BRAND GUIDELINES
The Official TMCF Brand Standards & Usage Manual
This manual provides the guidelines to our brand and branding usage. These guidelines may only be altered and updated by the marketing department of the Thurgood Marshall College Fund. Any updates and alterations to these guidelines by any outside entity may be punishable by law.

OVERVIEW

The Brand Standards Manual provides a foundation for clear and consistent communication of the Thurgood Marshall College Fund (TMCF) brand. Adhering to common standards ensures that the organization’s correct name appears on all official TMCF communications and that the organization has a common “look and feel” throughout all mediums—publications, banners, advertising, signage, letterhead, business cards, etc. This publication includes guidelines for use of logo including official colors and typefaces. It also includes the official policies and standards for the design of TMCF stationery, publications and other applications.

The TMCF Marketing division has the overall responsibility for making sure these guidelines are followed. We ask that all collateral developed by divisions within the TMCF be sent to the Marketing division at least 48 hours in advance of it being sent to a printer, posted on the website or distributed to anyone outside of TMCF. Adhere to the standards and use high-quality vendors and reproduction methods to ensure consistent representation of our brand. We thank you for your cooperation in the matter.
“Type is what meaning looks like.” -Max Phillips
**OUR LOGO TYPE**

The primary typefamilies we use in our organization on our collateral is Gotham HTF. The primary typeface we use for our **logo text** in any of our collateral is ITC Clearface Heavy. This typeface is a serif typeface that expresses educated, historic, and traditional style.

The typeface that is used for our slogan WHERE EDUCATION PAYS OFF is Optima Bold and also may not be substituted unless it is in our horizontal format, in which it is expressed in Gotham Bold.

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**OUR HEADERS & BODY-COPY**

The primary typefamilies we use in our organization on our collateral is Gotham HTF. The primary typeface we use for our **body text** in any of our collateral is Gotham as well. This typeface is a sans-serif typeface that expresses clean, clear style that does not distract our messages. The typeface comes in multiple weights and styles and can be used liberally to fit a message. The typeface covers our bodytext but may only be substituted for use in our headers and subheaders with prior approval by our Director of Marketing and Branding. For more information consult our Graphic Designer.
OUR LOGO

The logo is our most powerful visual identifier to our namesake. It is the one symbol that represents who we are.
OUR LOGO

The logo above is the official logo and foundation of the TMCF brand. The logo was designed to incorporate three graduates while recognizing the name of the organization, Thurgood Marshall College Fund, and highlighting the organization’s slogan.

This distinctive logo was designed to be easily recognized in the market and consists of three elements:

• **Symbolic Icon:** Three images (called graduates) in mortarboard and gown. The icon is genderless to represent males and females and even though it is black it represents students of all races and nationalities.

• **Logotype:** The type was chosen to be both legible and balanced. The logo uses a combination of ITC Clearface Heavy and Optima Bold.

• **Slogan:** The slogan is the base of the logo to reinforce the organization’s mission. The company slogan is also trademarked and must always be presented with the registration symbol.

NOTE:
Our logo has a white border around it always to distinguish that it looks the same whether placed over white or any other background.

HOW DO I GET THE LOGOS?

The TMCF logos can be obtained from the Marketing division. Contact our Graphic Designer at marketing@tmcf.org.
The logo to the right is the official logo and foundation of the TMCF brand. The logo was designed to incorporate three graduates while recognizing the name of the organization, Thurgood Marshall College Fund, and highlighting the organization’s slogan.

Below is our primary logo and should be the main logo placed on collateral unless otherwise agreed upon. If this logo will not fit, we have secondary options. Before using the logo you must contact our Graphic Designer at marketing@tmcf.org and request the Logo Usage Agreement. The logo is available in .eps and .jpeg formats for print, and .png formats for web usage.

The logos below are the organizations secondary logos and should only be used if the primary logo cannot be placed properly or legibility is at risk. Before using either logo you must contact our Graphic Designer at marketing@tmcf.org. The logos are available in .eps and .jpeg formats for print, and .png formats for web usage.
PROPER USAGE
The logos below illustrate proper ways of using the logo. The logos should not be altered in any way and should be displayed and spaced per these guidelines.

IMPROPER USAGE
The logos below illustrate improper ways of usage. If you have any questions about usage, contact our Graphic Designer at marketing@tmcf.org.

NO BORDER AROUND THE LOGO
LOGO MAY NOT BE STRETCHED OR SKEWED
LOGO COLORS MAY NOT BE ALTERED
LOGO SIZING

All logos should be portrayed at a minimum sizing of .945"W X 1.3"H. The logo shall always be placed with .25" spacing around all sides, unless special exception is granted by the organization. The primary logo must be placed at all times in a sizing format that keeps our name and slogan legible.

