



TENNESSEE COLLEGES OF APPLIED TECHNOLOGY

IDENTITY GUIDELINES

LOGO + PRELIMINARY APPLICATIONS

AUGUST 2023



THE SYSTEM LOGO



The system logo is used by the TBR system office to identify the TCAT system as a united whole. This logo can also be used when multiple institutions are represented. The same guidelines and restrictions noted for the campus-specific logos should be applied to use of the system logo.

All TCAT (system and campus-specific) logos will be registered trademarks. Unauthorized use is specifically prohibited.

HISTORY OF THE NAME

The state's workforce training schools known as Tennessee Technology Centers were renamed Tennessee Colleges of Applied Technology as of July 1, 2013.

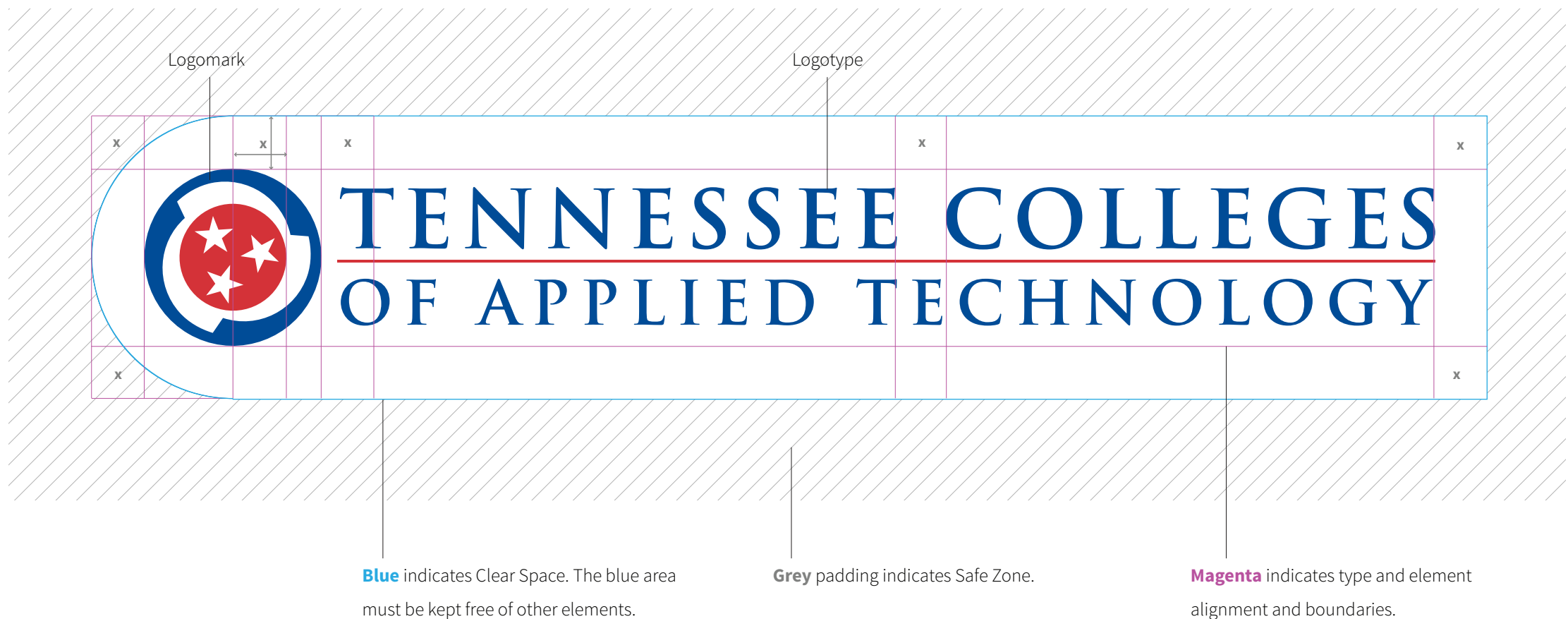
The name change more accurately reflects the post-secondary training provided at the 27 campuses and many satellite locations across the state. The TCATs have always been higher education institutions, offering post-secondary programs for workforce preparation. But the previous "center" title was often misunderstood.

