family is a classic typeface selected for its legibility. The Univers font family is a sans serif, contemporary typeface and was selected for its compatibility with Adobe Garamond. Like the Adobe Garamond family, the Univers family has a number of variations on the basic typeface, including several proportional weights and italics, allowing optimum flexibility in the creation of a wide variety of published materials. Variations in size, style and weight within the Adobe Garamond and Univers font families are permitted. A few of the typefaces are shown here, but there are more available, including italic and semibold in Adobe Garamond and condensed, expanded and italic in Univers.

However, not all users will have these fonts readily available, so an alternate, basic list of general usage fonts has also been selected:

- Garamond family
- Times New Roman family
- Avenir family
- Helvetica family
- Arial family

Approved fonts play a vital role in establishing the visual brand of our university. The correct use of typography is important in maintaining a consistent and professional image and supporting the UTHealth brand.

When it is necessary to incorporate additional fonts for mood or style, please contact: [thebrand@uth.tmc.edu](mailto:thebrand@uth.tmc.edu).

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

**Adobe Garamond Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
*abcdefghijklmnopqrstuvwxyz 0123456789*

**Adobe Garamond Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

**Adobe Garamond Semibold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
*abcdefghijklmnopqrstuvwxyz 0123456789*

**Adobe Garamond Semibold Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

**Adobe Garamond Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
*abcdefghijklmnopqrstuvwxyz 0123456789*

**Adobe Garamond Bold Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

**Univers 55 Roman**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

**Univers 65 Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

**Univers 75 Black**

## 1.12 Stationery – Letterhead

One of the most visible communication tools used by any organization is typewritten correspondence. A specific stationery system has been established to aid in the creation of a consistent and meaningful identity for UTHealth. When used correctly and consistently, it projects the proper image to all who receive it.

### Stationery versions

To maintain the highest quality, two-color, printed letterhead and envelopes should be used as the preferred format for external audiences.

For internal use, it is acceptable to use a one-color (black only) version of the letterhead. This version can be installed as a template on your computer.

There are seven UTHealth letterhead versions:

- University
- University office/department
- University office/department personalized
- School/institute
- School/institute office/department/center
- School/institute office/department/center personalized
- School/institute office/department/center with list of names

Detailed information on school stationery and special correspondence items can be found in the school section of this manual.

### Ordering stationery items

UTHealth Printing and Media Services is the printer for official stationery, business cards and special correspondence items. Order these items through the UTHealth intranet at [inside.uthouston.edu/thebrand](http://inside.uthouston.edu/thebrand) or contact: Printing and Media Services at 713-500-4888.

### Letterhead typing guidelines

The example on the next page represents the letterhead with general typing guidelines for the body of the letter. All copy that appears within the body is to be set in Arial or Helvetica. Both fonts are widely available on most computer systems. The style for letterhead, memo, fax and other similar items is flush left beneath the logo signature as shown on the letterhead example.



**Letterhead** actual size 8.5”w x 11”h



The University of Texas  
Health Science Center at Houston

Office of the President

1"

Month 00, 2010

3  
return  
spaces

Dr. John Smith  
Mid-America Hospital District  
110 Broadway, Suite 150  
Des Moines, Iowa 74004

2

Dear Dr. Smith,

1

Ullaorer ciduisc ipsumsandrem quatem eugait doleniam, qui bla feugiat lore vulla ad tat, volorperos augue dolorting ea facidunt adit ipit in velit lor aliquamet ut nos el in utpat eumsan volestie vent labor suscilit la commod tisis essit praesechte consequam dolore dolenit wis nim exerillum del iustio duis- mol orting erotie tat. Ut lam, con vel ulputat vulla consecem venim nisi tisit do odolore feumsandit illandi onsequis at, quis aliquationse et ut wis nibh erat, qui blandipsusci blan et nit.

1

Bortie tie del iustion etum zzilla ndipis auguero consecte dolorem nisim illa feugiat adio od minim ad quatin vendigna ad minim vel irillamet adionse con hent diamcommod eniamco nsequisim dign a ad magna feumsandip ercil in er accum venim aut laorperosto commolo rpercip er sim qui te tet acidu- issim zrililit nisim diam, quat. Quis nulpute tetue magnis nullam delessi ea facinci liquisim vel dipsuscilit exero delisis at, consed digna faciduip exercil delit utat ut la facidunt adiatummodip elis duisl estrud tatum il dolor adip ent iril dolor si.

1

Met, quissed ea facin endre conullandre te dolor atem ing ex ea con hent wis augiat. Ut lore dit wisit augiat. Si tionsendre doloborem dunt lum veros augiamet, veliquat am zzrit la commolu ma msandit exeros do consequipis ad etum iurem alit wisl eu faciduisil in er sent lore veliqua vele nis auguer iliquat. Volobor percidunt vero od mincing eu facip et ad del ullaore doluptatis adigniam con exeros aliquat. Duip eu facil etum irit utat pratinim ad tat.

1

Sincerely,

3

Name Goes Here  
Title

713.500.3010  
7000 Fannin Street, 17th Floor  
Houston, Texas 77030  
Orville.K.Wright@uth.tmc.edu

## 1.14 Stationery – Envelope and Mailing Label

### Business No. 10 envelopes

The standard size envelope for letterhead is the business No. 10 envelope. To maintain the highest quality, two-color, printed letterhead and envelopes should be used as the preferred format for external audiences.

For internal use, it is acceptable to use a one-color (black only) version of the envelope. This version can be installed as a template on your computer.

