



LOGO AND DESIGN GUIDELINES

TABLE OF CONTENTS

01	Introduction
02	Logo: Primary
03	Primary Logo: Examples
04	Logo: No Sub-Text
05	Logo: Black & White
06	Promotional and Black & White Logo: Examples
07	Incorrect Logo Usage: Primary
08	Logo Spacing: Primary
09	Logo: Division and Department Treatments
10	Division and Department Logos: Examples
11	Stationery and Business Cards
12	Think Temple College First! Graphic
13	Temple College Seal
14	Colors
15	Typography
16	Typography Continued
17	Photography

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 things such as 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

LOGO

Primary



COLOR SCHEMES

Alternate



PRIMARY LOGO

Examples

The primary logo should appear on all publications and ads produced by the college.




Success Starts Here

Temple College has been serving Temple and surrounding communities for 90 years. More than 60 different degree and certificate programs are available for residents who want to get started with college and learn a skill for fast entry into the workplace. Temple College's Business and Continuing Education Division also offers courses and customized training for individuals and businesses.

Visit us online at templejc.edu to learn more.




SCUTTLEBUTT
September 2017

We'll be CLOSED
LABOR DAY
MONDAY, SEPTEMBER 4

TEMPLE COLLEGE DIVISION OF FINE ARTS
UPCOMING CONCERT
Saturday | September 16 | 7:30 p.m.
TEMPLE SYMPHONY ORCHESTRA
Performing Arts Center Auditorium
\$25 Adults • \$5 Students

Health Care Information Sessions

NURSING	RESPIRATORY CARE
Nursing Education Center Room 1003 Tuesday, September 5 @ 4 p.m.	Health Sciences Center Room 1818 Friday, September 8 @ 9 a.m.
DENTAL HYGIENE	SURGICAL TECHNOLOGY
Health Sciences Center Room 1382 Monday, September 11 @ 4 p.m.	Health Sciences Center Room 1819B Monday, September 11 @ 4 p.m.
DIAGNOSTIC MEDICAL SONOGRAPHY	
Pavilion Room 2807 Monday, September 18 @ 8:30 a.m.	

Campus Carry
IS NOW IN EFFECT
FOR DETAILS, VISIT
TEMPLEJC.EDU/CAMPUSCARRY

LIBRARY HOURS

MONDAY - THURSDAY	FRIDAY
7:45 A.M. - 9 P.M.	8 A.M. - 4 P.M.
SATURDAY AND SUNDAY	
1-5 P.M.	

FITNESS CENTER HOURS
MONDAY - THURSDAY
6:30 A.M. - 7:30 P.M.

ATHLETICS SCHEDULE
All games listed are home games.

SEPT 18	MON	CISCO	6 P.M.
SEPT 28	SAT	NORTH CENTRAL	6 P.M.

CHECK TCLEOPRDS.COM FOR ADDITIONAL LISTINGS

USE YOUR FINANCIAL AID
at the **TEMPLE COLLEGE BOOKSTORE**
AUGUST 22 - SEPTEMBER 8
(1ST 8 AND 16-WEEK CLASSES)

NEED YOUR teeth cleaned?
Free SCREENINGS!
Every Monday
8:30 - 10 a.m. and 1:30 - 3 p.m.
Sept. 11 - Nov. 27

FOR MORE INFORMATION, CALL 254-298-8888

Check out our new logo!



LOGO

Promotional

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.



