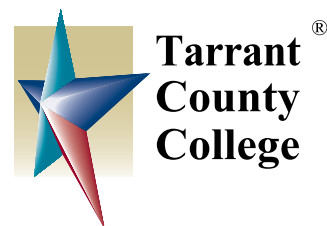


Graphic Identity Standards Manual



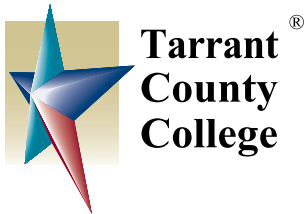


Graphic Identity Standards Manual



The most current version of this document is available as Adobe PDF at www.tccd.edu/Graphics.

We recommend downloading the file and viewing it on your computer. If you choose to print a copy of this document, please note that colors may vary from those on your monitor, as monitor displays and desktop printer colors vary due to differences in calibrations. Although the original size is 8 x 8, it can be printed on 8 ½ x 11 paper.



The Tarrant County College Graphic Services Department is responsible for the layout and design of all publications and instructional materials. The District Graphic Services office is staffed by a director, two publications managers and one secretary, with editorial support from the Public Relations and Marketing Department. Each campus has a Graphic Services Department staffed by a coordinator, manager and graphics specialist to meet campus marketing and communications needs. Collectively, the Graphic Services staff brings innovative experiences in commercial art, studio art, newspaper design, advertising agency design and visual communication theory together to support the mission of the College.

The District office and five campuses handle approximately 4,500 work requests per year. Each office coordinates print and digital design layouts for TCC. Projects range from booklets and postcards to digital signage and vinyl banners. Graphic staff work with internal and external customers to ensure that the design principles and standards of the College are upheld.

TCC logos and guidelines help the College present its messages in a clear and consistent manner — one that people will recognize, respect and remember. These guidelines serve as the fundamental reference manual for the entire Tarrant County College District. The overall intended effect is vitality and variety within a strong corporate identity.

This positive public image will extend to each of the associated programs, and all of the TCC community will benefit. Communicating well — with clear content and presentation — strengthens the reputation and visibility of the College. It is essential to prevent misuses and to partner with Graphic Services when using logos, typography, colors and other graphic elements. For more information, call 817-515-1209.



SOUTH



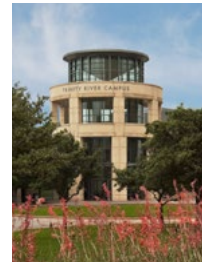
NORTHEAST



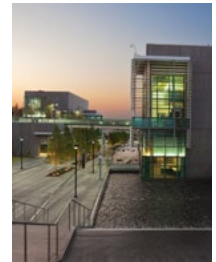
NORTHWEST



SOUTHEAST



TRINITY RIVER



TRINITY RIVER EAST

IDENTITY

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TCCD BRANDING

The ultimate goal of branding is to own a position inside the minds of the target audiences. Without mind share, we will never have market share. Which naturally brings up the question: What is a brand? A brand is more than a logo, more than a slogan, more than a “look.” Our brand is our promise to our constituents, be they prospective students and their families, faculty and staff, alumni, the communities surrounding our campuses, donors, or friends of Tarrant County College.

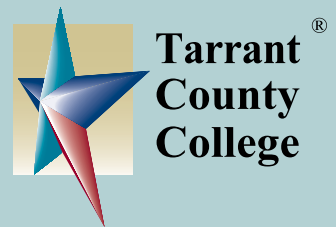
Where our brand focuses on our competitive edge, branding communications concerns our visual identity, an important aspect of branding. Creating a vibrant, consistent image for

the College helps attract students and faculty and can strengthen alumni relations, fundraising efforts, and our relationships with the media and the Tarrant County community at large.

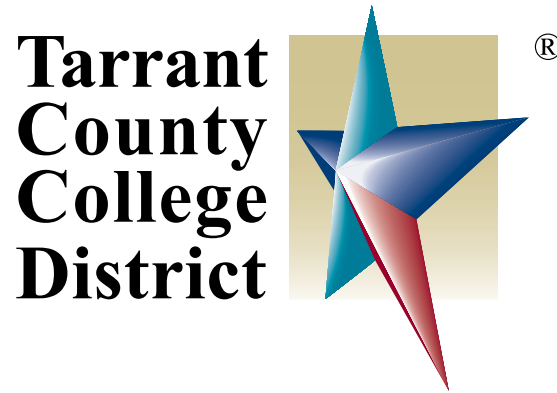
The College’s image is established, maintained and reinforced by its consistent use of its logo, colors and other identifiers across all communications. Our goal is to communicate to our many audiences a single, recognizable identity and image that conveys academic excellence and solidifies our image in a variety of venues. Strengthening and promoting that image will benefit all of our programs and new initiatives.

TCC IDENTITY

The standards and guidelines presented in this manual are designed to help enhance the image of TCC. Use of consistent, unified graphic images will increase public awareness of TCC and the services it provides. Consistency is the key to communicating TCC's brand image. A vibrant, consistent visual image helps shape the way that our various constituents view the College, and helps us stand out in a crowded marketplace. Our promise of providing "affordable and open access to quality teaching and learning" comes alive when others view our logo, wordmark, seal and other TCC identifiers. Following the visual identity standards will support the College's vision and mission and strengthen its institutional image and strategy for communicating with its various constituents.



LOGO



LOGOTYPE

MARK

TCCDLOGO_A1_V_CMYK.EPS

TCCD LOGO

Usage

Tarrant County College District and Tarrant County College logos are the primary elements of the College's visual identity. They present a standardized, definitive visual symbol that ensures continuity of identity for a wide range of uses such as stationery, business cards, forms, event signs, merchandise, etc.