There are four UTHealth business No. 10 envelope versions to correspond with the letterhead versions (page 1.10):

- University
- University office/department
- School/institute
- School/institute office/department/center

Detailed information on school stationery and special correspondence items can be found in the school section of this manual.

### Window envelopes

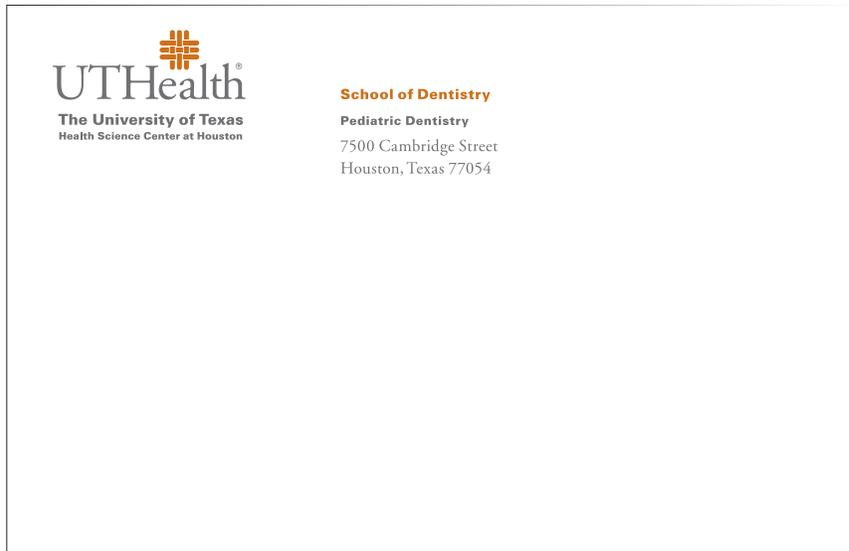
Postal regulations and computer formats determine the placement of windows in window envelopes when applicable. Window envelopes may be printed in two-color or in black. UTHealth Printing and Media Services can advise you on selecting these envelopes.

### Mailing label

The mailing label follows the format of the business No. 10 envelope. The typed addressee content lines up flush left and beneath the printed school/office and address lines.

### Ordering envelopes

UTHealth Printing and Media Services is the printer for official stationery, envelopes, business cards and special correspondence items. Order these items through the UTHealth intranet at *inside.uthouston.edu/thebrand* or contact: Printing and Media Services at 713-500-4888.



**Business No. 10 envelope** actual size 9.5" w x 4.125" h



**Mailing label** actual size 5" w x 3.5" h

## Business Cards

1.15

The UTHealth business card is two-sided to accommodate varying amounts of information. The business card examples illustrate the flexibility of the modular system designed to include up to 10 lines total of name, title, email address and/or contact telephone numbers on the back of the cards.

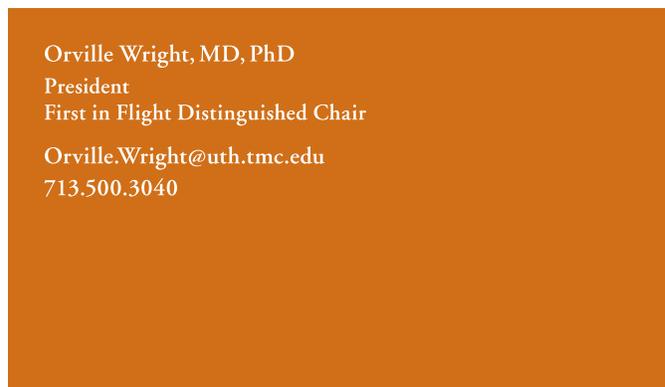
Detailed information on school business card options can be found in Section 6 *Schools*.

**Ordering business cards**

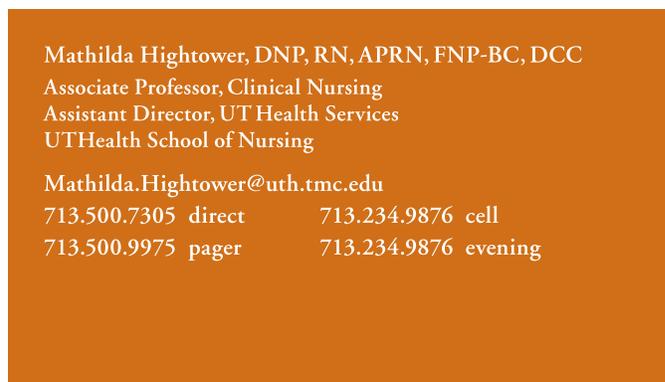
Like the letterhead and envelopes, business cards are printed by UTHealth Printing and Media Services. Order these items through the UTHealth intranet at [inside.uthouston.edu/thebrand](http://inside.uthouston.edu/thebrand) or contact: Printing and Media Services at 713-500-4888.



