Brand Guide
Strengthening the institution’s visual identity is a key component in solidifying our role as a leader in higher education. The consistent use of our identity will enhance our reputation and visually reinforce our position as a pioneering institution. This brand guide applies to all departments and colleges across the institution and will help everyone in the community to adhere to the usage guidelines it sets forth. These guidelines outline specifications for all components of our brand identity including logos, colors and brand messaging.

Critical to the success of seamlessly transitioning from college to university while reinforcing our graphic identity is that any previously used logos be replaced with the new logos reflecting our University status. All stationary, printed materials, websites, social media, videos and digital media must reflect the approved logos seen in this guide and obtain approval from the Marketing department prior to use and/or purchase of materials reflecting the brand identity.

This brand guide replaces any logos that already exist. Our brand identity is managed by the Office of Marketing. If you have questions, please contact the Office of Marketing at tumarketing@tusculum.edu.

Creative content, both graphic and copy, for all printed materials, websites, social media, videos and digital media is developed by the Offices of Marketing and Communications. To submit a project request, simply fill out the online project request form found at www.tusculum.edu/branding-request.

This brand guide unites our branding and communication efforts to ensure that a single face and message are presented to our Tusculum University community, prospective students, donors and alumni.

A great brand connects on an emotional level, consistently, with everyone who comes in contact with it. You play an important role in bringing Tusculum’s brand to life.

Thank you for helping us share the Tusculum story.
The Offices of Marketing & Communications are happy to help produce both print and digital design projects for faculty and staff. Requests should be submitted via the online branding request form at least three weeks prior to your deadline, so we are better able to help you achieve a polished piece. We want to help you look great! A clear, consistent piece with aesthetically-pleasing style contributes to our public image as well as helps internal audiences recognize and relate to our messaging.

If a department or club has designed materials on their own, they will need to submit them for approval to the marketing request form (www.tusculum.edu/branding-request) before distribution occurs. Files may be attached to the request form. Only approved clubs (see Student Success for approval of clubs) will be considered for event materials, and the requests must be submitted by the faculty/staff advisor for the club. All submissions will follow the below process for approval. We will not accept Microsoft Publisher files or Excel Spreadsheets.

To submit a request, please fill out the branding request form (www.tusculum.edu/branding-request). Remember that text to be included in your project must be fully proofed and ready for publication before submitting your project for design. If you need assistance with text or copy please note that in your request and allow for additional time for the project to be completed. Only minor text edits will be made after your project has been designed. Projects must be submitted through the online request form.

If the project contains information about academic programs or classes, these items must be approved by the Dean of the appropriate school or college.

Approval process

Once submitted, a proof will be posted to Basecamp (excluding business cards, letterhead or nametags, which will be emailed to you). It will not be cleared for printing until it has been approved by the designated approvers and a PO number provided to us (if it is a purchased service or item). Below are links to Basecamp’s website, as well as a useful “How to” link.

Basecamp www.basecamp.com

How to use Basecamp

What we do:

- Postcards, handouts, posters, digital ads and other promotional documents
- Merchandise/apparel items (T-shirts, flash drives, ink pens, etc.) - Design proof approval ONLY
- Marketing/recruitment strategy development
- Emails, announcements, e-newsletters and similar materials meant to be disseminated to a wide audience (students, faculty/staff or a wide group of peers, alumni, policy makers, influencers and supporters)
- News releases
- Tusculum magazine
- Announcements on the student area TV monitors
- Website content (in collaboration with the Office of Information Systems/Webmaster)
- Content writing/proofreading
- Graphic design
- Social media accounts (see section on social media)
- Securing print quotes from vendors and placing orders for the materials (ONLY Print)
- Approve all artwork generated from outside vendors that use any of our logos

The Office of Marketing or Athletics Communications must be an Administrator of ALL University affiliated pages and be provided login information to the account.

Facebook Accounts:
Administrator access, must be granted to the Facebook account with the username Hezekiah Balch, social@tusculum.edu. (Fun Fact: Hezekiah Balch was the founder of Greeneville College in 1794. Greeneville College is one of two institutions from which Tusculum University originates.)

Instagram, Snapchat, LinkedIn and Twitter Accounts:
Username and password will need to be emailed to social@tusculum.edu.

No new accounts are to be created bearing the Tusculum University or Tusculum University Athletics name or logo without approval by the Office of Marketing or Athletics Communications. Please email tumarketing@tusculum.edu or Nick Forsberg nforsberg@tusculum.edu before you create an account to ensure multiple pages/groups for the same department/team are not being created or for more information.

