



BRAND GUIDELINES

THURGOOD MARSHALL COLLEGE FUND
BRAND STANDARDS and USAGE MANUAL





Our Values

OUR MISSION

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

OUR VISION

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

OUR BELIEFS

We carry forward the legacy of Justice Marshall by providing access to opportunity. We promote diversity, equity, and inclusion through 5 focus areas, Student Scholarships, Equity & Upskilling Programs, Capacity Building, Policy & Advocacy, and Talent Sourcing.

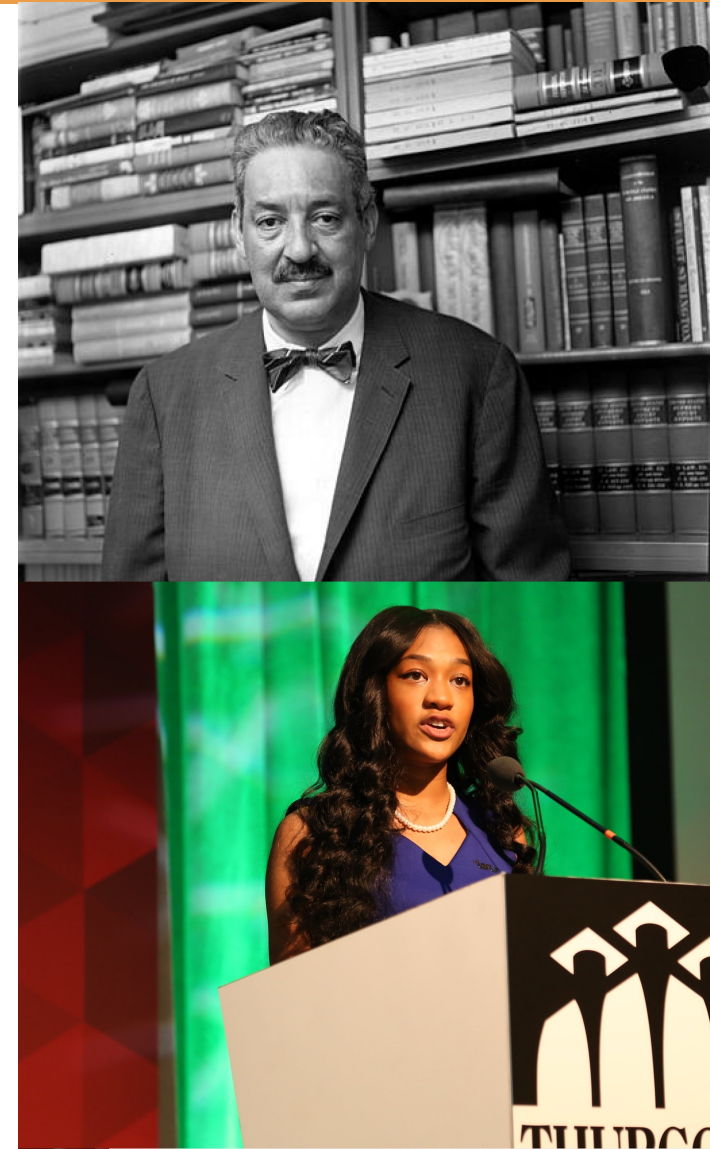
BOILER PLATE

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) which enroll over 80% of all students attending HBCUs. TMCf provides access to higher education through scholarships and financial support and prepares HBCU students to succeed in economically sustainable careers. These programs are particularly critical since over 75% of HBCU students are low-income, with 97% relying on financial aid – and over half are the first in their families to attend college.

TMCf is a 501(c)(3) tax-exempt, charitable organization. For more information about TMCf, visit: tmcf.org.

OUR SLOGAN

WHERE EDUCATION PAYS OFF®



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 the 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 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.

Logo.



Logo

Main Logo

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.

Our primary logo should be the main logo placed on collateral unless otherwise agreed upon. If this logo will not fit, we have secondary options (Next Slide). To request the logo you must contact Tanya Gaines at tanya.gaines@tmcf.org. If you need to share it externally you must request the **Logo Usage** Agreement to be signed by external partners. The logo is available in .eps and .jpeg formats for print, and .png formats for web usage.

Once granted access, you can always access the logos here [CLICK HERE](#)



Secondary Logos

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 Tanya Gaines at tanya.gaines@tmcf.org. The logos are available in .eps and .jpeg formats for print, and .png formats for web usage.

Once granted access, you can always access the logos here [CLICK HERE](#)



Main Version w/o Slogan



Horizontal Version w/ Slogan
Available in white version



Horizontal Version w/o Slogan
Available in white version



Logo

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. The logos are represented on a dark and light background. **Please remember that our logo is a two-color image (Black & White).**



Improper Usage

The logos to your right illustrate improper ways of usage. If you have any questions about usage, contact our Brand Marketing Team at marketing@tmcf.org.

The most important thing when handling the logo is make sure the logo is not inverted. For example, the graduates are white and the robes are black. The logo should always represent the face of the graduate being black and the robe is represented as white.