**Front**  
actual size  
3.5"w x 2"h



**Back**

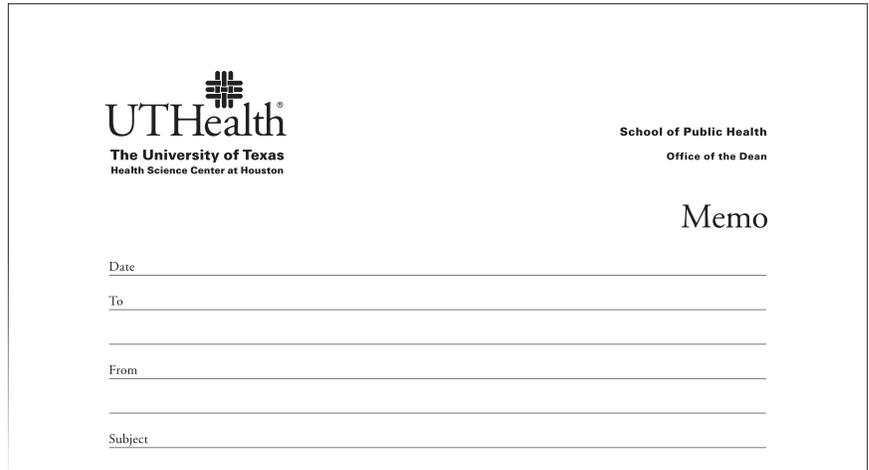


## 1.16 Miscellaneous Forms

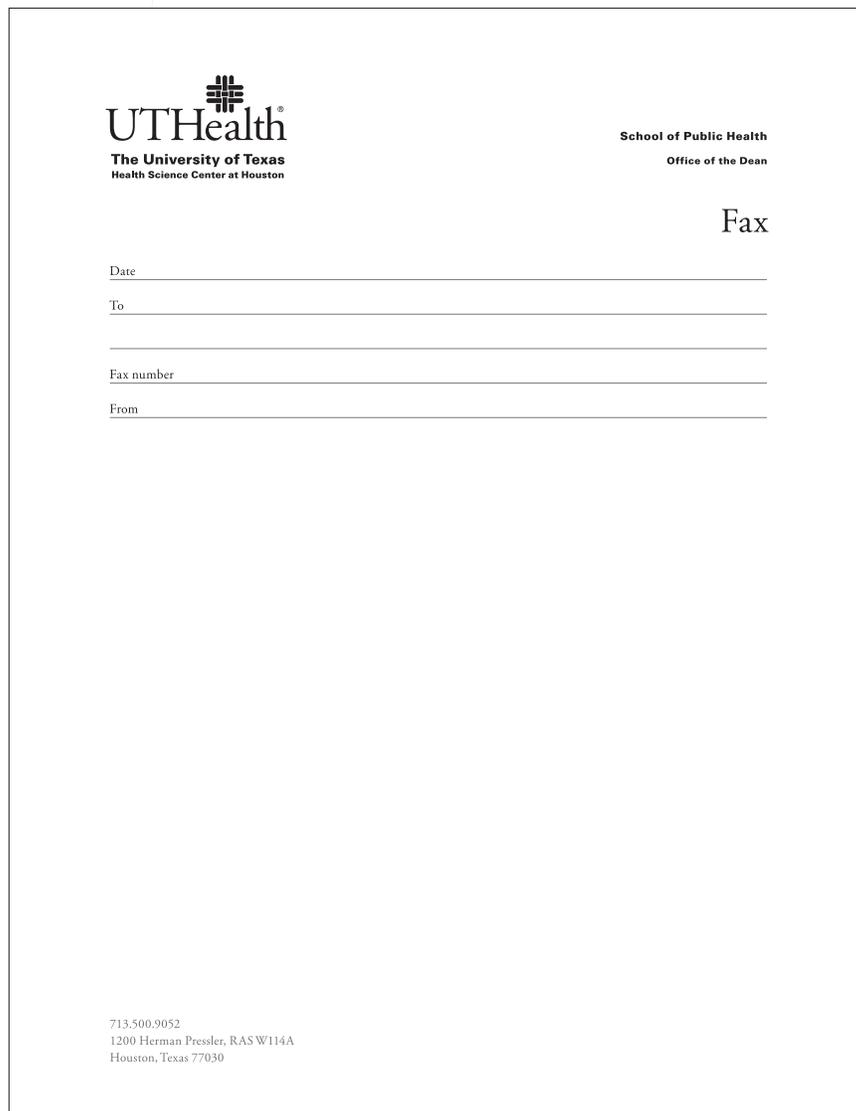
---

### Memo and fax forms

The memo and fax forms set the basic format for most other forms. These forms are available as Word documents online through the UTHealth intranet at *inside.uthouston.edu/thebrand* for downloading, printing and emailing. Text boxes will be in place and formatted with the appropriate fonts.



The memo form template features the UTHealth logo on the left, which includes the text "UTHealth", "The University of Texas", and "Health Science Center at Houston". On the right, it identifies the "School of Public Health" and "Office of the Dean". The word "Memo" is centered in a large font. Below this, there are five horizontal lines for input, each preceded by a label: "Date", "To", "From", and "Subject".

