Our new brand identity has been created to capture our energy and personality in a way that identifies us more strongly. It represents Tri-County Technical College at the very highest level and is vitally important to building our brand.

This style guide has been developed as a resource for those working with the TCTC brand. The following pages outline the updated visual design components vital to maintaining a cohesive approach to the College’s new look and feel.
Our logo is the official mark of the College and the most recognizable element of our brand’s identity. Our logo is, and should always be, the most consistent component in our communications.

Our new logo remains deeply rooted in the vision, mission and commitment to our students, our employees, and our communities. The shield itself represents the stability of our past and the strength of our future. The three bars represent the three counties we serve, while also creating a sense of connectedness as they come together to form a single, unified image. The images within the shield celebrate our location in Upstate, South Carolina. The positioning of the TCTC letters indicate that our College is a strong foundation from which to transform lives and build strong communities.

**LOGO STRUCTURE**

The TCTC logo is composed of three elements: a three-color graphic shield, the TCTC mark, and a formal wordmark. These components have been carefully drawn and proportioned and should never be redrawn, altered, or distorted. The graphic shield should never be used without the TCTC mark, except when used on social media as an avatar.
LOGO VARIATIONS

To suit a variety of applications, there are variations of the logo. The role and use of each variation is explained within this document.

There are two signature configurations: vertical (primary) and horizontal. The vertical configuration is preferred.

Whenever possible, default to the full color logo. Pantone, CMYK, and RGB versions exist, so use the one that’s most appropriate for the application.

Logos should be used in their original form; please do not recreate or modify official logos or try to create new versions. Additional logos confuse the brand and are not permitted. Designs created for individual programs or events do not replace official logos.

Only official logo files should be used in communications. For additional guidance or access to logo files, contact the Marketing Department.

PRIMARY LOGO
The full-color logo is the preferred version and should be used whenever possible. On a dark background, a reverse version of the logo is required. One-color versions of the logo are also available for applications when full-color printing of the logo is not possible. The logo can appear in black only for black-and-white and grayscale scenarios.

HORIZONTAL LOGO
If the size of the space for the logo is wide rather than square, the logo may be used in its horizontal version.
LOGO USAGE

The institutional mark must be prominent and legible, so keep these considerations in mind when using it in layout.

CLEAR SPACE
To ensure that clear space is maintained around the logo for legibility and prominence, photos, text and graphic elements must follow the guidelines illustrated here.

Use the width of the letter “T” from the TCTC makr as a measuring tool to help maintain clearance.

There may be cases where it is difficult to allow the recommended clear space (e.g. a very small display ad), and the Marketing Department will make a judgment call.

MINIMUM SIZE
To maintain full legibility, never reproduce the primary logo at heights smaller than 1.25” or the horizontal logo at widths smaller than 1”. There is no maximum size limit, but use discretion when sizing the logo. It should never be the most dominant element on the page, but instead should live comfortably and clearly as an identifying mark.
COMMON LOGO MISTAKES

Our logo is a unique expression of our brand. It’s important that we present our identity consistently. Shown here are some common misuses. To avoid these, always use the provided artwork without modification.

In order to maintain the correct proportion when resizing the logo, always press and hold the shift key.

If you are uncertain about usage or are working on a project with special requirements, please contact the Marketing Department.

STRETCHING/CONDENSING
Don’t stretch, condense or change the dimensions of the logo elements.

ALTERING
Don’t alter or replace the typefaces in the logo.

REARRANGING
Don’t rearrange elements of the logo.

SKewing
Don’t skew, bend, warp or set the logo on an angle.

CHANGING SCALE
Don’t change the scale of elements in the logo.

VISUAL EFFECTS
Don’t apply drop shadows, strokes or other visual effects to the logo.

NON-APPROVED COLORS
Don’t use colors other than those specified in this document.

EXTRA ELEMENTS
Don’t add extra elements to the logo.

BUSY BACKGROUNDS
Don’t place the logo on backgrounds that compromise legibility.
COMPANION LOGOS

The TCTC logo represents the entire College, but in some cases companion logos may be needed.

Companion logos, or lockups, include the horizontal TCTC logo and the name of the companion unit (words only, no extra images). The same color, size, and spacing rules that apply to the College logo apply to companion logos. These logos should not be recreated or modified and should be used only with the authority of the Marketing Department. Units within the College may not create their own companion logo.

Note: Logo use on promotional items, apparel and student uniforms is reserved solely for the Primary or Horizontal TCTC logos. Companion logos will be used solely on print materials. Only the Marketing Department can grant exceptions.

Why should every unit have the same logo?

We all benefit from the cross-pollination of positive impressions created by any part of the College. The strength of our story—our brand—is college-wide. Continually reinforcing that single vision from many different sources is an advantage to everyone.

