



STYLE GUIDE | 2024

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TCC BRANDING

Effective January 2, 2024, Tulsa Community College introduced an updated TCC logo and comprehensive branding campaign designed to continue to attract students and teaching talent and tell our brand story with the confidence it deserves. This new branding honors our past, celebrates our present and sets the stage for the exciting stories to come.

TCC fills a foundational role in the Tulsa community.

The College offers the opportunity for higher education that promises a better life to all of Tulsa's diverse communities. We partner with the City to help meet its demand for an educated and credentialed workforce. We partner with other institutes of higher education to make sure TCC students who want to continue their pursuit of higher degrees have the skills and opportunity to do so. We partner with area high schools to offer robust dual-credit and concurrent enrollment programs. We provide the support our students need to be successful, and through it all, we make sure access to the College is as accessible and affordable as possible.

We represent all of Tulsa's people and the Community's potential.

We are *Tulsa's* Community College.

APPROVAL OF MATERIALS

Any usage of the TCC marks reflects upon the quality of the institution. It is critical that all TCC materials reflect our brand messaging.

Our logo and branding, applied correctly and consistently, enable us to project a strong, consistent identity for TCC and prevent confusion among our audiences. Proper use of the logos and branding is an important part of the branding process as it enhances and reinforces our image as a quality educational institution.

This Style Guide is designed to assist everyone in proper use of TCC's marks. It can also be found online at tulsacc.edu/StyleGuide.

All printed materials designed to market or promote the college to outside constituencies (viewbooks, departmental brochures, newsletters, etc.) must include an appropriate version of the TCC logo. External promotional materials or those using the TCC logo must be reviewed by the Marketing Department to ensure consistency of appearance.

If you have any questions regarding logo or brand usage, contact the Marketing Department at mcommunications@tulsacc.edu.

LOGOS

PRIMARY HORIZONTAL



PRIMARY VERTICAL



USE The logo is used to definitively identify the college when marketing/communicating to general audiences.

MEANING The TCC logo is time-tested, strong, well-recognized, and stands on its own. The "box" and gradient have been removed from the Primary logo, though the box remains (slightly modified) as a secondary mark. Both are simple, clean and all TCC.

SECONDARY LOGO



TYPEFACE Mundial, which translates as "Worldwide," has been adopted as our new institutional font. It was chosen for its bold, clean, and modern aesthetic. It will be a longer lasting type treatment for the college without becoming dated. Its name is a statement: the idea of synthesizing characteristics from different traditions in a single typographic style.

MARKS

PRIMARY



SECONDARY



FOUNDATION LOGOS

PRIMARY HORIZONTAL



PRIMARY VERTICAL



MARK



SIGNATURE SYMPHONY LOGO



RETIRED LOGOS



TCC & FOUNDATION LOGO These logos have been retired and should not be used under any circumstances.

COLOR PALETTE

PRIMARY COLORS



TCC BLUE

Pantone: 2935 C
Hex: #0055b8
CMYK: 92/72/0/0
RGB: 0/85/184



MIDNIGHT

Pantone: 289 C
Hex: #162B49
CMYK: 96/83/44/43
RGB: 22/43/73



BLACK

Hex: #000
CMYK: 0/0/0/100
RGB: 0/0/0



WHITE

Hex: #FFFFFF
CMYK: 0/0/0/0
RGB: 255/255/255

ACCENT COLOR

(to be used sparingly)



T-TOWN YELLOW

Pantone: 130 C
Hex: #EBAD21
CMYK: 7/33/100/0
RGB: 235/173/33



BRIGHT RED

Pantone: 186 C
Hex: #C6202E
CMYK: 15/100/91/5
RGB: 198/32/46

COLOR PROPORTIONS

The primary color palette is the basis of the overall color scheme. Blue should always have a strong presence.

The accent color is to be utilized in small amounts to highlight or balance compositional elements.



NEW COLORS MEANING The new navy blue, which was deliberately pulled from the Tulsa flag, aligns the College in a visually direct way to the city. A side effect is that the darker blue looks richer and conveys more prestige. Times are changing, and the College is evolving to meeting them. Our updated logo and colors are a step toward the future.

LOGO MARGIN



MARGINS A comfortable margin is given to the logo to provide it with maximum impact and readability. The example shown represents the minimum amount of margin that should be used around the logo. The margin equals the width of the second C in the TCC mark.

MINIMUM SIZE

Logo Minimum Width



Mark Minimum Width



LOGO MINIMUM SIZE to insure that the TCC logo can always be clearly recognized and read, it should never be proportionally scaled smaller than one inch and the mark by itself should never be reduced further than .35”.

