



INTERNAL BRAND GUIDELINES

January 2023



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.





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 SLOGAN

WHERE EDUCATION PAYS OFF®

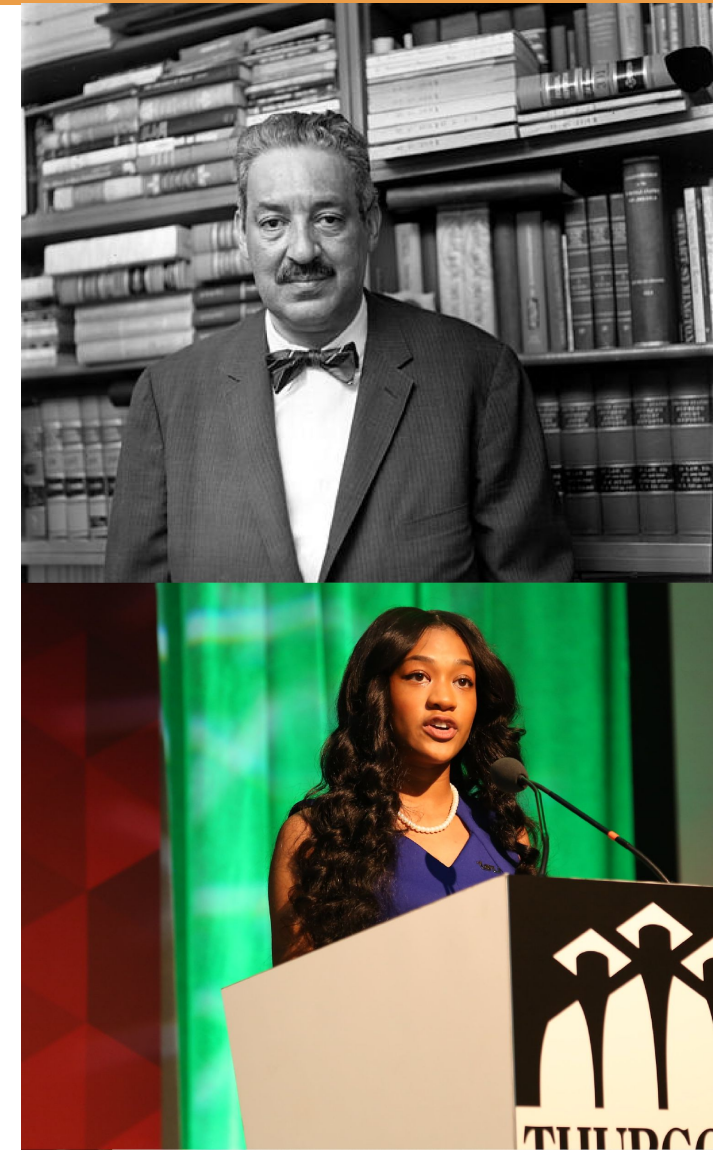
OUR BELIEFS

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.



Logo

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 our 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

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.

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.



New Logo

The logo can be abbreviated on material. The abbreviated version of the logo is made up of three (3) main parts

- An icon depicting graduates
- An abbreviation of the brand name in TMCF's main typeface
- The full brand name in TMCF's main typeface





Full name + Initials



Symbol + Initials



Full name + Initials



Symbol + Initials



Logo.

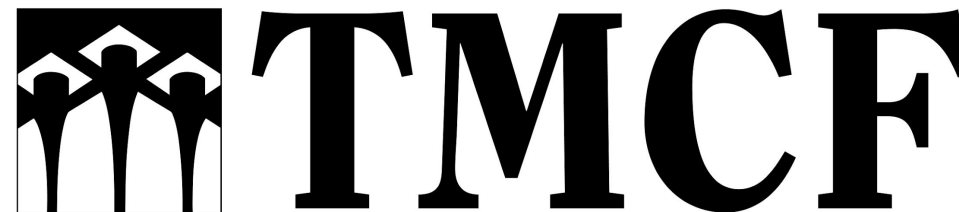
Primary Logo & Usage

The primary logo maintains the signature graduates symbolic to our brand with Thurgood Marshall College Fund abbreviated for modernity and greater impact. The use of this logo should be selective and intentional within the Marketing Division to promote the organization. Any additional usage of the abbreviated logo must be agreed upon by the Marketing Division.