Despite the wide variety of activities, programs and services offered at TCTC, it is a mistake to assume that every unit must have its own separate “brand.” The strongest, most recognized identity that any of us can project is that of the College itself. Tri-County is the brand people know and recognize. It’s the brand people trust. We cannot lose that in our desire to promote our individual programs, services and initiatives. Instead, we must work together as one college, speak with one voice and portray one visual identity to our stakeholders.

To create brand consistency and build a strong awareness of the new College logo, the use of companion logos is limited to the following areas of the College:

- Alumni
- Corporate & Community Education
- Foundation
- I-BEST

COMPANION LOGO EXAMPLES:

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COMPANION LOGO EXAMPLES:

- Alumni
- Corporate & Community Education
- Foundation
- I-BEST

Registered student organizations will have the option to use a locked-up logo as well. This includes Student Government Association, Men of Color, Student Veterans Association, SOLACE, NSLS, etc.

Divisions, departments, programs, campuses, and initiatives do not need a companion logo. To reiterate, the strongest, most recognized identity that any of us can project is that of the College itself.

- Outliers: The only approved logos with a look that differs from the College logo or companion logo are Bridge to Clemson, Campus Police and SC Upstate Regional Youth Apprenticeship.

This approach will be in place for the entirety of fiscal year 2022-2023 and will be reassessed at the conclusion of that year.
LOGO ALTERNATIVE

Using the graphic shield and TCTC mark as a decorative element is permitted in select instances, like merchandise, where there may be production limitations such that use of the full logo is prohibitive.

The same rules for color, spacing, and application apply to this as outlined for the full logo.

In instances where the logo simply will not work due to extremely limited space, the name of the College may be substituted. Examples where this may be required are branded products such as pens or similar small items. In these cases, the name “Tri-County Technical College” should be typeset in Century Gothic Pro Regular (i.e. the Formal Wordmark). Wherever possible, a version of the College logo should be used.
COLOR

Beyond our logo, color is the most recognizable aspect of our brand identity. The TCTC color palette is contemporary and vibrant, working as a reflection of our bold, diverse community. Adhering to these color guidelines will result in clean, comprehensive communications that are instantly recognizable as TCTC.

Our color palette has three layers: primary, secondary and vibrant palettes. It is important to maintain a sense of hierarchy, balance, and harmony when using the TCTC color palettes.

There are no designated palettes or colors for individual departments or areas of the College.

Color codes for all of our palettes are provided. Any of the colors within the palettes may be used for any type of communication, but color code choice depends on the intended output (print or digital). Using correct codes will ensure accurate color reproduction.

Our color system is flexible, but please exercise restraint, following the color guidelines provided here.

PRIMARY PALETTE
TCTC navy is our primary color, along with white. By incorporating plenty of white space, we ensure that our communications feel clean and modern. The primary color palette should be implemented as a central element on all communication materials.

- **TCTC Navy**
  - PMS: 295 C
  - CMYK: 100, 63, 0, 67
  - RGB: 0, 40, 88
  - HEX: #002858

- **White**
  - CMYK: 0, 0, 0, 0
  - RGB: 255, 255, 255
  - HEX: #FFFFFF

SECONDARY PALETTE
The secondary palette consists of a complementary set of colors from the TCTC logo that have been chosen to work well together, and with TCTC navy, to provide depth and variety to communications. These additional colors will provide designers artistic freedom and versatility while maintaining a coordinated, integrated look, though the primary palette should always be predominant.

- **Light Blue**
  - PMS: 3125 C
  - CMYK: 89, 0, 19, 0
  - RGB: 0, 175, 206
  - HEX: #00AFCE

- **Green**
  - PMS: 340 C
  - CMYK: 100, 0, 81, 0
  - RGB: 0, 152, 99
  - HEX: #009863

VIBRANT PALETTE
The vibrant palette, which reflects the energy and creativity of our people, is intended for professional design staff use. This palette should be used sparingly—as an accent to the primary and secondary palettes, or to highlight key information.

- **Red**
  - PMS: 1788 C
  - CMYK: 0, 93, 82, 0
  - RGB: 238, 38, 62
  - HEX: #EE263E

- **Purple**
  - PMS: 2602 C
  - CMYK: 58, 99, 0, 0
  - RGB: 137, 23, 166
  - HEX: #8917A6

- **Yellow**
  - PMS: 2010 C
  - CMYK: 0, 27, 100, 0
  - RGB: 255, 172, 0
  - HEX: #FFAC00
Typography is an important component of our identity system. It helps convey the personality of our brand and brings clarity to our communications. Used consistently, typography reinforces the College’s brand recognition and visual style.