The education programs and training opportunities provided by the TCATs are key to workforce and economic development in Tennessee. They aid in recruiting industry and development initiatives, and the new name better represents the quality programs offered.

The Tennessee College of Applied Technology name also supports the state's efforts to encourage more Tennesseans to continue their education and earn post-secondary professional training and technical skills. Because they are public institutions in the TBR system, the programs are offered at a much lower cost than for-profit colleges and training institutes that are widely marketed nationally.

State Representative Harry Brooks and Senator Jim Tracy co-sponsored a bill to change the name in 2013. After research into the best naming options, Tennessee College of Applied Technology was introduced as the best option to meet the needs of students in the region and the expectations of employers and industry leaders. The bill received unanimous support from the General Assembly, and was signed by Governor Bill Haslam on May 20, 2013.

Students attending one of Tennessee's Colleges of Applied Technology can study programs that include, for example, advanced manufacturing, automotive technology and collision repair, computer technology, nursing, dental assisting, drafting, electronics, machine tool technology, pharmacy technology, plumbing, welding and a number of others.



The minimum required Clear Space is defined by the measurement 'x' (equal to one half the circumference of the inner red circle)

The main campus name should stand alone in the logo.
Do not add “**campus**” or “**main campus**.”



The **horizontal version** is the preferred version for all locations and should be used at all times unless space limitations require use of an alternative, acceptable version. In general, this logo should be used on letterhead, business cards, printed promotional materials, banners, signage, etc.



The **vertical version** is a secondary option which should only be used when space limitations prevent use of the primary horizontal logo.



The **circular version** is an option which can be used when space is limited.



For marketing and signage purposes, **satellite campuses** may replace the main campus name with the satellite campus name followed by “Campus.” Do not add the campus type, such as “Branch,” “Extension,” or “Instructional Service Center,” etc. On rare occasions, a logo with the main campus name and satellite campuses might be necessary; please consult the System Office Marketing Department for assistance.



If desired, TCATs may use campus-specific logos for **satellite locations**. In campus-specific logos, the main TCAT name is replaced with the satellite name. It must include the word “campus” to denote its status as a satellite location of a primary TCAT.



Campus logos may be used on marketing materials and building signage. To request official satellite campus logos, please contact the Marketing and Digital Strategies department at the system office.



WHAT IS A TAGLINE?

A tagline is another aspect of branding, and just like a logo, it needs to be used consistently and not altered in ways that will lessen its effectiveness. A typical tagline is brief and concisely relates your brand's value to the consumer and reinforces your organization's core values. A good tagline is timeless and will create a positive, lasting impression on your audience. Taglines are not the same as slogans. Slogans may be short-lived phrases used to promote a specific event or program. A tagline should have a lifespan far beyond any single promotional campaign.

WE BUILD CAREERS.

The official tagline for all TCATs is "WE BUILD CAREERS." No other taglines should appear either with or in place of WE BUILD CAREERS.



OFFICIAL FORMATTING

The tagline should appear in its official formatting whenever possible. Graphic files are available in the online toolkit. Acceptable colors it may appear in are blue, red, gray, black and reversed out in white. You may use the version with the TCAT tristar or without.

With tristar  **WE BUILD CAREERS.**

Without tristar  **WE BUILD CAREERS.**

BLUE



PANTONE 2945

FOR WEB USE

R: 0 G: 75 B: 150

FOR PRINTING USE

C: 100 M: 50 Y: 0 K: 41

RED



PANTONE 1797

FOR WEB USE

R: 203 G: 51 B: 59

FOR PRINTING USE

C: 000 M: 75 Y: 71 K: 20

GRAY



PANTONE 4 U

FOR WEB USE

R: 183 G: 184 B: 185

FOR PRINTING USE

C: 25 M: 18 Y: 16 K: 3

** black and white are also acceptable colors.*

WHEN TO USE THE TAGLINE

On all college advertising, promotional materials or other official communications pieces. Generally speaking, try to include the tagline in conjunction with the college logo whenever possible.

