

**V**isual  
**I**dentity  
Manual

SOUTHWEST TENNESSEE COMMUNITY COLLEGE

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# SOUTHWEST

TENNESSEE COMMUNITY COLLEGE

P.O. Box 780 • Memphis, TN 38101-0780 • (901) 333-5000 • [www.southwest.tn.edu](http://www.southwest.tn.edu)

**Dear Faculty and Staff:**

An identity system is an important element in an organization. It represents the people, products and services of an organization, and also reinforces its image and brand. The Communications and Marketing Department is presenting to you the Southwest Tennessee Community College Visual Identity Manual. This manual serves to promote a consistent professional image of Southwest to our students, alumni, and the community. Implementing the policies and recommendations of the Visual Identity Manual will strengthen our College's mission and vision statement.

This manual explains and illustrates the proper use of the logo for practical application and layout in publications and elaborates on the usage of many other elements pertaining to the image and brand of the College.

Your cooperation in fully complying with the visual identity system is greatly appreciated. I further appreciate your immediate and consistent use of these guidelines to promote the programs and services of Southwest.

Sincerely,



Nathan L. Essex

# Southwest Now

Southwest Tennessee Community College (Southwest) is a student oriented, multicultural, public, open-access college striving to be a national model for technical career and transfer education. As the largest two-year college in Tennessee, it is vital that Southwest presents a clear and cohesive image to the public. Through the use of typography and color, Southwest will present a consistent image to the internal and external community.

## Purpose

All communications from Southwest affect the image and reputation of the College. The purpose of Southwest's Visual Identity Manual is to reflect a consistent image externally and show our commitment internally to the mission and values of the College. Every user of the College's name is considered a guardian of the image and brand of Southwest. Therefore, every user is asked to adhere to the standards outlined in this manual.

If you have any questions, contact the Communications and Marketing Department at (901) 333-4116.

## Use of Name

Southwest Tennessee Community College is the official name of the institution. It should not be abbreviated in any way. Once the College's name is spelled out entirely, it can be referred to as Southwest on all subsequent references.

# Colors

The official colors of Southwest are blue (PMS 2757) and red (PMS 485). Besides black and reversed-out white, these are the only two colors in which the Southwest logo may be used.

The PMS versions of the colors are preferred, but in some cases these versions may be used:

- CMYK (4-color printing usage)
- RGB (for electronic media)
- Hexadecimal (Web usage)

Colors that represent other colleges should not be used without approval.

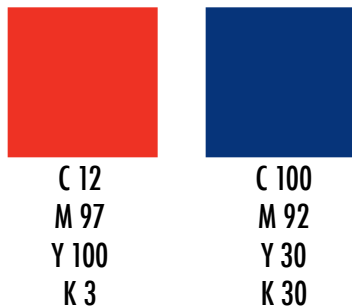
## PMS Colors

PMS (Pantone Matching System) is a universal ink color matching system used by designers and printers to reference colors.



## CMYK Colors

CMYK is an acronym for Cyan-Magenta-Yellow-Black, and is pronounced as separate letters. CMYK is a color model in which all colors are described as a mixture of the four process colors.



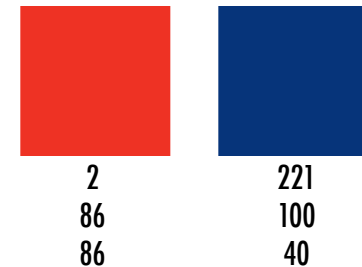
## RGB Colors

Display devices generally use RGB, an acronym for Red-Green-Blue.



## Hexadecimal Colors

Hexadecimal colors are used in HTML Web page features.



# Logo

The Southwest logo signifies the College’s endorsement, and it should be used as the official identifier. The logo consists of text as one entity, and it should not be manipulated in any way.

The Tennessee Board of Regents (TBR) prohibits the use of the College’s name or logo in connection with any derogatory services or goods, and any usage must meet the standards determined by the Marketing Department.

The logo should be placed on all visual communications at least .25 (1/4) inch from the edge of the page, gutter, border, graphic or text. The logo may be displayed on the front or back of a publication.

