

Hub and Program Naming Guidelines

Updated: April 2023

Hub Names

- The official ECHO name of every partner organization is:
 - the legal name of the organization as written in its ECHO Terms of Use agreement + “Project ECHO” in front of it:
 - Project ECHO: University of Texas MD Anderson
 - Project ECHO: Hospice UK
- Hubs should use their ECHO name, according to this convention, and the approved ECHO logos in all published materials

Do Not:

- Use a Hub name, other than the legal name on the organization’s partnership documents, without prior approval from the ECHO Institute.
 - [Email us with questions.](#)
- Use names that are too broad or too narrow, including:
 - State, country or geographic regions (too broad)
 - Specific conditions or disease areas (too narrow)
- Use acronyms or abbreviations
 - Exception: if they are part of the organization’s legal name

Program Names

- Format should be: XXX XXX ECHO Program
 - Needs to include “ECHO Program” following the Program Name
- Should be explicit and descriptive of the program content:
 - Ex: Early Childhood Early Literacy Program
 - Ex: Pediatric Cancer ECHO Program
 - Ex: Hepatitis-C Treatment ECHO Program
 - **No:** Bad to the Bone ECHO Program (Instead: Osteoporosis Primary Care Treatment ECHO Program), New Mexico Health Care Heroes ECHO Program (Instead: Emergency Medicine Training ECHO Program), etc.