










# Logo Usage Guidelines: Regular Faculty & Affiliate Faculty

Working with partners and the community is essential to Dell Med's core mission. The logo/brand usage guidelines for regular faculty and affiliate faculty provide clarity regarding the permitted use of the logo and Dell Med name.

## Regular Faculty

In addition to the Dell Med name, Regular faculty are permitted to use the logo. The list below of permitted uses is non-exhaustive. If you have any questions regarding brand guidelines please feel free to contact Dell Med Communications, [communications@dellmed.utexas.edu](mailto:communications@dellmed.utexas.edu).

Use of Dell Medical School Logo/Brand	Regular Faculty
White coat <sup>1</sup>	
Business card <sup>1</sup>	
Academic purposes (research poster, manuscript, etc.)	
Marketing purposes (clinic signage and website, advertising, etc.) <sup>2</sup>	
Biographical purposes	
Work email signature (Dell Med encourages text only email signatures)	
Official Event marketing <sup>3</sup>	
Academic correspondence not clinically related	
Media interviews (TV/Radio/Print quote attribution)	

<sup>1</sup>Available only through approved vendor.


<sup>2</sup>Limited to single practitioner (not group practices that include non-affiliate physicians) and requires approval from Dell Med School Brand Manager.

<sup>3</sup>ONLY events approved by your department and officially sponsored by Dell Medical School.

## Affiliate Faculty

Because Affiliate faculty conduct their clinical practices as separate and independent businesses, the School does not assume responsibility or liability for those activities. Affiliate faculty members are **NOT PERMITTED** to use Dell Medical School's **logos, seals, insignias** and **marks** (hereafter "marks") in connection with their private professional, clinical and patient care activities. For more information see Affiliate & Regular Faculty Appointment Comparison.

Affiliate faculty are permitted use of Dell Medical School name in **TEXT ONLY** in certain uses, as noted below. If you have questions contact Dell Med Communications, [communications@dellmed.utexas.edu](mailto:communications@dellmed.utexas.edu).

Use of Dell Medical School name in text ONLY (No Logo Use)	Affiliate Faculty
Biographical purposes	
Academic correspondence not clinically related (e.g. Letter of recommendation, etc.)	

Examples of non-approved use include work email signature, event marketing and media interviews.