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Today, students have many choices when it comes to college. This makes it more important than ever that Temple College communicates a strong and consistent image to both current and prospective students.

In 2017, Temple College introduced a new logo that is designed to be more appealing to prospective students. In order for our new graphic identity to be successful, it is important that all offices and departments on campus follow the standards in this guide.

To ensure graphic integrity and consistency, no publications designed for external audiences should be produced without prior approval from the Marketing and Media Relations Office.

The guidelines in this manual are not intended to cover every possible scenario. If you have any questions about proper usage of the Temple College logo or how to get a publication produced, please contact the Marketing and Media Relations Office at 254-298-8591.

We appreciate your efforts in helping us create a consistent, recognizable image for Temple College.
This is the primary logo established to represent Temple College. The three pillars that make up the icon of the logo represent many thing such the tagline “Success Starts Here,” the three campuses of Temple College and a stairway to success that can be found at Temple College.

The logo can be reversed onto different color backgrounds. Below are examples of how the logo appears on black and TC gold backgrounds.

These logos may be downloaded at: templejc.edu/news/media-kit
The primary logo should appear on all publications and ads produced by the college.
A version of the logo that does not have any subtext is available for use on small promotional products or products on which the logo needs to be embroidered.

**COLOR SCHEMES**
Alternate
LOGO
Black & White

One of the most frequently used versions of the logo is the greyscale logo at right. This is good for documents that will most likely be printed in black and white. The white on black logo (bottom right) is good for when you need to print the logo in one color on a solid background.
Promotional pieces and advertisements often use black & white, as well as simplified versions of the logo that fit better on smaller surfaces.

East Williamson County Higher Education Center - Hutto

THREE COLLEGES ONE LOCATION!

Check us out at EWCHEC.NET
The logo should always be presented straight on, with enough spacing around it to respect the Temple College brand (see page 08).

Below are some examples of usage that would disrespect the logo and should never be used to present the Temple College logo.

The only colors that the Temple College logo should ever be set in are the three primary colors outlined on page 14. A white logo should never be placed on the TC gold background.
There should always be a clear amount of white space surrounding the Temple College logo in order to prevent outside sources from disrespecting the brand.

A general rule of thumb in establishing this white space is to use the square dimensions of the “Temple College” font’s x-height to create a clear perimeter around the logo.

Of course, more space surrounding the logo is always permitted, but this is the absolute minimum that is allowed.
Division and department-specific versions of the logo are available for publications and ads designed for specific divisions or departments.

See below for examples on how the division or department names should appear if they fall on either one or two lines.
These are some examples of the different department and division logos in application. It is important to create and maintain a cohesive brand image even when designing marketing pieces for the different divisions and departments around campus.
The letterhead template at right may be downloaded at:
templejc.edu/news/media-kit

Business cards may be ordered through Papergraphics:
www.papergraphicsltd.com

Contact the Purchasing Office for details on how to order through this website.
The Think Temple College First! graphic is designed to be used in publications, ads and promotional products geared specifically toward student recruitment.

The graphic is typically prefaced by the phrase “Thinking of College?” or a similar question directed at certain departments, varying by the intent of the marketing piece.
Use of the Temple College Seal is reserved for official college publications such as the Commencement program. It is not for departmental use.
These are the primary colors for Temple College. They should be utilized first and foremost in all marketing pieces.

**TC Gold**
- PMS: 143 PC
- CMYK: 0 / 36 / 86 / 0
- RGB: 251 / 174 / 61
- HEX: #FBAE3D

**Black**
- PMS: Black 6 C
- CMYK: 81 / 71 / 59 / 75
- RGB: 17 / 24 / 32
- HEX: #111820

**White**
- PMS: 000 C
- CMYK: 0 / 0 / 0 / 0
- RGB: 255 / 255 / 255
- HEX: #FFFFFF

These are the complimentary colors for Temple College.

**Blue**
- PMS: 660C
- CMYK: 75 / 47 / 0 / 0
- RGB: 64 / 124 / 202
- HEX: #407CCA

**Green**
- PMS: 3405C
- CMYK: 100 / 0 / 83 / 0
- RGB: 0 / 173 / 104
- HEX: #00AD68

**Light Gold**
- PMS: 7401C
- CMYK: 2 / 10 / 41 / 0
- RGB: 249 / 224 / 164
- HEX: #F9E0A4

**Gray**
- PMS: 10C
- CMYK: 61 / 53 / 48 / 19
- RGB: 100 / 101 / 105
- HEX: #646569
The primary typeface used for the brand identity of Temple College is Gill Sans. It is the font used for the primary logo of the college and is the established font used for all headlines and subheads on marketing pieces.

### Gill Sans MT

<table>
<thead>
<tr>
<th>Body Copy</th>
<th>1234567890</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>ABCDEFGHJKLMNPQRSUVWXYZ</td>
</tr>
<tr>
<td></td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
</tbody>
</table>

### Gill Sans MT Bold

<table>
<thead>
<tr>
<th>Display Copy</th>
<th>1234567890</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>ABCDEFGHJKLMNPQRSUVWXYZ</td>
</tr>
<tr>
<td></td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
</tbody>
</table>
The secondary fonts used in all Temple College branding are Minion Pro (body copy) and Yellowtail (display). The clean serifs of Minion Pro allow for a pleasant reading experience when set in long sections of text. Yellowtail however, should only be used for short marketing phrases that are usually 5-8 words in length.

Yellowtail is commonly paired with the “Think Temple College First!” logo in order to make up marketing verbiage.

### Minion Pro

<table>
<thead>
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<tr>
<td></td>
<td>abcdefghijklmnopqrstuvwxyz</td>
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</tbody>
</table>

### Yellowtail

<table>
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<td></td>
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</tr>
</tbody>
</table>
Good photography is essential for publications and social media. If you are looking for photos to include in a publication, you can find a variety of albums on our Flickr account at [flickr.com/photos/139123259@N04/albums](http://flickr.com/photos/139123259@N04/albums)

A link to this account appears at the bottom of all our web pages.

To request photography of a class or event, call 254-298-8420.