PARTNERSHIP LOGO LOCKUP



BRANDING NOTE

For partnerships where the department or school is the the main advertiser, that division should be placed first in the lockup.

Clear space between the logos and separating line should be equal to the standard TCC logo clear space.

The separating line between the logos should be TCC blue if possible. Black or white is also acceptable depending on the background color to be used.

LOGO GUIDELINE

The Tulsa Community College brand should remain consistent in every application to build brand awareness and maintain the personality of the brand. Do not modify the logo or place the logo in settings that would compromise the original design and how it was meant to be displayed. Below are a few examples of what not to do to the logo.



DO NOT change the change the color of the logo.



DO NOT distort or scale the logo disproportionately.



DO NOT change the typeface of the logo.



DO NOT add effects to the logo.



DO NOT place the logo on backgrounds that are not approved brand colors.



DO NOT place the logo on low contrast backgrounds.



DO NOT place the logo on distracting backgrounds.



DO NOT change the size and or placement relationship between logo elements.



DO NOT modify the name in the logo.



DO NOT rotate the logo.

BRANDING NOTE

The shift key is your friend. Holding shift while you scale the logo will keep the logo proportional.

TCC PRIMARY LOGO FILES

When applying the TCC logo, it's very important to use the appropriate file. Using the wrong file can result in a low quality presentation of the logo. The specified margin is built into each logo file; do not let any outside elements interfere with this space.

| | Two Spot Color | Two Spot Color Reverse | Single Color | Single Color Reversed |
|--------------------|--|--|---|--|
| Application | | | | |
| Production | TCC - primary horizontal logo - 2c.eps | TCC - primary horizontal logo - rev.eps | TCC - primary horizontal logo - black.eps | TCC - primary horizontal logo - white.eps |
| Office Application | TCC - primary horizontal logo - 2c.pdf TCC - primary horizontal logo - 2c.jpg TCC - primary horizontal logo - 2c.png | TCC - primary horizontal logo - rev.pdf TCC - primary horizontal logo - rev.png | TCC - primary horizontal logo - black.pdf TCC - primary horizontal logo - black.jpg TCC - primary horizontal logo - black.png | TCC - primary horizontal logo - white.pdf TCC - primary horizontal logo - white.png |

| | Two Spot Color | Two Spot Color Reverse | Single Color | Single Color Reversed |
|--------------------|--|--|---|--|
| Application | | | | |
| Production | TCC - primary vertical logo - 2c.eps | TCC - primary vertical logo - rev.eps | TCC - primary vertical logo - black.eps | TCC - primary vertical logo - white.eps |
| Office Application | TCC - primary vertical logo - 2c.pdf TCC - primary vertical logo - 2c.jpg TCC - primary vertical logo - 2c.png | TCC - primary vertical logo - rev.pdf TCC - primary vertical logo - rev.png | TCC - primary vertical logo - black.pdf TCC - primary vertical logo - black.jpg TCC - primary vertical logo - black.png | TCC - primary vertical logo - white.pdf TCC - primary vertical logo - white.png |

TCC SECONDARY LOGO FILES

The secondary college logo, designed to complement the primary brand, prominently features the distinctive 'TCC box' element, ensuring a strong and recognizable visual presence across various applications.

| | Two Spot Color | Two Spot Color Reverse | Single Color | Single Color Reversed |
|--------------------|---|--|--|--|
| Application | | | | |
| Production | TCC - secondary logo - 2c.eps | TCC - secondary logo - rev.eps | TCC - secondary logo - black.eps | TCC - secondary logo - white.eps |
| Office Application | TCC - secondary logo - 2c.pdf TCC - secondary logo - 2c.jpg TCC - secondary logo - 2c.png | TCC - secondary logo - rev.pdf TCC - secondary logo - rev.png | TCC - secondary logo - black.pdf TCC - secondary logo - black.jpg TCC - secondary logo - black.png | TCC - secondary logo - white.pdf TCC - secondary logo - white.png |

TCC MARK FILES

The mark is reserved for internal use. Where the audience is already familiar with the college.

| | Blue Primary Mark | White Primary Mark | Black Primary Mark | Blue Secondary Mark | White Secondary Mark | Black Secondary Mark |
|--------------------|--|--|--|--|--|--|
| Application | | | | | | |
| Production | TCC - primary mark.eps | TCC - primary mark - white.eps | TCC - primary mark - black.eps | TCC - secondary mark.eps | TCC - secondary mark - white.eps | TCC - secondary mark - black.eps |
| Office Application | TCC - primary mark.pdf TCC - primary mark.jpg TCC - primary mark.png | TCC - primary mark -white.pdf TCC - primary mark -white.png | TCC - primary mark - black.pdf TCC - primary mark - black.jpg TCC - primary mark - black.png | TCC - secondary mark.pdf TCC - secondary mark.jpg TCC - secondary mark.png | TCC - secondary mark - white.pdf TCC - secondary mark - white.png | TCC - secondary mark - black.pdf TCC - secondary mark - black.jpg TCC - secondary mark - black.png |

