



TOUGALOO COLLEGE

BRAND STANDARDS

2022

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The proper use of brand standards outlined in this manual is integral to the College's brand, image and reputation. Using the College's logo or graphics can create the impression that the college officially sanctions the communication; therefore, the official logos or graphics must receive written approval from the President or Vice President for Enrollment Management and Student Services.

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President's Message

Tougaloo College's brand is built on our remarkable history and the strength of our identity in Mississippi and beyond. Our brand isn't just the college logo, tagline, or product. Tougaloo's brand is our reputation. It is how we speak and act and the experiences our students and visitors have on campus. It is every advertisement, flyer, commercial and poster seen by our students and community residents. Every department, employee, and student contribute to our brand.

Our brand, expressed in images and words, should contribute to the overall look, feel, and tone of who we are and want to be. A unified college with a consistent brand and mission strengthens our reputation in the community. A clear message and visual identity reflect a multi-faceted but unified organization. Therefore, there is a responsibility to ensure that Tougaloo's brand and imagery are used uniformly and appropriately. Tougaloo College's Graphic Standards Manual assures this consistency and integrity when producing communication materials for the college.

If you have questions about the Graphic Standards Manual or need more assistance, contact the Office of Communications and External Relations at 601-928-6205.

Thank you for helping Tougaloo maintain a clear and consistent image to ensure our reputation for excellence, an image we all build together and of which we are very proud.

Sincerely,

A handwritten signature in blue ink that reads "Carmen Walters" with a long, sweeping flourish at the end.

Dr. Carmen Walters

Making a Difference

MISSION

Tougaloo College prepares its students to be lifelong learners committed to leadership and service in a global society through its diverse undergraduate and graduate programs. The College is accessible to all persons while making students aware of its rich legacy as an independent, historically black liberal arts institution affiliated with the United Church of Christ and Christian Church (Disciples of Christ).

VISION

As a thriving, internationally recognized institution, Tougaloo College will prepare its graduates to be productive in their time and lead the change for a better world.

VALUES

Our Past Informs Our Future

The enduring values of Tougaloo College below share our long-term vision inspired by opportunities of the future and pursue strategies for continuous improvement, including:

Academic Excellence
Accountability
Collaboration and Teamwork
Diversity and Inclusion
Fiscal Integrity and Stewardship
Intellectual Freedom
Innovation and Risk-Taking
Social Responsibility
Tradition and Legacy
Relevance

Office of Communications and External Relations

The Office of Communications and External Relations (OCER) supports the marketing and communication needs of Tougaloo College by advancing the College's position as one of the leaders in higher education. OCER takes an integrated approach to consult on college-wide projects to recommend solutions that present a consistent and compelling brand voice across all channels. In addition, the Office of Communications serves as the College's principal communications resource through the production and dissemination of specialized publications and collateral materials and the management of the College's website and digital properties. Specific areas of responsibility include:

- Brand strategy and creative direction
- Brand guidelines
- Publications design and development
- Print shop and print coordination
- Website development
- News and media relations
- Social media management
- Changing the Future, Impacting the World, the College's Alumni Magazine
- Tougaloo College trademark licensing program

The Office of Communications and External Relations is in Jamerson Hall. Office hours are 8:00 a.m. to 5:00 p.m., Monday through Friday. If you have any questions about the services provided by this office, please call (601) 977-7904 or email marketing@tougaloo.edu.

Brand Statement

As part of Tougaloo College's commitment to Preserving and Advancing Excellence, a new approach is underway. The College strongly believes in preparing its students to become future leaders and change makers—allowing them to be part of evolution. Taking a new approach to bridge large audiences while maintaining community standards that made the College a leader of higher education. In the hype of digital media, the College is taking a bold step of moving forward with this newfound era that will only strengthen the dynamics of the institution.

There are two mantras we use:

“Where History Meets the Future”

“Preserving and Advancing Excellence”

To ensure uniformity and consistency in utilizing the Tougaloo College brand, certain elements of its trademarks and identity branding must be used in a way that maintains its graphic integrity. The branding guidelines are designed for implementation in internal and external communications, disseminated in all of the academic divisions and rest of Tougaloo community.

Tentative Sections

- Brand Guidelines/Logos
- President's Seal
- Forms and Documents
- Licensing
- Marketing
- Publications
- Colors and Symbols
- Motto

Branding Guidelines

- Editorial Guidelines
- Logos
- Identity Guidelines

Publications

- WNATL Newsletter
- Changing the World, Impacting the Future – Alumni Profile
- Tougaloo College Magazine
- President's Report

Interactive Communications

- Social Media
- Tougaloo College Website
- Tougaloo College YouTube Channel

Media Relations

- Press Releases
- Tougaloo College News and Announcements

Trademarks, logos, and licensing

When using Tougaloo College logo, or any of its affiliated trademarks, be sure to follow the Brand Standards and guidelines. Before using the College logo and trademarks, submit an online permission request to marketing@tougaloo.edu. Please allow the Office of Communications and External Relations to review and respond to your request.