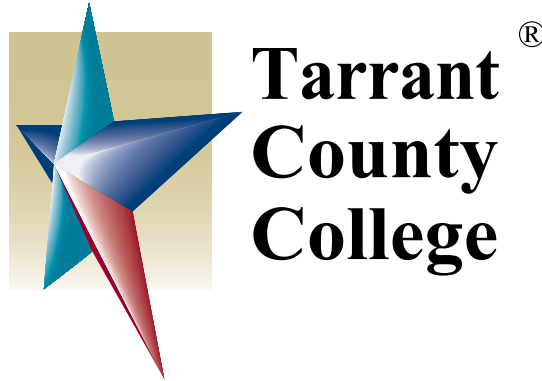
The logo is placed in a prominent location on all official District and College materials.

Application

Use of the logotype Tarrant County College District is restricted for use by the TCC Board of Trustees, the Chancellor's Office and the offices of the Chancellor's Executive Leadership Team.

It is commonly used in communications that are official College business in nature, and applications could include, but are not limited to, such items as contracts, responses to Open Records Requests, the official Student Handbook and course catalogs.

LOGO



MARK

LOGOTYPE

TCCLOGO_B2_V_CMYK.EPS

TCC LOGO

Logo Construction

The TCCD and TCC Logo is constructed with two graphic elements: the logotype (Tarrant County College District or Tarrant County College) and the mark (the five-pointed star). In all uses, those elements work together as one unit and should not be separated.

Legal Protection

Tarrant County College District employs legal protection of its logos. Parties not directly affiliated with the College must obtain permission from the Director of Public Relations and Marketing to use any of the logos outlined in this guide.

WORDMARK



MARK

LOGOTYPE

TCCWORDMARK_B4_H_BLK.EPS

TCC WORDMARK

Wordmark

The Tarrant County College wordmark consists of the College's name and web link, which comprise one unit. The proportion and spacing of the elements are permanent.

Application

The TCC Wordmark should be used only in situations in which the primary logo will not suit the application due to limitations of space or format and/or in situations that call for a simplified logo representation, such as some branded merchandise.

Wordmark Construction

The TCC wordmark is constructed with two graphic elements: the mark (TCC) and the logotype (Tarrant County College).

Wordmark fonts are Century Gothic regular and bold. Only the wordmark is used when there is not enough space to accommodate the TCC logo as well.



TCCMASCOT_B3_V_CMYK.EPS

MASCOT/SPIRIT LOGO

Definition

The spirit logos are reserved generally for informal materials such as those used by departments or student groups. Academic, business or legal materials do not use the spirit logos. To preserve visual harmony, spirit logos are not used in combination with the Tarrant County College logo.

Spirit Logo

The spirit logo's name is "Trailblazers," the official mascot of Tarrant County College, which is presented typographically. The TCC mascot's nickname is "Toro," Spanish for "bull." The spirit logo may be in promotional materials, for morale and recreational functions.

Summary

The Tarrant County College Trailblazers logo aims to:

1. Present a marketable character for outreach among youthful audiences
2. Increase a sense of community among faculty, staff and administrators.
3. Enhance loyalty to TCC

SEAL



SM

TCCDSEAL_A3_C_BLK.EPS

SEAL

Usage

The official seal is reserved for official and legal college documents — including diplomas, transcripts and certificates — and formal decorative use as authorized by the Chancellor.

Seal Components

The primary components of the official seal is the Tarrant County College District (TCCD) Acronym. The overlapping order of TCCD letters gives relationship, reading direction, and creates the illusion of depth. Therefore, overlapping them holds the letters together and become a unified working piece.

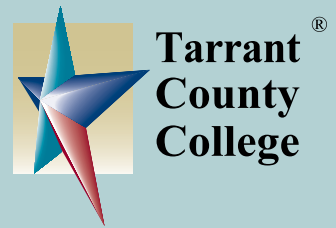
Applications

The seal is not used interchangeably with the logo or other symbols.

Those who wish to use the seal must obtain permission from the Director of Public Relations and Marketing.

TCC STANDARDS

This guide has been developed for members of the Tarrant County College community who produce College marketing communications. This includes all academic and administrative units of the College, as well as authorized student organizations. All such groups must follow these guidelines. In addition, outside vendors, agencies or publishers that create print, electronic and promotional materials for any TCC unit must follow these guidelines. The following section outlines specific applications of the Identities.



Identifier:

Logo - Wordmark
Seal - Mascot

Full/Informal Name:

A-Tarrant County College District
B-Tarrant County College
C-Campus

Configuration:

1-Flush left / 2-Flush right
3-Personalized/ 4-Tagline/ 5-Photo

Orientation:

H-Horizontal V-Vertical C-Centered

Identifier Color:

CMYK - Cyan, Magenta, Yellow, Black
RGB - Red, Green, Blue
BLK - Black
REV - Reversed
P - Pantone

Personalized:

Campus/Department

File Format:

.EPS - .JPG - .PNG

logo_A1_H_cmyk_CE.EPS

LOGO NAMING SYSTEM

System

Listed above are the codes used in naming the approved standard graphic elements of Tarrant County College's Visual Identity System, as well as some sample file names.

These names will accompany some of the referred graphics throughout this guide. It has been prepared and distributed to ensure the success of the Visual Identity System through consistency of use.

Supplemental art and support graphic files provided include: logo and symbol files in Adobe Illustrator EPS format for print use, PNG format for Word documents and PowerPoint presentations, and JPG format for Web use.

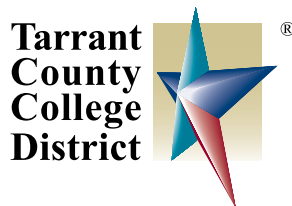
Support

For further information regarding TCC's Graphic Identity Standards Manual please contact:

Director of Graphic Services
Tarrant County College District
817-515-1859 x1859

The Graphic Identity Standards Manual and TCC's logos can be downloaded at: www.tccd.edu/Graphics.

