Southwest Tennessee Community College (Southwest) is a student oriented, multicultural, public, open-access college striving to be a national model for technical career and transfer education. As the largest two-year college in Tennessee, it is vital that Southwest presents a clear and cohesive image to the public. Through the use of typography and color, Southwest will present a consistent image to the internal and external community.

Purpose

All communications from Southwest affect the image and reputation of the College. The purpose of Southwest’s Visual Identity Manual is to reflect a consistent image externally and show our commitment internally to the mission and values of the College. Every user of the College’s name is considered a guardian of the image and brand of Southwest. Therefore, every user is asked to adhere to the standards outlined in this manual.

If you have any questions, contact the Communications and Marketing Department at (901) 333-4116.

Use of Name

Southwest Tennessee Community College is the official name of the institution. It should not be abbreviated in any way. Once the College’s name is spelled out entirely, it can be referred to as Southwest on all subsequent references.
The official colors of Southwest are blue (PMS 2757) and red (PMS 485). Besides black and reversed-out white, these are the only two colors in which the Southwest logo may be used.

The PMS versions of the colors are preferred, but in some cases these versions may be used:

- CMYK (4-color printing usage)
- RGB (for electronic media)
- Hexadecimal (Web usage)

Colors that represent other colleges should not be used without approval.
**Logo**

The Southwest logo signifies the College’s endorsement, and it should be used as the official identifier. The logo consists of text as one entity, and it should not be manipulated in any way.

The Tennessee Board of Regents (TBR) prohibits the use of the College’s name or logo in connection with any derogatory services or goods, and any usage must meet the standards determined by the Marketing Department.

The logo should be placed on all visual communications at least .25 (1/4) inch from the edge of the page, gutter, border, graphic or text. The logo may be displayed on the front or back of a publication.

The logo should not be any smaller than 1 inch wide.

**Formats**

- EPS graphics are vector-based and should be used for output. They can be inserted into a word document and should be printed in the highest quality your printer can deliver.
- JPG graphics are compressed bitmap files used mainly for screen viewing. They cannot be reduced or enlarged without losing image quality.
- TIF files, the most universal format used across platforms, use no compression; which may cause files to be large.

**Obtain Logos**

Print-ready and Web versions of the logo are available on [www.southwest.tn.edu/documents](http://www.southwest.tn.edu/documents) in the Document Library under the Marketing link.
Letterhead

Layout: 8 1/2” x 11”
Margin: 1/2” horizontal and vertical
Typography: Address: 12 pt. Sabon
Footer Type: first line 11 pt.,
   second line 10 pt.
Rule Line: header/footer blue line 2 pt., red
   line 1 pt.
Alignment: All headers and footers are to be centered.
Stock: 24 lb. White Linen
Memorandum
(for format purposes only)

Use letterhead to create memorandum.
Envelopes

Layout: 4 1/8” x 9 1/2”; 10” x 13” or 9” x 12”
Margin: 1/2” horizontal and vertical
Typography: Address: 11 pt. and 18 pt. Sabon
Stock: 24 lb. White

All envelopes, regardless of size, should follow the specifications above.
Mailing Label

Layout Size: 3” X 5”
Margin: 1/4” horizontal and vertical
Typography: Follows same specifications as letterhead
Stock: White Crack and Peel

Engraved Nametags

Layout: 2” x 3 1/2”
Typography: Name: Arial

Thank You Card

Layout Size: 5 1/2” x 4 1/4”
Stock: 80 lb. White Linen Cover

Southwest Tennessee Community College, a Tennessee Board of Regents institution, is an affirmative action/equal opportunity college.
Business Card

Layout: 3 1/2” x 2”
Margin: 1/2” horizontal and vertical
Typography:
- Name: 12 pt. Futura Bold
- Department: 9 pt. Futura
- Professional Title: 10 pt. Futura
  No more than 3 lines permitted
- Address: 10 pt. Futura
  No more than 2 lines permitted
- Telephone and Fax: 10 pt. Futura – College cell number can be listed in place of office number or fax number. All three numbers cannot be listed. NO PERSONAL CELL NUMBERS. ABSOLUTELY NO HOME TELEPHONE NUMBERS.
- E-mail: 10 pt. Futura – E-mail is limited to College address ONLY

Stock: 80 lb. White Linen Cover

There will be absolutely no printing on the reverse side of cards. The Web site appears on all business cards. Logos other than the College logo are not allowed on business cards. No alterations can be made to the template. Creative and Printing Services does not deliver business cards or place them in campus mail; they must be picked up at the Sulcer Building on the Macon Cove Campus.