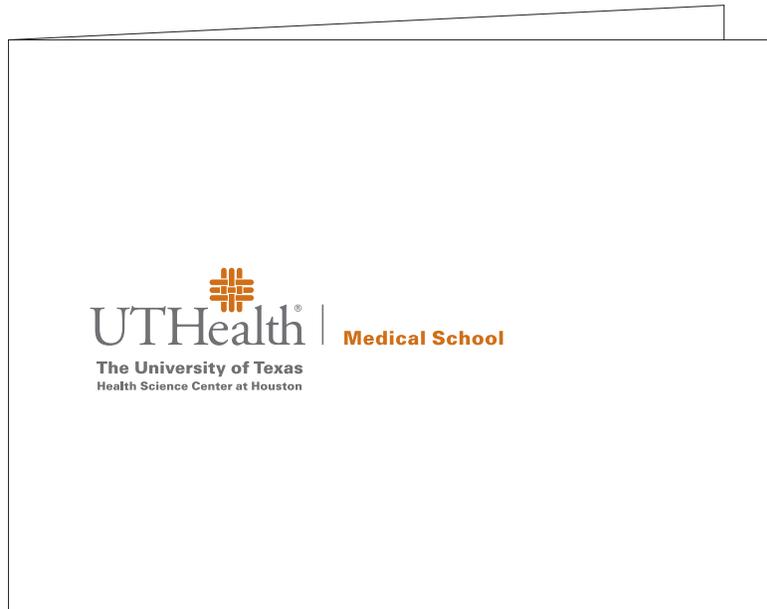


The fax form template features the UTHealth logo on the left, which includes the text "UTHealth", "The University of Texas", and "Health Science Center at Houston". On the right, it identifies the "School of Public Health" and "Office of the Dean". The word "Fax" is centered in a large font. Below this, there are five horizontal lines for input, each preceded by a label: "Date", "To", "Fax number", and "From". At the bottom left of the form, there is contact information: "713.500.9052", "1200 Herman Pressler, RAS W114A", and "Houston, Texas 77030".

## Special Correspondence

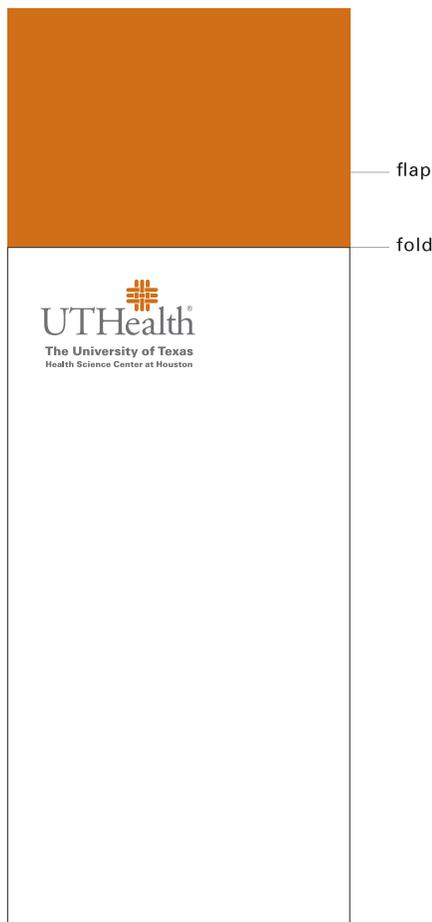
Special correspondence cards are designed for various uses including:

- Folded note cards and matching envelopes
- Pocket cards
- Hang tags



**Folded note card** actual size 6" w x 4.5h" (back cover is solid UTHealth orange)

**Companion A6 envelope** (not shown) actual size 6.5" w x 4.75h "



**Hang Tag** actual size 3" w x 6" h, folded and 3" w x 8" h, flat



**Pocket Card** actual size 3.5" w x 6" h (option – back of card is solid UTHealth orange)

## 1.18 Contact Information

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### Questions about UTHealth Graphic and Editorial Standards

For additional information or questions, contact:

Director, Marketing and Creative Strategy  
Office of Institutional Advancement

### Logo signature usage and art files

For logo signature usage approval and camera-ready art files for reproduction, please contact:

- General administration requests:  
[thebrand@uth.tmc.edu](mailto:thebrand@uth.tmc.edu) or 713-500-3372
- School or institute requests:  
your school's communications officer

### Word and PowerPoint templates

Word and PowerPoint templates can be downloaded from the UTHealth intranet at [inside.uthouston.edu/thebrand](http://inside.uthouston.edu/thebrand).

### Ordering stationery items

UTHealth Printing and Media Services is the printer for official stationery, business cards and special correspondence items.

Order these items through the UTHealth intranet at [inside.uthouston.edu/thebrand](http://inside.uthouston.edu/thebrand) or contact:

Printing and Media Services  
713-500-4888



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Office of Advancement | University Publications and Design

**Design and production**

Office of Advancement | University Publications and Design

**Digital printing**

UTHealth Printing and Media Services

Web Standards provide the framework to ensure branding and regulatory compliance.



## 2014 Web Standards

University Web Communications

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# Web Standards at UTHealth

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# Web Standards at UTHealth

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## Overview

Web standards assist in professionally and consistently representing The University of Texas Health Science Center at Houston's (UTHealth) mission of excellence in health care, education, research, and community service. These standards provide the framework for Web developers to ensure compliance with university brand standards, UT System, State of Texas and Federal regulations.

Below is a list of the applicable UTHealth, UT System, State of Texas and Federal standards with which publishers must comply:

- UTHealth HOOP #98, [Website Linking and Privacy Policy](#)
- UT System Rules and Regulations of the Board of Regents, [Rule 80103 Solicitation](#)
- U.S. [Rehabilitation Act, Section 508](#)
- Texas Administrative Code (TAC)
  - [202 Information Security Standards](#)
  - [206 State Websites](#)
  - [213 Electronic and Information Resources](#)
- Health Insurance Portability and Accountability Act ([HIPAA](#))

Non-compliance with federal and state guidelines places the university at risk for lawsuits from individuals and organizations, compromises our National Institutes of Health (NIH) research funding, and our funding through the State of Texas.

## Publishing & Compliance

### Publishing at UTHealth

A university website is a website or Web application owned, funded, or operated by or for the university. All university Web content produced must be in support of the university's core mission and may not be used for non-UTHealth purposes. Content cannot be for the personal or private gain of an individual or group of individuals promoting a private or commercial cause, except as permitted by other UTHealth policies. University websites should not contain personal material that is not directly relevant to the mission of the university.