0.25" Around

USAGE OF THE GRADUATES

The graduates in the logo symbolically reference the core of what the organization is about. The graduates may never be altered in the logo and can only be used by themselves as a symbol representation to our namesake. The graduates are not to be used by any outside entity other than the Thurgood Marshall College Fund and can only be used as a watermark or for symbolic effect. When used by TMCF, by themselves as a watermark or as a design element, only then may the color be altered.
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OUR COLORS

“Color does not add a pleasant quality to design—it reinforces it.” -Pierre Bonnard
PRIMARY COLOR PALETTE

Our color palettes are primarily made up of black, white, red and blue combination. Although this is our primary color palette we do have a secondary palette compromised of the in-between. For our corporate and company document we solely use black, white, red, and blue. As for our advertisements we are very liberal in our usage of colors as long as: There is a combination of a vibrant color with a neutral color, the colors represent a central message and are tied back to our brand, and any random separate color that is used must be a shade or part of the family of color that are in our primary palette.

SECONDARY COLOR PALETTE

Our color palettes are primarily made up of black, white, red and blue combination. Although this is our primary color palette we do have a secondary palette compromised of the in-between. For our corporate and company document we solely use black, white, red, and blue. As for our advertisements we are very liberal in our usage of colors as long as: There is a combination of a vibrant color with a neutral color, the colors represent a central message and are tied back to our brand, and any random separate color that is used must be a shade or part of the family of color that are in our primary palette.
BRAND STANDARDS

Examples and Demonstrations of Our Brand
PROPER BRAND USAGE EXAMPLES

Our typography, colors and logo usage are empirical to our brand. The following are proper examples of our internal and external materials.

To the right is examples of our internal brand materials. The top portion is our official powerpoint template, while the image on the bottom illustrates our company stationary.

On the next page we have our advertising examples. Again, the proper typeface for our print and website collateral is Gotham, for our day-to-day external communications we use Avenir which is the closest comparison we have to Gotham.
Each year, over 40% of America’s college students fail to graduate, usually because of money. Join TMCF in fighting this crisis by helping students fulfill their dreams.

The Thurgood Marshall College fund (TMCF) is a 501(c)(3) nonprofit organization established in 1987. We support and represent nearly 300,000 students attending the 47 historically black colleges and universities (HBCUs) across the nation. Our primary focus is to help students graduate, identify leaders and connect great students to top employers.

We are the place where education pays off.

SCHOLARSHIPS
On average, TMCF annually provides $2.2 MILLION in scholarships to nearly 350 scholars.

TEACHER QUALITY & RETENTION PROGRAM (TQRP)
Since 2008, the TQRP has impacted over 230 new and continuing teachers with success in classrooms.

LEADERSHIP INSTITUTE
87% of Leadership Institute attendees receive interviews with top employers.

INTERNSHIPS
Earn up to $600 per week in a challenging summer internship.

WHO WE ARE
The Thurgood Marshall College Fund (TMCF) is named for the U.S. Supreme Court’s first African American Justice, established in 1987, to support and represent nearly 300,000 students attending the 47 historically black colleges and universities (HBCUs) across the nation. Our primary focus is to help students graduate, identify leaders and connect great students to top employers.

We are the place where education pays off.

SCHOLARSHIP TYPES
- Gap Completion Scholarship: For students with urgent financial need
- Access Scholarship: Covers tuition, fees and on-campus housing
- Programmatic Scholarship: Covers tuition, fees, on-campus housing and support services
- Supplemental Needs Scholarship: Covers the cost of textbooks, study materials, technology and other fees

TQRP
- Teacher Quality & Retention Program
- 12-Day Paid Summer Institute (Stipend Provided)
- Experienced and National Board-Certified Mentors
- Common Core Training and In-Classroom Training
- Access to a Network of Like-Minded Professionals

LEADERSHIP INSTITUTE
- Leadership Institute Conference brings together top students from TMCF member-schools.
- This power-packed four-day conference prepares students to compete in today’s very competitive global economy.
- Benefits:
  - Direct Access to Employers
  - Good Jobs/Internships
  - On-site interviewing
  - Free Travel & Lodging
  - Access to a Network of Like-Minded Professionals

INTERNSHIPS
- TMCF Internship Program is an integral part of a student’s education.
- It helps students successfully apply classroom concepts to real-world challenges.
- With every internship experience, students have an opportunity to grow both personally and professionally.
- Benefits:
  - Hands-on Practical Experience
  - Exposure to Relevant Skills in Respective Field of Interest
  - Free Room & Board
  - No-Cost Travel Arrangements

TO HELP TMCF FIGHT CRISIS, VISIT TMCF.ORG

Connect with us | tmcf.org
ADVERTISING DISPLAY EXAMPLES

The following piece is an example and explanation to demonstrate proper display and usage of our logo and type.