ALLOWED MODIFICATIONS

You may opt to add words BEFORE or AFTER the tagline in text or in headlines on promotional materials or social media posts.

For example:

- At TCAT Crump, WE BUILD CAREERS.
- WE BUILD CAREERS from the ground up.

DON'T

- Insert words between WE BUILD CAREERS. _____
- Change any words in the tagline. _____
- Use any other taglines or place words in a way they could appear to be a tagline, such as right below your logo. _____
- Use a color other than the approved color palette. _____
- Mix up colors. The circle and words should be the same color. _____
- Stretch or skew the dimensions of the graphic tagline. _____

~~WE BUILD
MEDICAL CAREERS.~~

~~WE BUILD THEM.~~

~~ TENNESSEE COLLEGES
OF APPLIED TECHNOLOGY
PROTECT. SERVE. ACHIEVE.~~

~~ WE BUILD CAREERS.~~

~~ WE BUILD CAREERS.~~

~~ WE BUILD CAREERS.~~

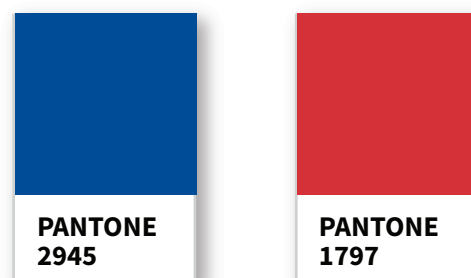
TOOLKIT

Social media graphics branded with WE BUILD CAREERS is available for your use. You can find online on Brandfolder:

<https://brandfolder.com/s/v58ftmbtg55kf824t4fmxm2m>



Pantone Colors



Four Color Process

C: 100	C: 12
M: 73	M: 94
Y: 20	Y: 83
K: 0	K: 3

RGB Values

R: 0	R: 208
G: 75	G: 52
B: 152	B: 58

Web Values

#004B98	#D0343A
---------	---------

TWO-COLOR PRINTING

The TCAT logo is comprised of 2 Pantone colors. Most printing situations that include photography will require printing the logo with four color process. The exception would be large print runs of collateral that only use 2 - 3 ink colors such as stationery and business cards. It is in these cases that the actual Pantone inks be used for maximum reliability of consistent color.

However its important they be noted for matching purposes. Any and all printing methods used to produce the TCAT logo, must always match the Pantone inks shown above.

All printing on paper or physical materials must always be from the original vector EPS logo file. Never print on paper from JPEGs, TIFFs or other rasterized files.

FOUR-COLOR PROCESS

Four color process should be used in most printed materials involving photography such as brochures. For short printing runs or for cost purposes, digital printing such as quick-printing and color xeroxes may be used. Always refer to the Pantone inks and match these colors.

All printing on paper or physical materials must always be from the original vector EPS logo file. Never print on paper from JPEGs, TIFFs or other rasterized files.

RGB AND WEB VALUES

RGB and Web viewing have different values from printing on paper. These values are shown at left. This type of file would be used for monitor-only viewing such as PowerPoint or on a web/digital file. The files commonly used are JPEGs and TIFFs.

When it's necessary to apply the logo to media other than paper or on-screen (e.g. fabric, wood, metal, glass or leather), the logo may be silkscreened, blind embossed, etched, engraved, etc.

ONE-COLOR PRINTING

The entire logo prints 100% black with no screens. Alternatively, the logo may print reversed (knocked out) of any background color to white. No other colors allowed.

Do not use a screened or grayed-out version of the logo.



FONTS USED IN LOGOTYPE

For reference, the following are the fonts used in the logotype.

Never reset any portion of the logotype. Always use the supplied version of the logo in its entirety.