Secondary Logo & Usage

The secondary logo is the abbreviation TMCF in our ITC Clearface Bold font. The abbreviated logo must be used in close proximity of our secondary logo on any written, printed or manufactured (apparel, gifts, etc.) items. The secondary, abbreviated, logo should only be used by the Marketing Division; all exceptions must be reviewed and approved.



Standards



Typography



Typography.

Main Logo Typeface

The main fonts we use in our logotype are **ITC Clearface Heavy** and **Optima Bold**. This type pairing expresses an 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 Marketing Team at marketing@tmcf.org.

Main Logotype Font: ITC Clearface Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Z

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 Marketing 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 Marketing Team at marketing@tmcf.org.

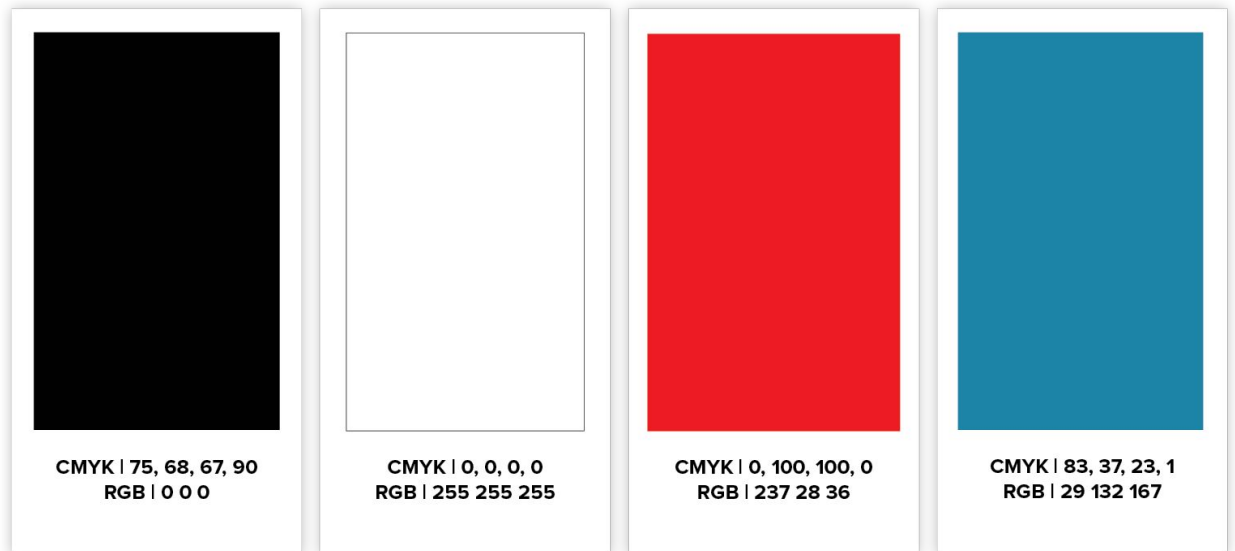
Body Copy Typeface: Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Colors.

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 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 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

who's
NEXT?



Campaign Standards.

the Logo

The who's NEXT logo is a pairing of the traditional TMCF font and an expression of where we can visually take the brand next. The main fonts we use in our logotype are *who's* in **ITC Clearface** and NEXT in **Miedinger Bold**. The logo may be used as a headline or tagline on signature pieces. The primary logo uses a red font and should remain whole, in current tense, etc. Black and white horizontal and vertical versions are also available for use. The who's NEXT logo should appear in solid red, black or white and not a combination thereof. The primary or secondary TMCF logos should be used in addition to the who's NEXT logo. The who's NEXT logo is for internal Thurgood Marshall College Fund use only. Any organization or division use must be approved by the Marketing Division to ensure proper usage.

who's
NEXT?