All accounts will need to use an approved TU or Athletics icon/profile image. The Office of Marketing will design one, if needed.

There are several ways to access the latest news, events and other update information for students, faculty and staff.

Daily University news and event information will be communicated via the TU Connect accounts on Instagram & Facebook, so be sure to follow these accounts!

Information on events will also be available on our main TU social media sites, on the Ellucian Go app and on the calendar that is at the bottom of the homepage at www.tusculum.edu or it can be accessed by clicking the calendar icon in the top right on our web pages.

To promote events, please submit a marketing request via the online form found at www.tusculum.edu/branding-request. Please include full details of the event or project, including place, time and date, as well as whether there is a fee to attend. Contact tumarketing@tusculum.edu with any questions you may have regarding this process.
Comment monitoring policy: Tusculum University and Tusculum University Athletics encourage an engaged and active social media community, including questions, complaints and civil discourse among community members. However, if a social media post or comment made on any Tusculum University-related social media account is determined to contain profanity, offensive slurs or personal harassment, account administrators will block the account and report the user through the channels of the social media outlet in question.

UNIVERSITY ACCOUNTS
Facebook
Tusculum University
Tusculum University Student Success
Tusculum University Admission
Oak Festival
Instagram
tusculum.univ
TuscPrez
Twitter
Tusculum University
LinkedIn
Tusculum University
Pinterest
Tusculum University
YouTube
Tusculum University
SnapChat
tusculum.univ

ATHLETIC ACCOUNTS
Facebook
Tusculum Pioneers
Tusculum Pioneer Club
Tusculum Spirit Squad
Tusculum Tennis
Tusculum Baseball
Tusculum Men’s Lacrosse
Tusculum Women’s Lacrosse Tusculum Track
Tusculum Softball
Tusculum Women’s Volleyball Tusculum Men’s Volleyball
Tusculum Beach Volleyball
Tusculum Spirit
Tusculum Women’s Lacrosse Tusculum Lacrosse
Tusculum Women’s Basketball Tusculum Men’s Basketball
Tusculum Cross Country Track and Field
Tusculum Golf
Tusculum Women’s Soccer
Tusculum Men’s Soccer
Tusculum Tennis
Tusculum Football
Instagram
Tusculum Pioneers
Tusculum Softball
Tusculum Baseball
Tusculum Women’s Volleyball Tusculum Men’s Volleyball
Tusculum Beach Volleyball
Tusculum Spirit
Tusculum Women’s Lacrosse Tusculum Lacrosse
Tusculum Women’s Basketball Tusculum Men’s Basketball
Tusculum Cross Country Track and Field
Tusculum Golf
Tusculum Women’s Soccer
Tusculum Men’s Soccer
Tusculum Bowling
You Tube
Tusculum Pioneers
SnapChat
Tusculum Pioneers

No new accounts are to be created bearing the Tusculum University or Tusculum University Athletics name or logo without approval by the Office of Marketing OR Athletics Communications. Please email tumarketing@tusculum.edu or fikk Forsberg nforsberg@tusculum.edu before you create an account to ensure multiple pages/groups for the same department are not being created or for more information.

The Office of Marketing or Athletics Communications must be an Administrator of any University affiliated pages and be provided login information to the account. The user name and email that must have access is Hezekiah Balch, social@tusculum.edu.

All accounts will need to use an approved TU or Athletics icon/profile image. The Office of Marketing will design one, if needed.

LETTERHEAD AND STATIONERY
Tusculum University Identity Guidelines

Letterhead and Stationery Guidelines

Adopting a uniform letterhead reflects best branding practices. All departments will use the standardized Tusculum University letterhead and envelope templates found at https://info.tusculum.edu/webfiles/letterhead/. Specific departments can be recognized in the letter signature area.

Letterhead specific to each Academic College can be found at the above linked location, as well.

An Envelope Template is available for those who wish to indicate your specific Academic College or Department in the return address.

All letterhead and envelope templates can be used on regular copy paper. For special needs, a white linen paper is available through the bookstore. Standard envelopes will reflect the 60 Shiloh Road address. Please reflect your PO Box in your communication’s return address using the envelope template to aid the post office with any incoming mail. Please note:

• Access all letterhead and envelope templates via this secure link: https://info.tusculum.edu/webfiles/letterhead/, where you will be prompted to enter your Tusculum University username and password. Please save this link to your preferred internet browser’s favorites/bookmarks, for easy access.
• Open the desired file and do a ‘Save As,’ following the steps from there to make the template readily accessible on your computer.
• Remember to open the template and immediately click ‘Save As,’ titling the document how you prefer for that document’s specific purpose.
• Once the letter is finalized, it can be printed using our copiers and/or saved as a PDF for transmitting electronically via email.
• DO NOT photocopy letterhead.