TRAJAN PRO REGULAR

1234567890

!@£\$%^&*()-=+

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

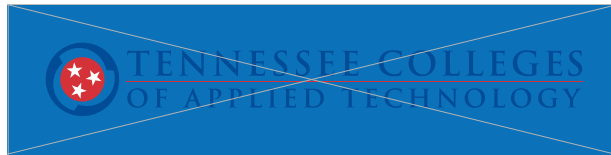
TRAJAN PRO BOLD

1234567890

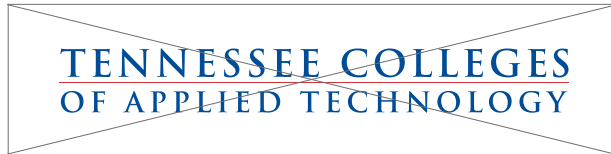
!@£\$%^&*()-=+

ABCDEFGHIJKLMNOPQRSTUVWXYZ

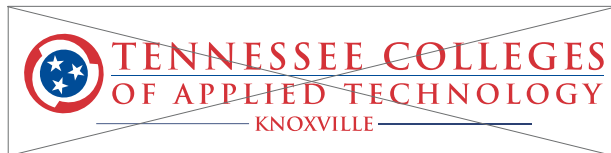
ABCDEFGHIJKLMNOPQRSTUVWXYZ



No low contrast background



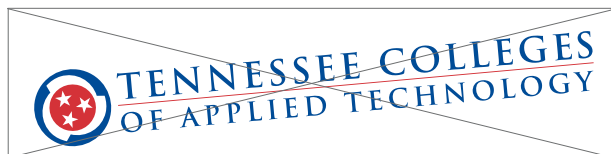
No removing elements



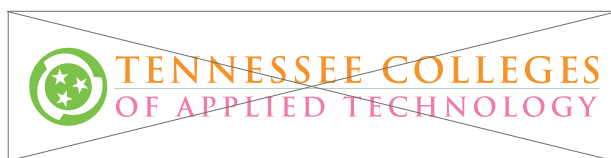
No swapping colors



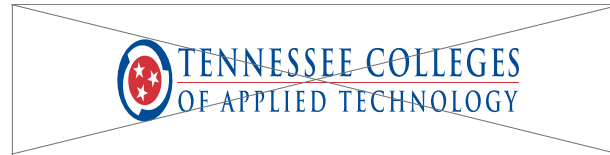
No reconfiguring sizes of elements



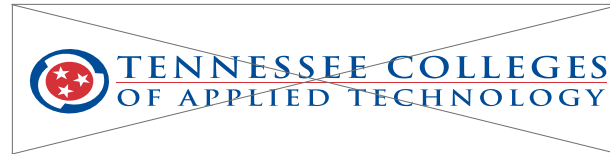
No changing orientation



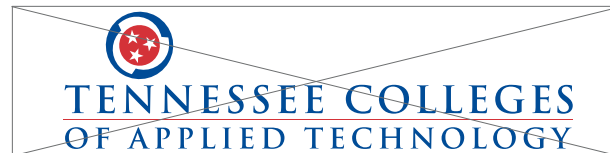
No changing colors



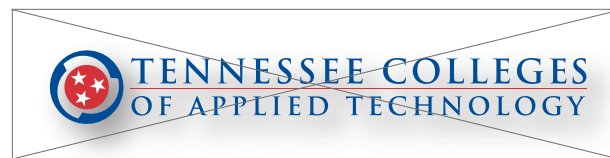
No squeezing



No stretching



No changes in placement of elements



No dropshadow



No glow



No busy backgrounds

LOGO USAGE DON'TS

Always use the official version of the TCAT logo in its entirety. Never break up the elements, resize certain elements or reset the logotype.

In addition:

- Do not use low contrast backgrounds.
- Do not remove elements when displaying the full logo*.
- Do not swap colors between elements in the logo.
- Do not change the size of elements within the logo in relation to each other.
- Do not change the orientation of how the logo is rendered, ie: slant the logo.
- Do not pick other colors for the logo.
- Do not squeeze or stretch the logo to fit into something.
- Do not change the placement of elements within the logo.
- Do not treat the logo with a drop shadow, a glow or any other effect.
- Do not place the logo over any complicated or busy backgrounds that could affect legibility such as a photograph or illustration.
- Do not modify the logo in any way. No vendor is allowed to attempt to recreate the logo. The original files must be used for any production.