PRIMARY: Vertical Version
Available in white and black version

who's **NEXT?**

SECONDARY: Horizontal Version
Available in white and black version

Advertising Examples



*"Because of TMCF,
I was able to get the
money I needed
to finish college."*

who's
NEXT?

We fund scholarships and development programs, for any student with an ambitious spirit.

We offer funding, not loans, at
WhosNext.TMCF.org



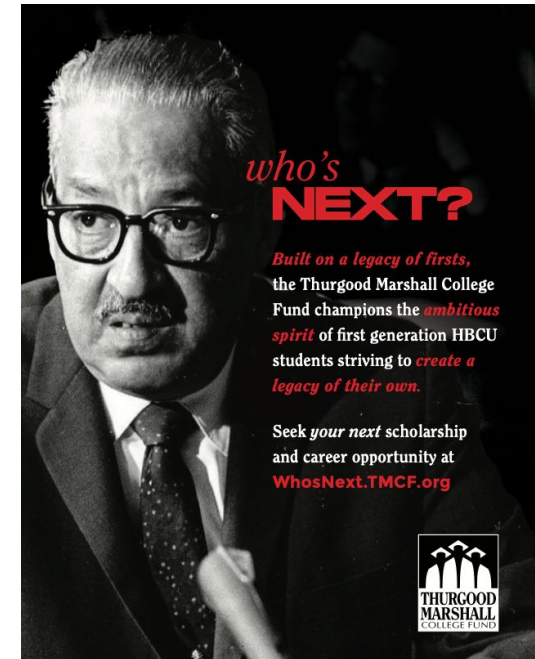
THURGOOD
MARSHALL
COLLEGE FUND
WHERE EDUCATION PAYS OFF™

*"I couldn't have
graduated
without TMCF."*

who's
NEXT?

We fund scholarships and development programs, for any student with an ambitious spirit.


Find your financial relief at
WhosNext.TMCF.org



who's
NEXT?

*Built on a legacy of firsts,
the Thurgood Marshall College
Fund champions the **ambitious
spirit** of first generation HBCU
students striving to **create a
legacy of their own.***

Seek *your next* scholarship
and career opportunity at
WhosNext.TMCF.org



THURGOOD
MARSHALL
COLLEGE FUND
WHERE EDUCATION PAYS OFF™



Campaign Standards.





Campaign Standards.

Activation



Brand Brand Standards. Standards.

