

## **Tusculum College**

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### **What are Visual Identity Guidelines?**

Tusculum College has created the Visual Identity Guidelines to make clear the policies and procedures concerning the use of the Tusculum College name and all official symbols that identify the institution. These guidelines are presented to assist the faculty, staff, and students on campus who develop print, Web, and related pieces that ultimately contribute to and reinforce the identity of Tusculum College. These guidelines apply to:

- Advertisements and press releases.
- Electronic forms of communication such as Web sites or newsletters transmitted through e-mail.
- Print communications such as publications, newsletters, magazines, posters and flyers.
- Stationery, including letterhead, envelopes, and business cards
- Videos, Powerpoint presentations and any other materials that project a visual image of the College.

Departments are directed to channel these types of communications through the Office of Institutional Advancement's Communications Office to ensure compliance with the guidelines. It is especially important that the departments do so before any expenses are incurred or production begins.

### **Rationale for Identity Guidelines at Tusculum College**

A strong visual identity helps Tusculum College effectively connect with key constituents through repeated use of graphics, typefaces and messages on all printed communications and on the college's Web site. How Tusculum College opts to consistently and professionally present the institution in its

visual messages plays an important role in establishing the college's brand identity. By developing clear *brand identification* with its constituents, Tusculum College will improve its recognition level locally, nationally, and abroad. Putting forth a clear brand image is also critical to the college's ability to effectively promote its programs, services, and priorities to members of Tusculum's internal and external communities.

Identity guidelines also convey an impression of cohesiveness and coherence across campus, and promote a consistent visual standard of excellence and professionalism. The guidelines also help eliminate any clutter and visual confusion in communication messages and graphics for audiences. In addition, these visual identity guidelines and development of a Tusculum College brand can positively influence the College's:

- attractiveness to potential donors;
- ability to attract quality students;
- image in the neighboring community;
- ability to effectively communicate its mission, academic programs, and student services;
- and ability to convey an identity that is innovative, professional, and energetic.

### **Who do the Identity Guidelines Pertain To?**

Every program, department, or entity associated with Tusculum College should comply with these guidelines. Incorporating Tusculum College's visual identity guidelines not only enhances the image of the institution, but also connects individual programs and departments with the mission and messages of Tusculum College.

### **Use of the College Name in Text**

Do not:

- Combine the name with other words to form new names
- Use the name in plural form
- Dissect or hyphenate

If you are going to display the URL for the college or your department, it should appear in all lower case letters: [www.tusculum.edu](http://www.tusculum.edu) . The <http://> does not need to be included. Each department should also use the virtual domain name assigned to it (i.e. [tusculum.edu/athletics](http://tusculum.edu/athletics), [tusculum.edu/academics](http://tusculum.edu/academics)). These names can be verified by the webmaster at [webmaster@tusculum.edu](mailto:webmaster@tusculum.edu).

### **Approved Uses of the Tusculum College Logo**

All Tusculum College communications materials, whether printed or digital, should display an approved version of the logo, either the "standard" logo or the case of athletics communications, the "athletics" logo. When it isn't possible to use the logo, you should include a text identifier:

- The logo should be displayed in a reasonably prominent, but not necessarily dominant, location. It should not be used as a headline.
- Use only authorized digital files or camera-ready art of the logo.
- When a logo is reduced or enlarged, it should be treated as one unit. Resize all elements proportionately.
- Check color for accuracy and ensure that the logo is legible in the chosen print context.
- A logo should never be incorporated into illustrations, cartoons, or other symbols & logos.
- A logo does not have to be large to be effective, but it should have ample space around it for legibility and visual integrity.
- The logo can appear in the following ways:

The logo should typically be used to create maximum contrast with the background it is on.



### **Unauthorized Uses of the Tusculum College Logo**

Individual offices and departments at Tusculum College should not produce and disseminate their own College logos or seals. Otherwise, individual areas may create a unique graphic "look" through the use of color artwork, photographs to be used for specific communication purposes, but these graphic designs should be in direct compliance with the college's Visual Identity Guidelines.

Use of the Tusculum College logos or seal by outside vendors, community organizations, student organizations, and other groups must first be approved by the Office of Communications. This guideline also pertains to the use of Tusculum College stationery by outside groups or student organizations.