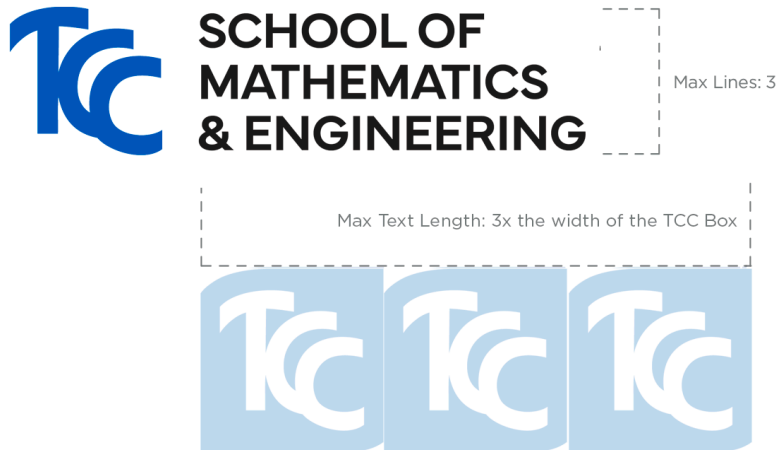
TCC DIVISION LOGOS

Each division within TCC has its own specific logo. TCC division logos consist of the main TCC mark absent of the Tulsa Community College typography on the right. Aligned left of the mark is the area where all division titles should be placed. The max width of titles should not exceed four times the width of the TCC mark. Within these confines, all titles should be a minimum of two lines, as long as the title contains enough content to do so.

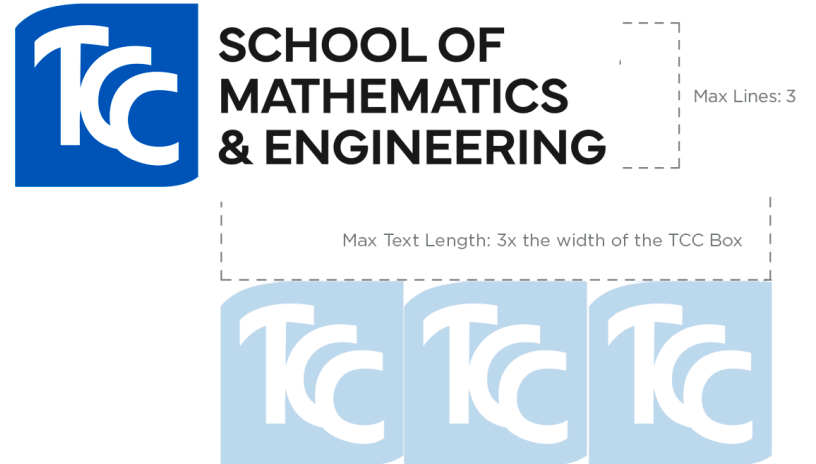
The title should be set in **Mudial Demibold**. (Available for download at <http://fonts.adobe.com>)

All division logos are provided as full color, black single color, and white single color versions as .eps, .pdf, .jpg, and .png file formats.

PRIMARY DIVISION LOGO



SECONDARY DIVISION LOGO



LOGO USE IN COPY GUIDELINE



DO NOT use the TCC logo to communicate the name of the college in a sentence or headline.

Tulsa Community College is based in Tulsa, Oklahoma.

DO type out Tulsa Community College in the native font of the paragraph it is contained in to communicate the name of the college.

BRANDING NOTE

Tulsa Community College is the master brand. The abbreviation, TCC, should be substituted once the complete name has been mentioned in text.

Do not substitute the Tulsa Community College logo for the TCC name in a headline or body copy.

In text, the Tulsa Community College name should appear in upper and lower case.

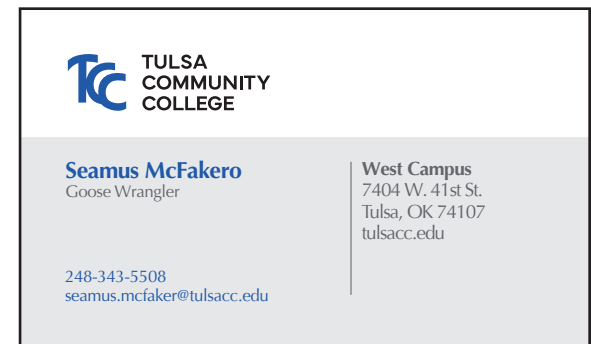
The first mention should read unabbreviated. When using the abbreviation, TCC, should read in all uppercase text.

