



TENNESSEE COLLEGES OF APPLIED TECHNOLOGY

IDENTITY GUIDELINES

LOGO + PRELIMINARY APPLICATIONS

JULY 1, 2013



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.

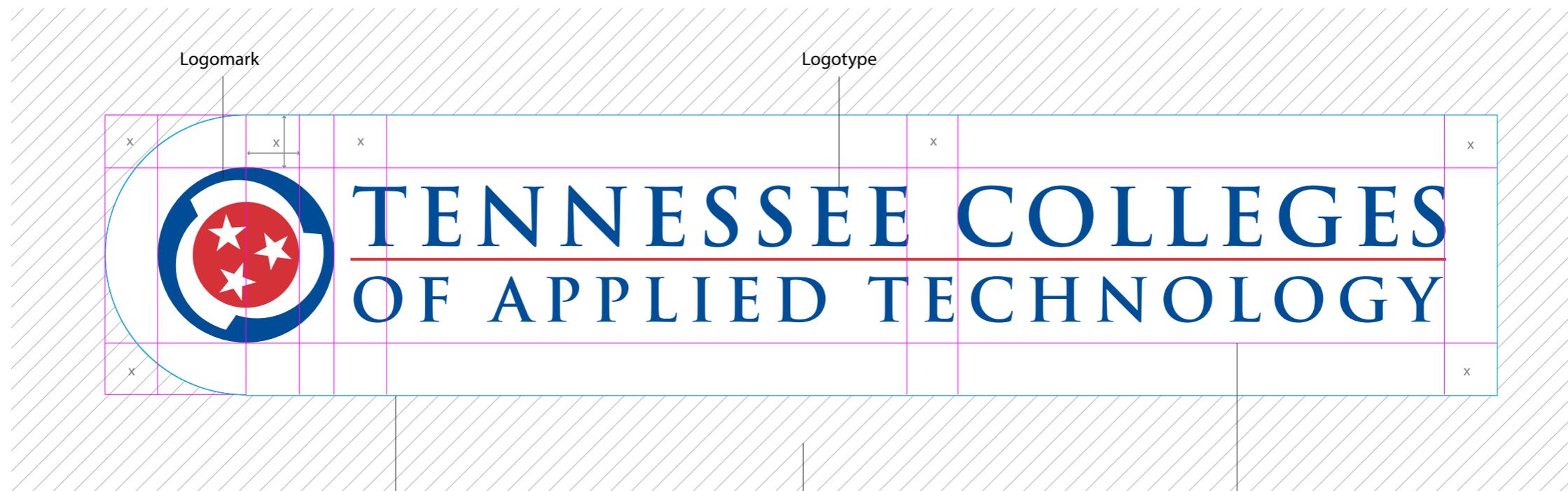
The name change more accurately reflects the post-secondary training provided at the 27 campuses and many satellite locations across the state. The TCATs have always been higher education institutions, offering post-secondary programs for workforce preparation. But the previous "center" title was often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

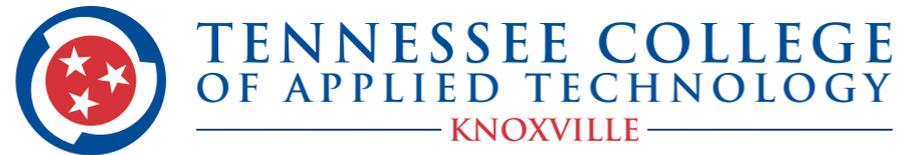


Blue indicates Clear Space. The blue area must be kept free of other elements.

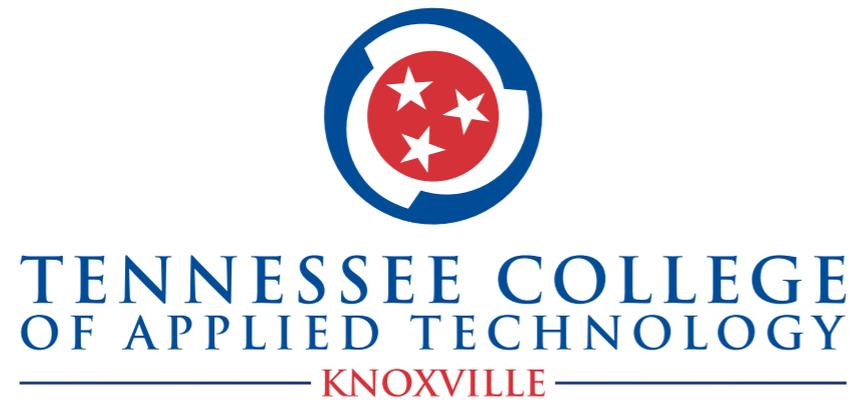
Grey padding indicates Safe Zone.