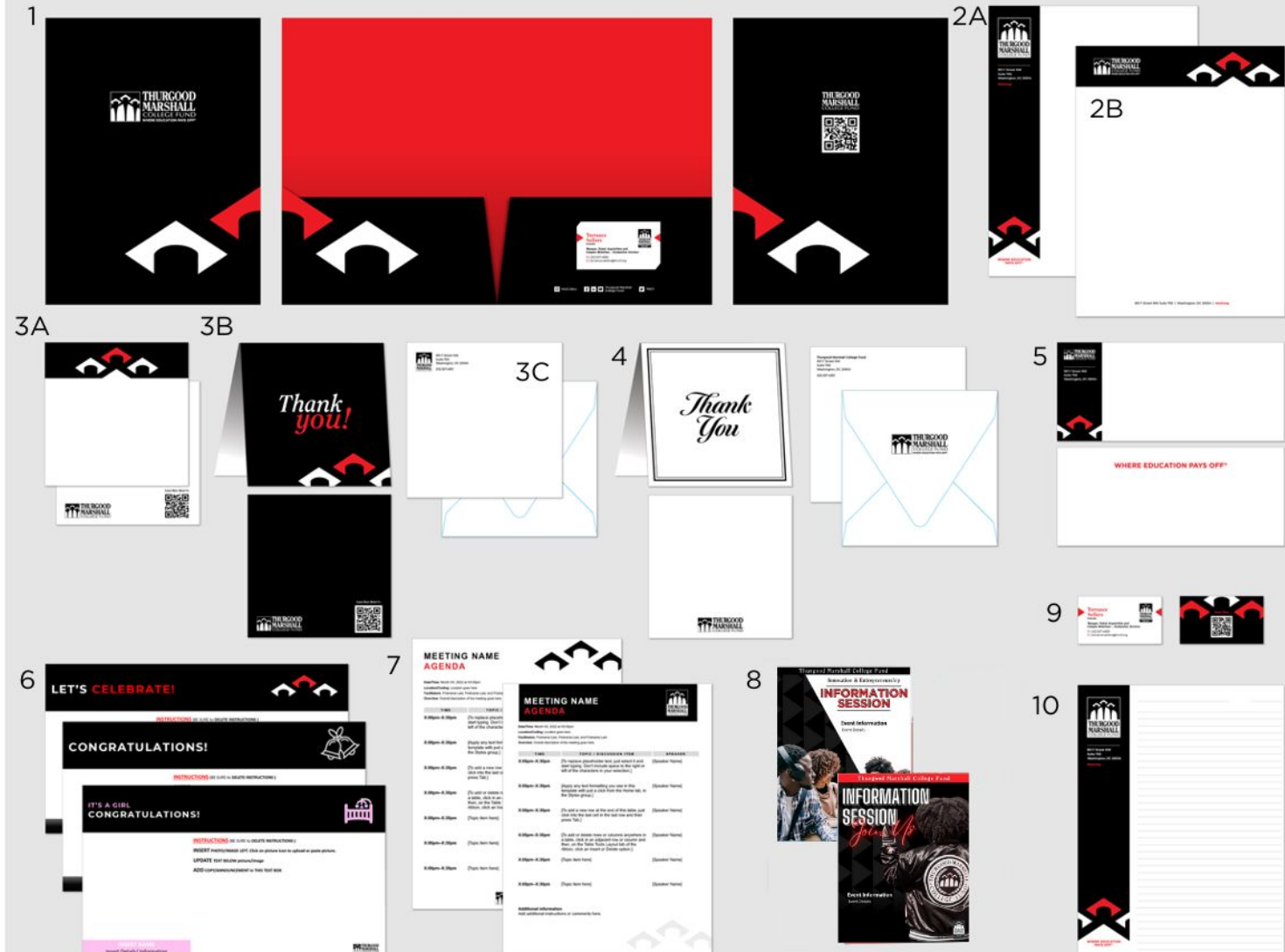
Brand Suite

Our typography, colors and logo usage exemplify our brand.

Here are examples of our internal brand materials.

1. Folder
2. Electronic Letterhead: 2A Vertical or 2B Horizontal
3. Informal Thank You Cards: 3A Informal Square, 3B Informal Fold, 3C Informal Envelope
4. Formal Thank You Card and Envelope
5. Long Envelope
6. Announcement Templates with Unique Headers
7. Agenda Templates: 6A Light or 6B Dark
8. TA Templates
9. Business Cards (email all information and quantity)
10. Notepad
11. TMCF Elevator Pitch (*not shown*)
12. TMCF Handguides (*not shown*)

To request versions of printed materials, please fill out the TMCF Business Cards for Marketing Services to complete the request.



Media Materials

We have a library of materials for your use. Two beautiful videos, PowerPoint templates, professional photography, even shot list, and social media templates.

- TMCF Selling Deck: [Black and White](#) or [Color Version](#)
- PowerPoint Templates: [TMCF Master Slides](#) and [Short Version](#)
- [TMCF Short Story](#)
- [TMCF Short Story \(Manual\)](#)
- [TMCF Brand Video](#)
- TMCF Photos: [Student Photos](#) or [TMCF Stock Photos](#)
- [TMCF Event Shot List](#)

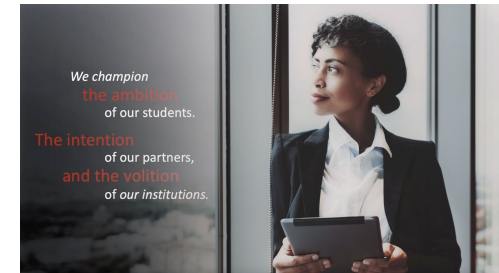
PowerPoint Templates



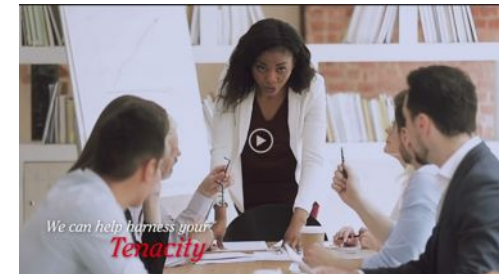
Color Selling Deck



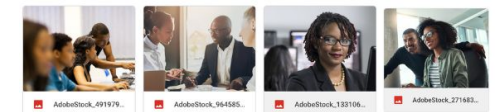
TMCF Short Story



TMCF Brand Video



TMCF Stock Photos



Partnership.