In headlines, the Tulsa Community College name should appear in title case text.

Print Material

BUSINESS CARDS

TCC business cards are available through **Jaggaer**. This is the only business card acceptable for use by TCC faculty and staff. Any specialized versions of TCC business cards can be obtained only through and with the approval of the Marketing and Communications Department.



TYPOGRAPHY

Our words carry weight, and so does our typography. When harnessed effectively, the perfect font can grab attention, evoke emotions, and, most importantly, establish a distinct voice.

ACCESSIBILITY FONT RECOMMENDATION

Atkinson Hyperlegible

fonts.google.com/specimen/Atkinson+Hyperlegible

The quick brown fox jumps over the lazy dog

NOTE

Atkinson Hyperlegible is the Braille Institute typeface for the visually impaired. Named in honor of the institute's founder, this specialized font was developed for readers with low vision. Learn more its features and significance in [Print Magazine](#).

MAIN TYPEFACE

Greycliff CF

fonts.adobe.com/fonts/greycliff-cf

The quick brown fox jumps over the lazy dog

ALTERNATIVE TYPEFACES

Montserrat

fonts.google.com/specimen/Montserrat

The quick brown fox jumps over the lazy dog

Libre Baskerville

fonts.google.com/specimen/Libre+Baskerville

The quick brown fox jumps over the lazy dog

EMAIL SIGNATURE

TCC sends dozens of emails a week to internal and external audiences, making email one of the college's primary communication methods. This style guide is intended to bring stylistic consistency to emails. It's not meant to dictate a department's tone or "voice," but to establish standards for common email attributes like signatures, as well as to set forth basic rules for email-specific grammar and usage.

Note that, in most cases, TCC follows Associated Press style. One notable exception is that TCC uses the serial comma.

INSTRUCTIONS

1. Select the signature you would like to use and edit the content with your information. Copy the signature.
2. Go to Outlook and click New Message.
3. Go to top of email and click Signature>Manage Signatures
4. Click the add (+) button and a new window will appear.
5. Click the edit button and paste the copied Signature into right window.
6. Close window and select save.
7. You can rename Signature file by double-clicking on the "Untitled" file name.
8. Before closing, make sure that preferred signature file is selected.

Here is a video showing the steps above:
[Microsoft Helps: How to add a signature in Outlook](#)

SIGNATURE CONSISTENCY

Write out phone numbers with hyphens. When writing your title or department use "&" instead of "and." For campus location, use the following:

Metro Campus | 909 S. Boston Ave.

Northeast Campus | 3727 E. Apache St.

Southeast Campus | 10300 E. 81st St.

West Campus | 7505 W. 41st St.

Thomas K. McKeon Center for Creativity | 910 S. Boston Ave.

Education Outreach Center | 2201 S. Garnett Rd.

Riverside Community Campus & Aviation Center | 112 W. Beechcraft Dr.

Bank of America Center | 15 W. 6th St.

OPTIONAL:

Listing your pronouns, mobile number or sharing the social media and website links are optional.

EXAMPLE:

Seamus McFakeroo *he/him/his*

Goose Wrangler

Facilities

Office: 248-343-5508 | Mobile: 248-343-5508 | West Campus | 7505 W. 41st St.

Follow: [Facebook](#) | [Instagram](#) | [Twitter](#) | [LinkedIn](#) | [Website](#)



EMAIL SIGNATURE TEMPLATE

OPTION 1:

Name *pronouns*

Title

Department

Office phone number | Mobile phone number | Campus | Address

Follow: [Facebook](#) | [Instagram](#) | [Twitter](#) | [LinkedIn](#) | [Website](#)



OPTION 2:

Name *pronouns*

Title

Department

Office phone number | Mobile phone number | Campus | Address

Follow: [Facebook](#) | [Instagram](#) | [Twitter](#) | [LinkedIn](#) | [Website](#)



OPTIONAL BADGE IMAGE

A limit of two badge images can be in your email signature. Each badge image must be approved by marketing. The images must be stacked.

EXAMPLE:

Seamus McFakeroo *he/him/his*

Goose Wrangler

Facilities

Office: 248-343-5508 | Mobile: 248-343-5508 | West Campus | 7505 W. 41st St.

Follow: [Facebook](#) | [Instagram](#) | [Twitter](#) | [LinkedIn](#) | [Website](#)