Our logo is displayed in this manner because it reflects our preferred display for advertising which is covered in our logo section.

The geometric shapes used have edges to provide a background connection between the information and our logo.

Our slogan is used in a stand alone format because it is part of our message. It is always displayed in Optima Bold.

Established in 1987, the Thurgood Marshall College Fund (TMCF) is the nation’s largest organization exclusively representing the Black College Community. TMCF membershops include publicly-supported Historically Black Colleges and Universities (HBCUs) and Predominantly Black Institutions (PBIs). Publicly-supported HBCUs enroll over 80% of all students attending HBCUs. Through scholarships, capacity building and research initiatives, innovative programs, and strategic partnerships, TMCF is a vital resource in the K-12 and higher education spaces. The organization is also a source for top employers seeking top talent for competitive internships and good jobs.

TMCF is a 501(c)(3) tax-exempt, charitable organization. For more information about TMCF, visit: www.tmcf.org.
“Define what your brand stands for, its core values and tone of voice, and then communicate consistently in those terms.” - Simon Mainwaring
OUR VALUES

BRAND MISSION

• To ensure student success by promoting educational excellence and preparing the next generation of workforce talent through leadership development.

BRAND VISION

Changing the World... One Leader at a Time
(always italicized)

BRAND SLOGAN

WHERE EDUCATION PAYS OFF®

BRAND POSITIONING

TMCF helps future leaders get the most from their education. We do this by:

• Removing financial barriers that stand in the way of personal and educational development of students attending HBCUs and PBIs.
• Developing and using a unique, data-driven recruitment model that identifies and connects talent with top employers.
• Supporting our member-schools and their faculty through research opportunities, professional development, and campus resources.
• Partnering with world-class employers committed to inclusion and diversity.
• Working with the local and federal government to ensure our member-schools are receiving equal funding and properly represented and recognized.

BOILER PLATE

Established in 1987, the Thurgood Marshall College Fund (TMCF) is the nation’s largest organization exclusively representing the Black College Community. TMCF member-schools include publicly-supported Historically Black Colleges and Universities (HBCUs) and Predominantly Black Institutions (PBIs). Publicly-supported HBCUs enroll over 80% of all students attending HBCUs. Through scholarships, capacity building and research initiatives, innovative programs, and strategic partnerships, TMCF is a vital resource in the K-12 and higher education spaces. The organization is also a source for top employers seeking top talent for competitive internships and good jobs.

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LEADERSHIP

“Leadership is the capacity to translate vision into reality.”
-Warren Bennis
**PRESIDENT & CEO**

Harry L. Williams

**PRESIDENT & CEO**

Harry L. Williams made history when he became the first sitting university president to serve as president & CEO of the Thurgood Marshall College Fund. Dr. Williams' extensive leadership background in the Historically Black College and University (HBCU) and higher education spheres earned him the National TRIO Achiever Award, TMCF Education Leadership Award, and HBCU Digest named him one of the “Top 10 Influential HBCU Presidents” in the country. He has served in senior positions at the University of North Carolina General Administration, Appalachian State University, and North Carolina A&T State University. He is also a member of Alpha Phi Alpha Fraternity, Inc.

**FOUNDER**

Dr. N. Joyce Payne

**FOUNDER**

Dr. Payne is the founder and a member of the Board of Directors of the Thurgood Marshall College Fund (TMCF). She is a pioneer and authority on educational issues, especially those relating to women and minorities, with regard to higher education and labor force participation.

**CHAIRMAN OF THE BOARD OF DIRECTORS**

Charles Merinoff

**TMCF CHAIRMAN OF THE BOARD**

**CO-CHAIRMAN**

**BREAKTHRU BEVERAGE GROUP**

Charlie Merinoff is a principal founder of Breakthru Beverage Group (BBG), the innovative beverage wholesaler formed by Charmer Sunbelt Group (CSG) and Wirtz Beverage Group on January 1, 2016. He currently serves as Co-Chairman of BBG's Board of Managers. The operations of the company and its affiliates spans 16 markets throughout North America, and the company represents a portfolio of premier wine, spirits and beer brands totaling more than $6 billion in annual sales.