---

John Doe
Associate Professor
Department Name

P.O. Box 780
Memphis, TN 38101-0780
(901) 333-5555
fax: (901) 333-4444
jdoe@southwest.tn.edu

www.southwest.tn.edu

Items in this book may be sized smaller for layout purposes. All dimensions are given in inches.
Note Pad

Layout Size: 5 1/2” x 8 1/2”
Margin: 1/2” horizontal and vertical
Typography: Follows same specifications as letterhead
Stock: 20 lb. White unless otherwise noted

Note: Logo can be printed with the one-color design to lessen printing cost.

Camera Ready Artwork

For your convenience, a Southwest logo gallery is available on the Web. Notify Creative and Printing Services if you would like artwork on disk or via e-mail.
Web Site

The design of the Southwest Web site is determined by the Webmaster’s Office.

Web color translations:

Blue – 221, 100, 86
Red – 2, 86, 86

Southwest restricts the use of the College’s name or logo on unofficial sites unless approved by the Webmaster’s Office.

All links from the site must be approved and reviewed by the Webmaster’s Office.

The Communications and Marketing Department will not promote any unofficial Southwest sites without prior review from the Webmaster’s Office.

Promotional Items

All promotional items requiring artwork must be reviewed and approved by the Creative and Printing Services director and the executive director of Communications and Marketing before the Purchasing Department can process the order.
The College Seal

The College Seal, much like a heraldic coat of arms, is symbolic of the College’s aspirations and mission. Southwest Tennessee Community College has incorporated both ancient and new elements and symbols into a seal that is 21st Century in design, to signify the College’s origin in this millennium and its commitment to the future.

The Southwest Seal is a circle, centered by a shield, which is quartered to hold four “charges,” denoting the general programs the College offers.

- The Torch, a symbol of general education, also stands for guidance, knowledge and enlightenment – the flame that lights the darkness of ignorance.

- The Gears represent the wide range of technological programs.

- The Atom, the most modern ideogram, symbolizes the natural sciences.

- The Caduceus, the most ancient symbol, illustrates the medical arts.

- The Open Book, in the very center of the Seal, symbolizes knowledge and the wisdom of the universe.

- The Laurel Leaves, on which the shield rests, proclaim achievement, excellence and triumph.

Finally, the motto, KNOWLEDGE, SERVICE and OPPORTUNITY, sums up the Mission of the College.
Colors of the Seal

The College’s official colors are red (signifying life and warmth) and blue (signifying calm, reflection and intellect).

Use of the Seal

The Seal is used officially to authenticate documents. It is engraved on the College Mace, which is carried in solemn procession by the faculty senate president, symbolic protector of the president of the College. The seal is reserved for use in the following official College documents ONLY:

• Degrees
• Official documents
• Proposals to local, state, and federal governments
• Commencement programs
• Official resolutions

The seal should not be used in any publications or marketing materials without prior approval from the Communications and Marketing Department.

The Athletic Logo

The logo is reserved for College athletics ONLY. Permission for usage must be approved by the Athletic Director.
PowerPoint Presentations

PowerPoint Presentations are available in two formats: Blue Southwest and Colorful Southwest. These are the ONLY three approved PowerPoint Presentation formats. Each format contains a title page and a content page. They are available for download on internal.southwest.tn.edu under the, Marketing tab in the Document Library.

Colorful Southwest is intended for more informal, exciting presentations with a special emphasis on our younger current and potential customers.
Blue Southwest is intended for more formal presentations to both internal and external customers by senior staff, administrators, faculty, and other persons.
E-mail Signatures

HTML e-mail users may use an electronic signature plate shown below in conjunction with the following:
Typography: 10 pt. Verdana bold, black
Name: 10 pt. Verdana bold
Title, Department, Contact information: 8 pt. Verdana bold

Examples:

John Doe
Instructor
Liberal Studies and Education
FA 2168, (901) 333-5555
Fax (901) 333-4444

5983 Macon Cove
Memphis, TN 38134
(901) 333-4000
1-(877)-717-7822

www.southwest.tn.edu

John Doe
Instructor
Liberal Studies and Education
FA 2168, (901) 333-5555
Fax (901) 333-4444

P.O. Box 780
Memphis, TN 38101
(901) 333-7822
1-877-717-7822

www.southwest.tn.edu

John Doe
Instructor
Liberal Studies and Education
FA 2168, (901) 333-5555
Fax (901) 333-4444

737 Union Avenue
Memphis, TN 38103
(901) 333-5000
1-(877)-717-7822

www.southwest.tn.edu
Final Notes

Printing Services
All forms and artwork referenced in this guide can be ordered from Creative and Printing Services in the Sulcer Building on the Macon Cove Campus. For information call (901) 333-4137. All artwork or items using the College’s name must be approved by the Communications and Marketing Department before use.

These rules and procedures are necessary to ensure compliance with TBR policies and to protect the brand and image of the College.

Creative Services
If you have any questions regarding layout and/or color specifications referenced in this guide, call Creative and Printing Services at (901) 333-4137.