



*STYLE &
BRANDING
GUIDE*

Table of Contents

4	Introduction
6	Logo Usage
7	<i>Official Logo</i>
8	<i>University Seal</i>
10	<i>Restricted Logos</i>
11	<i>Obsolete Logos</i>
13	<i>Versions</i>
14	<i>Who should use the logo?</i>
15	<i>Signatures</i>
16	<i>Prominence</i>
18	<i>Colors</i>
20	Typography
22	Publication Codes
24	Templates
28	Stationery
35	Revisions & Updates

The TSU Experience: Building On Our Promise

The year was 1912 and it marked the beginning of a storied legacy of educational excellence steeped in perseverance, sacrifice, commitment and courage. Even through challenging times, Tennessee State University has remained relevant, carving its place as a unique institution known worldwide for its progress in academics, athletics, social justice, leadership development, service learning and research. Tennessee State University's long list of successes were made possible through the work of outstanding students, hundreds of faculty and staff members, numerous friends and donors, and thousands of distinguished alumni, who continue to make positive impacts in the fields of business, education, industry, government, civic and service leadership roles.

Tennessee State University has been a leader in educating talented, underserved students, and will continue to attract and graduate the best and brightest.

As we move forward, we must fiercely focus on solidifying this brand — our promise.

Why the TSU Brand is important?

Our charge is to ask ourselves: “Who are we, who do we want to be, and what can we unequivocally deliver on?”

Whether you are creating a publication, engaging alumni, building community partnerships, advertising, raising money or recruiting potential students, all of these activities are part of our brand. Don't think of a brand as simply a logo, tagline or colors — it is much more than that. Our brand is who we are, it's what defines us and what our key constituency think, feel and experience when they hear or see our name, image or slogan. Our brand, our promise, is the feeling and reaction people have toward us. It's how we build our relationships, recognition, reputation and standards.

How will this guide help protect the TSU brand?

This guide will help the university develop effective marketing materials, bring value and awareness to who we are and what we do, and increase our visibility in reaching a diverse constituency.

It is a first step in providing tangible guidelines to help strengthen and bring consistency and uniformity to our brand. Make no mistake, each and every one of us must do our part in delivering on our brand promise. That promise is ultimately what our constituency will remember, and what will set Tennessee State University apart from the competition.

We expect all divisions, offices, departments and units to comply with this guide, as we believe it will be a valuable tool in helping to not only better market our products and services, but provide a consistent look, feel and experience that uniquely reflects the Tennessee State University brand.

Logo Usage & Policy

Tennessee State University will have a consistent and uniform presentation in print and electronic publications, materials and productions for distribution both on-campus and off-campus. All materials and products prepared by faculty, staff and students of Tennessee State University will display the logo and identifier in accordance with University style and brand standards.

The Office of University Publications is responsible for assisting faculty, staff and students in using the University's logos. Any questions concerning proper logo usage should be directed to the Office of University Publications.



Tennessee State University logo

OFFICIAL

All academic and administrative units should use the official TSU logo — unit names may be incorporated into an approved logo signature. The TSU logo must be clean and prominent in publication layouts. Scanned copies, website logos or “homemade” versions are unacceptable. The Cupola may **not** be combined with other university logos and should **ALWAYS** appear with the dark (shaded) area on the right-hand side.

The official TSU logo may not be used by any non-university group, organization or other entity to imply a relationship with the University without the Institution's expressed permission. Student organizations may not use the official TSU logo for promoting events, unless there is a direct tie-in to approved activities through the Division of Student Affairs or the Division of Academic Affairs.



The University Seal

RESTRICTED

The Tennessee State University Seal is to be used ONLY on official documents and materials. It should be printed in either black or TSU blue. The seal may also be embossed in either blue, black or silver. The Tennessee State University Seal will continue to be the official emblem of the University. As such, its use shall be restricted to Commencement, Convocation, diplomas, official transcripts and formal documents (i.e. proclamations, recognition certificates with the name of the president) of Tennessee State University. The seal may not be altered in any way or blended with other designs or symbols. The seal may be used on 'approved' specialty items, but may not be used on apparel. The Tennessee State University logo should be used in all other instances. The logo and seal may **not** be used together.