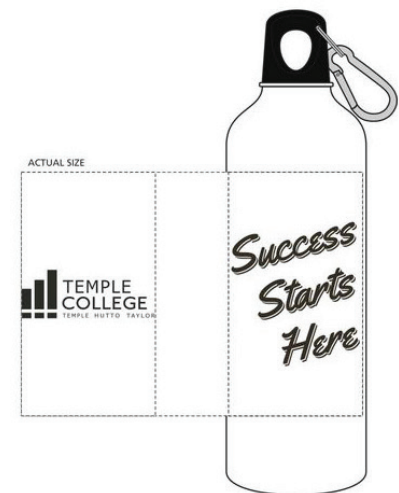
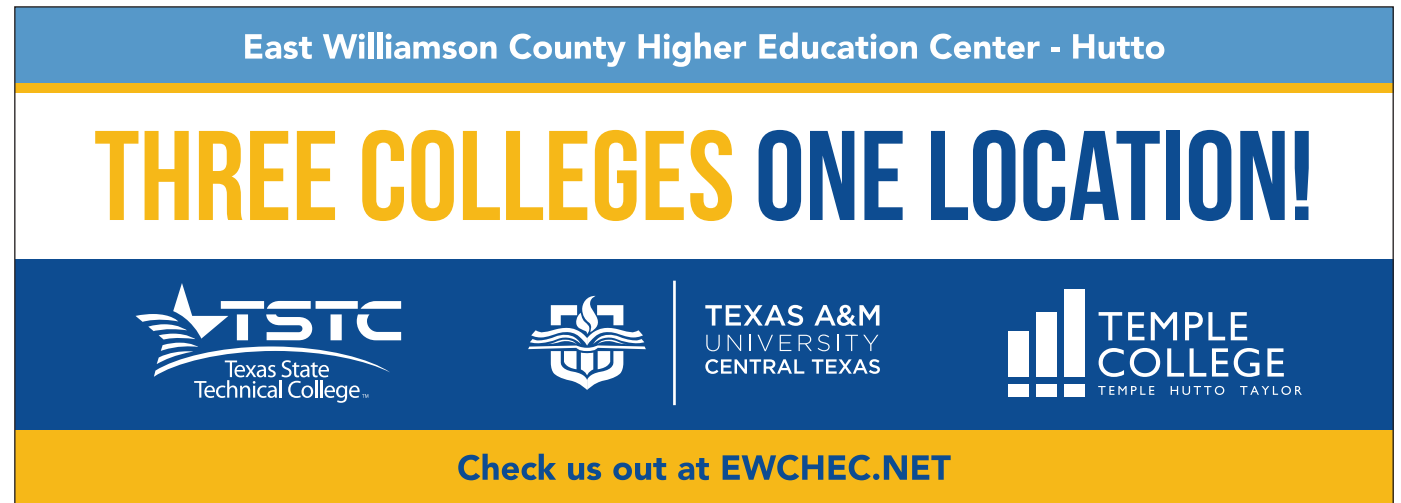
ALTERNATIVE USAGES

Black & White



PROMOTIONAL AND BLACK & WHITE LOGO Examples

Promotional pieces and advertisements often use black & white, as well as simplified versions of the logo that fit better on smaller surfaces.



INCORRECT LOGO USAGE

Primary

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.



LOGO

Division and Department Treatments

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.



EXAMPLES

DIVISION AND DEPARTMENT LOGOS

Examples

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.



TEMPLE COLLEGE
DIVISION OF FINE ARTS

PRESENTS FALL 2017

EVENTS

September 23 – November 2
Visual Arts Complex
"DIGITAL DOGMA"
Featuring digital artwork by Lucas Adams
Opening Reception: September 23 at 7 p.m.



October 24 • 12:30 p.m.
Backstage Theatre
STANLEY FRIEDMAN
Trumpet



November 11 • 7:30 p.m.
Performing Arts Center Auditorium
"THE HUNCHBACK OF NOTRE DAME"
Performed by the Temple College Orchestra and Choral
\$5 General Admission



November 28 • 7:30 p.m.
Backstage Theatre
ACTING WORKSHOP FOR BEGINNERS
Dr. Jamee Kennedy, facilitator



OTHER FEATURED EVENTS
All events are free unless otherwise marked

October 10 • 7:30 p.m. • Performing Arts Center Auditorium TEMPLE COLLEGE CHORALE \$5 General Admission	November 11 - December 5 • Visual Arts Gallery 38TH ANNUAL CENTRAL TEXAS ART COMPETITION AND EXHIBITION Opening Reception: November 11 at 6 p.m.
October 29 • 3 p.m. • Performing Arts Center Auditorium TEMPLE COLLEGE JAZZ ENSEMBLE \$5 General Admission	November 12 • 3 p.m. • Performing Arts Center Auditorium TEMPLE COLLEGE SYMPHONIC BAND \$5 General Admission
October 31 • 12:30 p.m. • Backstage Theatre TEMPLE COLLEGE VOCAL POINT	November 17-18 • 7:30 p.m. • Backstage Theatre TEMPLE COLLEGE OPERA SHOWCASE \$5 General Admission
November 7 • 12:30 p.m. • Backstage Theatre TEMPLE COLLEGE FACULTY JAZZ Featuring guest artist John Fedchuk, trombone	November 28 • 12:30 p.m. • Backstage Theatre TEMPLE COLLEGE JAZZ COMBOS
November 7 • 7:30 p.m. • Performing Arts Center Auditorium TEMPLE JAZZ ORCHESTRA Featuring guest artist John Fedchuk, trombone \$10 Adults - \$5 Students	December 2 • 7:30 p.m. • Performing Arts Center Auditorium TEMPLE SYMPHONY ORCHESTRA HOLIDAY CONCERT \$25 Adults - \$5 Students