* The TCAT seal may occasionally be used separately -- in a header or footer, for example (as demonstrated in this style guide) -- but ONLY when the full TCAT logo is also prominently displayed within the document or web page.



300 x 250 px Ad

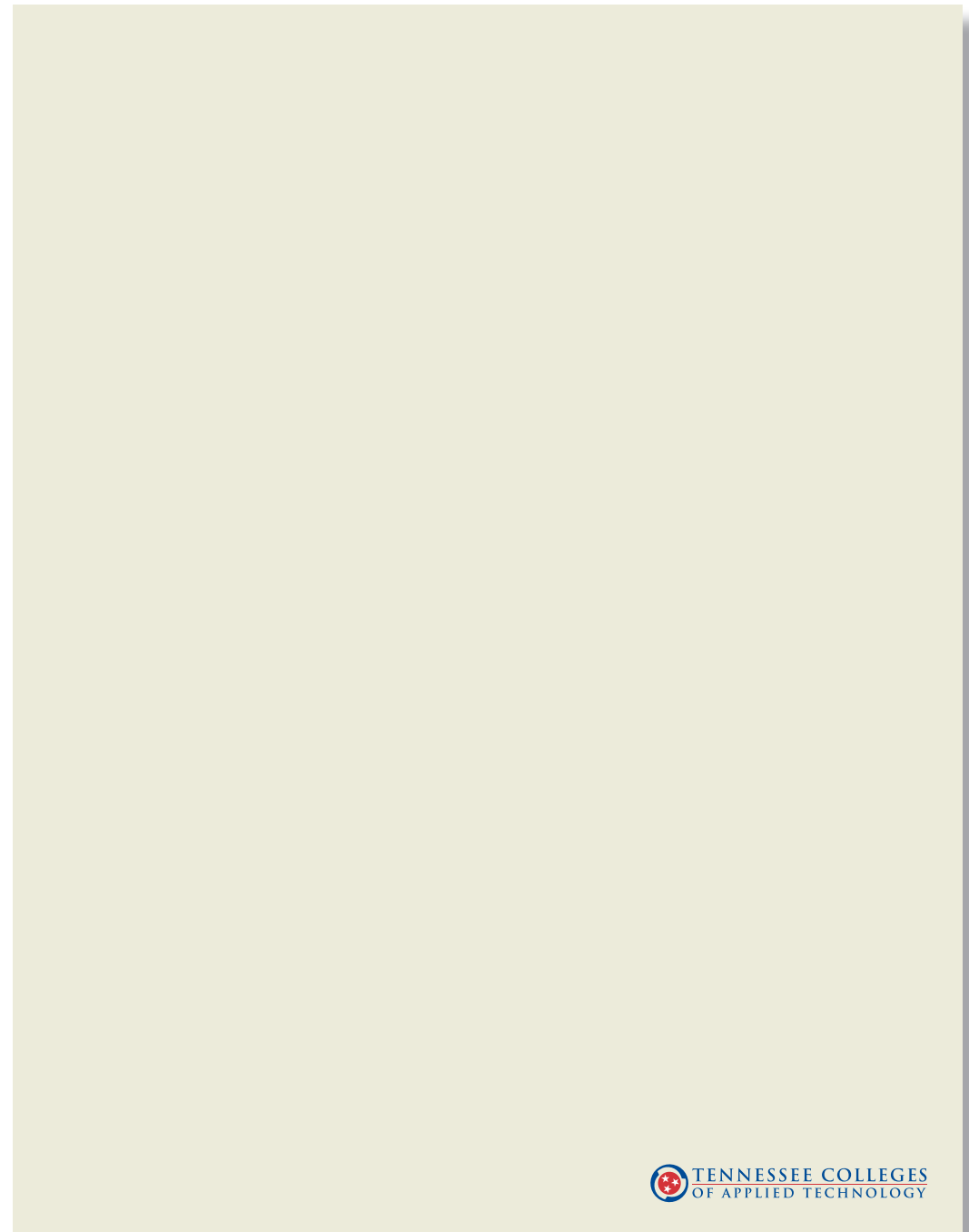
MINIMUM SIZING OF LOGOS

Using the logo in a consistent manner across all applications helps to both establish and reinforce immediate recognition of the TCAT brand. The following rules for logo size apply to logo use in all advertising:

All full page, 1/2 page and 1/4 page ads must use the logo no smaller than 2.25”.