In 1922, President William Jasper Hale, the first president of Tennessee A. & I. Normal School, asked Frances Thompson, professor and department head of Art, to design the University Seal. Enclosed in a circle, the seal is divided into three parts: 1) agriculture - upper left; 2) industry - upper right; 3) education - lower center. Education is further emphasized by a torch with rays extending above the seal. The motto - "Think. Work. Serve." - is placed beneath the seal for support.



Athletics Logo

RESTRICTED

The Tennessee State University Tiger and the scripted version of the letters "TSU" should **ONLY** be used in connection with athletic events, approved student activities or other appropriate advertising. Colors of the scripted version should be University appropriate. No other variation or design should be used unless there is approval from the Office of University Publications or the Athletics Director.



The TSU athletics logo may also be presented with the approved tiger imagery.



Centennial Logo

OBSOLETE

The Tennessee State University Centennial logo was introduced for official use in September 2011 to commemorate the University's 100th anniversary. The logo's usage concluded at the end of December 2012, and may no longer be used. It may appear in publications as a historical reference. Publications and stationery with this logo should be recycled and reprinted with the official TSU logo.

The Tennessee State University logo is the official logo for all University divisions, departments and units. It may not be substituted by the seal as stated in the guidelines presented in this manual. In some instances, there are specific logos connected to certain events which are approved. If a division, department or unit is hosting an event and plans to use a special logo for that event, the logo must first be approved through the Office of University Publications. Additionally, approved event logos, graphics and images should be subservient to the TSU logo or presented in such a way that individuals can immediately associate the event with Tennessee State University. If there are any questions about appropriate logo usage, please contact the Office of University Publications.



The Women of Legend and Merit event uses a special logo which has been approved by the Office of University Publications.

Old version



New version



The Tennessee State University logo has been slightly adjusted to make it clearer for digital use. Parties using the University's logo should make note to use the correct new version of the logo. Logos can be downloaded from the University Publications website: <http://www.tnstate.edu/publications/logos.aspx>

Who Should Use The University Logo

All official academic and administrative units of TSU should use the TSU logo exclusively. Unit names may be incorporated into an approved **departmental signature** (see page 15).

Entities housed at TSU which have an independent relationship to the community and/or represent a regional, national or international organization may use an independent logo along with the TSU logo as long as the TSU logo requirements are met.

No TSU logo should be used by any non-university entity to imply a relationship with the University without the Institution's expressed permission.

University affiliated social, fraternal, advocacy, hobby and religious organizations **may not** use the TSU logo, or any part thereof, for promotion.

University academic, performing, and intramural athletic organizations **may** use the TSU logo or a logo signature to represent TSU in competition or conference with chapters from other universities. Permission from the Office of University Publications is required.

TSU Athletics has its own logos and branding standards. See www.tsutigers.com.

Departmental Signatures

Branding is about one voice, so to create varying identities is counter to our objectives and confusing to the public. Specific colleges, schools, departments and offices should not print their individual "logos" in lieu of, or in addition to, the University logo, on any printed material.

Rather, each group is represented with placement of its name in a specified body of type beneath the logo as shown to the right. The department name should be typeset in Franklin Gothic Book or Times New Roman, flush left, of equal height of the letter "Y" in "University," positioned below the word "State" at the denoted clear space. Departmental names should not appear smaller than 7 point type, nor extend beyond the length of the logo. If a departmental name is longer than a single line space allows, a line break should occur in the name, with leading set to 105% of the type size.

Units unable to create their own departmental signature should contact the Office of University Publications for assistance.



When breaking a department or school name into two or more lines, be sure to avoid awkward phrasing.



Keeping the TSU Logo Prominent

The TSU logo must be clear and prominent in publication layouts. This is especially true when the logo is combined with or appears with another logo or additional artwork in the case of units with an independent relationship to the community (see *Who Should Use The Logo*). Logos that combine the TSU logo with another logo must be approved by the Office of University Publications.

The TSU logo can be kept prominent by the use of contrasting size or color, or by using sufficient clear space.



To create maximum impact, the logo requires specific clear space around all sides. This clear space should be free of imagery, graphics, folds or any other elements that may interfere with clarity. The space is measured by the cap height of the letter "T" as indicated above.

