TULSA COMMUNITY COLLEGE

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LOGO

The blue box represents TCC's solid educational foundation, which has served to launch Tulsa students toward the pursuit and realization of their dreams. Thus, the letters "TCC" represent the Tulsa community and the connection of the three letters show the close and overlapping relationship TCC has with the community.

COLOR

The primary TCC mark contains a full color gradient. When a two color application is required, the secondary version of the color logo should be used.

Primary

Blue Box
C63 M16 Y00 K09 ⟶ C92 M72 Y00 K00
R73 G160 B208 ⟶ R36 G89 B169

TCC Type
C00 M00 Y00 K00 ⟶ C07 M00 Y00 K06
R255 G255 B255 ⟶ R219 G232 B239

Tulsa Community College Type
C00 M00 Y00 K100
R35 G31 B32

Secondary

Blue Box
PMS 2935
R00 G85 B184

TCC Type
White
R255 G255 B255

Tulsa Community College Type
Black
R35 G31 B32

DO NOT change the color of the logo.

DO NOT distort or scale the logo unproportionally.

DO NOT change the typeface of the logo.

DO NOT add effects to the logo.

DO NOT place the logo on backgrounds that are not approved brand colors.

DO NOT place the logo on low-contrast backgrounds.

DO NOT place the logo on distracting backgrounds.

DO NOT rotate the logo.

DO NOT modify the name in the logo.

DO NOT change the size and or placement relationship between logo elements.

DO NOT separate the TCC characters from the square container.

LOGO GUIDELINES

The Tulsa Community College brand should remain consistent in every application to build brand awareness and maintain the personality of the brand. Do not modify the logo or place the logo in settings that would compromise the original design and how it was meant to be displayed. Above are a few examples of what not to do to the logo.

Logo Minimum Width

Mark Minimum Width

1"

.35"

LOGO MARGINS

A comfortable margin is given to the logo to provide it with maximum impact and readability. The example shown represents the minimum amount of margin that should be used around the logo. The margin equals the width of the second C in the TCC mark.

LOGO MINIMUM SIZE

To insure that the TCC logo can always be clearly recognized and read, it should never be proportionally scaled smaller than one inch and the mark by itself should never be reduced further than .35".

TULSA COMMUNITY COLLEGE **is based in Tulsa, Oklahoma.**

DO NOT use the TCC logo to communicate the name of the college in a sentence or headline.

Tulsa Community College is based in Tulsa, Oklahoma.

DO type out Tulsa Community College in the native font of the paragraph it is contained in to communicate the name of the college.

LOGO USE IN COPY

Tulsa Community College is the master brand. The abbreviation, TCC, should be substituted once the complete name has been mentioned in text.

Do not substitute the Tulsa Community College logo for the TCC name in a headline or body copy.

In text, the Tulsa Community College name should appear in upper and lower case. The first mention should read unabbreviated. When using the abbreviation, TCC, should read in all uppercase text.

In headlines, the Tulsa Community College name should appear in title case text.

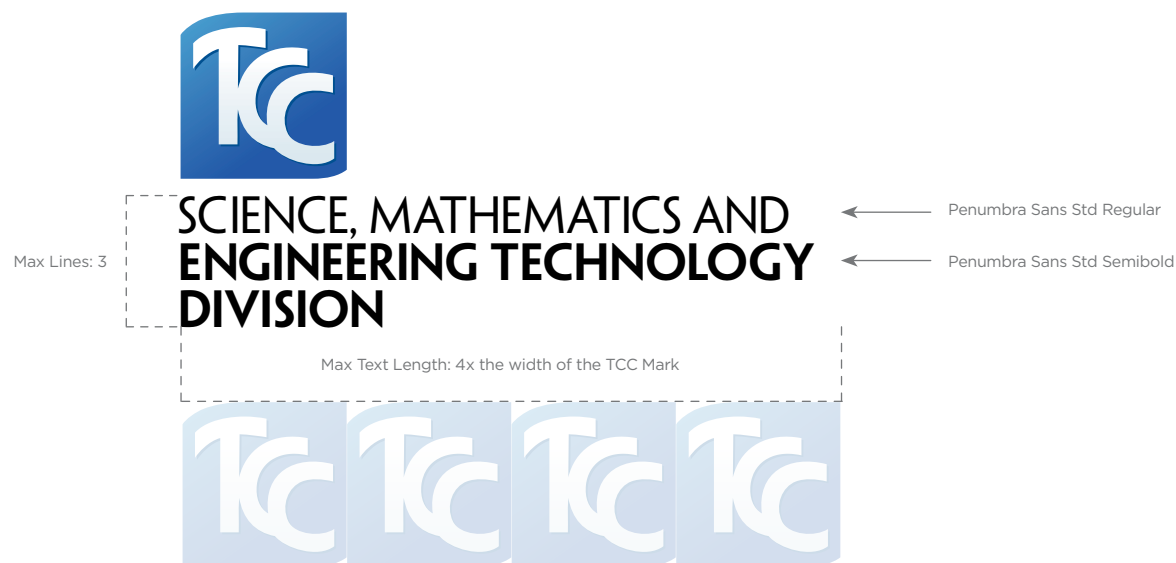|	Full Color	Two Spot Colors	Single Color	Full Color Reversed	Two Spot Colors Reversed	Single Color Reversed
Application						
Production	TCC_Logo_4c.eps	TCC_Logo_2Color_Spot.eps	TCC_Logo_Black.eps	TCC_Logo_4c_Rev.eps	TCC_Logo_2Color_Rev_Spot.eps	TCC_Logo_White.eps
Office Application	TCC_Logo_4c.pdf	Not Applicable	TCC_Logo_Black.pdf	TCC_Logo_4c_Rev.pdf	Not Applicable	TCC_Logo_White.pdf
	TCC_Logo_4c_Small.jpg TCC_Logo_4c_Medium.jpg TCC_Logo_4c_Large.jpg	Not Applicable	TCC_Logo_Black_Small.jpg TCC_Logo_Black_Medium.jpg TCC_Logo_Black_Large.jpg	TCC_Logo_4c_Rev_Small.jpg TCC_Logo_4c_Rev_Medium.jpg TCC_Logo_4c_Rev_Large.jpg	Not Applicable	TCC_Logo_White_Small.jpg TCC_Logo_White_Medium.jpg TCC_Logo_White_Large.jpg

