

**OUR INSTITUTION/CENTER** The Texas A&M Health Science Center includes all members. Preferred names for each member are shown below. Second reference options are in parenthesis.

**Texas A&M Health Science Center Baylor College of Dentistry**  
(TAMHSC-Baylor College of Dentistry or TAMHSC-BCD)

**Texas A&M Health Science Center College of Medicine**  
(TAMHSC-College of Medicine or TAMHSC-COM)

**Texas A&M Health Science Center College of Nursing**  
(TAMHSC-College of Nursing or TAMHSC-CON)

**Texas A&M Health Science Center Irma Lerma Rangel College of Pharmacy**  
(TAMHSC-Rangel College of Pharmacy or TAMHSC-COP)

**Texas A&M Health Science Center School of Graduate Studies**  
(TAMHSC-School of Graduate Studies or TAMHSC-SGS)

**Texas A&M Health Science Center School of Rural Public Health**  
(TAMHSC-School of Rural Public Health or TAMHSC-SRPH)

If an TAMHSC member has more than one campus, a reference to every campus other than the main campus should include the location as follows:

*First reference:*

Texas A&M Health Science Center College of Medicine in Temple

*Subsequent references:*

TAMHSC-College of Medicine in Temple, or TAMHSC-COM in Temple

Again, within text where a primary reference has already been made and the antecedent is clear, you may use “the school,” “the center” or other appropriate descriptors to prevent a name from becoming cumbersome.

Please note that the word *in* is always used to designate locations. Commas and dashes are to be avoided.

**BUSINESS CARDS AND LETTERHEAD** Business cards and letterhead can be ordered online. Contact TAMHSC Marketing and Communications for assistance.

**OUR PRESIDENT** Our president’s name should always be listed as Nancy W. Dickey, M.D.

Her title should always be shown in publication as:

*First reference:*

Nancy W. Dickey, M.D.

President, Texas A&M Health Science Center

Vice Chancellor for Health Affairs, The Texas A&M University System

*Subsequent references:*

President Dickey



# Abbreviated Style Guide

**OUR BRAND** Our logo has been designed to serve as a symbol that the public, faculty, staff, students and alumni may immediately recognize. Our brand is more than simply a logo—it’s everything we do and say. It represents our reputation and “fingerprint,” and by using it properly, we protect and enhance a substantial investment. Consistent application and precise production of our brand will reinforce public awareness of the Texas A&M Health Science Center (TAMHSC), resulting in a stronger, more unified presence.







The tagline, “*Bringing Learning to Life*,” can be used in marketing and communication materials to highlight our mission and vision.

Please incorporate these approved standards as new publications are produced and when existing materials are revised. The TAMHSC Marketing and Communications staff is ready and willing to assist with any questions you may have regarding the use of our logo and name. You may contact us at (979) 845-1934 or [marcomm@tamhsc.edu](mailto:marcomm@tamhsc.edu).

**STYLE & VOICE** Our voice is how the TAMHSC brand is expressed in writing. The TAMHSC brand voice should be shaped after its vision by being compassionate, superior and exceptional in its presentation.

The TAMHSC follows Associated Press (AP) style, as recommended by The Texas A&M University System. Additional styles can be found by using the A&M System style guide at <http://www.tamus.edu/offices/communications/style/index.html>.

**LOGOS** This page includes examples of our logo – stacked, centered or horizontal. Logos are available in maroon and gray; maroon; black; and white to reverse out of a color block. Do not use a two-color logo for printing in one color; use the correct one-color version. The logo cannot be reproduced in any other colors. The logos should never be changed or altered in ANY way. Other logos/seals for the TAMHSC or its academic units should never be used. Logos are available for download at <http://tamhsc.edu/marcomm/bg/downloads/logos/index.html>.

Logo Style	Correct	Incorrect
Stacked		
Centered		
Horizontal		

**IDENTITY SYMBOL** The logo for the Texas A&M Health Science Center and each of its members include four basic elements: the TAMHSC symbol, the system name, the TAMHSC name and, if applicable, the member name.

- The college or school name should never appear alone with the symbol without the system name and the TAMHSC name.
- The size relationships between the various elements should not be changed. As any part of the symbol is enlarged or reduced, the entire symbol must be altered accordingly.
- At no time should the symbol, letters or words be altered or distorted to achieve a special effect.
- The TAMHSC symbol may only appear alone if it is used with the system name, the TAMHSC name and, if applicable, the academic unit name elsewhere within the communication or as part of a comprehensive signage program.

The TAMHSC symbol is not to be combined with the seals or logos of any of its academic units or the TAMHSC Legal Seal. The symbol should be seen in its entirety and should not be obscured by text or art. The symbol should always have a window of space around it, so that background colors or elements do not appear to be part of the TAMHSC symbol.

**COLORS and TYPOGRAPHY** The official colors of the Texas A&M Health Science Center and its members are PMS Aggie Maroon and PMS 425.

Coated: TAM001  
 CMYK: 15/100/39/69 | RGB:80/0/0 | Hex: 5000000  
 Uncoated: TAM002  
 CMYK: 27/86/60/30 | RGB:80/0/0 | Hex: 5000000  
 PMS 425  
 CMYK: 0/0/0/77 | RGB:95-96-98 | Hex: 666666

The official typeface for TAMHSC is Garamond 3. Publications, web sites (that are promotional in nature), posters and advertising are not limited to Garamond 3.



*PMS Aggie Maroon*



*PMS 425*

**OUR NAME IN TEXT** Our legal name is The Texas A&M University System Health Science Center. Our legal name should be used in all contracts, legal documents and on diplomas, etc. Likewise, the legal seal of the Texas A&M Health Science Center will be used only on legal documents, contracts, official transcripts and diplomas, etc.

Our name, to be used in all other communications, is **Texas A&M Health Science Center**, and our official abbreviation is TAMHSC. In communications, spell out the first reference to the health science center as Texas A&M Health Science Center.

Subsequent references may identify the Texas A&M Health Science Center as health science center or TAMHSC.

In addition, communications distributed solely within the state of Texas may identify the Texas A&M Health Science Center as **A&M Health Science Center**.

The word “the,” which often precedes our name in written communications, is lowercase.