Proper Logo Usage

The logos to your right illustrate proper ways of using our logo with partners. The logos should not be altered in any way and should be displayed and spaced per these guidelines.

Partnerships

Our TMCF branded logo should lead the partners' logo and be joined by a thin black divider. The size of both logos should be equal.

Contact the Brand Marketing team for additional questions and review.

Partnership | Horizontal

Main
Version



Secondary
Version



Partnership | Vertical

Main
Version



Secondary
Version



Improper Logo Usage

The logos to your right illustrate improper ways of using our logo with partners. Our logo should always lead in any direction. If you have any questions about usage, contact our Brand Marketing Team at marketing@tmcf.org.

✗ Re-ordering logos



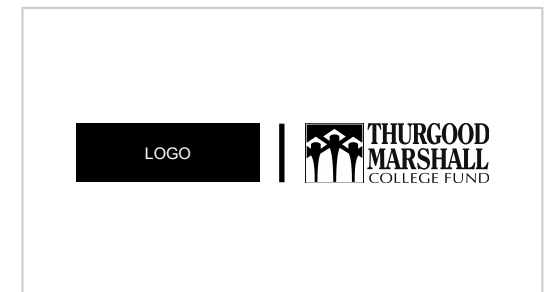
✗ Different space between logos



✗ TMCF logo too big



✗ Divider too thick



Examples



ACCOUNTING STUDENTS

Up to
\$24,000
in scholarships

LINK IN BIO!

This advertisement features a young woman with dark curly hair and glasses, looking off to the side. The background is a solid blue color with a white diagonal stripe. The text is white and black, providing clear information about the scholarship and the partner.



LAST CHANCE!

Up to
\$10,000
in scholarships

This advertisement features a young woman with dark curly hair, looking off to the side. The background is a solid orange color with a white diagonal stripe. The text is white and black, providing clear information about the scholarship and the partner.



APPLY TODAY!

Up to
\$6,200
in scholarships

tm-cf.org/walmart

This advertisement features a young woman with dark hair in braids, looking off to the side. The background is a solid red color with a white diagonal stripe. The text is white and black, providing clear information about the scholarship and the partner.

Proper Logo Usage

Subprogram Examples

The logos to your right illustrate proper ways of using our logo with partners. The logos should not be altered in any way and should be displayed and spaced per these guidelines.

Subprograms

For all subprograms, our TMCF branded logo should be at least 1/4 the size of the subprogram.

Contact the Brand Marketing team for additional questions and review.



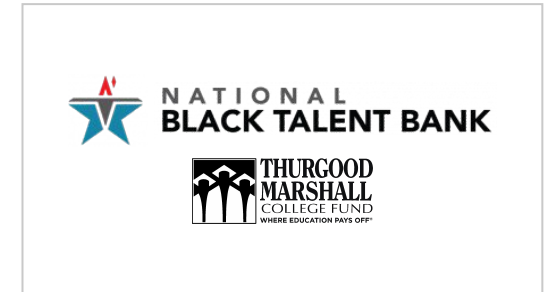
Improper Logo Usage

The logos to your right illustrate improper ways of using our logo with partners. Our logo should always lead in any direction. If you have any questions about usage, contact our Brand Marketing Team at marketing@tmcf.org.

✗ Dividing TMCF logo



✗ TMCF logo too big



✗ Changing TMCF color



✗ TMCF logo stretched or skewed





tmcf.or

P. 202.507.4851 | F. 202.652.2934 | E. info@tmcf.org

901 F Street, NW
Suite 700
Washington, DC 20004

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