The following stationery items are available for purchase through the Bookstore and charged to your department’s budget:

<table>
<thead>
<tr>
<th>Stationary Item</th>
<th>Price/Unit</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plain White Envelopes</td>
<td>$11.00/box</td>
<td>See Bookstore</td>
</tr>
<tr>
<td>Linen Paper</td>
<td>$23.25/ream</td>
<td>500 sheets/ream</td>
</tr>
<tr>
<td>Linen Envelopes w/ Address</td>
<td>$53.80 per box</td>
<td>See Bookstore</td>
</tr>
<tr>
<td>TU Notecards</td>
<td>$20.56/per pack</td>
<td>125/pack</td>
</tr>
<tr>
<td>Notecard Envelopes</td>
<td>$7.75/per box</td>
<td>250/box</td>
</tr>
</tbody>
</table>

When placing an order, you will first need to submit a requisition to Accounting. When the approved PO is returned, send it to the Bookstore with your order request. Once your order is prepared, you may pick it up from the Bookstore.

The TU notecards available for order from the University Bookstore are to be used by all departments and Academic Colleges; personalized cards will no longer be ordered.

All stationery items should be ordered for usage rather than inventory.
PHOTO POLICY
Tusculum University Identity Guidelines

The Office of Marketing and Athletics Communications Office in collaboration with the Office of Information Systems, maintains oversight of all photos used to represent the University. Anyone who maintains a Tusculum University webpage for a department must be sure to use photos that are approved by the Office of Marketing or Athletics Communications Office before publishing them to the Tusculum University website. Any photos not in accordance with this policy will be removed or replaced.

Photo Guidelines

Print and Media
Do not use any photos that indicate “Tusculum College” (other than permanent structures not being changed to University).
Do not use any image with vulgar gestures or clothing with vulgar graphics.
Do not use images that you have taken from the internet.

Web
Photos should be sized appropriately for the web. Very large photos can slow down and disrupt our visitor’s browsing experience. Be sure you use images that are no more than 72 dpi. (For assistance, email kacarter@tusculum.edu.)

File formats accepted are JPEG, PNG.

Any files posted to the Tusculum website should be approved by the Office of Marketing, School or College Dean or area Director. Tusculum reserves the right to remove or replace photos uploaded to the website.

GRAPHIC IDENTITY AND WHY IT IS IMPORTANT TO TUSCULUM UNIVERSITY

To whom do the Identity Guidelines pertain?
Every program, department or entity associated with Tusculum University should comply with these guidelines. This includes any external organizations working with or contracted by Tusculum University.

Incorporating Tusculum University’s visual identity guidelines not only enhances the image of the institution, but also connects individual programs and departments with the mission and messages of Tusculum University.

A strong visual identity helps Tusculum University effectively connect with key constituents through repeated use of graphics, typefaces and messages on all printed materials and on the University’s website. How Tusculum University opts to consistently and professionally present the institution in its visual messages plays an important role in establishing the University’s brand identity. By developing clear brand identification with its constituents, Tusculum University will improve its recognition level locally, nationally and abroad. Putting forth a clear brand image is also critical to the University’s ability to effectively promote its programs, services and priorities to members of Tusculum University’s internal and external communities.

Identity guidelines also convey an impression of cohesiveness and coherence, which promotes a consistent visual standard of professionalism. The guidelines help eliminate any clutter and visual confusion in communication messages and graphics for audiences.

TYPOGRAPHY
Tusculum University Identity Guidelines

Approved Typefaces
Official University communications such as letters and memos will use a classic serif font such as Times, Times New Roman or a classic sans-serif font such as Arial. For ADA purposes, a classic sans-serif font in at least 12 point font is preferred. Novelty fonts are not to be used for any letters or memos.

The Tusculum University logo uses a modified La Gioconda small cap font. DO NOT ATTEMPT TO RECREATE THE LOGO. This font can be used on certificates or awards created by the Office of Marketing upon request via the online request form www.tusculum.edu/branding-request.

The Tusculum University Athletic logo uses Upbolters font. DO NOT ATTEMPT TO RECREATE THE LOGO. This font can be used on certificates or awards created by the Athletics Communications office upon request.

The Tusculum University website typically uses sans-serif fonts. Because Windows, Macs and Linux treat fonts differently, it is nearly impossible to get complete typeface uniformity across all browsers and platforms.