Tougaloo College reserves the right to deny any third party's request if the use of the logo may lead consumers to believe that the College is the source of the product, service, or event. Use of the College trademark without prior written consent may constitute trademark infringement and unfair competition in violation of federal and state laws.

Licensing Information

- The names and marks of the College will not be used in any promotion of products, service, events, or fundraising.
- Tougaloo College logo and trademarks cannot be used to endorse or promote a private group or business unless authorized by a formal contract or sponsorship agreement.
- Merchandise that bears a registered (or common law) trademark, trade name, service mark or logo of Tougaloo College must be approved prior to usage. Any produced merchandise without authorization may be considered “counterfeit” and subject to all available legal remedies, including seizure of the merchandise.
- Use of the logo should include the appropriate trademark designation, but may not be otherwise altered without the expressed authorization from the College.
- All official academic and administrative divisions of Tougaloo College should use the logo exclusively. No logo should be used by any outside entity to imply relationship with the College without the institution's expressed permission.

Primary Logo

Color: As a part of the logo, the colors will be copyrighted, making them valuable for the marketing purposes of Tougaloo College.

Chapel: The Woodworth Chapel bell tower imagery is intended to portray a character that is unique and recognizable as belonging to Tougaloo College. It should be instantly and intimately familiar to alumni and students, while establishing wonder in prospective students and partners.

Gates: Like the Woodworth Chapel bell tower, the Double Gate imagery is intended to portray a character that is unique and recognizable as belonging to Tougaloo College. It should be instantly and intimately familiar to alumni and students, while establishing wonder in prospective students and partners. Additionally, the striking red color of the Double Gate implies its importance to Tougaloo College and its history.

Slogan: The slogan, “Where History Meets the Future” is included to maintain Tougaloo College’s public image of innovation through education and veneration of the past. The slogan is intended to honor the forerunners who have made Tougaloo’s existence and success possible, while also heralding the dawn of new, bright minds to join the ranks of those who have progressed the institution thus far.

Font: The font of “Tougaloo College” is a specially made serif font that will be owned by Tougaloo College. This choice is intended to appeal to younger audiences, without abandoning the prestige of traditional imagery. In a nuanced fashion, this is a display of “history meet[ing] the future.”



Mascot Images

The college mascots (i.e. eagle and bulldog) are not being affected by this logo establishment and copyright. The logo and all of its members including typeface, fonts, imagery, and symbols hold potential marketing value for Tougaloo College.

The Eagle is not a primary logo.
The Eagle is Tougaloo College's Academic Mascot.

The bulldog is is not a primary logo.
It is the mascot used for Athletics.

Permission must be granted before these logos can be used on any marketing material.

These logos should always be reproduced in their original format.
They should not be rotated, reproportioned or enhanced.



Executive Seal

For most projects, the official college logo will be appropriate. However, for official projects such as certificates, diplomas, commencement materials, campus-vehicle designations, presidential communications, or formal publications, the Tougaloo executive seal may be used.

The seal may only be used in approved colors: gold, solid blue, solid red, solid white, or solid black.

These color assignments are not interchangeable.

Because of the seal's official nature, its use is monitored carefully and is not available on the website, as it is only for the use of designated College officials.

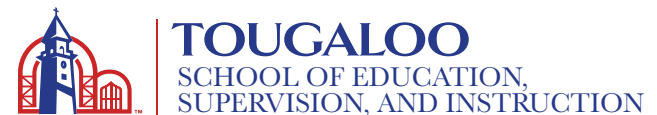
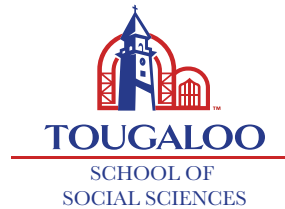
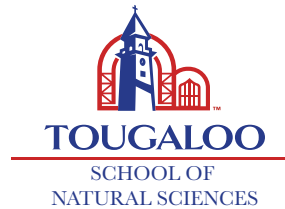


Schools Logos

Individual School logos may be used on mailers, inside pages or back covers of publications, internal memos, internal newsletters, promotional items and employee apparel/t-shirts. Under certain conditions they may be used in print ads which will be monitored by OCER. They should NOT be used on letterhead, envelopes, business cards, covers for external publications and external collateral material.

