

Volunteer State Community College Branding Guidelines & Identity



1. Brand Identity

The Brand Identity is an organizational identity which includes how any body of people or works represents itself to the public, including its identifying marks. Volunteer State Community College, herein referred to as Vol State, has documented organizational standards in order to carefully craft and maintain consistent visibility of the college and its entities.

The branding identity also assists in ensuring standards for execution are followed by making clear guidelines for the property rights and usage of the Vol State brand.

NOTE: No deviation from stated guidelines is allowed without express written permission from a committee of Vol State PR and Marketing personnel. (Requests for permission should be routed to marketing@volstate.edu.) Permission for one project does not grant permission to other similar projects.

2. Branding Philosophy

The core strategy for branding is to warrant a consistently repeating appearance of the same logo to make an unforgettable impression to our students, employees, vendors, and the community as a whole.

It is important that all organization employees understand that the Vol State logo represents a community exemplifying high standards. These standards are necessary to keep in consistent standing with the ideals of this community and includes its logos, trademarks, copyrights, etc.–also known as the Vol State brand.

3. Qualities of the Vol State Brand

The Vol State logo and brand represent the following qualities:

- Premium education and instruction
- Equality
- Pioneer spirit
- Great service
- Employees with high responsibility

4. Vol State's Logo

The Vol State logo is the official logo representing all aspects of Volunteer State Community College including all campuses and locations, its instructional services, and its representatives both nationally

and internationally. If the usage brings visibility to the entirety of the Vol State community, the primary logo must be used.



* **Unity of Purpose:** All materials reasonably associated with all campuses, for general educational purposes or visibility, will use the main Vol State logo in order to be effective stewards of public funds and to promote a unified purpose.

5. Other Vol State Logos

All other logos associated with Vol State are secondary assets. Personnel should first address the 'unity of purpose' clause for Vol State, discussed under section 4.

5.1. "Vertical" Logo

In the event the horizontal logo cannot be properly fitted in given media or graphic layouts, the primary vertical logo may be substituted.



5.2. Vol State Campus Logos

Business and/or materials related to a specific campus, an exact campus program or event, and not Vol State in its entirety, may use the campus specific logos—including documents and forms. Before using campus specific logos, personnel should address the ‘unity of purpose’ clause for Vol State, discussed under section 4.

For promotional items representing individual campuses only, the campus-specific logo may be used.



5.3. Secondary Vol State Logos

Some campus divisions, departments and offices have subordinate (secondary) Vol State logos.

Materials or matters related to these specific regions may use area-specific logos for the purposes of an exact program or event which does not include Vol State in its entirety. Before employing dependent logos, personnel should address the visibility of said organization and the ‘unity of purpose’ clause for Vol State, discussed under section 4.

In the event a secondary symbol is deemed necessary, the Vol State Logo will be present in its entirety and all spacing and other visual standards must be strictly followed in order to protect the official Vol State brand, including the organizational body it represents.

Athletics and student organizations may use the “Athletics Association” or “Patch” Logo, following guidelines for secondary logos.

Athletics Association:



Patch:



The President may use the President’s Office Logo, following guidelines for secondary logos.



The Foundation may use the Vol State Foundation Logo, following guidelines for secondary logos.



The V-Flame logo may be used in academic reports and documents, following guidelines for secondary logos.



In the event the V-Flame does not fit an artboard or project, the Vol State logo may be used without the V-Flame, following guidelines for secondary logos.



All other logos, including official versions from the past, are no longer suitable for representing Vol State as of the publishing of this document. Previously produced materials and promotional items may be distributed until supplies are exhausted. New productions, documents, and digital items should include the approved logo going forward.

As a reminder, the important differentiator for utilizing each logo resides in its purpose and use. If the usage brings visibility to the entirety of the Vol State community, the main logo must be used, as stated in the 'unity of purpose' clause.