The logo should not be any smaller than 1 inch wide.

## Formats

- EPS graphics are vector-based and should be used for output. They can be inserted into a word document and should be printed in the highest quality your printer can deliver.
- JPG graphics are compressed bitmap files used mainly for screen viewing. They cannot be reduced or enlarged without losing image quality.
- TIF files, the most universal format used across platforms, use no compression; which may cause files to be large.

## Obtain Logos

Print-ready and Web versions of the logo are available on **internal.southwest.tn.edu** in the Document Library under the Marketing tab.



The logo immediately identifies Southwest Tennessee Community College.



The grayscale design is used when the printed piece is executed in black and white.



The logo can appear in PMS 2757 blue.



The logo can be displayed reversed in white.

# Letterhead

Layout: 8 1/2" x 11"

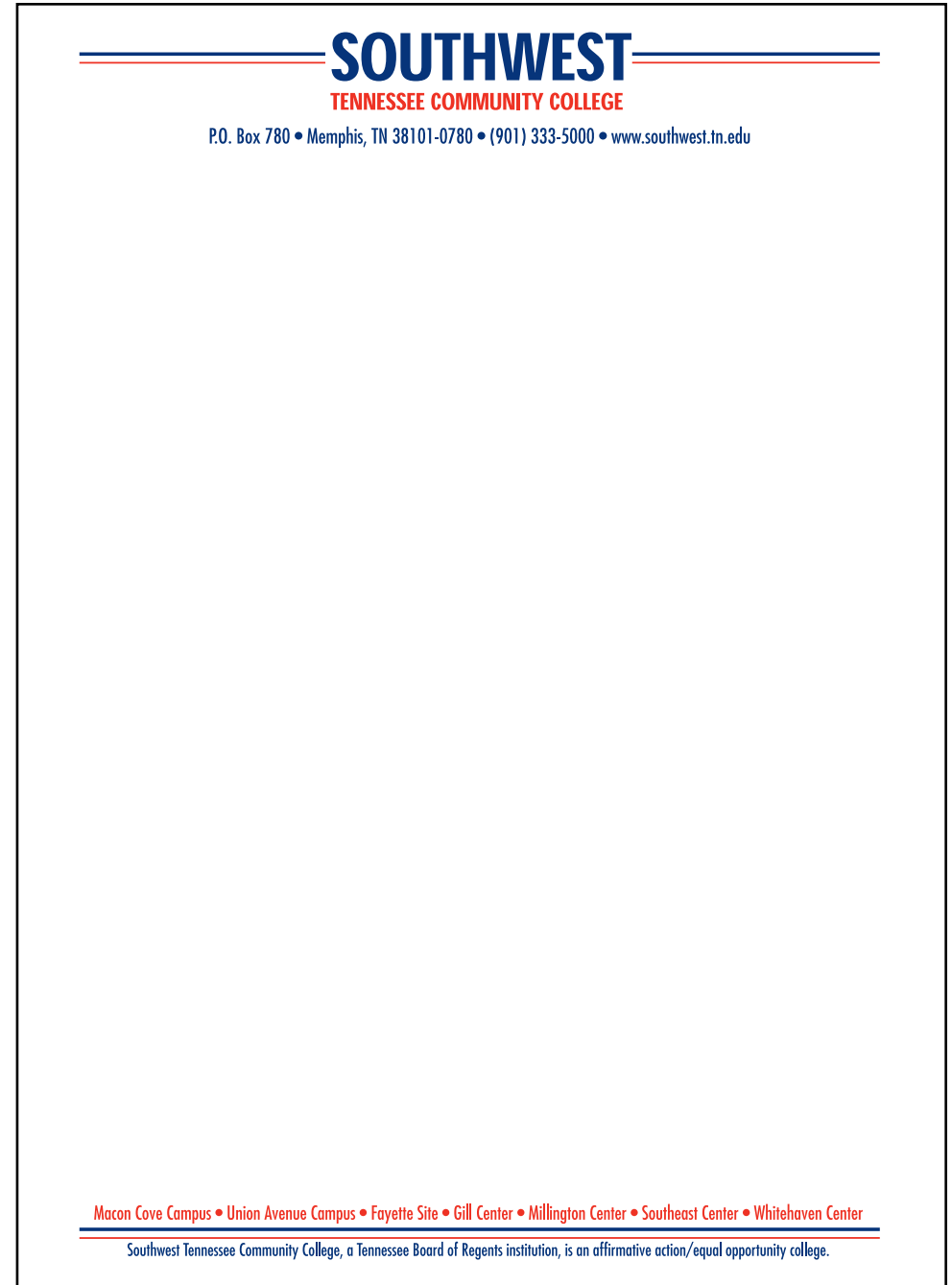
Margin: 1/2" horizontal and vertical

Typography: Address: 12 pt. Sabon  
Footer Type: first line 11 pt.,  
second line 10 pt.

Rule Line: header/footer blue line 2 pt., red  
line 1 pt.

Alignment: All headers and footers are to be centered.

Stock: 24 lb. White Linen



*Items in this book may be sized smaller for layout purposes. All dimensions are given in inches.*



# Envelopes

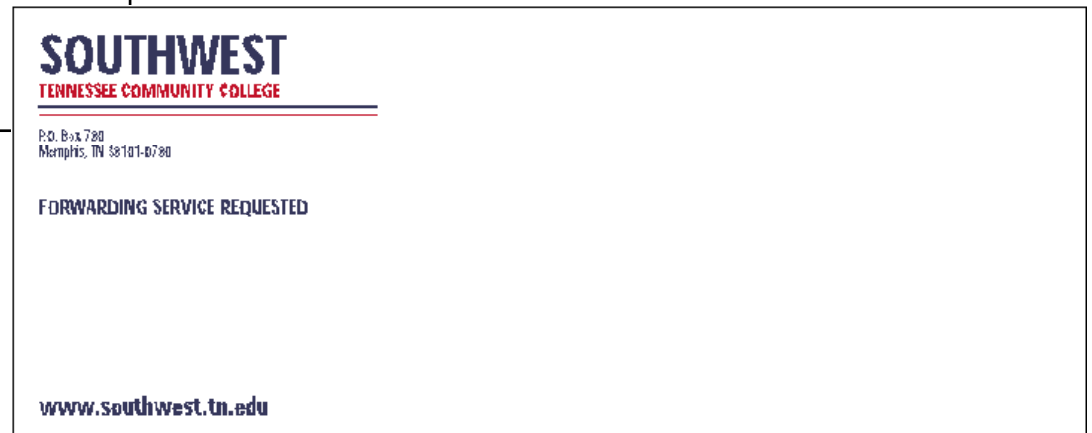
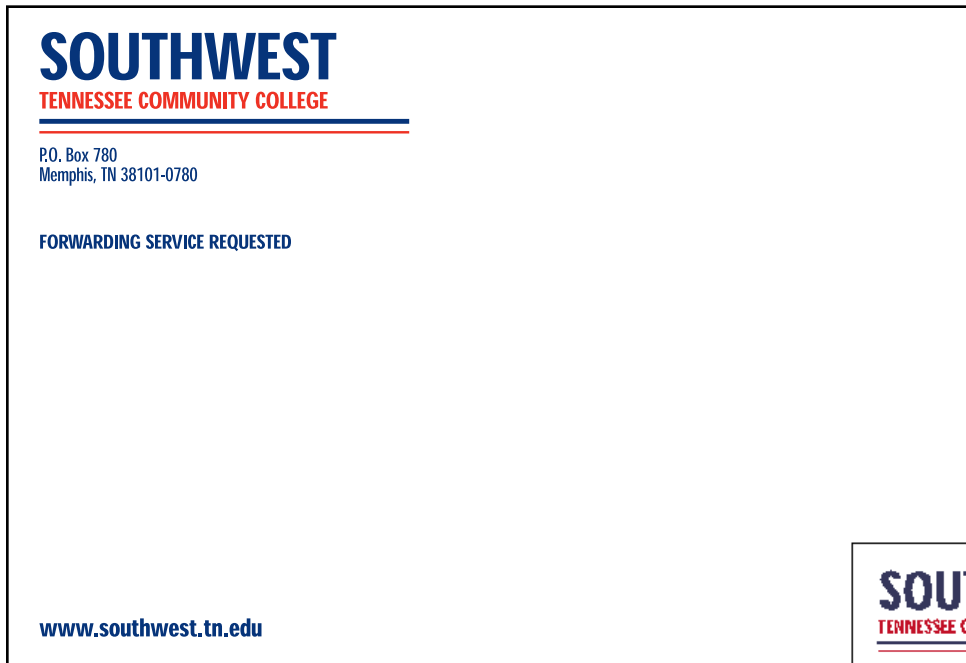
Layout: 4 1/8" x 9 1/2"; 10" x 13" or 9" x 12"