Century Gothic Pro is the primary typeface for TCTC. Century Gothic Pro is sans serif typeface, which makes it approachable, modern, and legible.

Century Gothic Pro may not always be available for everyday use. We have selected Freight Sans as an alternate font. Various weights of the Freight Sans font are used to reinforce the TCTC identity.

TCTC’s marketing design team utilizes additional fonts from the Freight family to address a wider range of typographical needs. These additional fonts are not broadly available across the College due to licensing restrictions.

If you need access to or have questions about our brand fonts, please contact the Marketing Department.

Arial is an acceptable substitute where Century Gothic and Freight Sans are unavailable.
Our brand is much more than just a logo. It also includes the way we communicate and correspond with others. As such, we have created a branded email signature for use across the College.

WHY ARE BRANDED EMAIL SIGNATURES IMPORTANT?
Aside from conveying necessary contact information, they help us demonstrate our brand, create consistency across the College, and project credibility and professionalism.

SIGNATURE OPTIONS
For those of you who utilize the signature options, you may have one that you use specifically for student correspondence. Feel free to include your office location instead of the mailing address. Other variations are possible; when in doubt, contact marketing@tctc.edu. We are happy to help.

WHAT TO INCLUDE IN YOUR EMAIL SIGNATURE:
- Your Name
- Your Title
- Your Address*
- Your Office Phone and/or
- Your Cell Phone (optional)
- tctc.edu
- Your Email (optional)

*If you work solely at a community campus, you may use that address in your signature. All others should use the Pendleton Campus physical address, which is 7900 Hwy. 76, Pendleton, SC 29670.

WHAT NOT TO INCLUDE IN YOUR EMAIL SIGNATURE OR EMAIL CORRESPONDENCE:
- A background/wallpaper.
- The vision statement is not a part of the email signature, nor should you include any personal quotes or statements.
- Badges, campaign images and social media images detract from the branded email signature and should not be used.
- You are also asked to remove statements such as environmental messages and confidentiality messages; those are not required by any governing body, and they detract from the branded email signature.
- If a confidentiality notice is necessary, please put that in the body of your email message as opposed to the signature.

The email signature image and template are available at tctc.edu/brand.
POWERPOINT TEMPLATES

We have created PPT templates for you to choose from for your presentation needs.

WHAT YOU NEED TO KNOW ABOUT THE TEMPLATES:

• Font – The font is set as Century Gothic and should be used throughout the presentation. However, you can change the size of the font and use bold or italics where appropriate.

• Colors – The College colors are also set within the template. To view the colors, click on the down arrow next to the Font Color icon. The “Theme Colors” listed across the top are the College colors and are the only font colors that should be used in the presentation.

TIPS FOR CREATING EFFECTIVE POWER POINT PRESENTATIONS:

• Simplify and limit the number of words on each slide. Ideally, there should be no more than six lines of text per slide.

• Aim for a consistent font size that is no smaller than 24 point. Headlines can be larger.

• Empty space (also known as white space) enhances readability.

• Minimize the use of special effects such as animation and sound effects.

• Use good quality images (not clip art) that reinforce and complement your message.

Remember, when it comes to power point, less is more!
PHOTOGRAPHY & VIDEO

Photography and video are key tools for showing our diverse and collaborative community. Our imagery captures the spirit of TCTC and connects with people in ways that words can’t. What we say describes what we’re doing; our photography shows it.

For this reason, photographs should be carefully selected to match our messaging, and they should always feel authentically like TCTC.

PHOTOGRAPHY AND VIDEOGRAPHY BEST PRACTICES

- Images should feel authentic and tell a story.
- Images should feel candid, natural, and in the moment, never posed or generic. Unless it is an editorial-style portrait or head shot, subjects should not typically be looking directly at the camera.
- Single students should never seem lonely, and groups should always seem collaborative.
- Clothing should be casual and appropriate for the setting. The subject’s normal day-to-day wear should be fine. Most importantly, subjects should feel comfortable. Patterned clothing should be avoided, and non-TCTC logos should not be used (unless the purpose is to highlight partnerships, such as those with Clemson).
- TCTC is a diverse place, filled with different races, cultures, mindsets and abilities. Be mindful of this when documenting our community.
- Contextual elements such as tools, machinery or accessories that relate to the topic are helpful in building a realistic image, even if they are in the background or out of focus.
- Location-based photography helps establish our setting for audiences who are new to TCTC and reinforces it for those who are familiar. It should represent the campus environment, our communities, and the buildings, labs, studios and architecture that are unique to the College.
- Using shots of unique and beautiful places on our campuses is a great way to paint a picture. Use both interior and exterior places to help tell the story.
- Campus imagery needs to convey an appropriate level of energy and movement, and should be authentic to the on-campus experience.