Other Logos

These are other approved institutional logos such as the Reuben V. Anderson institute for social Justice logo.



Logo Guidelines

PROTECTED SPACE

There should be a safe space of a minimum of 1/6 the width of the sun icon on all sides of the logo. (A) No visual matter (other than a background image) should violate the protected space.

MINIMUM REPRODUCTION SIZE

The minimum size the logo should be is .5" tall and 1.875" wide. (B)

Permission to use the logo at any size smaller than described here may be granted by the Department of Institutional Relations at 601-928-6205.

LOGO APPEARANCE

The appearance of the official university logo must never be altered.

- Do not stretch, rotate or distort the logo.
- Do not change the scale of any elements.
- Do not change the colors of the logo.
- Do not recreate or redraw the logo.

The logo should never be digitally scanned or taken from a web page and placed on a print piece.

Electronic files of the logo are available from the Department of Institutional Relations.



Expired Logos (Do Not Use)



Fonts

PRINT MATERIALS

College communications materials are not required to use a specific font. However, the Myriad and Avenir families of fonts are the two recommended for use in print communications. Substitute fonts are Hoefler Text, Times New Roman and Arial.

WEB USAGE

The Arial and Georgia families of fonts are the two recommended for use on the web.

Colors

OFFICIAL COLORS

The official MGCCC colors are Red and Blue.

EXPANDED COLOR PALETTE

In addition to the official colors, an expanded color palette of optional colors has been created. These colors have been chosen because they compliment red and blue and are not meant to replace the official colors. Use of these colors is not required.

Print Material

Garamond Regular

Garamond Italic

Garamond Semi Bold

Garamond Semi Bold Italic

Garamond Bold

Garamond Bold Italic

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

Web

Georgia Regular

Georgia Italic

Georgia Bold



PMS 7620C

RGB 173/29/32

CMYK 24/89/75/10

HEX # AD1D20

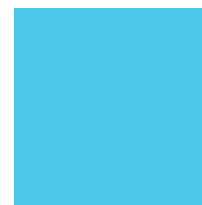


PMS 661C

RGB 0/42/133

CMYK 100/73/6/2

HEX #002A85



PMS 2985C

RGB 143/196/230

CMYK 59/0/6/0

HEX # 8FC4E6



PMS 7407C

RGB 194/146/45

CMYK 12/49/96/3

HEX # C2922D



PMS 428

RGB 191/191/191

CMYK 28/19/19/1

HEX # BFBFBF

Stationery

The newly approved logo or symbol with emphasis on the Department's Name or Division appears on top of the document. The stationery must be used for all of the College's general external communications and official documents only.

Quantities of this letterhead can be ordered through the College's printing partners or vendors. The layout, typography, and ink color should be specified to print exactly as the guidelines appear on this page. The only typesetting change when ordering stationery is the name of the office, person, title, and phone number. All elements including the logo, department's name, footer are important details that should be made or printed out clear and with high quality. All other types appearing on the various stationery pieces (letterhead, envelope, business card) can be printed in color or black.

Business cards will bear individual department names, titles, and contact information. Front side includes the new logo with the College's address and social media account icons.



Email Signature

An email signature is your digital business card. It's important to present your email signature in a professional and unified manner, just as you would with your traditional printed business card.

What to Include in your Email Signature?

Required:

- Logo
- Name
- Phone
- Tougaloo College

Recommended:

- Position/Title
- School/College/Department
- Street Address
- College Website

Optional:

- Building
- Fax Number
- Additional Phone Numbers
- Email
- Gender Pronouns

To:	<input type="text"/>
Cc:	<input type="text"/>
Subject:	<input type="text"/>



Anne Smith, Ph.D.

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Tougaloo College

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www.tougaloo.edu

PowerPoint Templates

This PowerPoint template, available in both standard and wide format, can be used as-is or customized to represent your office or department.

PowerPoint guidelines:

- Refer to Tougaloo College's brand and style guidelines.
- Keep your slides simple. Avoid animations or fancy transitions.
- Use branded colors, art and imagery.
- Use recommended font styles: Cambria, Georgia, Times New Roman, Arial.
- The rule of six. No more than six lines to a slide and six words to a line. Your own elucidating and enthralling words will fill in the rest.
- Use image slides, separators and blank screens for topic transitions and to create visual variation.



Virtual Backgrounds

These are the approved virtual backgrounds that can be used for Zoom or other virtual meeting applications.





Division of Enrollment Management and Student Services

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TOUGALOO
— 1869 —
COLLEGE
Where History Meets the Future