Magenta indicates type and element alignment and boundaries.

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



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 TCAT abbreviated logo is solely for use on promotional items on which the full logo may not be reproduced in a legible manner. For example, on pens or pencils.



Pantone Colors >>		
	PANTONE 2945	PANTONE 1797
Four Color Process >>	C: 100 M: 73 Y: 20 K: 0	C: 12 M: 94 Y: 83 K: 3
RGB Values >>	R: 0 G: 75 B: 152	R: 208 G: 52 B: 58
Web Values >>	HEX = #004B98	HEX = #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

ABCDEFGHIJKLMNMANOPQRSTUVWXYZ

TRAJAN PRO BOLD

1234567890

!@£\$%^&*()-=+

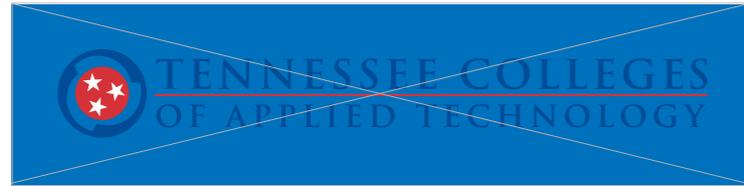
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNMANOPQRSTUVWXYZ

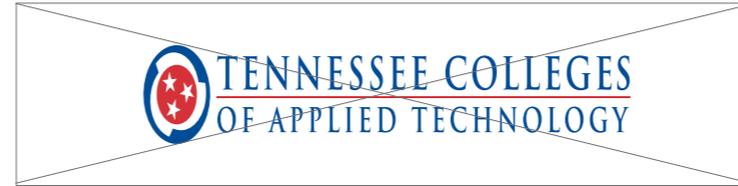


CREATING HIERARCHY

Displayed is the proper usage of a sponsor's logo, a TCAT logo and the TBR logo and their relation to one another. The TCAT logo should overall be displayed approximately 65% of the sponsor logo. The TBR logo should be 55% of the TCAT logo.



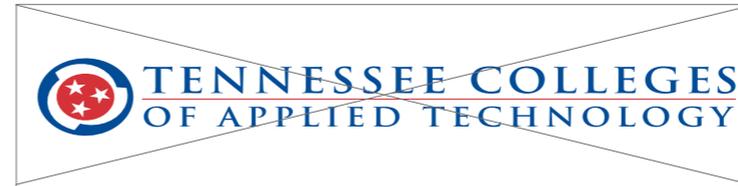
No low contrast background



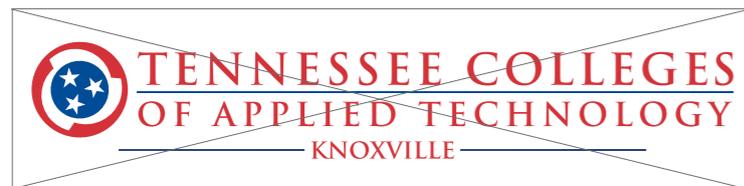
No squeezing



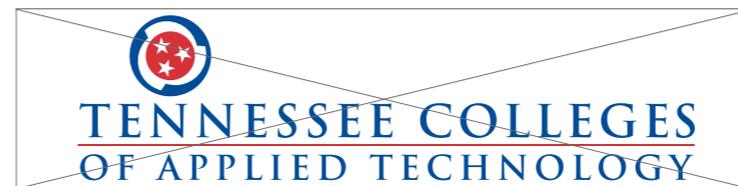
No removing elements



No stretching



No swapping colors



No changes in placement of elements



No reconfiguring sizes of elements



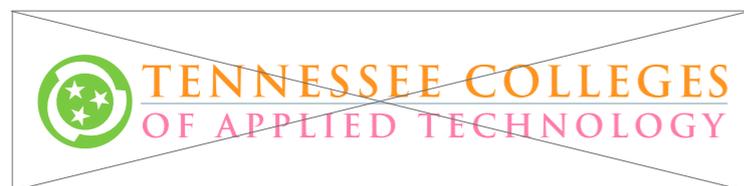
No dropshadow



No changing orientation



No glow



No changing colors



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 dropshadow, 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.

* 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, or in special circumstances with permission.