PRIMARY LOGO



TCCDLOGO_A1_V_CMYK.EPS

SECONDARY LOGO



TCCDLOGO_A1_V_BLK.EPS

TCCD LOGO VARIATIONS

Standards

These Tarrant County College District logos are approved for official District materials.

Use of the logotype Tarrant County College District is restricted for use by the TCCD Board of Trustees, the Chancellor's office and the offices of the Chancellor's Executive Leadership Team. It is commonly used in communications that are official College business in nature, and applications could include, but are not limited to, such items as contracts, responses to Open Records Requests, the official Student Handbook and course catalogs.

District Stationery Package

The TCCD logos including administrative or office names, are used for the District stationery package (letterhead, business cards and envelopes). *To request other uses, contact the Director of Public Relations and Marketing Department.*

Clear Zone

The TCCD logo stands alone. A minimum "clear zone" frames the logo to separate it from text and other graphic elements.

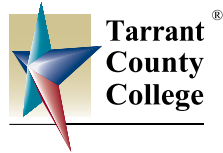
Minimum Size

The Tarrant County College District logo is displayed at a size no smaller than 3/4" (.75) in width.

PRIMARY COLOR LOGO



TCCLOGO_B2_V_CMYK.EPS



Trinity River Campus

*TCCLOGO_B3_V_CMYK.EPS

SECONDARY ONE-COLOR LOGO



TCCLOGO_B2_V_BLK.EPS



Trinity River Campus

*TCCLOGO_B3_V_CMYK.EPS

HORIZONTAL AND PERSONALIZED LOGO



**TCCLOGO_B2_H_CMYK_WEB.EPS

HORIZONTAL AND PERSONALIZED LOGO



**TCCLOGO_B2_H_BLK_WEB.EPS

TCC LOGO VARIATIONS

Correct Usage

These Tarrant County College logos are approved for use. Do use the TCC logo that's appropriate for your material's purpose.

TCC Personalized Logotype*

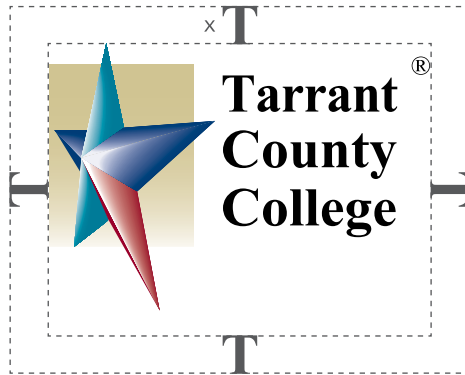
The TCC logos with campus or office are used only on individual materials such as program-specific brochures or department fact sheets. In limited cases, these logos may be used on letterhead. The type is set in Frutiger 65 bold.

Clear Zone

The TCC logo stands alone. A "clear zone" frames the logo, separating it from text and other graphic elements.

Horizontal Orientation**

The TCC Horizontal orientation allows flexibility for signage, advertisements, or promotional items.



T \times Clear Zone
 $x = 1/4"$ Measurement

Print:
 Minimum
 Logo Size



**Promotional
 items:**
 Minimum
 Logo Size



MINIMUM LOGO SIZE

Vertical Minimum Size

The minimum size of the logo ensures clear reproduction and legibility.

The Tarrant County College logo is displayed at a width of at least 5/8" (0.625").

Horizontal Minimum Size

The Tarrant County College logo is displayed at a width of at least 2".

Clear Zone

The TCC logo should stand alone. There must always be a minimum "clear zone" around the logo separating it from text and other graphic elements.


Print and Promotional Size

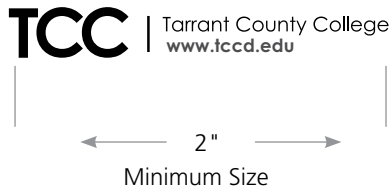
The Tarrant County College logo above is shown at the actual minimum size permitted.

Web/Video Size

For both Web and video usage, imaging of the TCC logo must be in RGB format only. For video and Web minimum pixel size and resolution, contact the respected departments. See Quick Reference guide for a list of available references.




 Clear Zone
 Measurement
 $X = 1/8"$



1. **TCC** | Tarrant County College
www.tccd.edu

TCCWORDMARK_B4_H_BLK.EPS

2. **TCC** | Tarrant County College
www.tccd.edu

TCCWORDMARK_B4_H_REV.EPS

3. **TCC** | Tarrant County College
www.tccd.edu

TCCWORDMARK_B4_H_PANTON289.EPS

4. **TCC** | Tarrant County College
www.tccd.edu

TCCWORDMARK_B4_H_P3155.EPS

WORDMARK VARIATIONS

Variations

Tarrant County College's graphic identity is flexible. Variations are shown above. Descriptions follow:

Alternative 1: Black one-color logo

Alternative 2: Reversed one-color logo*

Alternative 3: One-color logo

Alternative 4: Reversed two-color logo

**The reversed wordmark may be placed on any color background as long as enough contrast is maintained for legibility.*

Clear Zone

The TCC wordmark logo stands alone. A permanent "clear zone" of at least 1/8" (0.125") borders the logo, separating it from text and other graphic elements.

Minimum Size

The Tarrant County College logo is displayed at a width of at least 2".

1. **TCC** | Tarrant County College
www.tccd.edu
WEBSITE

2. **TCC** | Tarrant County College
Office of Student Services
DIVISION

3. **TCC** | Tarrant County College
John Smith • Student Services
INDIVIDUAL

4. **TCC** | Tarrant County College
Center for Discovery
DEPARTMENT

5. **TCC** | Tarrant County College
Leadership Academy • SE Chapter
STUDENT GROUPS OR ORGANIZATIONS

PERSONALIZED WORDMARK VARIATIONS

Personalized

The College's wordmark can be personalized for individual academic or administrative departments, individuals and student clubs and organizations.