Margin: 1/2" horizontal and vertical

Typography: Address: 11 pt. and 18 pt. Sabon

Stock: 24 lb. White

All envelopes, regardless of size, should follow the specifications above.



*Items in this book may be sized smaller for layout purposes. All dimensions are given in inches.*

# Mailing Label

Layout Size: 3" X 5"

Margin: 1/4" horizontal and vertical

Typography: Follows same specifications as letterhead

Stock: White Crack and Peel



# Engraved Nametags

Layout: 2" x 3 1/2"

Typography: Name: Arial



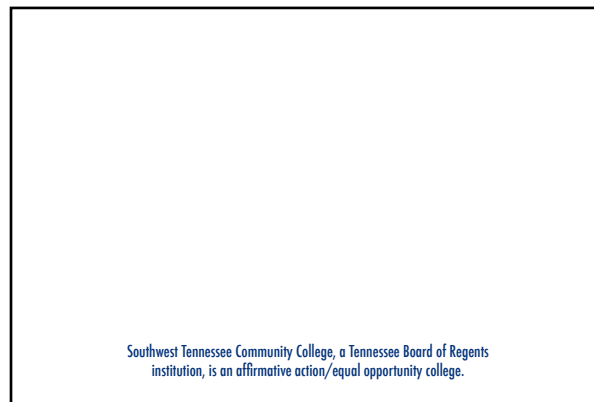
# Thank You Card

Layout Size: 5 1/2" x 4 1/4"

Stock: 80 lb. White Linen Cover



FRONT



BACK

# Business Card

Layout: 3 1/2" x 2"

Margin: 1/2" horizontal and vertical

Typography:

Name: 12 pt. Futura Bold

Department: 9 pt. Futura

Professional Title: 10 pt. Futura

No more than 3 lines permitted

Address: 10 pt. Futura

No more than 2 lines permitted

Telephone and Fax: 10 pt. Futura – College cell number can be listed in place of office number or fax number. All three numbers cannot be listed. **NO PERSONAL CELL NUMBERS. ABSOLUTELY NO HOME TELEPHONE NUMBERS.**

E-mail: 10 pt. Futura – E-mail is limited to Collge address ONLY

Stock: 80 lb. White Linen Cover

There will be absolutely no printing on the reverse side of cards. The Web site appears on all business cards. Logos other than the College logo are not allowed on business cards. No alterations can be made to the template. Creative and Printing Services does not deliver business cards or place them in campus mail; they must be picked up at the Sulcer Building on the Macon Cove Campus.