254-298-8555 • WWW.TEMPLEJC.EDU



TEMPLE COLLEGE
BUSINESS AND CONTINUING EDUCATION



BUSINESS AND CONTINUING EDUCATION

Fall 2017



TEMPLE COLLEGE
DIVISION OF FINE ARTS

UPCOMING EVENTS

Sept. 23 – Nov. 2 Visual Arts Complex
FALL ART SHOW: "DIGITAL DOGMA"
Featuring digital artwork by Lucas Adams
Opening reception: Sept. 23 at 7 p.m.
Gallery hours: Monday-Thursday, 8 a.m. – 4 p.m.

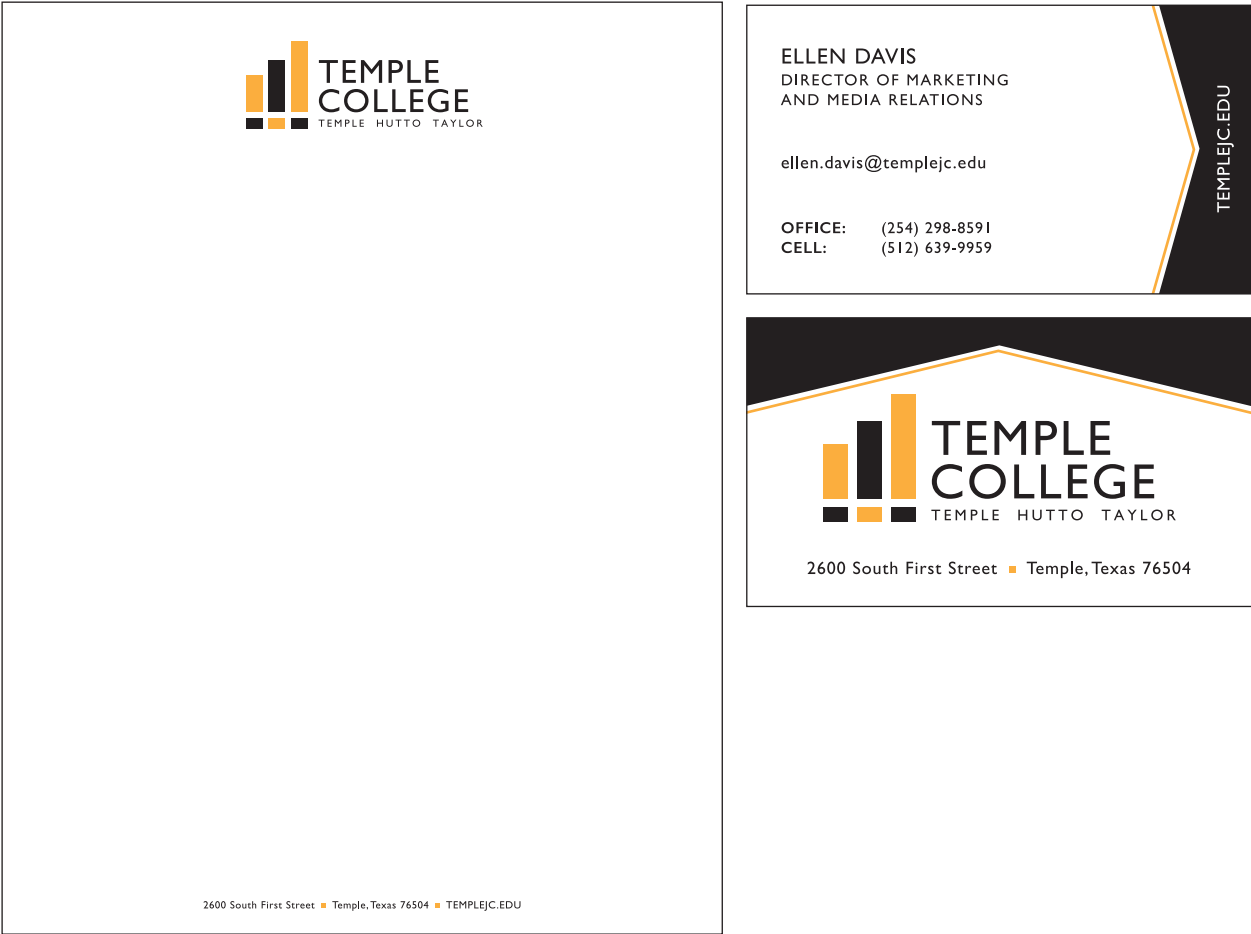
Oct. 6 | 7:30 p.m. Backstage Theatre
STUDENT RECITAL
Featuring Hannah Gilmore, soprano