Minimum Size in Print

The TSU logo should be no shorter than 1.5"



1.5"

The TSU logo should not be the dominate element in any page layout. It should be presented with reserve and restraint suitable to the symbol of the TSU brand.

Unacceptable Usages

Do not distort the logo or change the aspect ratio.



Do not change the size of the TSU or Cupola elements relative to each other.



Do not alter the distance between or position of the wordmark and Cupola.



TSU Colors

The TSU logo may be represented using any of the TSU colors listed below. The logo may only appear in one color. The logo may be printed in white against any solid color or dark background.



TSU Blue
 Pantone: Reflex Blue*
 CMYK: 100 72 0 6
 Web: #00539F

*If Pantone: Reflex Blue is not available, PMS 286 is an acceptable alternative. For assistance, contact the Office of University Publications.



White
 Pantone: White
 CMYK: 0 0 0 0
 Web: #FFFFFF



Black
 Pantone: Black
 CMYK: 0 0 0 100
 Web: #000000



Red
 Red may be used as an accent color only for approved Athletics/Student Activities events or programs.

acceptable usage



Do not print the logo in unapproved colors.



Do not reproduce the logo in multiple colors.



Do not use color graduations in any logo element.



Typography Suggested Typefaces

For institutional publications and signage, the Times New Roman, Franklin Gothic and Garamond type families are suggested. These type families are available in regular, italic, bold and bold italic forms, and also in additional weights and condensed forms. These fonts are available at www.linotype.com.

Due to limitations in textual controls and end-user configurations, typography for Web-based applications is much more difficult to control. Tahoma is the suggested font for both HTML headlines and text.

The Times New Roman Family

Times New Roman ABCDEFGHIJabcdefghij
Times Italic ABCDEFGHIJabcdefghij
Times Bold ABCDEFGHIJabcdefghij
Times Bold Italic ABCDEFGHIJabcdefghij

The Franklin Gothic Family

Franklin Gothic Book ABCDEFGHIJabcdefghij
Franklin Gothic Book Italic ABCDEFGHIJabcdefghij
Franklin Gothic Medium ABCDEFGHIJabcdefghij
Franklin Gothic Medium Italic ABCDEFGHIJabcdefghij

The Garamond Family

Garamond Regular ABCDEFGHIJabcdefghij
Garamond Italic ABCDEFGHIJabcdefghij
Garamond Bold ABCDEFGHIJabcdefghij

Adobe Garamond Pro Regular ABCDEFGHIJabcdefghij
Adobe Garamond Pro Italic ABCDEFGHIJabcdefghij
Adobe Garamond Pro Bold ABCDEFGHIJabcdefghij
Adobe Garamond Pro Bold Italic ABCDEFGHIJabcdefghij

Publication Codes & Non-Discrimination Statement

Effective immediately, as required by the U.S. Department of Education's Office for Civil Rights (OCR), Tennessee state law (Tennessee Code Annotated, Sections 12-7-106-108) and rules of the Higher Education Publications Committee, **every publication** produced, whether physical or electronic, must be reviewed by the Office of University Publications to be assigned a required publication code. The publication code consists of a series of numerals and letters denoting that the piece is a Tennessee State University project. The common placement of this code is the bottom center of the back cover of a publication, and it should be typeset in 5 point type Franklin Gothic Medium.

Additionally, the OCR requires that any publications related to recruitment materials made available to participants, students, applicants or employees, include a full non-discrimination statement. This must be published in any newspapers or magazines operated by the school or students, including alumni magazines and newspapers or other written communication to students and employees.

Publication code forms can be found by visiting <http://www.tnstate.edu/publications> and then selecting the 'Publication Code Application' link.

The information should read as follows:

Your Publication Code – Tennessee State University is an AA/EEO employer and does not discriminate on the basis of race, color, national origin, religion, sex, disability or age in its program and activities. The following person has been designated to handle inquiries regarding the non-discrimination policies: Ms. Tiffany Baker-Cox, director of Equal Opportunity and Affirmative Action, 3500 John A. Merritt Boulevard, Nashville, TN 37209, (615) 963-7435.