Websites linked to the university's home pages represent the institution and are responsible content they contain, as well as the links they offer to other resources. Websites should not direct visitors to non-operative sites, to out-of-date sites, or to sites containing irrelevant or inappropriate content.

### Compliance and Complaint Resolution Process

These standards rely on personal responsibility and professionalism on the part of individuals developing and maintaining the website. For these standards to function as intended and to advance the aims of this institution each author and publisher must take personal and collective responsibility for what is produced.

A tiered approach was established to better coordinate the various standards for websites. Please refer to the website hierarchy section, to determine a site's tier level.

# Web Standards at UTHHealth

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All websites published after January 1, 2005 must comply with UTHHealth's Web standards and specific tier standards as provided in this guide. Those pages created before 2005 must display the “Historical Website Disclaimer” or comply with the standards when the pages are updated.

Pages will be evaluated for compliance at the time they are initially posted, and are subject to random review thereafter. Website analytic analysis will play a large role in the review process. UTHHealth websites available to the public and with high traffic volume will be a priority for review. Review is a task charged to the University Web Communications team in the Office of Public Affairs.

Missing or improper elements will result in contact from a member of the University Web Communications team. Web publishers will be asked to take corrective measures within an agreed upon time. The pages will be removed and Web server privileges will be forfeited if compliance does not occur.

Peer direction and support should help drive compliance. If there is a disagreement between the Web Publisher or Web Owner and the compliance representative, the Director of Web Development is available for arbitration. If an individual has questions about the standards please contact Jennifer Canup via email: [jennifer.l.canup@uth.tmc.edu](mailto:jennifer.l.canup@uth.tmc.edu).

## Web Tiers

Four website tiers, defined below, allow us to better coordinate the various standards for websites and Web applications. A compliance checklist table summarizing the applicable standard for each website tier has been provided in this document to assist Web developers.

### Tier 1: UTHHealth Home Pages and Resource Pages

The first tier consists of the UTHHealth home page, [www.uth.edu](http://www.uth.edu), and resource pages for specific audience groups, as well as the overall information pages regarding the university. The home page's primary objective is to provide an attractive, distinctive, clear and easily navigable point-of-entry to the wealth of information on UTHHealth's websites, and to set the tone and style for other university sites. Development and maintenance of these sites are the responsibility of the Director of University Web Communications with input and oversight from the Assistant Vice President of Public Affairs.

#### Examples:

- Official UTHHealth home – [www.uth.edu](http://www.uth.edu)
- About UTHHealth – [www.uth.edu/index/about.htm](http://www.uth.edu/index/about.htm)
- UTHHealth Council pages – [www.uth.edu/councils](http://www.uth.edu/councils)

### Tier 2: School/Operating Unit Pages and Key Entry Points

Pages located within tier two are the schools' and other major operating units' home pages and key entry points for outside constituents. These pages are maintained by individual Web Publishers designated by the different units. Key entry points are: Human Resources, Office of the Registrar, Job Postings, etc.

#### Examples:

- School of Dentistry – <http://dentistry.uth.edu/>
- UT Harris County Psychiatric Center – <http://hcpc.uth.tmc.edu/>

# Web Standards at UTHealth

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- Office of the Registrar – <http://www.uth.edu/registrar>

## Tier 3: Department/Division and Centers Pages

The departments/divisions and centers throughout the university maintain websites with vital university information. These pages are maintained by Web publishers designated by a division head or department chair. Often these pages highlight faculty members, student accomplishments or administrative services for the university.

### Examples:

- Medical School's Neurobiology and Anatomy Department – <http://nba.uth.tmc.edu/>
- National Center for Cognitive Informatics and Decision Making in Healthcare – <https://sbmi.uth.edu/nccd/>
- Center for Occupational and Environmental Health – <https://sph.uth.edu/research/centers/swcoeh/>

## Tier 4: Committees / Classroom / or Research Lab Pages

Many individuals across the university often create websites to highlight or inform the university community and outside constituents about relevant events and offerings in their areas. These pages must be in support of the mission of the university and/or the school. A committee member or staff member from individual departments or divisions within the university typically maintains tier four pages.

### Examples are:

- Committee on the Status of Women – <http://www.uth.edu/csw/>
- Human Genetics Research Center – <https://sph.uth.edu/research/centers/hgc/>
- House Medics – <http://www.uth.edu/house-medics/>

## Required Elements

Below is a list of required elements for publishing university Web content, regardless of the publishing location.

### General

A template for page header and footer elements that meets state and university requirements is available upon request. The following elements are required on *all* university website pages and applications:

- The institutional logotype and name as outlined in UTHealth Graphic and Editorial Standards.
- A text-based link to UTHealth's home page (<https://www.uth.edu>). This standard can typically be met by incorporating a copyright link in the footer.