No Border around the logo is considered improper usage



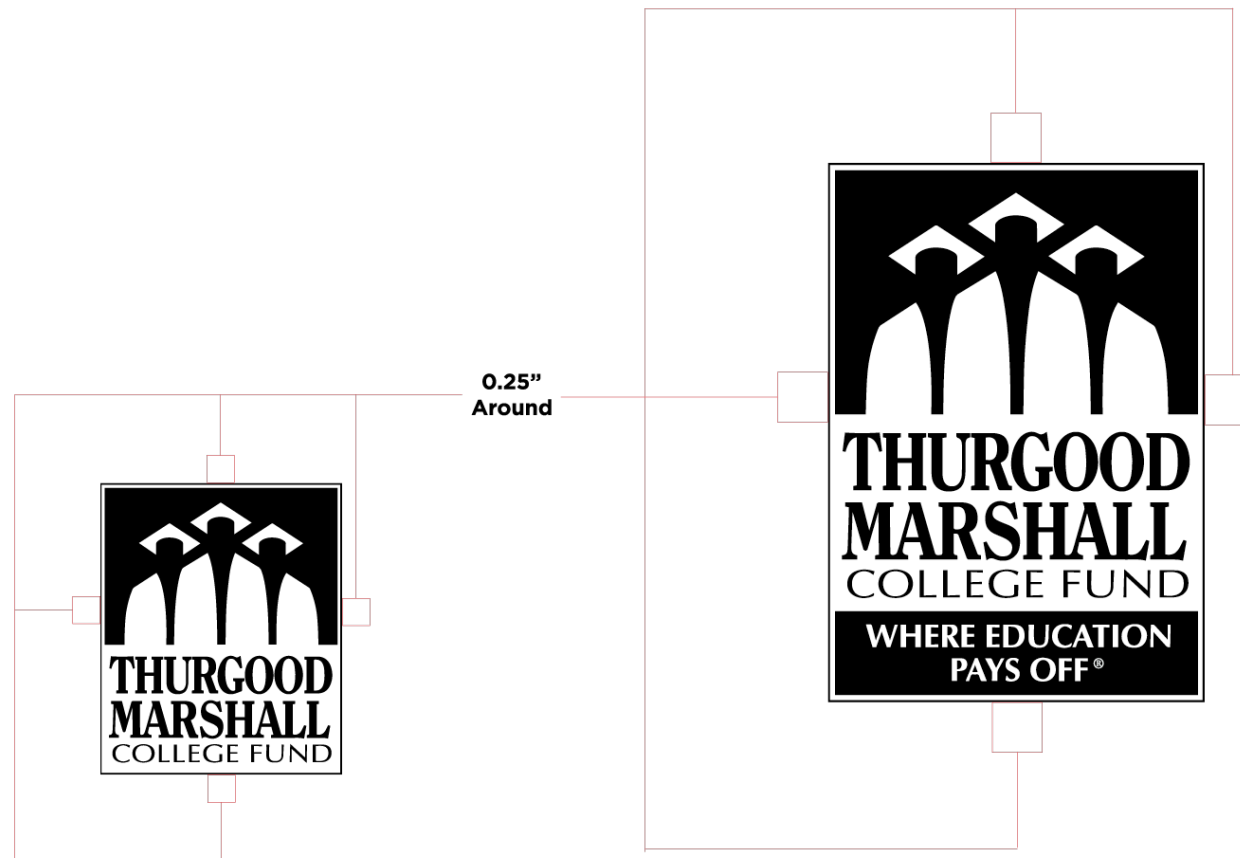
Logo may not be stretched or skewed



Logo color may not be altered or inverted

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.



Typography.



Typography

Main Logo Typeface

The main fonts we use in our logotype are **ITC Clearface Heavy** and **Optima Bold**. This type pairing expresses and educated, historic, and traditional style. **ITC Clearface** can be used in headlines as a focal point. This typeface IS NOT preloaded on your computer and may be requested through our brand team at marketing@tmcf.org.

Main Logotype Font: ITC Clearface Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Secondary Logotype Font: Optima Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Tagline Font: Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz



Body Copy Typefaces

The primary body copy type families we use in our organization on our collateral is Avenir. This typeface is a sans-serif typeface that expresses a 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. This font should be preloaded on your computer and if not please reach out and consult our brand team at marketing@tmcf.org.

Body Copy Font | Avenir Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body Copy Typefaces

Montserrat is also a body copy type families we use in our organization on our collateral. This typeface, used in our tagline, is a modern sans-serif typeface that has a straight-forward style that does not distract our messages. The typeface comes in multiple weights and styles and can be used liberally to fit a message. This typeface is available on [Google](#) and can be easily loaded on your computer. If you need assistance, please reach out and consult our brand team at marketing@tmcf.org.

Body Copy Typeface: Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Primary Colors

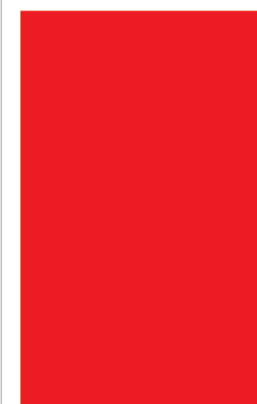
Our color palettes are primarily made up of black, white, red and blue combination. Although this is our primary color palette we do have a secondary palette comprised of the in-between. For our corporate and company documents we solely use black, white, red, and blue. As for our advertisements we are 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.



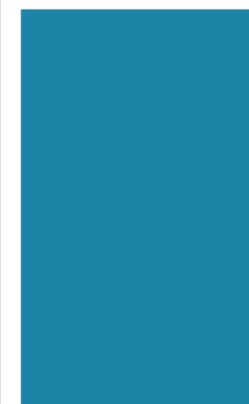
CMYK | 75, 68, 67, 90
RGB | 0 0 0



CMYK | 0, 0, 0, 0
RGB | 255 255 255



CMYK | 0, 100, 100, 0
RGB | 237 28 36



CMYK | 83, 37, 23, 1
RGB | 29 132 167

Secondary Colors

Our Secondary color palettes are made up of orange, green, blue and grey combination. 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.



CMYK | 0, 48, 93, 0
RGB | 248, 152, 45



CMYK | 79, 0, 100, 0
RGB | 27, 178, 75



CMYK | 82, 64, 0, 0
RGB | 64, 101, 175



CMYK | 51, 42, 40, 5
RGB | 131, 132, 135



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