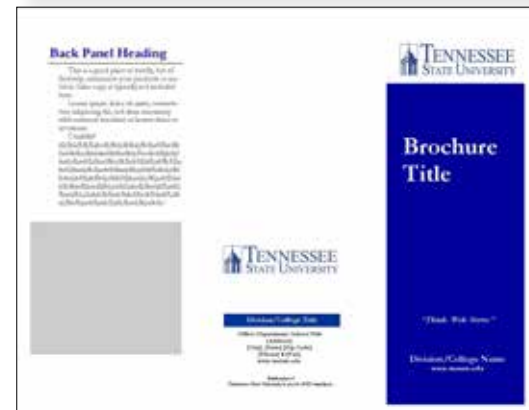
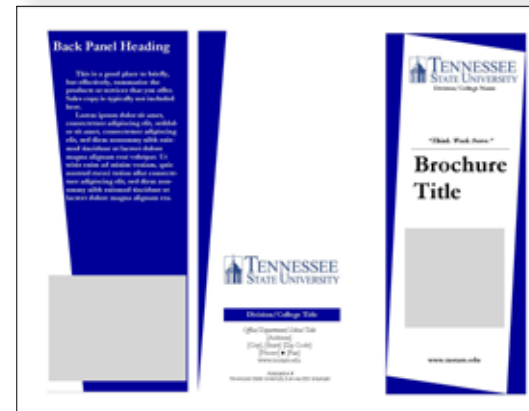
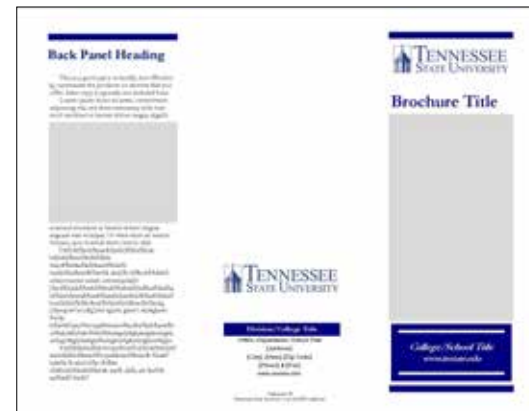
For occasions when the full statement would not pertain or fit (schedule cards, campus maps, etc.):

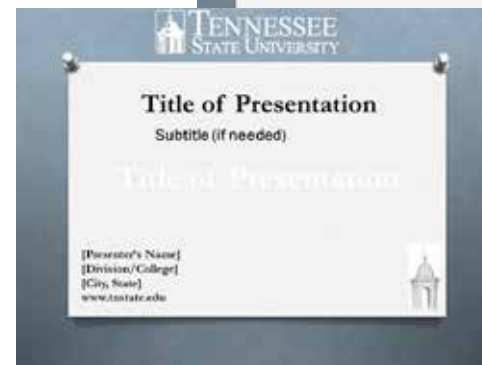
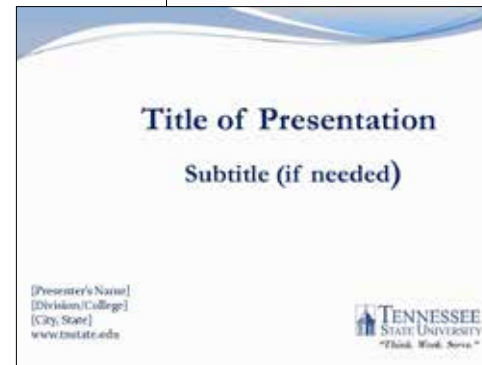
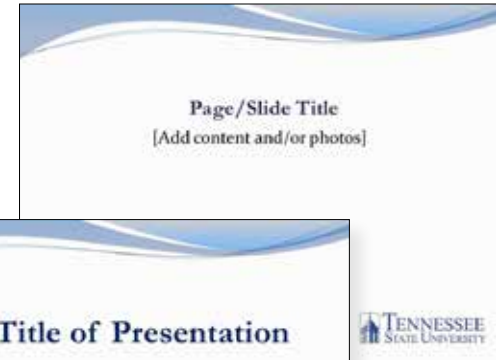
Your Publication Code – Tennessee State University is an AA/EEO employer.