Samples of various configurations are displayed above, including color and black-and-white versions.

Alternative Wordmarks

Tarrant County College's graphic identity is flexible. Variations are shown above. Descriptions follow:

Alternative 1: Wordmark, Website

Alternative 2: Wordmark, Division

Alternative 3: Wordmark, Individual

Alternative 4: Wordmark, Department

Alternative 5: Wordmark, Student Group or Organization

PRIMARY COLOR LOGO



TCCMASCOT_B3_V_CMYK.EPS

SECONDARY ONE-COLOR LOGO



TCCMASCOT_B3_V_BLK.EPS



TCCMASCOT_B5_V_CMYK.JPG



TCCMASCOT_B3_H_CMYK.EPS



TCCMASCOT_B3_H_BLK.EPS



* ONLINE USE ONLY.

* TCCMASCOT_B3_H_RGB.PNG

MASCOT/SPIRIT LOGO VARIATIONS

Applications

As a graphic element, the mascot is intended for use with informal materials. For instance, academic, business, official or legal materials would not carry the mascot or spirit logo. Mascot logo colors are Pantone® 289 and Pantone® 202. (See section on "official colors.")

Elements' proportion and spacing are permanent. Graphic Services Department will provide other approved configurations. The primary logo is full color, and the secondary logo is for one-color application.






What "Trailblazers" Means

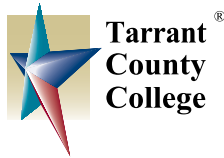
"Trailblazers" identifies the hard-working, dedicated spirit of Tarrant County College students and alumni who blaze their individual trails.

Background

Development of the mascot was based on input from College stakeholders through surveys, focus groups and questionnaires.

To reserve our costumed character Toro, go to:
hub.tccd.edu/toro.

	PRINT Pantone Matching System®	PRINT Four-Color Process	DIGITAL Web/ Video Usage
PRIMARY	 PANTONE® 202	c0 M100 Y66 K42	R152 G0 B46 HTML# 98002e
	 PANTONE® 3155	c100 M0 Y15 K36	R0 G120 B138 HTML# 00788a
	 PANTONE® 289	c100 M68 Y0 K39	R0 G43 B92 HTML# 002b5c
SECONDARY	 PANTONE® 4525	c0 M3 Y37 K22	R218 G199 B146 HTML# dac792
	 BLACK	BLACK: K100	R0 G0 B0 HTML# 000000



COLOR PALETTE (OFFICIAL COLORS)

Official Colors

Tarrant County College District's official colors are navy, tan, burgundy and teal. For printing and reproduction purposes, shades of color are based on the Pantone Matching System® (PMS).

Depending on the medium, colors can be reproduced using these formulas: Pantone®, CMYK, RGB and Hexadecimal.

When the TCC logotype is placed on a background color field, the background color field ideally will provide contrast that preserves the TCC logotype's legibility.

Primary Colors

TCC burgundy, blue and teal are the dominant colors used in all forms of communications.

Secondary Color

Tan is the secondary color used as an accent. This secondary color allows flexibility while preserving consistency.

Background Colors

Neutral, grayed-out tones are used as background and provide a foundation for primary and secondary colors.

SERIF FONT (*Print & Display*)

Adobe Garamond Regular

*Adobe Garamond Italics***Adobe Garamond Semi-Bold***Adobe Garamond Semi-Bold***Adobe Garamond Bold***Adobe Garamond Bold Italics*

0123456789

SERIF FONT (*Print*)

Goudy Old Style Regular

*Goudy Old Style Italic***Goudy Old Style Bold**

0123456789

SANS-SERIF FONT (*Print & Display*)

Frutiger 45 Light

Frutiger 46 Light Italic

Frutiger 55 Roman

*Frutiger 56 Italic***Frutiger 65 Bold***Frutiger 66 bold Italic***Frutiger 75 Black***Frutiger 76 Black Italic***Frutiger 95 Ultra Black**

Frutiger 47 Light Condensed

Frutiger 57 Condensed

Frutiger 67 Bold Condensed**Frutiger 77 Black Condensed****Frutiger 87 Extra Black Cond.****PRIMARY FONT (PRINT & DISPLAY)****Serif and Sans-Serif Fonts**

Tarrant County College District uses two primary font families — Adobe Garamond Pro and Frutiger LT Std. Consistent use of these typefaces strengthens the continuity of appearance needed to create a strong brand.

Adobe Garamond Pro and Frutiger LT Std are recommended for publications. These fonts provide strong visual contrast and a wide range of design possibilities. Other fonts are acceptable to meet aesthetic requirements. When designing publications, use of no more than two or three different fonts will present a clean look and avoid a cluttered appearance.

Applications

Adobe Garamond Pro and Frutiger LT Std are the type families for use in most communications applications, including:

- course catalogs
- program-specific brochures
- student handbooks
- credit schedules
- department fact sheets
- postcards
- newsletters
- stationery
- advertising
- posters/banners/signage

TCC STATIONERY PACKAGE

The official TCC stationery package may be ordered from TCC Printing Services, 817-515-6611. Letterhead, business cards and envelopes are available in the configuration shown here and personalized with your relevant information.