VIDEO NEEDS

The Offices of Marketing & Communications do not provide video recording for meetings/presentations. The University’s Office of Information Systems has the ability to assist you with these needs. They can also provide guidance on using Zoom in order to live stream or record meetings/presentations.
Clear, logical writing that adheres to specific guidelines adds value to publications and ultimately presents the University in the best possible light. These guidelines include information specific to the University, as well as general writing guidelines and preferred usage for frequently encountered problems.

Generally, the Tusculum University Brand Guide follows the Associated Press Stylebook. However, some exceptions have been made to best serve the needs of the University community. For situations not addressed here, please consult the AP Stylebook or the current edition of Webster’s New World College Dictionary.

Note: When drafting content for distribution to news media, please use AP Stylebook’s most updated edition, and submit via the online request form www.tusculum.edu/branding-request for review and approval.

Emails should use Calibri, Arial or Times New Roman. No novelty fonts should be used. Not all computers will have those fonts and this can result in odd spacing and an overall unprofessional appearance. Twelve point or 14-point font should be used for email.

Do not use backgrounds in emails.

Do not use an actual signature in emails.

Social Media icons may be placed in email signature, if they link to a specific social media page.

For information on how to link social media icons, please contact Information Systems.

Email signatures should be set up using the following template.

Thank you, 
First Name Last Name 
Title 
Office: (423) 636-7300 X1234
Cell: (423) XXX-XXXX
www.tusculum.edu

CONFIDENTIALITY NOTICE: The information contained in this email, including any attachment(s), is intended solely for use by the named addressee(s). If you are not the intended recipient, or a person designated as responsible for delivering such message to the intended recipient, you are not authorized to disclose, copy, distribute or retain this message, in whole or in part, without written authorization from Tusculum University. This email may contain proprietary, confidential or privileged information. If you have received this message in error, please reply immediately by informing the sender that the message was misdirected.

Additional items that can be added to email signatures:

AFFIRMATIVE ACTION STATEMENT: In compliance with all applicable federal and state laws, and with its own policies and philosophy, Tusculum University does not discriminate on the basis of race, gender, religion, age, disability, national origin, sexual orientation, military or veteran’s status, genetic information, or any other protected discriminatory factor, in its employment practices (e.g. hiring, administering terms and conditions and termination) or in the provision of, or access to educational programs and services.

Any mass or bulk emails, including campus wide emails, need to be submitted via the project request form at www.tusculum.edu/branding-request for approval AND sending.

Mass or bulk emails are defined as having a distribution of more than 30 individuals or when recipients email addresses need to be protected.

Mass distribution is limited in recognition that internally the number of emails must be managed to prevent abuse and to protect contact information of current and past Tusculum students, faculty and staff.

Content and graphics will be reviewed and/or created by the Office of Marketing and/or the Office of Communications.
ATHLETICS EMAIL GUIDELINES
Tusculum University Identity Guidelines

Minimum requirements: (primarily for Mobile devices)

Thank you,
First Name  Last Name
Title
Office: (423) 636-7300 X1234
www.tusculum.edu

ATHLETICS EMAIL GUIDELINES
Tusculum University Identity Guidelines

Email signature, additional content:

First Name Last Name
Title
Office: (423) 636-7466
Cell: (444) 222-6543
60 Shiloh Road, Greeneville TN
www.tusculum.edu
www.TusculumPioneers.com

CONFIDENTIALITY NOTICE: The information contained in this email, including any attachment(s), is intended solely for use by the named addressee(s). If you are not the intended recipient, or a person designated as responsible for delivering such message to the intended recipient, you are not authorized to disclose, copy, distribute or retain this message, in whole or in part, without written authorization from Tusculum University. This email may contain proprietary, confidential or privileged information. If you have received this message in error, please reply immediately by informing the sender that the message was misdirected.

Additional items that can be added to email signatures:

ATHLETIC MEMBERSHIP: Tusculum University is a NCAA Division II member of the South Atlantic Conference. Tusculum will prepare student-athletes to become principled leaders who are contributing citizens and champions in life by instilling the highest values of character, integrity, and sportsmanship.

AFFIRMATIVE ACTION STATEMENT: In compliance with all applicable federal and state laws, and with its own policies and philosophy, Tusculum University does not discriminate on the basis of race, gender, religion, age, disability, national origin, sexual orientation, military or veteran's status, genetic information, or any other protected discriminatory factor, in its employment practices (e.g. hiring, administering terms and conditions and termination) or in the provision of, or access to educational programs and services.