300 x 250 pixel banner

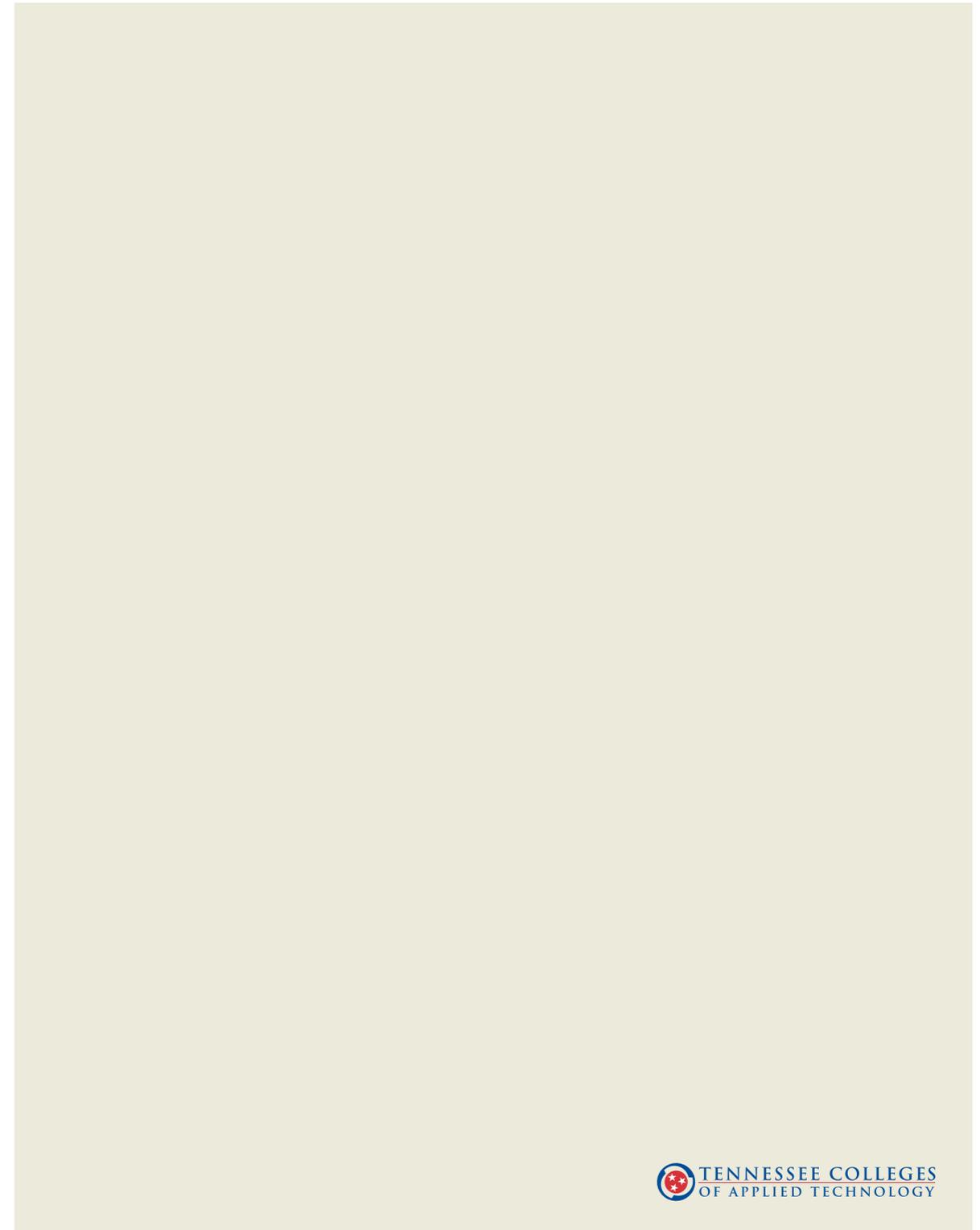
MINIMUM SIZING OF LOGOS

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 clearspace to ensure maximum visual impact.



8.5" x 11" letter (scaled down)



INFORMATION

Individual colleges have been provided campus-specific versions of the TCAT logo. For access to the TCAT system office logo, please contact Tennessee Board of Regents Communications Director Monica Greppin-Watts at monica.greppin-watts@tbr.edu or 615-366-4417.

The TCAT logos are trademarked and owned by the Tennessee Board of Regents for use by the Tennessee Colleges of Applied Technology system and its member colleges.

Noncommercial Use: Noncommercial use of the trademark is NOT permitted without consent. To request permission, please send your request to Monica Greppin-Watts, Communications Director, Tennessee Board of Regents, 1415 Murfreesboro Pike, Nashville, TN 37217 or monica.greppin-watts@tbr.edu.

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.