Each budgetary authority on campus is expected to review and approve expenditures for publications, in line with the statute. No publication is to be printed or distributed without a publication code or the above OCR publications statement. Departments must receive a publication code and include the required OCR publication statement prior to submitting a purchase requisition for printing from the Office of Procurement. Publications received by the Office of Procurement for printing without the required documentation will be returned unprocessed.

Templates

There are three approved options for brochure and newsletter templates that may be used for internal/small audience project use (see pages 25–26). For professional, large print quality projects, please contact the Office of University Publications for assistance with identifying graphic design and/or printing services. The templates are designed in Microsoft Publisher formats. Font choice is Garamond 11 point type for article text. Headlines vary from Garamond 36 point type (largest) to 18 point type (smallest). These are the preferred templates for brochure and newsletter production. There are two pre-approved PowerPoint templates also available (see page 27).





Stationery

Business Card

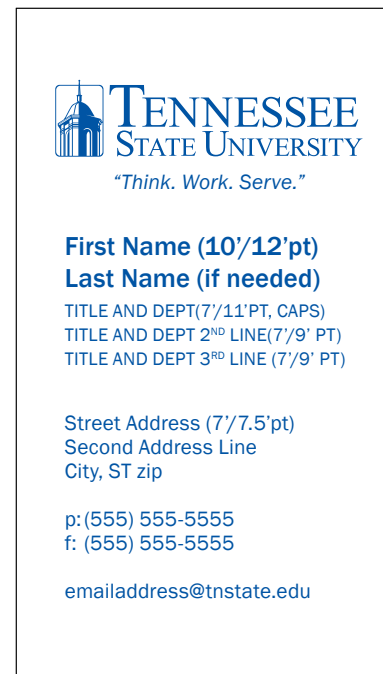
The business card should be considered a contact reference only. In order to project our branded image, take care to include only necessary information.

The preferred vertical business card utilizes a one-color logo, centered horizontally on the card, has a placement as outlined in the diagram on pages 29.

The preferred horizontal business card utilizes a one-color logo positioned in the upper left-hand corner as outlined in the diagram on page 30.

Each business card format is available in two different font choices, sans-serif or serif.

Vertical Business Card



Franklin Gothic



Times New Roman

Horizontal Business Card

TENNESSEE STATE UNIVERSITY *"Think. Work. Serve."*

First & Last Name (9'/10'pt)
TITLE (6'/8'PT, ALL CAPS)

School or Department Name (7'/7.5'pt)
Second Department Line (if needed)

Street Address (7'/7.5'pt)
City, ST zip

p: (555) 555-5555
f: (555) 555-5555
emailaddress@tnstate.edu

Franklin Gothic

TENNESSEE STATE UNIVERSITY *"Think. Work. Serve."*

First & Last Name (9'/10'pt)
TITLE (6'/8'PT, ALL CAPS)

School or Department Name (7'/7.5'pt)
Second Department Line (if needed)

Street Address (7'/7.5'pt)
City, ST zip

p: (555) 555-5555
f: (555) 555-5555
emailaddress@tnstate.edu

Times New Roman



Business cards not following the format presented on pages 29–30 of this manual are considered 'retired' and must be replaced.