## Note Pad

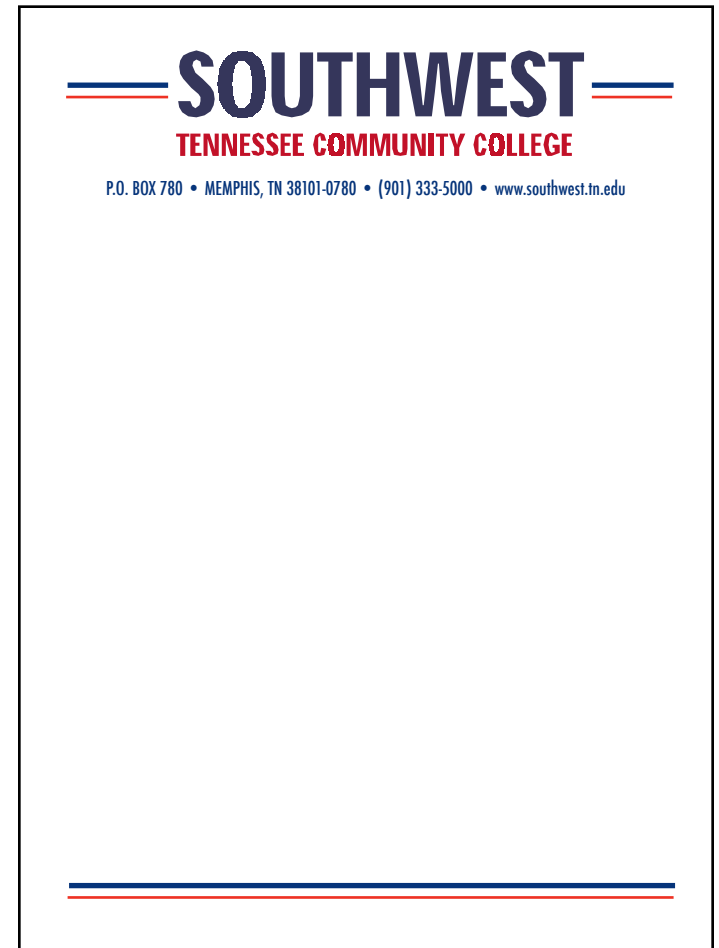
Layout Size: 5 1/2" x 8 1/2"

Margin: 1/2" horizontal and vertical

Typography: Follows same specifications as letterhead

Stock: 20 lb. White unless otherwise noted

Note: Logo can be printed with the one-color design to lessen printing cost.



## Camera Ready Artwork

For your convenience, a Southwest logo gallery is available on the Web. Notify Creative and Printing Services if you would like artwork on disk or via e-mail.

# Fax Transmission Sheet

Layout: 8 1/2" x 11"

Margin: 1/2" horizontal and vertical

Typography: Header Name: 18 pt. Sabon Bold

Body Type: 12 pt. Sabon Bold

"Note" Type: 8 pt. Sabon

Statement: 8 pt. Sabon

Stock: 20 lb. White

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# **SOUTHWEST**

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## **TENNESSEE COMMUNITY COLLEGE**

P.O. Box 780 • Memphis, TN 38101-0780

### **FAX TRANSMISSION**

TO:

FROM:

DEPARTMENT:

DATE:

RE:

PHONE:

FAX:

1 OF:                      PAGES

CC:

URGENT                       FOR REVIEW                       PLEASE COMMENT/REPLY

ADDITIONAL INFORMATION:

NOTE: This message is intended only for the use of the individual or entity to whom it is addressed and may contain information that is privileged, confidential and exempt from disclosure under applicable law. If you have received this communication in error, please notify the sender immediately at (901) 333-\_\_\_\_\_. Thank you.

Southwest Tennessee Community College, a Tennessee Board of Regents institution, is an affirmative action/equal opportunity college.  
www.southwest.tn.edu

## Web Site

The design of the Southwest Web site is determined by the Webmaster's Office.

### Web color translations:

Blue – 221, 100, 86

Red – 2, 86, 86

Southwest restricts the use of the College's name or logo on unofficial sites unless approved by the Webmaster's Office.

All links from the site must be approved and reviewed by the Webmaster's Office.

The Communications and Marketing Department will not promote any unofficial Southwest sites without prior review from the Webmaster's Office.

## Promotional Items

All promotional items requiring artwork must be reviewed and approved by the Creative and Printing Services director and the executive director of Communications and Marketing before the Purchasing Department can process the order.

# The College Seal

The College Seal, much like a heraldic coat of arms, is symbolic of the College's aspirations and mission. Southwest Tennessee Community College has incorporated both ancient and new elements and symbols into a seal that is 21st Century in design, to signify the College's origin in this millennium and its commitment to the future.