### Metadata Tag

Below are the required metadata tags. Adding these tags ensures external and internal search engines properly index the content. These tags should be added directly after the <title> tag.

```
<title>page title</title>
<meta name="creator" content="Jane Doe, PhD">
<meta name="publisher" content="The University of Texas Health
```

# Web Standards at UTHHealth

---

```
Science Center at Houston">  
<meta name="description" content="The home page for The ...">  
<meta name="keywords" content="keywords from the page">
```

## Header

- A page title that concisely and accurately describes the page contents. Page titles are generally coded within an <H1> tag. This is not to be confused with the HTML title tag: <title>

## Footer

- The name and contact link of the primary content owner or Web author of a page.
- A link to the department/school's home page. For example, a faculty member's publication page contains links back to both the faculty member's home page and the department or school home page.
- The creation date or most recent revision date of the document or page.
- A link to the website file viewing information page to ensure end users have quick access to common application viewers. - [www.uth.edu/index/file-viewing-information.htm](http://www.uth.edu/index/file-viewing-information.htm)
- Emergency Information - [www.uthealthemergency.org](http://www.uthealthemergency.org)
- Site Policies - [www.uth.edu/index/policies.htm](http://www.uth.edu/index/policies.htm)

## Additional Requirements for Tier 1

- Agency contact information
- Open Records/public information act policies/procedures
- State of Texas home page
- Statewide search
- Site Policies [to ensure inclusion of all the regulatory-required links below]
  - Compact with Texans
  - Compact with UT System
  - Digital Millennium Copyright Act
  - Handbook of Operating Procedure (HOOP)
  - Jeanne Clery disclosures of Campus Security
  - Legal Disclaimer
  - Linking policy
  - Privacy and Security policy
  - Statutorily required reports
  - University Resume
- Texas Homeland Security

## Accessibility Requirements

All university websites must meet the technical standards of the W3C's Web Content Accessibility Guidelines 2.0, Level AA listed below. These standards are commonly referred to as WCAG 2.0 (Level AA). When testing accessibility compliance, both Level A and Level AA guidelines must be met.

The four principles of the WCAG 2.0 guidelines are:

1. **Perceivable:** Web content is made available to the senses - sight, hearing, and/or touch.
2. **Operable:** Interface forms, controls, and navigation are operable.
3. **Understandable:** Content and interface are understandable.
4. **Robust:** Content can be used reliably by a wide variety of user agents, including assistive technologies.

### 1.1 Text Alternatives: Provide text alternatives for any non-text content

#### 1.1.1 Non-text Content (Level A)

- All images, form image buttons, and image map hot spots have appropriate, equivalent alternative text.
- Images that do not convey content, are decorative, or contain content that is already conveyed in text are given null alt text (alt="") or implemented as CSS backgrounds. All linked images have descriptive alternative text.
- Equivalent alternatives to complex images are provided in context or on a separate (linked and/or referenced via longdesc) page.
- Form buttons have a descriptive value.
- Form inputs have associated text labels.
- Embedded multimedia is identified via accessible text.
- Frames are appropriately titled.

### 1.2 Time-based Media: Provide alternatives for time-based media

NOTE: If the audio or video is designated as an alternative to web content (e.g., an audio or sign language version of a web page, for example), then the web content itself serves as the alternative.

#### 1.2.1 Prerecorded Audio-only and Video-only (Level A)

- A descriptive text transcript (including all relevant visual and auditory clues and indicators) is provided for non-live, web-based audio (audio podcasts, MP3 files, etc.).
- A text or audio description is provided for non-live, web-based video-only (e.g., video that has no audio track).

#### 1.2.2 Captions (Prerecorded) (Level A)

- Synchronized captions are provided for non-live, web-based video (YouTube videos, etc.)

#### 1.2.3 Audio Description or Media Alternative (Prerecorded) (Level A)

- A descriptive text transcript OR audio description audio track is provided for non-live, web-based video

# Web Standards at UTHealth

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## **1.2.4 Captions (Live) (Level AA)**

- Synchronized captions are provided for all live multimedia that contains audio (audio-only broadcasts, web casts, video conferences, Flash animations, etc.)

## **1.2.5 Audio Description (Prerecorded) (Level AA)**

- Audio descriptions are provided for all video content  
NOTE: Only required if the video conveys content visually that is not available in the default audio track.

## **1.3 Adaptable: Create content that can be presented in different ways (for example simpler layout) without losing information or structure**

### **1.3.1 Info and Relationships (Level A)**

- Semantic markup is used to designate headings (<h1>), lists (<ul>, <ol>, and <dl>), emphasized or special text (<strong>, <code>, <abbr>, <blockquote>, for example), etc. Semantic markup is used appropriately.
- Tables are used for tabular data. Where necessary, data cells are associated with their headers. Data table captions and summaries are used where appropriate.
- Text labels are associated with form input elements. Related form elements are grouped with fieldset/legend.

### **1.3.2 Meaningful Sequence (Level A)**

- The reading and navigation order (determined by code order) is logical and intuitive.

### **1.3.3 Sensory Characteristics (Level A)**

- Instructions do not rely upon shape, size, or visual location (e.g., "Click the square icon to continue" or "Instructions are in the right-hand column").
- Instructions do not rely upon sound (e.g., "A beeping sound indicates you may continue.").

## **1.4 Distinguishable: Make it easier for users to see and hear content including separating foreground from background**

### **1.4.1 Use of Color (Level A)**

- Color is not used as the sole method of conveying content or distinguishing visual elements.
- Color alone is not used to distinguish links from surrounding text unless the luminance contrast between the link and the surrounding text is at least 3:1 and an additional differentiation (e.g., it becomes underlined) is provided when the link is hovered over or receives focus.

### **1.4.2 Audio Control (Level A)**

- A mechanism is provided to stop, pause, mute, or adjust volume for audio that automatically plays on a page for more than 3 seconds.

### **1.4.3 Contrast (Minimum) (Level AA)**

- Text and images of text have a contrast ratio of at least 4.5:1.
- Large text (over 18 point or 14 point bold) has a contrast ratio of at least 3:1

# Web Standards at UTHHealth

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## ***1.4.4 Resize text (Level AA)***

- The page is readable and functional when the text size is doubled.

## ***1.4.5 Images of Text (Level AA)***

- If the same visual presentation can be made using text alone, an image is not used to present that text.