**Tarrant
County
College
District**



SAMPLE

ERMA C. JOHNSON HADLEY
CHANCELLOR

1500 Houston Street • Fort Worth, Texas 76102-6524 • 817-515-5201 • Fax 817-515-5450

ERMA C. JOHNSON HADLEY
CHANCELLOR

SAMPLE

**Tarrant
County
College
District**



® May Owen Center
1500 Houston Street
Fort Worth, Texas 76102-6524
817-515-5201
817-515-5450 fax
erma.johnson-hadley@tccd.edu

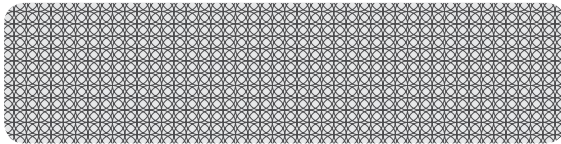
**Tarrant
County
College
District**

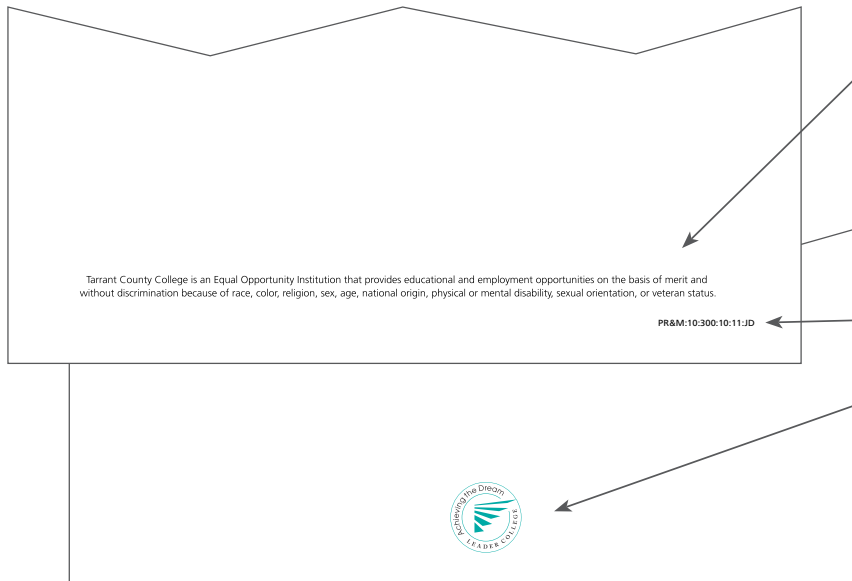


SAMPLE

MAY OWEN CENTER
1500 Houston Street
Fort Worth, Texas 76102-6524

RETURN SERVICE REQUESTED



**EEOC Statement***

Please see description below

Use the EEOC statement on all publications, including advertisements for external distribution that pertain to admissions, recruitment or employment.

Graphics Tagline: 6pt, Frutiger

All publications created by the Graphic Services Department carry the following statement at either the bottom or back of the publication.

Achieving the Dream™ Leader College Logo

Tarrant County College is proud to have been designated as Achieving the Dream Leader College – a recognition of accomplishment in the national effort to improve student success." TCC is entitled to use the AtD Leader college Mark of Distinction logo in all marketing materials. ATD Leader Logo Link:

www.tccd.edu/Graphics

INSTITUTIONAL MESSAGING

The following statement may be used as a standard description for Tarrant County College.

About Tarrant County College

Tarrant County College is a comprehensive two-year institution dedicated to providing quality education that exceeds the expectations of the people of Tarrant County. The College offers a wide range of opportunities for learners of all ages and backgrounds, including traditional programs, such as the Associate of Arts degree, Continuing Education courses, workshops and customized training programs. The College has five major campuses throughout Tarrant County plus the Trinity River East Campus for Health Care Professions.

Tarrant County College Mission Statement

Tarrant County College provides affordable and open access to quality teaching and learning.

***Equal Employment Opportunity Policy Statement**

Tarrant County College is an Equal Opportunity Institution that provides educational and employment opportunities on the basis of merit and without discrimination because of race, color, religion, sex, age, national origin, physical or mental disability, sexual orientation, or veteran status.

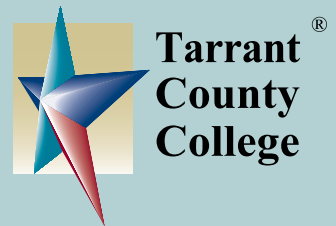
EEO Short Version: An Equal Opportunity Institution/Equal Access to persons with disabilities.

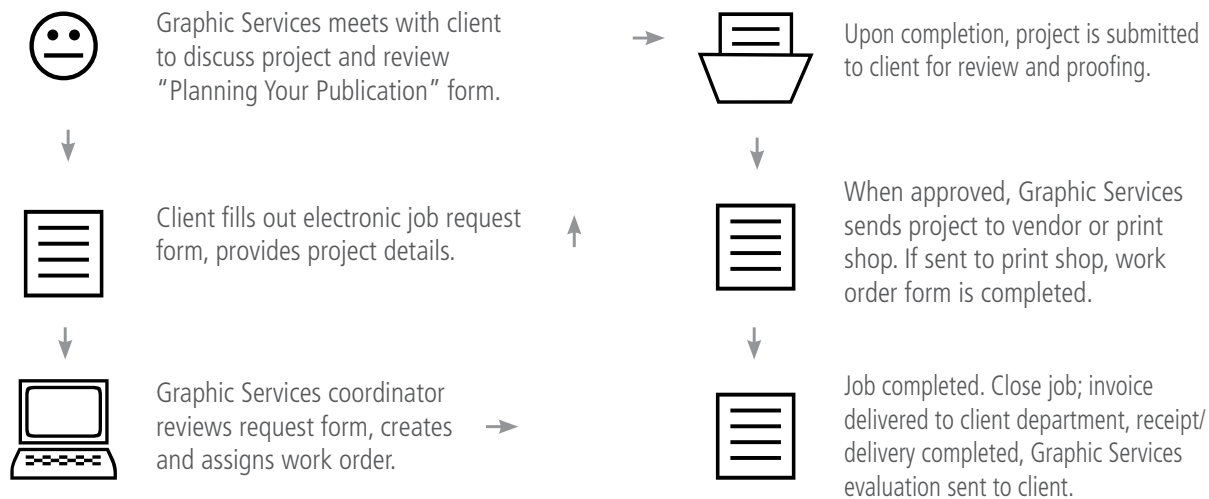
EEO Alternate Version: Equal Opportunity/Equal Access Institution

TCC PROCESS

Any office planning to market the College or to promote a program or event to external audiences must submit a Graphic Services Job Request. The form is available at <http://lib-serv.tccd.edu/graphics/> or through the intranet.tccd.edu. The purpose of the job request form is to ensure that a job is completed within a set timeframe and that the proper communication vehicle is being used to distribute that message.