### **Stationery Guidelines**

Stationery is a key component in expressing the brand identity of Tusculum College. Letterhead, envelopes and business cards are quite often the first introduction of the college to key constituents. Tusculum College has standard stationery formats that represent all units of the college, and this unified stationery style should be used by all Tusculum College programs and employees. Stationery is defined as:

- Letterheads
- Memoranda
- Envelopes
- Business cards

Tusculum College stationery uses the Tusculum College logo in the top center portion of the page. Official stationery paper is natural-colored Classic Crest. For less formal internal communications such as notes sent through campus mail from one department to another or one staff or faculty member to others, however, sharply reproduced photocopied letterhead may be used. Official letters to outside constituencies should not use photocopied letterhead, however.

### **SACS Accreditation Statement and Affirmative Action Statement**

Federal requirements specify that an affirmative action statement appear on all major communication materials with businesses of 50 or more employees, All admission publications, employment announcements, academic catalogues, the college Web site, college magazine, and other primary college publications disseminated to the public must communicate the following:

*Tusculum College does not discriminate on the basis of race, color, national origin, gender, sexual orientation, disability, age, or other attributes protected by law in any of its policies, procedures, or practices, The nondiscrimination policy covers admission and access to, and treatment and employment in, the College's programs and activities.*

Tusculum College and its accreditation status should also be made specific on departmental publications, in particular admission and key academic publications such as the catalogue. Wording on these publications should be detailed, at a minimum, as:

*Tusculum College is accredited by the Southern Association of Colleges and Schools to award baccalaureate degrees and the Master of Arts in Education and the Master of Arts in Organizational Management.*

Other information, such as additional accreditations of the College or one of its academic departments, may also be presented.

### **Approved Colors**

The logo may be reproduced in black and white, and in the College's official colors of black and "Tusculum Orange" (Pantone 158). On black or very dark backgrounds, the logo may be presented in reverse type, i.e., light or white type on a dark background rather than dark type on a light background.

Special exceptions to the above would include Tusculum College yearbook covers, for example, that on occasion have used an attractive printed foil or metallic rendering of the seal in silver, gold, or bronze; coin-like metallic renderings of the seal or logos on approved College medallions, presidential regalia, etc.

"Tusculum Orange" in RGB is

- R=238 G=108 B=56

For four-colored process printing of "Tusculum Orange," convert to CMYK

- C= 0 M=60 Y=94 K=0

Note: If print or computer applications are encountered that do not present a visually accurate rendering of Tusculum College colors even when the proper formulas are applied, it is preferable to choose a "visual accurate" rendering -- i.e., a presentation that "looks right" -- rather than be meticulously faithful to the "official" CMYK or RGB formulas.

### **Approved Typefaces**

Official College communications such as letters and memos should use a classic serif font such as Times New Roman, or a classic sans-serif font such as Arial. The President's office, for example, typically uses 12-point Times New Roman, a serif font, for letters, while the office of Institutional Advancement typically uses a sans-serif font, Arial. Both fonts render attractive, professional-looking type presentations. Novelty fonts should not be used for letters and memos, though some may be appropriate for on-campus flyers announcing student social events, etc.

Business Cards use: Times New Roman or comparable classic serif font

The Tusculum College Logo uses Book Antiqua font.

The Tusculum College Web site typically uses sans-serif fonts. Because Windows, Macs and Linux treat fonts differently, it is nearly impossible to get complete typeface uniformity across all browsers and platforms.

## **GUIDELINES FOR USE OF THE COLLEGE NAME**

### **FACULTY AND ADMINISTRATIVE TITLES**

- A. Individuals may use their faculty titles for identification for scholarly or educational purposes. Such identification may not imply institutional support or endorsement.
- B. Use of a faculty title in connection with any political, community, or philanthropic activity must clearly indicate that it is solely for identification purposes and does not imply institutional support or endorsement.
- C. Use of a faculty title for any commercial purpose is not permitted. A faculty member should not use his or her academic title or appointment for purposes of advertising any private professional or commercial activity or practice in newspapers, television and radio, telephone yellow pages or other directories, fund raising journals, etc.
- D. The preferred format for use of faculty title is: name, professorial rank, academic/administrative title (if any), department name, Tusculum College.