The Southwest Seal is a circle, centered by a shield, which is quartered to hold four "charges," denoting the general programs the College offers.

The Torch, a symbol of general education, also stands for guidance, knowledge and enlightenment – the flame that lights the darkness of ignorance.

The Gears represent the wide range of technological programs.

The Atom, the most modern ideogram, symbolizes the natural sciences.

The Caduceus, the most ancient symbol, illustrates the medical arts.

The Open Book, in the very center of the Seal, symbolizes knowledge and the wisdom of the universe.

The Laurel Leaves, on which the shield rests, proclaim achievement, excellence and triumph.

Finally, the motto, KNOWLEDGE, SERVICE and OPPORTUNITY, sums up the Mission of the College.



## Colors of the Seal

The College's official colors are red (signifying life and warmth) and blue (signifying calm, reflection and intellect).

## Use of the Seal

The Seal is used officially to authenticate documents. It is engraved on the College Mace, which is carried in solemn procession by the faculty senate president, symbolic protector of the president of the College. The seal is reserved for use in the following official College documents ONLY:

- Degrees
- Official documents
- Proposals to local, state, and federal governments
- Commencement programs
- Official resolutions

The seal should not be used in any publications or marketing materials without prior approval from the Communications and Marketing Department.

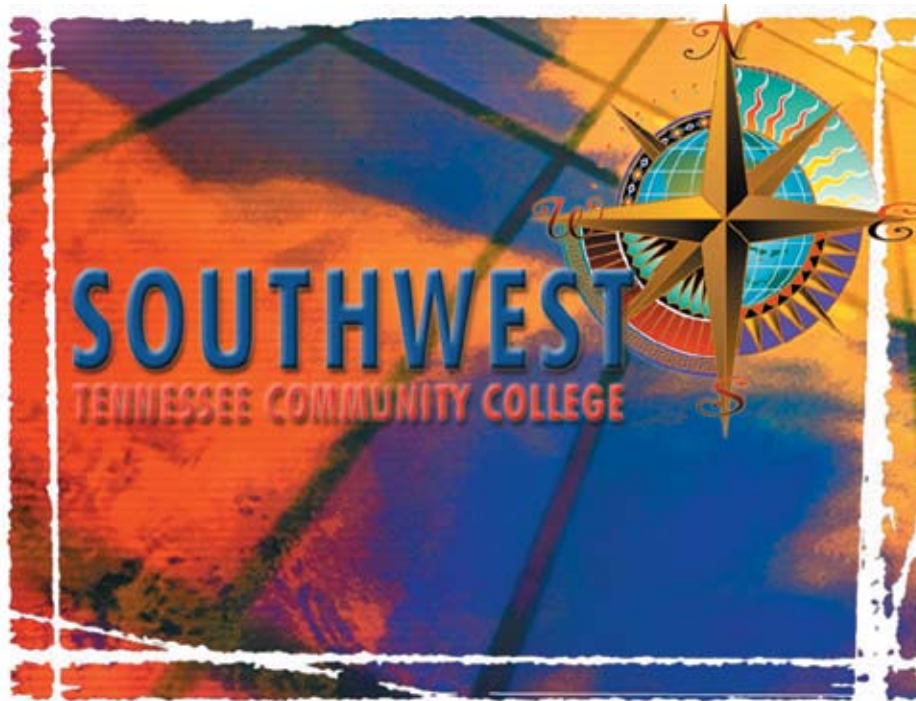
## The Athletic Logo

The logo is reserved for College athletics ONLY. Permission for usage must be approved by the Athletic Director.



# PowerPoint Presentations

PowerPoint Presentations are available in two formats: Blue Southwest and Colorful Southwest. These are the **ONLY** three approved PowerPoint Presentation formats. Each format contains a title page and a content page. They are available for download on [internal.southwest.tn.edu](http://internal.southwest.tn.edu) under the, Marketing tab in the Document Library.