There are three standard web banner sizes: 300 x 250 pixels, 160 x 600 and 728 x 90. All three sizes should use the logo no smaller than 160 pixels wide.

Use these rules in conjunction with those of logo clear space to ensure maximum visual impact.



8.5 x 11 in Ad (Scaled)

USE OF AND ORDERING OF OFFICIAL STATIONERY

Using the logo in a consistent manner across all applications helps to both establish and reinforce immediate recognition of the TCAT brand. The following rules for logo size apply to logo use in all advertising:

All full page, 1/2 page and 1/4 page ads must use the logo no smaller than 2.25”.

There are three standard web banner sizes: 300 x 250 pixels, 160 x 600 and 728 x 90. All three sizes should use the logo no smaller than 160 pixels wide.

Use these rules in conjunction with those of logo clear space to ensure maximum visual impact.



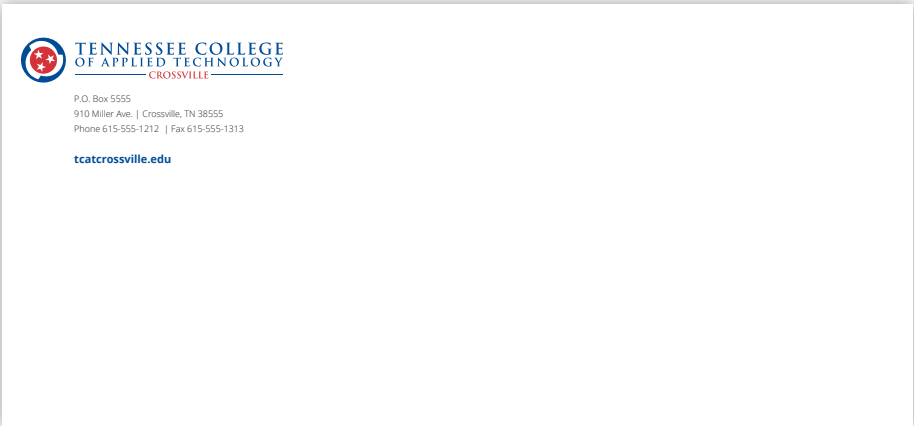
Approved Business Card (Front)



Approved Business Card (Back)



Approved Letterhead (Scaled)



Approved Envelope (Scaled)



BUILDINGS

Prominently displaying the names of buildings and on wayfinder signage can help students and guests find their way around campus. Building signage should support the brand by using a font and style consistent with the TCAT brand. Select one of the options provided for the space available. Any exceptions to these options must be approved by the system Marketing, Digital Strategy and Public Relations department.

AVENIR BLACK

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 \$ % & (. ; : ! ?) @

EXAMPLES

For use *with* or *without* the circular mark. Height of the letters much match the height of the TCAT circle.

 **JOHN SMITH
HEALTH SCIENCES CENTER**

 **CENTER for
TRANSPORTATION**

 **ENGINEERING and
TECHNOLOGY**

 **TRANSPORTATION**

 **HEALTH SCIENCES**

USAGE APPROVAL

Individual colleges have been provided campus-specific versions of the TCAT logo. To request usage or original files, including vendors, please visit **tbr.edu/marketing/logos-and-seal**.

Usage of the logos are governed and protected by Tennessee Board of Regents policy and trademark law.

Noncommercial Use: Noncommercial use of the trademark is NOT permitted without consent.

Commercial Use: Tennessee Colleges of Applied Technology logos and brand are NOT available for commercial use; i.e., for use in any manner intended for commercial advantage or private monetary compensation.

Questions and concerns regarding logos and their usage should be directed to:

MATTHEW GANN

Associate Vice Chancellor for Marketing, Digital Strategy and Public Relations
615-366-4412
matthew.gann@tbr.edu