Once a Graphic Services Job Request has been filled out and forwarded to the campus Graphic Services Department, design consultation and assistance is available to complete the project. Consult Public Relations and Marketing (817-515-1542) for assistance with messaging for print pieces and web content.





PUBLICATIONS: WORK ORDER PROCESS

Graphic Procedures

The Graphic Services Department’s work order process aids with planning and development. These procedures aim to assure alignment of materials with TCC graphic standards. A Graphic Services coordinator is assigned to help guide each project through to completion.

Timetable

Simple printed materials (e.g., brochures and fact sheets) require at least 4-8 weeks for completion. More complex pieces, particularly those that require multiple reviews, interviews and/or proofreading, will require more time. Graphic Services will assist with the development of a project timetable.

Publication and Print Production Process:

Projects begin with questions to help sketch the client’s objectives and other details:

1. What do you hope to accomplish? (*project objectives*)
2. Who is your audience?
3. What is the central message? (*most important point*)
4. What is your budget? (*printing, promotion*)
5. What is your deadline?
6. How will the material be distributed?

Graphic Services Department
PLANNING YOUR PUBLICATION

CLIENT: _____ DATE: _____

PROJECT: _____

What do you hope to accomplish? (project objectives)

- What is the purpose of the project?

- What problem do you want to solve?

Who is your audience? (target audience)

- Who are the readers/viewers/customers?

- What motivates the audience?

- What do you want your audience to do?

What is the overall message? (most important point)

- What is the response you're hoping to obtain?

- What would be the one thing the reader/viewer

Tarrant County College District

What

What

How

Subm

Dist
TCC
300
ema
pho

Web attention line to the Graphic Request Form at:
<https://lib-serv.tccd.edu/graphics/>

* Please feel free to provide examples for creative consideration.

Tarrant County College District | Planning Your Pub

*The Planning Your Publication form is available by request from the Graphic Services Department at 817-515-1209.

Graphic Services Project Request Form



I Need Business Cards | I Need Envelopes | I Need Letterhead | My Project Status | Graphics Price List | Request Date:

CONTACT INFO

Email _____ Username _____
 First Name _____ Last Name _____
 Division _____ Department _____
 Account Name _____ Account Number _____-_____-_____-_____
 Phone # _____ Alt Phone # _____
 Campus _____ Date Needed _____ (no weekends)

PLEASE ALLOW A TWO WEEK COMPLETION TIME ON ALL JOBS.

Please give your project a brief descriptive title, then describe your project in detail. List any specific information (e.g., number of finished items, color, size, delivery)

JOB DESCRIPTION

Project Title _____
 Project Description _____
 Project Job Types
 Ad Announcement banner booklet
 brochure catalog certificates cover
 digital_sign display Electronic_file flyer
 folder invitation lamination photography
 postcard poster PowerPoint Program
 Sign Web_Rotator other other project job type _____
 Upload a file (3MB LIMIT): _____ Browse...
 Need to upload more files? You can upload more files once your request has been saved

IMPORTANT INFO

- You will be sent a proof via email or interoffice mail. Return to the graphics services with corrections or changes.
- Please note that some jobs may require longer than two weeks for completion, depending on the job.
- We cannot begin working on any item that does not have a completed job ticket with account number.
- It is the customer's responsibility to PROOF and SPELL CHECK all items. The graphics department does not proofread.

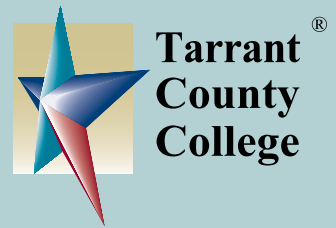
Send Request

*Graphic Services Project Request Form available online:
<https://lib-serv.tccd.edu/graphics/>

TCC APPLICATIONS

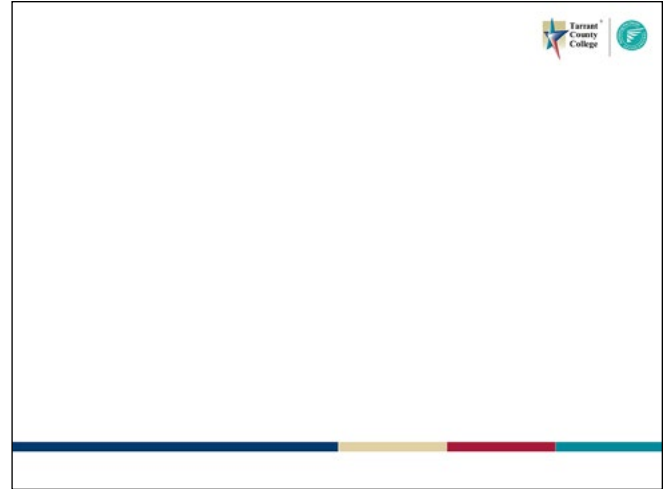
The goal of this manual and the process it sets forth is not to stifle creativity. Rather, the goal is to convey a consistent look that is easily recognizable, particularly among materials destined for the same audience. For example, today's highly sought, college-bound students receive marketing materials from hundreds of colleges and universities from across the nation, so the key is having TCC's materials stand out in the marketplace via a consistent "look and feel," much like your favorite brand of toothpaste might stand out among the dozens of offerings on the supermarket shelf.

When coordinated in a consistent manner, graphic elements such as symbols, typefaces and colors convey a unified, "family" image and enhance TCC's ability to communicate effectively with its various publics.