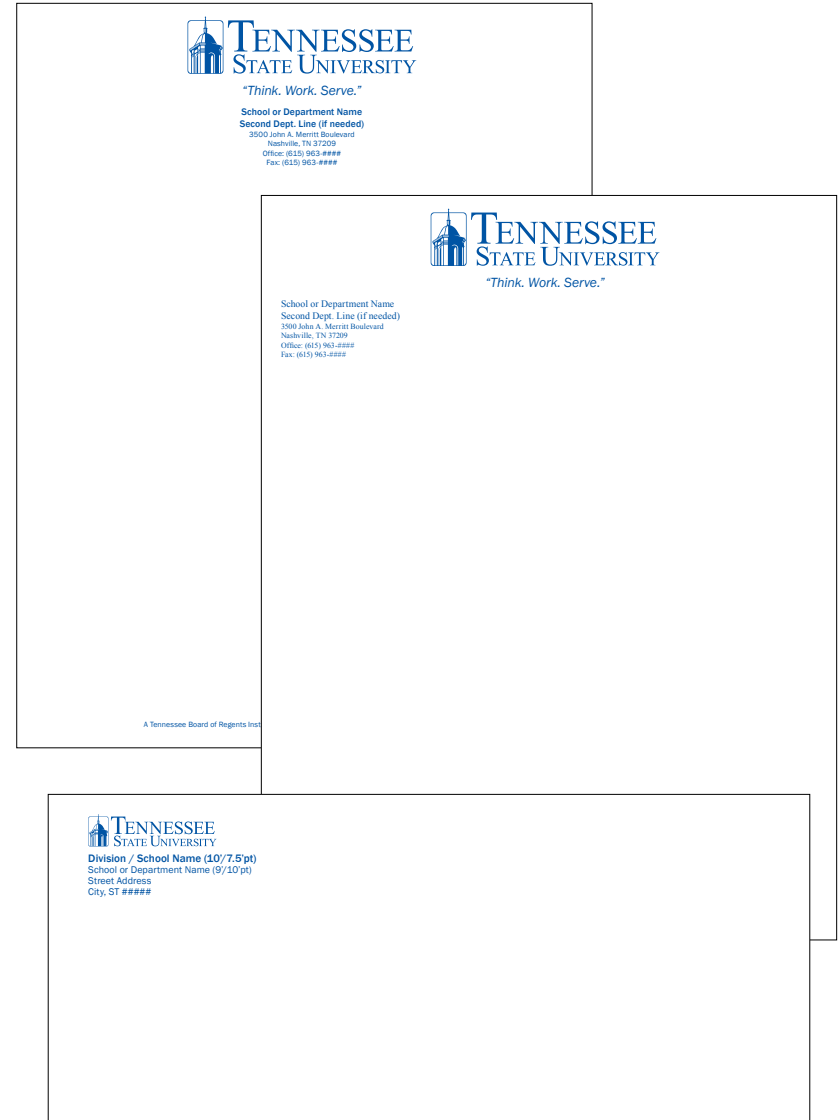
Letterhead

The letterhead should feature the university logo and motto prominently at the top of the page, following the placement presented in the examples on page 33.

The department or office name, address, and office and fax numbers should appear at the top of the page either centered to the logo and motto or flush left. The AA/EEO statement should appear at the bottom of the page, centered, base aligned .4777 inches from the bottom of the page. All text should be TSU blue. As with the business cards, the letterhead has a serif and sans-serif option.

Envelope

The envelope should feature the university at the upper left-hand corner with the department or office name and return address below. All text should be TSU blue. The size and positioning of all elements on the face of the envelope should be in accordance to USPS standards. Please refer to the bottom of page 33 for an example.



E-mail Signatures

Your e-mail signature is a great opportunity to share information in a non-intrusive way. Your signature should be professional and informative, but not overwhelming. Please reference the example below when creating your e-mail signature. All text should be flush left, 12 pt. Times New Roman, unless otherwise noted. Beneath the contact information, the university logo and motto may be included. Please follow the spacing and size restrictions for the logo as seen on pages 16–17 of this guide. The University’s motto should be in quotation marks and italicized.

Sally Joe Doe [Full Name - bold]

Director [Job Title - italic]

Office of University Publications [Department/Unit]

Tennessee State University [University Name]

3500 John A. Merritt Boulevard [Mailing Address]

Nashville, TN 37209 [City, State, Zip]

(615) 963-5331 (Office) [office telephone]

(615) 963-5313 (Fax) [fax number]

sjdoe@tnstate.edu [e-mail address]



“Think. Work. Serve.”

Revisions & Updates

The Office of University Publications developed this Style and Branding Guide for Tennessee State University to foster a professional and consistent image for the university. All publications and materials produced by the University must be forwarded to the Office of University Publications, 3500 John A. Merritt Boulevard, Nashville, TN 37209, or to publications@tnstate.edu, a minimum of two weeks before date of intended publication for review and issuance of a publication code. The Office of University Publications models the Associated Press Stylebook for all major university publications. For questions or information on future revisions, visit www.tnstate.edu/publications or e-mail publications@tnstate.edu.



Office of University Publications
3500 John A. Merritt Boulevard
Nashville, TN 37209
(615) 963-5331
www.tnstate.edu/publications
version 1.0

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