Oct. 10 | 7:30 p.m. Backstage Theatre
TEMPLE COLLEGE CHORALE
\$5 general admission

The letterhead template at right may be downloaded at:
templejc.edu/news/media-kit

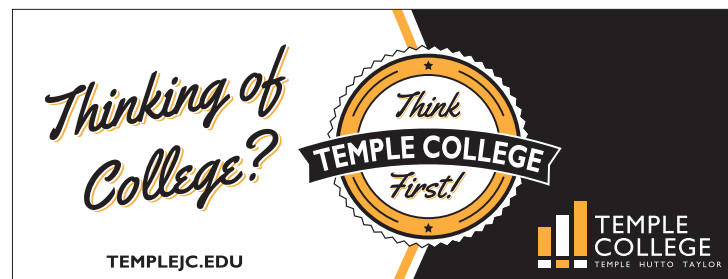
Business cards may be ordered through Papergraphics:
www.papergraphicsltd.com

Contact the Purchasing Office for details on how to order through this website.

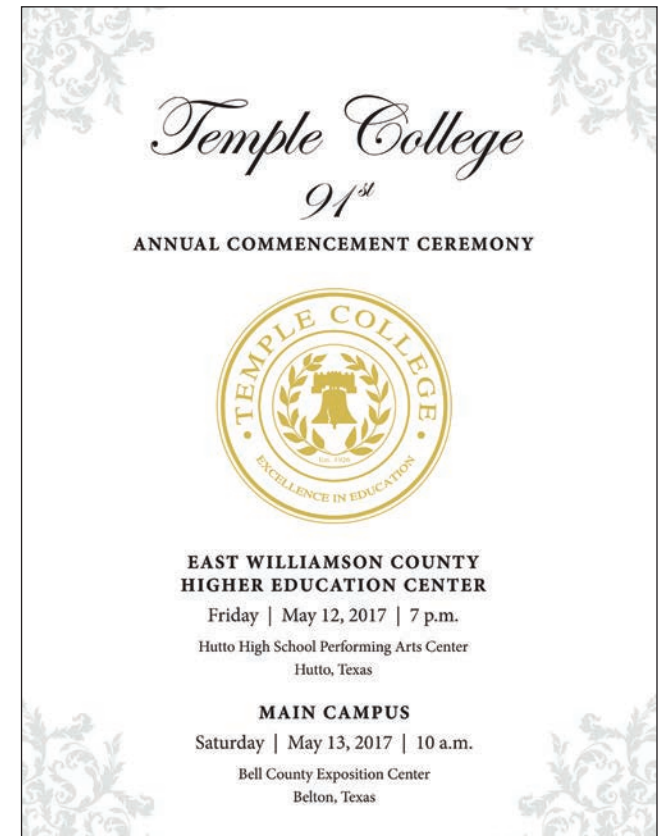


The Think Temple College First! graphic is designed to be used in publications, ads and promotional products geared specifically toward student recruitment.


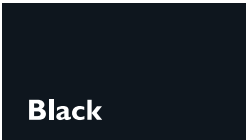

The graphic is typically prefaced by the phrase “Thinking of College?” or a similar question directed at certain departments, varying by the intent of the marketing piece.







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	Black	White
PMS 143 PC	PMS Black 6 C	PMS 000 C
CMYK 0 / 36 / 86 / 0	CMYK 81 / 71 / 59 / 75	CMYK 0 / 0 / 0 / 0
RGB 251 / 174 / 61	RGB 17 / 24 / 32	RGB 255 / 255 / 255
HEX #FBAE3D	HEX #111820	HEX #FFFFFF

These are the complimentary colors for Temple College.

			
Blue	Green	Light Gold	Gray
PMS 660C	PMS 3405C	PMS 7401C	PMS 10C
CMYK 75 / 47 / 0 / 0	CMYK 100 / 0 / 83 / 0	CMYK 2 / 10 / 41 / 0	CMYK 61 / 53 / 48 / 19
RGB 64 / 124 / 202	RGB 0 / 173 / 104	RGB 249 / 224 / 164	RGB 100 / 101 / 105
HEX #407CCA	HEX #00AD68	HEX #F9E0A4	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

Body Copy

1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gill Sans MT Bold

Display Copy

1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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

Body Copy

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Yellowtail

Display Copy

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

PHOTOGRAPHY

Examples

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](https://www.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.