Footer #1



Footer #2

POWERPOINT TEMPLATE

PowerPoint Application

Shown above are the standard templates for use with PowerPoint presentations that are official in nature, e.g., for either Districtwide, individual campus audiences, or the external community.

The official PowerPoint templates are available in two display formats, 4:3 and 16:9 - Widescreen. To download the required template go to tccintranet.tccd.edu.

Footer/ Background & Footer

Four-color logos are positioned at top-right of PowerPoint presentations for maximum visibility. In that location, the logo does not compete with the slide text.



PROMOTIONAL PRODUCTS

Application

TCC offices may use the College's logo on promotional materials used for events or outreach, such as student recruitment, and do not need to pay a license fee if the products are not for sale. Artwork must be approved by the Graphic Services Department.

Featured above are some of the most common or most often used products. If you have additional uses on products or related questions, contact the Graphic Services Department at 817-515-1209.

Trademark

TCC's logo is a registered Federal trademark and is owned exclusively by the Tarrant County College District. Therefore, all uses and representations of the College's logo are licensed, which protects the College's name by ensuring that products bearing the TCC name or logo are of high quality and are produced in good taste.



PHOTOGRAPHY

Usage

Photography brings the TCC brand to life. In that regard, photos strive to capture human activity at TCC whenever possible and appropriate. To capture the educational experience at TCC, humanize photos of buildings by including people or action. Avoid photos of buildings alone.

Diversity

Photos for a TCC publication strive to capture TCC's diverse range of students, faculty and staff with compelling settings and angles in a real-life context.

Sense of Place

Photos add a clear sense of place when environments or backgrounds capture the community, the various workplaces of our alumni or a campus.

Release Forms

Never use or take a photo without a signed photo release form from the subjects. This applies to photos for any published form and medium of advertising or publicity for TCC. Signed and dated release forms for photos used in marketing the College should be kept on file in the Public Relations and Marketing and Graphic Services departments. Release forms are available from those departments.

TARRANT COUNTY COLLEGE SOUTH & SOUTHEAST CAMPUSES

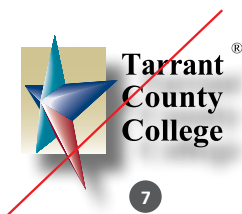
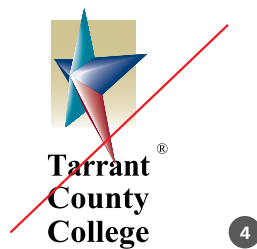
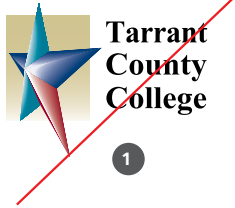


We are searching for our next
CAMPUS PRESIDENTS



GRAPHIC STANDARDS CHECKLIST: DO'S

- Do** consult with the Public Relations and Marketing office before developing any new publications and when you have questions regarding the visual identity manual.
- Do** include TCC's logo or wordmark on the front of publications.
- Do** use the TCC logo or wordmark that's appropriate for your material's purpose.
- Do** put the College's name and/or logo prominently on all publications, ads, videos, films and websites.
- Do** use TCC's logo or wordmark in their official colors and configurations and at least in their minimum sizes.
- Do** use TCC's official typefaces.
- Do** use Tarrant County College on first reference instead of TCC.
- Do** use the EEOC statement on all publications, including advertisements for external distribution which pertain to admissions, recruitment or employment.



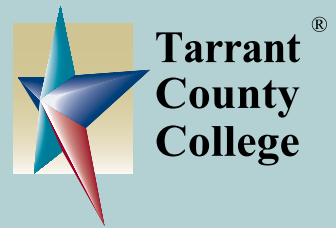
GRAPHIC STANDARDS CHECKLIST: DO NOT

1. **Do Not** use logo without register mark.
2. **Do Not** distort any portion of the logo.
3. **Do Not** rotate the logo.
4. **Do Not** rearrange components in the logo.
5. **Do Not** alter the typeface of the logo.
6. **Do Not** crop any portion of the logo.
7. **Do Not** add a drop shadow to any part of the logo.
8. **Do Not** alter the logo's official colors.

TCC RESOURCES

TCC has abundant resources to help you meet your marketing and communication challenges, from concept and production to analyzing results. Whether it is a new project or the rebirth of an annual campaign, we urge you to first contact the Public Relations and Marketing Department. They are experienced professionals in all aspects of advertising, public relations and marketing. They can help you attain your goals and specialize in offering creative and cost-effective solutions to marketing and public relations challenges.

In addition, they work closely with the professionals of the Graphic Services Department and the Web Communications, and, working as a team, can help you with marketing strategies, tactics and materials. For a complete list of professional services and online resources, see the list on the next page.



QUICK REFERENCE GUIDE

Help With	Contact Info	Phone No.	Email
Graphic Standards	Graphic Services	817-515-1209	arturo.martinez@tccd.edu
Business Cards & Stationery	Printing Services	817-515-6235	susan.shaw@tccd.edu
Publications Design	Graphic Services	817-515-1209	arturo.martinez@tccd.edu
Website Administration	Web Communications	817-515-1536	web.communications@tccd.edu
News and Media Relations	Public Relations & Marketing	817-515-1542	public.relations@tccd.edu
Social Media	Web Communications Manager	817-515-1530	web.communications@tccd.edu
Copyright Policy	Media Services	817-515-6604	david.mead@tccd.edu
Photography	Photographic Services	817-515-1545	deedra.parrish@tccd.edu
General Printing Questions	Printing Services	817-515-6611	cynthia.rodriquez@tccd.edu
Postal Regulations and External Vendors	Printing Services	817-515-6494	claudia.amador@tccd.edu

GLOSSARY TERMS

Approved graphic standards – Also called the Graphic Identity Standards Manual; the set of official guidelines for use of TCC’s names, symbols, logos, trademarks, service marks, designs or any combination of these (“marks”), which correlate to the Tarrant County College licensing program.