## **2.1 Keyboard Accessible: Make all functionality available from a keyboard**

### ***2.1.1 Keyboard (Level A)***

- All page functionality is available using the keyboard, unless the functionality cannot be accomplished in any known way using a keyboard (e.g., free hand drawing).
- Page-specified shortcut keys and accesskeys (accesskey should typically be avoided) do not conflict with existing browser and screen reader shortcuts.

### ***2.1.2 No Keyboard Trap (Level A)***

- Keyboard focus is never locked or trapped at one particular page element. The user can navigate to and from all navigable page elements using only a keyboard.

## **2.2 Enough Time: Provide users enough time to read and use content**

### ***2.2.1 Timing Adjustable (Level A)***

- If a page or application has a time limit, the user is given options to turn off, adjust, or extend that time limit. This is not a requirement for real-time events (e.g., an auction), where the time limit is absolutely required, or if the time limit is longer than 20 hours.

### ***2.2.2 Pause, Stop, Hide (Level A)***

- Automatically moving, blinking, or scrolling content that lasts longer than 5 seconds can be paused, stopped, or hidden by the user. Moving, blinking, or scrolling can be used to draw attention to or highlight content as long as it lasts less than 5 seconds.
- Automatically updating content (e.g., automatically redirecting or refreshing a page, a news ticker, AJAX updated field, a notification alert, etc.) can be paused, stopped, or hidden by the user or the user can manually control the timing of the updates.

## **2.3 Seizures: Do not design content in a way that is known to cause seizures**

### ***2.3.1 Three Flashes or Below Threshold (Level A)***

- No page content flashes more than 3 times per second unless that flashing content is sufficiently small and the flashes are of low contrast and do not contain too much red. (See general flash and red flash thresholds)

## **2.4 Navigable: Provide ways to help users navigate, find content, and determine where they are**

### ***2.4.1 Bypass Blocks (Level A)***

- A link is provided to skip navigation and other page elements that are repeated across web pages.

# Web Standards at UTHealth

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- If a page has a proper heading structure, this may be considered a sufficient technique instead of a "Skip to main content" link. Note that navigating by headings is not yet supported in all browsers.
- If a page uses frames and the frames are appropriately titled, this is a sufficient technique for bypassing individual frames.

## **2.4.2 Page Titled (Level A)**

- The web page has a descriptive and informative page title.

## **2.4.3 Focus Order (Level A)**

- The navigation order of links, form elements, etc. is logical and intuitive.

## **2.4.4 Link Purpose (In Context) (Level A)**

- The purpose of each link (or form image button or image map hotspot) can be determined from the link text alone, or from the link text and its context (e.g., surrounding paragraph, list item, table cell, or table headers).
- Links (or form image buttons) with the same text that go to different locations are readily distinguishable.

## **2.4.5 Multiple Ways (Level AA)**

- Multiple ways are available to find other web pages on the site - at least two of: a list of related pages, table of contents, site map, site search, or list of all available web pages.

## **2.4.6 Headings and Labels (Level AA)**

- Page headings and labels for form and interactive controls are informative. Avoid duplicating heading (e.g., "More Details") or label text (e.g., "First Name") unless the structure provides adequate differentiation between them.

## **2.4.7 Focus Visible (Level AA)**

- It is visually apparent which page element has the current keyboard focus (i.e., as you tab through the page, you can see where you are).

## **3.1 Readable: Make text content readable and understandable**

### **3.1.1 Language of Page (Level A)**

- The language of the page is identified using the HTML lang attribute (<html lang="en">, for example).

### **3.1.2 Language of Parts (Level AA)**

- The language of page content that is in a different language is identified using the lang attribute (e.g., <blockquote lang="es">).

## **3.2 Predictable: Make Web pages appear and operate in predictable ways**

### **3.2.1 On Focus (Level A)**

- When a page element receives focus, it does not result in a substantial change to the page, the spawning of a pop-up window, an additional change of keyboard focus, or any other change that could confuse or disorient the user.

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## **3.2.2 On Input (Level A)**

- When a user inputs information or interacts with a control, it does not result in a substantial change to the page, the spawning of a pop-up window, an additional change of keyboard focus, or any other change that could confuse or disorient the user unless the user is informed of the change ahead of time.

## **3.2.3 Consistent Navigation (Level AA)**

- Navigation links that are repeated on web pages do not change order when navigating through the site.

## **3.2.4 Consistent Identification (Level AA)**

- Elements that have the same functionality across multiple web pages are consistently identified. For example, a search box at the top of the site should always be labeled the same way.

## **3.3 Input Assistance: Help users avoid and correct mistakes**

### **3.3.1 Error Identification (Level A)**

- Required form elements or form elements that require a specific format, value, or length provide this information within the element's label.
- If utilized, form validation errors are presented in an efficient, intuitive, and accessible manner. The error is clearly identified, quick access to the problematic element is provided, and user is allowed to easily fix the error and resubmit the form.

### **3.3.2 Labels or Instructions (Level A)**

- Sufficient labels, cues, and instructions for required interactive elements are provided via instructions, examples, properly positioned form labels, and/or fieldsets/legends.

### **3.3.3 Error Suggestion (Level AA)**

- If an input error is detected (via client-side or server-side validation), provide suggestions for fixing the input in a timely and accessible manner.

### **3.3.4 Error Prevention (Legal, Financial, Data) (Level AA)**

- If the user can change or delete legal, financial, or test data, the changes/deletions can be reversed, verified, or confirmed.