6. Use of the Vol State Logo

The Vol State logo has a specific set of criteria that must be followed to be used accurately. No deviation from stated guidelines is allowed without express written permission from a committee of Vol State PR and Marketing personnel.

With practice and creativity, Vol State employees, and its affiliates or assignees, will find ways to use the logo without modification in nearly every instance. Only in extremely rare occasions shall any written permission be given. Any such graphic challenge will be discussed on a case-by-case basis, and permission for one project does not grant permission to other similar projects.

6.1. Changes or Adjustments

The Vol State logo will always be used in its given proportions and should not be stretched or squished. (Larger or smaller logo files may be requested of PR and Marketing personnel for your ease with this important requirement.)



Letters cannot be switched, the font must stay the same, and characters should not have their casing changed.



Logo lettering should not be translated into other languages such as Spanish, Japanese, Chinese, Russian, etc.

6.2. Logo Positioning

The Vol State logo can be placed in any location on a document, flyer, slide or other item – however, it must be presented in a highly visible manner. All logos should be arranged so text is always easily readable and recognizable. No matter the placement, all other criteria and standards must be followed.

6.3. Spacing and Crash Margins

Vol State’s logo will always have specific amounts of corresponding free space. This means other letters, images and background elements should never be placed nearer to the logo than the X coordinates. No violations of this spacing is allowed.

The X coordinate corresponds to the thickness of the letter “V” as pictured below.



6.4. Wordmarks and Violations of Logo Margins

No violations of spacing outlined in 6.3 is allowed for a Vol State logo. However, the Vol State wordmark, or icon, may be used in rare situations where the logo will not fit in a specified project. All uses of the wordmark will require contacting marketing@volstate.edu for express written permission by a committee of Vol State PR and Marketing personnel and will be dealt with on a case-by-case basis.

6.5. Text/Print Usage

Vol State’s logo should never be used in text articles. In the instance the Vol State name appears in print, the “V” and “S” will always be in capital letters as in “Vol State”, with the same character type (font) as the rest of the article.

Additionally, when the college is referred to in print, it should appear in text as either “Vol State” or in full lettering as “Volunteer State Community College”. No other variation of text will be approved.

6.6. Branded Story and Taglines

Vol State branded materials include the organizations communication style, taglines or catch-phrases, the general character of the website, as well as messaging involved in public documents. These elements are secondary to the logo itself, however they are an essential part of the consistent story Vol State is sending our community.

The Vol State tagline “Pioneer Your Future.” and “Pioneer Your Future, Start Here.” is also branded and must not be modified in whole or in part. In order to protect the brand and character of the organization, no variation – or secondary taglines – shall be used without express written permission by a committee of Vol State PR and Marketing personnel.

6.7. Font/s

No font variation is allowed in the official logo. In document text, font sizes can vary based on the purpose of each article, however no font smaller than 10 points should be used. The only deviation from the minimum font size would be for legal fine print, and only with express written permission by a committee of Vol State PR and Marketing personnel, dealt with on a case-by-case basis.

6.8. Fades, Transitions, Outlines, Drop-Shadows, and Transparency

The Vol State Logo should always be used in conjunction with above guidelines to make sure the logo is easily legible and has prime placement on any given canvas. With practice and creativity, Vol State employees, and its affiliates or assignees, will find ways to use the logo without modification in nearly every instance.

6.8.1. Fades and Transitions

Although a static background is preferred, transitions – or fading – are allowed behind the logo assuming all other conditions are met, the primary logo is easily readable, and the logo is a primary visible element in the design.

6.8.2. Outlines and Drop-Shadows

No logo – primary, secondary, wordmark or icon – will be used with outlining (aka stroking) on any characters in the insignia. Drop-shadows are also prohibited.



