

**Subject: Visual Identity Standards**

|  |   |
|--|---|
| 1. Purpose .....   | 2 |
| 2. Policy .....  | 2 |
| 2.1. College Name.....   | 2 |
| 2.2. College Seal .....  | 2 |
| 2.3. Logos.....  | 2 |
| 2.3.1. The Logo Suite .....  | 2 |
| 2.3.2. Logo Units.....   | 3 |
| 2.3.3. Logo Extensions .....   | 3 |
| 2.3.4. Logo Exceptions .....   | 3 |
| 2.4. Email Signature .....   | 4 |
| 2.5. Use of Visual Identity Elements .....                             | 4 |
| 2.5.1. By College-Sponsored Clubs and Organizations.....               | 4 |
| 2.5.2. By External Organizations and Individuals.....                  | 4 |
| 2.5.3. Prohibitions .....  | 5 |
| 2.6. Wayfinding Signage.....   | 5 |
| 3. Responsibilities.....   | 5 |
| 3.1. Vice President for Public Affairs and Communications.....         | 5 |
| 3.2. Marketing Director .....  | 5 |
| 3.3. Manager of Visual Communications.....                             | 5 |
| 3.4. Chief Web Communications Officer.....                             | 5 |
| 4. Procedures .....  | 6 |
| 4.1. Production of External Communications or Marketing Material ..... | 6 |
| 4.2. Addressing Misuse of Visual Identity Elements .....               | 6 |
| 5. Definitions.....  | 6 |
| 6. References .....  | 7 |
| 7. Review Periodicity and Responsibility .....                         | 7 |
| 8. Effective Date and Approval .....                                   | 7 |
| 9. Review and Revision History .....                                   | 7 |

## **1. Purpose**

The purpose of this policy is to ensure college communications reach internal and external audiences with a positive and unified visual representation and messaging that consistently reinforces the Tidewater Community College (TCC) brand.

A commitment to consistent communication of a strong visual identity increases the possibility of recognition for excellence by leaders of business, industry, and government, and by educators in K-12 education and four-year colleges and universities, students, faculty and staff, and the public at-large.

Furthermore, proper and consistent use of adopted Visual Identity Elements will minimize the likelihood these trademarks (registered or not) become generic or unintentionally abandoned which could increase the vulnerability of the college's legal protection of such elements.

## **2. Policy**

The college shall maintain standards for its Visual Identity including but not limited to use of the college seal, acceptable logos and colors, email signature, and use of the Tagline, and every TCC employee shall comply with the standards. The standards shall be developed and maintained by the TCC Office of Visual Communications (OVC) under the auspices of the Vice President for Public Affairs and Communications (VPPAC) and be posted on the TCC website in a conspicuous location. The standards shall detail proper use of Visual Identity Elements including but not limited to the following.

### **2.1. College Name**

The official name of the college "Tidewater Community College" shall appear prominently in all official and external communications.

### **2.2. College Seal**

The College Seal is the official ceremonial mark of the institution and is restricted, intended for use on formal, official, legal and ceremonial documents (such as diplomas). It may also be used in formal presidential ceremonies (such as commencements or investitures), presidential and College Board communications, and college-wide certificates.

### **2.3. Logos**

The standards shall detail proper use of all logos including but not limited to a unified Logo Suite, Logo Extensions, Logo Units, and Logo Exceptions.

#### **2.3.1. The Logo Suite**

The Logo Suite contains logos, most of which are unrestricted, that comprise the primary Visual Identify of the college. Changes to the Logo Suite shall be reviewed and adopted by the Executive Staff.

#### **2.3.1.1. Stacked Logo**

The Stacked Logo shall be the college's preferred logo and used whenever possible.

#### **2.3.1.2. Monogram Logo**

The Monogram Logo establishes "TCC" as an acceptable substitute for "Tidewater Community College;" however, the logo is restricted for use in very limited applications and first requires approval of the OVC.

#### **2.3.2. Logo Units**

Logo Units are restricted, intended for use in communications to a primarily internal audience and shall never substitute for another logo in communications to an external audience.

Logo Units may be administered by the OVC at the discretion of the Marketing Director; any disputes concerning their administration shall be resolved by the Executive Staff.

#### **2.3.3. Logo Extensions**

Logo Extensions extend the brand and may be used in external communications. Logo extensions have been adopted for the following entities:

- Beazley School of Nursing
- Center for Military and Veterans Education
- Regional Automotive Center
- Regional Health Professions Center
- Visual Arts Center
- Center for Workforce Solutions

Whenever a logo extension is used to substitute an unrestricted logo, the college Tagline must be typed in the communication or included as art.

Changes to the list of entities with Logo Extensions shall be reviewed and adopted by the Executive Staff.

#### **2.3.4. Logo Exceptions**

The following entities are granted a logo exemption:

- The Alumni Association
- The Educational Foundation
- The Roper Performing Arts Center

Unique Visual Identities shall be developed by OVC for each of the aforementioned entities in consultation with the entity's leadership. Once adopted by the Executive Staff, OVC shall support the unique Visual Identity Elements with its full range of services.

## **2.4. Email Signature**

The college's standardized email signature ensures that all electronic communications sent by employees support the TCC brand and visual identity, while also providing relevant information to recipients

All persons using a TCC e-mail account shall use the official email signature for any initial email message to an external audience.

The email signature standards shall be maintained by the OVC on its web page. An email signature generator shall be maintained by the Office of Web Communications also on this web page.

There shall be no amendments, substitutes, or add-ons to the official email signature.