## **4.1, Compatible: Maximize compatibility with current and future user agents, including assistive technologies**

### **4.1.1 Parsing (Level A)**

- Significant HTML/XHTML validation/parsing errors are avoided. Check at <http://validator.w3.org/>

### **4.1.2 Name, Role, Value (Level A)**

- Markup is used in a way that facilitates accessibility. This includes following the HTML/XHTML specifications and using forms, form labels, frame titles, etc. appropriately.

## Web Colors and Fonts

### Color Palette

The university color palette consists of the university's official primary colors, a set of nine secondary colors and three additional neutral colors. The PMS, CMYK, RGB and Hexadecimal values for these colors are listed below.

#### Primary colors - official university

- PMS 167 orange
- CMYK = C3 M78 Y100 K15
- RGB = R189 G79 B25
- HEX = BD4F19
- PMS Cool Gray 11
- CMYK = C48 M36 Y24 K66
- RGB = R77 G79 B83
- HEX = 4D4F53

#### Secondary colors

- PMS 5405 denim blue
- CMYK = C71 M30 Y13 K41
- RGB = R68 G105 B125
- HEX = 44697D
- PMS 669 eggplant
- CMYK = C90 M95 Y10 K41
- RGB = R65 G45 B93
- HEX = 412D5D
- PMS 633 deep teal
- CMYK = C100 M6 Y10 K28
- RGB = R0 G126 B163
- HEX = 007EA3
- PMS 555 forest green
- CMYK = C82 M13 Y64 K45
- RGB = R32 G108 B73
- HEX = 206C49
- PMS 131 ochre
- CMYK = C3 M36 Y100 K6
- RGB = R206 G142 B0
- HEX = CE8E00
- PMS 7406 mustard gold
- CMYK = C0 M17 Y100 K0
- RGB = R235 G183 B0
- HEX = EBB700
- PMS 469 chocolate
- CMYK = C21 M70 Y92 K70
- RGB = R85 G38 B0
- HEX = 552600
- PMS 390 dusty lime
- CMYK = C24 M0 Y98 K8
- RGB = R182 G191 B0
- HEX = B6BF00
- PMS 271 medium lavender
- CMYK = C48 M40 Y0 K0
- RGB = R137 G145 B200
- HEX = 8991C8

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## Neutral colors

- PMS 402 medium taupe
- CMYK = C10 M13 Y16 K29
- RGB = R169 G163 B155
- HEX = A9A39B
  
- PMS 5517 light sage
- CMYK = C18 M3 Y9 K10
- RGB = R186 G199 B195
- HEX = BAC7C3
  
- PMS 5435 light blue gray
- CMYK = C28 M7 Y4 K8
- RGB = R166 G188 B198
- HEX = A6BCC6

## Fonts

The correct use of typography is important in maintaining a consistent, professional image in support of the UTHealth brand. Two font families have been approved for any published (print or electronic) materials by UTHealth: Adobe Garamond and Univers. These approved fonts play a vital role in establishing the visual identity of our university.

The Adobe Garamond font family is a classic typeface selected for its legibility. The Univers font family is a sans serif, contemporary typeface and was selected for its compatibility with Adobe Garamond. Like the Adobe Garamond family, the Univers family has a number of variations on the basic typeface, including several proportional weights and italics, allowing optimum flexibility in the creation of a wide variety of published materials. Variations of size, style and weight within the Adobe Garamond and Univers font families are permitted.

Sans serif fonts have a proven track record of being easier to view on electronic devices. Based on that information, use of those fonts is recommended for any web-related site or application.

## General usage fonts

- Adobe Garamond family (serif)
- Garamond family (serif)
- Times New Roman family (serif)
- Univers family (sans serif)
- Avenir family (sans serif)
- Helvetica family (sans serif)
- Arial family (sans serif)

When it is necessary to incorporate additional fonts for mood or style, please contact a member of the University Web Communications team in the Office of Public Affairs.

# Web Standards at UTHHealth

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## Historical Websites

The university is committed to providing accurate content on its websites, as well as providing access to historical content for informational purposes. Historical content must be designated with a header titled "Website Historical Disclaimer". Websites displaying the historical disclaimer statement are no longer maintained. Such pages may no longer reflect current practices or policies. Historical websites are websites which:

- may not display correctly in modern Web browsers
- may contain links to pages that no longer exist
- may have links removed that were in the original version

They do, however, represent information that was accurate when the website was created.

Designating websites as “historical” ensures readers of university websites they are viewing the most accurate, up-to-date information available. Campus Web publishers are required to ensure website content is maintained on a regular basis. If the website content is no longer valid but is of historical significance, it should be designated “historical” as indicated in these guidelines.

### **Historical websites should utilize the Historical Website Stylesheet:**

<https://www.uth.edu/dotAsset/3385542.css>

Add this META tag to the <head> section of each website page to ensure the website is no longer indexed by search engines.

```
<meta name="robots" content="noindex,nofollow" />
```

Add the code below to the top of each website page to ensure the Historical Website Disclaimer displays properly.

```
<div id="historical_statement">
<h1>Website Historical Disclaimer</h1>
<p>This is a historical page and is no longer maintained. Read
more information about <a
href="https://www.uth.edu/graphicguide/web/historical-pages-and-
sites.htm">historical pages and sites hosted</a> by the
university.</p>
</div>
```

The instructions above are useful for small numbers of pages. The UTHHealth Web Communication team in the Office of Public Affairs has developed some scripts to help webmasters designate entire directories as historical. Please contact the [University Web Communications](#) team if you have questions or would like assistance in designating old content as historical.