"Quotes may be inserted here"
SAC Championships: To be listed here 1999, 2000, 2001, 2002
NCAA Tournament: To be listed here 1999, 2000, 2001, 2002

CONFIDENTIALITY NOTICE: The information contained in this email, including any attachment(s), is intended solely for use by the named addressee(s). If you are not the intended recipient, or a person designated as responsible for delivering such message to the intended recipient, you are not authorized to disclose, copy, distribute or retain this message, in whole or in part, without written authorization from Tusculum University. This email may contain proprietary, confidential or privileged information. If you have received this message in error, please reply immediately by informing the sender that the message was misdirected.

ATHLETIC MEMBERSHIP: Tusculum University is a NCAA Division II member of the South Atlantic Conference. Tusculum will prepare student-athletes to become principled leaders who are contributing citizens and champions in life by instilling the highest values of character, integrity, and sportsmanship.
ABOUT TRADEMARK AND LICENSING

It is critical that the registration symbol ® be used whenever logos or wordmarks appear on licensed merchandise, goods or with services sold by the University or its licensees.

Failure to use the appropriate symbol can expose the University to unnecessary litigation and expense to enforce its trademark rights and dilutes the value of the University’s marks.

The symbols should appear on the lower right hand corner of the registered term.

Photos on the Tusculum University or Tusculum University Athletics websites are the property of Tusculum University and may not be duplicated or used without the permission of the Marketing Department or Athletic Communications.

Contact the Office of Marketing (tumarketing@tusculum.edu) or Athletic Communications (423.636.7326 Ext. 5326) with questions.

ABOUT TRADEMARK AND LICENSING
OF PHOTOS AND OTHER LOGOS

Tusculum University must respect all outside companies, groups or organizations copyrights and trademarks. The Offices of Marketing & Communications or Athletic Communications will not approve the use of such items without written permission from a representative of the company, group or organization and will ask for the written verification if permission has been granted.

Items found on the Internet cannot be used without permission of the website or creative source. You will be asked to provide the source of images.
**VARIATIONS**

These variations will be provided upon request and will require approval from the Office of Marketing for use. Departments may request a version be made for them.

- **COLLEGE OF HEALTH SCIENCES**
- **SCHOOL OF NURSING**
- **STUDENT SUCCESS**

These variations are to be used by the designated college or school only or with permission from the Office of Marketing.

**CONSISTENCY**

How to keep brand consistent.

How NOT to use.

- **DO NOT stretch or squish the logos.**
- **DO NOT add or alter elements.**
- **DO NOT combine with other logos.**

The Office of Marketing will review requests for specific logo variations.

- **DO NOT alter the size or spacing of any elements**

This mark is to be used for building signage, when the stacked version is not suitable and limited other purposes. Approval is required for use.

- **Tusculum University**
- **University**
- **College of Education**
- **College of Business**
- **College of Science, Technology, & Mathematics**
- **College of Health Sciences**
- **School of Nursing**

Tusculum is to always be shown with UNIVERSITY below it.
Primary Colors

Tusculum University

Secondary

Gray as substitute for black

70 percent black
30 percent black

COLORS

Tusculum University Identity Guidelines

PMS: 165C
CMYK: 1-73-98-0
RGB: 242-103-36

PMS: Process Black
CMYK: 0-0-0-100
RGB: 0-0-0
HEX: 00-00-00
Any color variations other than the following must be approved by the Office of Marketing. These color variations apply regardless of the words between the bars.

- 165C, black background, and white
- 165C, 70 percent black background, and white (Do not use black on this background)
- 165C, 30 percent black background, and white
- 165C, black background, and white
- Black, 165C background, and white
- Black, 165C background, and white
The Tusculum University seal is only to be used by the Board of Trustees, the Office of the President, Campus Safety and Academic Affairs. Requests for other uses will be considered by the Office of Marketing. Please note, these requests may need additional Board of Trustees, Presidential or VPAA approvals, which can take time to obtain. Be sure to submit your request within a time frame that allows for these approvals to be communicated. Trademarked.

Any color variations other than the following must be approved by the Athletic Communications Office. These color variations apply regardless of the words between the bars. The Athletic Communications Office will need to approve any new variations of the words in the bar outside of the version created for each sport.

All requests and approvals for athletic materials will be handled by the Athletic Communications Office.
Any color variations other than the examples on previous page must be approved by the Athletic Communications Office. The Athletics TU logo (shown below) is to follow the same color guidelines as shown in the examples on the previous page. The Athletic Communications Office will need to approve any new variations.

All requests and approvals for athletic materials will be handled by the Athletic Communications Office.

Tusculum Pioneers is Gender Neutral.

Terms such as Lady Pioneers, Pioneerettes, etc. are not accepted.