## **2.5. Use of Visual Identity Elements**

All employees of TCC shall comply with the Visual Identity Standards. Visual communications intended to reach a primarily external audience shall be facilitated by the OVC. The OVC shall provide means for TCC employees to initiate project requests including but not limited to maintaining a web form. Unless a valid Logo Exception, all communications with a primarily external audience shall use an acceptable logo from the Logo Suite or a Logo Extension.

This policy applies to the design/production of new communications and the design/production of communications as they are revised or reprinted. Communications that predate the effective date of this policy will be revised as staffing and funding permits.

### **2.5.1. By College-Sponsored Clubs and Organizations**

College student clubs and organizations shall not use college Visual Identity Elements without prior written permission from the OVC.

Under guidance of student activities or campus leadership, sponsored student clubs and organizations are permitted to develop their own logos.

### **2.5.2. By External Organizations and Individuals**

Foundations, colleges with whom TCC has an articulation agreement, and other organizations that have entered into Memoranda of Understanding with the college shall use the college Visual Identity in the manner provided in such memoranda or with written approval from the Marketing Director consistent with college and state policies.

### **2.5.3. Prohibitions**

Use of the Visual Identity Elements for endorsement of a commercial product or service is prohibited. The Visual Identity Elements shall not be used in connection with any person, entity, product, or service with which the association could adversely affect the college's reputation. Disputes shall be resolved by the VPPAC.

### **2.6. Wayfinding Signage**

The standards established in the college's Wayfinding Sign Master Plan shall be applied to exterior and interior wayfinding signage throughout the college. As new signage is procured, it shall adhere to the standards in the master plan.

## **3. Responsibilities**

### **3.1. Vice President for Public Affairs and Communications**

The VPPAC shall develop and promulgate procedures to implement this policy and shall have overall responsibility for use of the college Visual Identity. The VPPAC shall designate those individuals responsible for development, maintenance, implementation, and enforcement of the Visual Identity Standards. Such designated individuals shall be responsible for adhering to this policy. The VPPAC shall settle disputes related to branding and notify supervisors when violations of this policy may require corrective actions.

### **3.2. Marketing Director**

The Marketing Director is responsible for overseeing the work of the Office of Visual Communications to ensure brand standards are met throughout the college. The Marketing Director shall be responsible for ensuring maintenance and future development of standards, and communicating these initiatives within the college.

### **3.3. Manager of Visual Communications**

The Manager of Visual Communications is responsible for the Visual Identity of college-wide communications intended to reach a primarily external audience and will monitor development of college-wide printed and electronic communications to ensure that they comply with this policy and the Visual Identity Standards. The Manager shall develop training for the purpose of promoting proper use and addressing violations of the Visual Identity Standards.

### **3.4. Chief Web Communications Officer**

The Chief Web Communications Officer (CWCO), in consultation with the Manager of Visual Communications, is responsible for maintaining the online tool used to generate the college's official email signature templates. The CWCO will provide and update instructions on the signature's proper use and provide assistance to those implementing the email signature.

## 4. Procedures

### 4.1. Production of External Communications or Marketing Material

TCC departments and programs desiring the development of external communications or promotional/marketing material or use of any Visual Identity Element must contact the OVC to initiate a project via the established web form and provide the requested information to ensure the project is completed properly and in a timely manner. The requestor will receive an auto-generated reply confirming receipt of the project request and confirmation of its delivery date. The project requested is entered into a project tracking system maintained by OVC.

### 4.2. Addressing Misuse of Visual Identity Elements

Any identified violations of this policy or the Visual Identity Standards shall be recorded by the OVC. The following outlines progressive enforcement procedures for documented violations.

- **Training:** The individual(s) in violation shall receive training through the OVC to avoid a repeat offense.
- **Correction:** Continued violations shall be reported to the VPPAC who may notify the offender's supervisor that corrective action is necessary.
- **Banning from Use:** The OVC, in consultation with the VPPAC, shall ban serial offenders from future use of Visual Identity Elements. Disputes shall be resolved by the Executive Staff.

## 5. Definitions

**Brand** - A mixture of attributes, tangible and intangible, symbolized in a trademark, which, if managed properly, creates value and influence.

**External Audience** – Individuals or groups outside of the college community who are not closely connected with the organization and/or not/less familiar with the brand.

**Internal Audience** – Individuals or groups within the college community who are familiar with the college brand.

**Trademark** – A trademark is anything capable of being represented graphically which is capable of distinguishing goods or services of one undertaking from those of another undertaking.

**Visual Identity** – What a brand looks like; including, among other things, its logo, colors and typefaces. The brand's identity is its fundamental means of consumer recognition and symbolizes the brand's differentiation from competitors.

**Visual Identity Standards** – Explains the trademark components of a visual identity program to define its elements and graphic design standards. It sets specific rules that are meant to reinforce the projection of a consistently strong and distinguished image.

## 6. References

[TCC Visual Identity Standards](#)

## 7. Review Periodicity and Responsibility

The Vice President for Public Affairs and Communications shall review this policy at each anniversary of its approval and, if necessary, recommend revisions.

## 8. Effective Date and Approval

This policy is effective upon its approval by the College President on June 4, 2015.

Policy Approved:

Procedure Developed:

\_\_\_\_\_  
Edna V. Baehre-Kolovani, Ph.D.  
President

\_\_\_\_\_  
James P. Toscano  
Vice President for  
Public Affairs and Communications

## 9. Review and Revision History

The initial version of this policy was approved April 11, 2013.

- Revision 1 updates position titles, assigns responsibilities to positions not addressed in the initial version, and adds the requirement to use the standard TCC signature.

Approved June 4, 2015 by President Edna V. Baehre-Kolovani