Bleed – To enlarge an image beyond the edges of a page to create a full-page image. A term also used by book binders to describe overcut margins.

Clear zone – An area that frames and separates the TCC logo from surrounding type or graphic elements.

College marks – Any and all names, logos, trademarks, service marks, wordmarks, insignias, designs, seals, or other images, whether registered or not, used by the Tarrant County College District.

Commercial use – A use of product for profit.

Copy – Author-supplied text and supporting material ready for editing and production. Can be supplied as hard copy or in electronic form.

Copyright – The legal right granted to an author, publisher or distributor to exclusive publication, production, sale or distribution of an artistic work.

EPS – Encapsulated Post Script language file, a file format used to transfer PostScript data within compatible applications.

Four-color process – The method of separating color and/or photos with filters into the four process colors: cyan, magenta, yellow and black.

Font – A type face or a collection of all characters comprising the entire character set of a typeface.

FPO – A low-resolution image in a digital document to indicate the size and placement for the eventual high-resolution image.

Grayscale – An image printed in black and one or more shades of gray.

Infringement – Unauthorized use of another party’s trademark or service mark or use of a trademark or service mark similar enough to another party’s to likely confuse the public as to the source of the product or service.

JPEG – A compressed bitmap format used to create files of photographic images.

Logotype – A graphical symbol or stylized type that identifies a company or organization.

TCC colors – Primary palette includes four Pantone® spot colors: teal (Solid Pantone® 3155), navy (Solid Pantone® 289), burgundy (Solid Pantone® 202), tan (Solid Pantone® 4525), black (100%) and white (100%).

TCC Logo – A graphic representation comprising the star mark and the logotype. In some cases, a subordinate area in a design for the College’s campuses, departments and centers.

PDF – Adobe Systems technology that enables layouts to be viewed on-screen and printed outside of the original application that created them and without original files and fonts.

PMS – Pantone Matching System.

Pagination – Production of print material into paged form; includes blank pages.

Pantone® – Industry-standard matching system for specifying and matching precise ink colors.

GLOSSARY TERMS

Process colors – Colors used in four-color process, or CMYK (cyan, magenta, yellow, and black).

Proof – The representation on paper of the product to be printed, including text and images. Some proofs can be used to check accuracy of color reproduction and others to check for positional accuracy.

Proofreader – A person who reads typeset proofs and marks appropriate corrections.






Reprint – Any printing of a work, with or without corrections, subsequent to the initial printing.

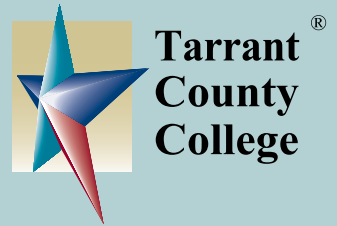
Signage – Graphic designs, as symbols, emblems or words, used especially for identification or as a means of giving directions or warning.

Spot color – A color that is printed using a specific color of ink rather than percentage tints from process color inks.

Trademark and licensing agreement – The Tarrant County College District benefits from the public recognition of its names, symbols, logos, trademarks, service marks, designs, seals or any combination of these (“marks”). Federal, state, and common laws govern the College’s rights to its marks.

VISUAL IDENTITIES REFERENCE SHEET

VISUAL IDENTITY TYPE	USAGE GUIDELINES
<p>TARRANT COUNTY COLLEGE LOGO</p> 	<ul style="list-style-type: none"> • It is the identifying symbol for most official College graphic communications. • It provides a readily identifiable symbol across publications, stationery, Web pages, signage and merchandise. • It is the only graphic mark that can be used on letterhead, envelopes, mailing labels, business cards, pocket folders, and assorted varieties of nametags and invitations. • The logo is copyrighted and may not be used by anyone for any application except for authorized official use. • The color version of the TCC logo should be used in most cases. Exceptions would include some signage, black & white publications, embroidery, etc.
<p>TARRANT COUNTY COLLEGE DISTRICT LOGO</p> 	<ul style="list-style-type: none"> • Reserved for use on documents that are intended for Districtwide use, and that are official or legal in nature, such as the employee and student handbooks, or official documents from the Chancellor's Office or the Board of Trustees. • The logo is placed in a prominent location on all official District and College materials.
<p>TARRANT COUNTY COLLEGE WORDMARK</p> 	<ul style="list-style-type: none"> • Is the alternate identifying symbol for College graphic communications. • The College's wordmark can be personalized for individual academic or administrative departments, individuals and student clubs and organizations. • The TCC Wordmark should be used only in situations in which the primary logo will not suit the application. • In some instances, the wordmark might be the more appropriate identifier than the logo (consult with Public Relations & Marketing Dept.)
<p>TRAILBLAZERS SPIRIT LOGO</p> 	<ul style="list-style-type: none"> • The spirit logos are reserved generally for informal materials such as those used by departments or student groups. • To preserve visual harmony, spirit logos are NOT to be used in combination with the TCC logo. • Academic, business or legal materials DO NOT use the spirit logos.
<p>TARRANT COUNTY COLLEGE SEAL</p> 	<ul style="list-style-type: none"> • For official and legal documents only, such as diplomas, transcripts and certificates, or formal decorations as authorized by the Chancellor. • Permission to use the seal must be granted by either the Office of the Chancellor or the Director of Public Relations and Marketing. • The seal is NOT used interchangeably with the logo or other symbols.



This manual contains the official graphic identity standards for the Tarrant County College District and Tarrant County College. All marks shown in this publication are the property of the Tarrant County College District and may be reproduced with permission.

Colors shown in this guide are for color reference only. Match to PANTONE® color standards for accuracy. PANTONE® is the property of Pantone, Inc.

For more information, please access www.tccd.edu/Graphics
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