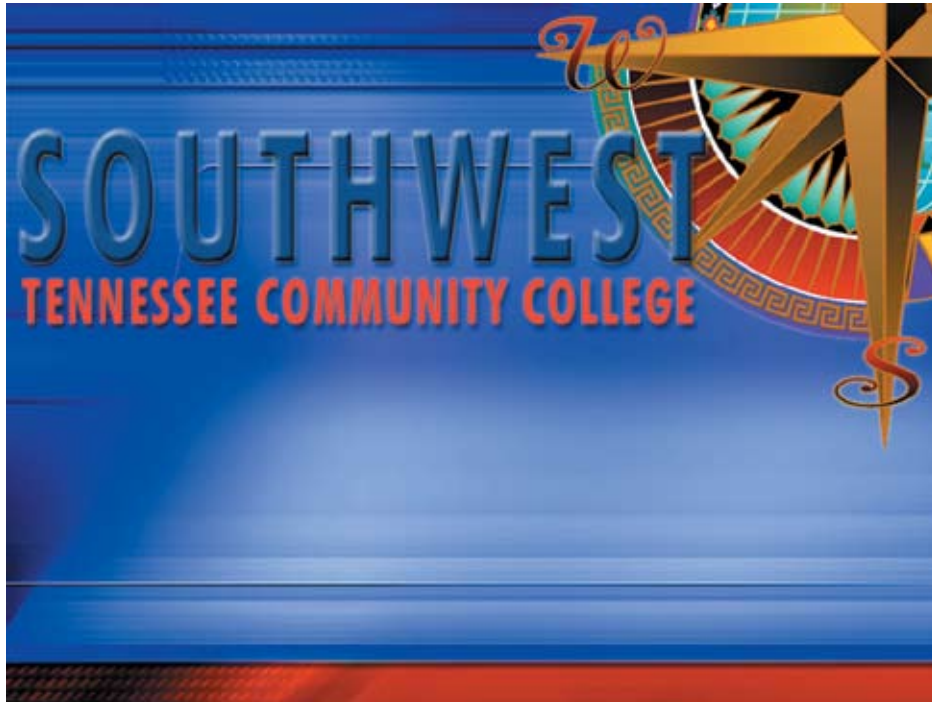
Colorful Southwest Title Slide

Colorful Southwest is intended for more informal, exciting presentations with a special emphasis on our younger current and potential customers.



Colorful Southwest Content Slide

Blue Southwest is intended for more formal presentations to both internal and external customers by senior staff, administrators, faculty, and other persons.




Blue Southwest Title Slide



Blue Southwest Content Slide

**SOUTHWEST**  
TENNESSEE COMMUNITY COLLEGE



**Your College!**  
**Your Career!**  
**Your Choice!**

Southwest Web Title Slide

Choice Southwest is intended for formal presentations as well as for recruitment events by senior staff administrators, faculty, and others.

**SOUTHWEST**  
TENNESSEE COMMUNITY COLLEGE

**Your College!**                      **Your Career!**                      **Your Choice!**

Southwest Web Content Slide

# E-mail Signatures

HTML e-mail users may use an electronic signature plate shown below in conjunction with the following:

Typography: 10 pt. Verdana bold, black

Name: 10 pt. Verdana bold

Title, Department, Contact information: 8 pt. Verdana bold

Examples:

**John Doe**

Instructor

Liberal Studies and Education

FA 2168, (901) 333-5555

Fax (901) 333-4444

5983 Macon Cove

Memphis, TN 38134

(901) 333-4000

1-(877)-717-7822

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TENNESSEE COMMUNITY COLLEGE

[www.southwest.tn.edu](http://www.southwest.tn.edu)



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# Final Notes

## Printing Services

All forms and artwork referenced in this guide can be ordered from Creative and Printing Services in the Sulcer Building on the Macon Cove Campus. For information call (901) 333-4137. All artwork or items using the College's name must be approved by the Communications and Marketing Department before use.

These rules and procedures are necessary to ensure compliance with TBR policies and to protect the brand and image of the College.

## Creative Services

If you have any questions regarding layout and/or color specifications referenced in this guide, call Creative and Printing Services at (901) 333-4137.

# **SOUTHWEST**

## **TENNESSEE COMMUNITY COLLEGE**

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