Brand Guide

The Texarkana College brand exists to unite all internal and external college communications with one single identity.

Maintaining consistency in all of the College's visual communications presents a strong, united front to the community, our stakeholders, and current and potential students.

This guide is an abbreviated version of the College's full brand guidelines.

For questions about usage, access to logos, or additional information about the College's brand, please contact:

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Marketing & Creative Services
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903-823-3238

BRAND COLORS

Primary Blue: PMS 2965
RGB 0,58,99 • CMYK 100,38,0,64

PMS 287
RGB 0,83,155 • CMYK 100,68,0,12

PMS 430
RGB 148,156,161 • CMYK 5,0,0,45

PMS 186
RGB 227,24,55 • CMYK 0,100,81,4

PMS 390
RGB 193,205,35 • CMYK 22,0,100,8

PMS 631
RGB 38,188,215 • CMYK 62,0,12,2

PMS 716
RGB 249,157,49 • CMYK 0,45,91,0

FEATURED ACCENT COLOR FOR 2017-18 IS PMS 186.

ACADEMIC MARK

The primary element of identification for Texarkana College is the TC academic mark. The academic mark uses elements pulled from the college's well-known official seal, often combined with the Texarkana College wordmark (as seen in this example). This image represents the College as a whole on all branding, including letterhead, business cards, advertisements, billboards, brochures, etc. The wordmark used along with the academic mark is created with a specific font and unique spacing between the letters. It should always be used as part of a graphic approved by Design & Creative Services and not typed separately.

DO:
- Use the full color version whenever possible.
- Use the white only version on any dark background.
- Use the black or blue version only when you are limited to printing in one color.

DO NOT:
- Use any logo on a textured, photographic or color background that renders the logo unreadable.
- Stretch the logo horizontally or vertically. When resizing, always hold down the shift key to maintain the correct proportions.
- Retype the text/wordmark in a different font.

ACCESSING LOGO RESOURCES
- Log in to MyTC and go to the Employee tab. Under 'Links to online resources' you'll see a link to Branding & Logos. You must log in using your Texarkana College account to access logo files.
- **EPS**: If a company or entity requests a **vector file** of the TC logo, send them an EPS. This file format may not open on your computer without special software involved, but any entity that specifically requests a vector will be able to open it.
- **JPG**: JPG files are useful for most **print pieces** you may need to create.
- **PNG**: PNG files are transparent (no solid background) and are preferable for use **on the web**.

OFFICIAL SEAL

The official TC seal is reserved for official college uses only, including the President's letterhead and communication, diplomas and certificates, and plaques and engravings. Any uses of the official seal must be approved by the Office of Institutional Advancement & Public Relations.

TEXARKANA COLLEGE

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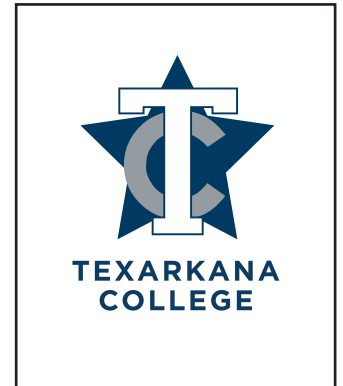
If you aren't sure if you're using the right size, version or format, contact Haley Rushing-Hill for help!