JPG's provided in the following widths: 250px (small), 450px (medium), 900px (large)

TCC PRIMARY LOGO FILES

When applying the TCC logo, it's very important to use the appropriate file. Using the wrong file can result in a low quality presentation of the logo. The specified margin is built into each logo file; do not let any outside elements interfere with this space.

SCIENCE, MATHEMATICS AND ← Penumbra Sans Std Regular
ENGINEERING TECHNOLOGY ← Penumbra Sans Std Semibold
DIVISION

Max Lines: 3

Max Text Length: 4x the width of the TCC Mark

TCC DIVISION LOGOS

Each division within TCC has its own specific logo. TCC division logos consist of the main TCC mark absent of the Tulsa Community College typography on the right. Beneath the mark, and aligned left, is the area where all division titles should be placed. The max width of titles should not exceed four times the width of the TCC mark. Within these confines, all titles should be a minimum of two lines, as long as the title contains enough content to do so.

The first line of every title should be set in Penumbra Sans Std Regular with all following lines of text set in Penumbra Sans Std Semibold. (Available for purchase at http://www.myfonts.com)

All division logos are provided as full color, full color reversed type, single color, and single color reversed type versions as .eps, .pdf, and .jpg file formats. Two spot color versions of all logos are also provided with reversed type options as .eps files.

CAMPUS
POLICE

VETERANS
SERVICES

GLOBAL
EDUCATION

STUDENT
RECRUITMENT SERVICES

PLANNING AND
INSTITUTIONAL RESEARCH

CAREER
SERVICES

FINANCIAL
AID

CONTINUING EDUCATION
**AND WORKFORCE
DEVELOPMENT**

GENERAL LOGOS

ALLIED HEALTH
DIVISION

STUDENT
HEALTH SERVICES

STUDENT
ACTIVITIES

SCIENCE AND MATHEMATICS
DIVISION

NURSING
DIVISION

LIBERAL ARTS
DIVISION

FITNESS
CENTER

EDUCATION
ACCESS CENTER

METRO
CAMPUS

DENTAL HYGIENE
CLINIC

COMMUNICATIONS
DIVISION

BUSINESS AND INFORMATION
TECHNOLOGY DIVISION

METRO CAMPUS LOGOS

TC ALLIED HEALTH **DIVISION**

TC BUSINESS AND INFORMATION **TECHNOLOGY DIVISION**

TC COMMUNICATIONS **DIVISION**

TC PERFORMING ARTS **DIVISION**

TC FITNESS **CENTER**

TC LIBERAL ARTS **DIVISION**

TC NURSING **DIVISION**

TC STUDENT **HEALTH SERVICES**

TC PERFORMING ARTS **INSTITUTE**

TC SCIENCE AND MATHEMATICS **DIVISION**

TC STUDENT **ACTIVITIES**

TC SOUTHEAST **CAMPUS**

SOUTHEAST CAMPUS

BUSINESS AND INFORMATION
TECHNOLOGY DIVISION

SCIENCE AND MATHEMATICS
DIVISION

CHILD DEVELOPMENT
CENTER

LIBERAL ARTS
DIVISION

TECHNOLOGY
LEARNING CENTER

VETERINARY
TECHNOLOGY

WEST
CAMPUS

WEST CAMPUS

DRUMRIGHT
COMMUNITY CAMPUS

OWASSO
COMMUNITY CAMPUS

GLENPOOL
COMMUNITY CAMPUS

EDUCATION
OUTREACH CENTER

COMMUNITY CAMPUSES/CENTERS

TULSA
COMMUNITY
COLLEGE

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STYLE GUIDE
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