6.8.3. Transparency

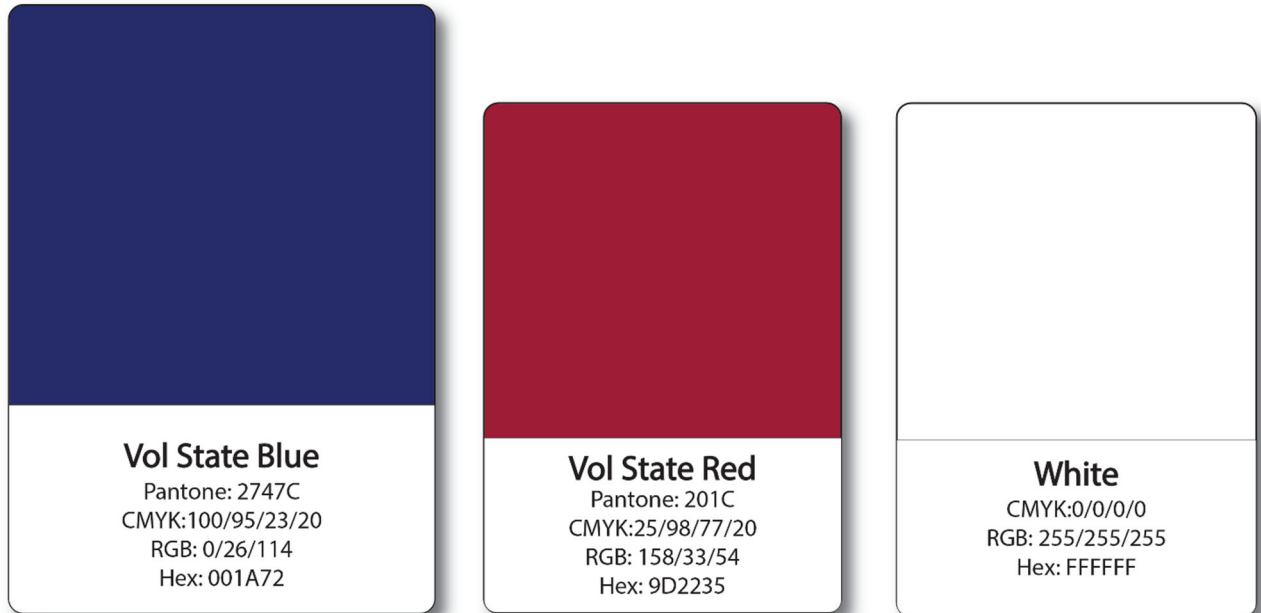
The logo may be used with partial transparency; however, any time transparency is used the artwork must be approved by a committee of Vol State PR and Marketing personnel.

7. Vol State Logo and Colors

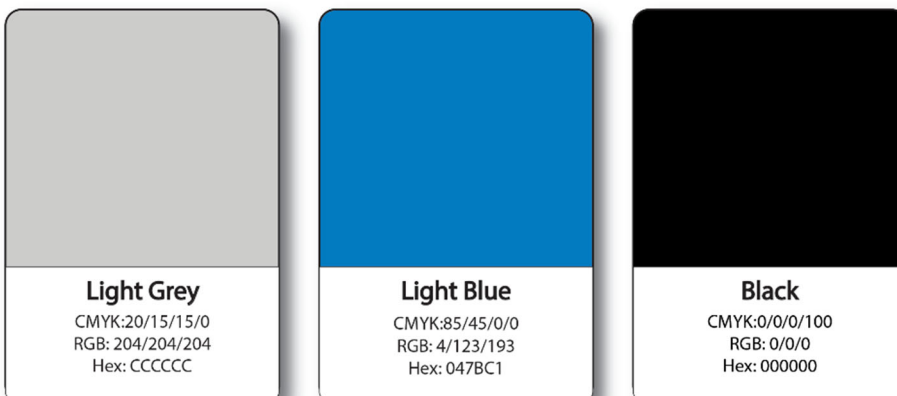
7.1. Official Colors

Vol State has three primary colors and three secondary colors. No color substitutions (gold, silver, or other) may be made without contacting marketing@volstate.edu for express written permission by a committee of Vol State PR and Marketing personnel. All such items will be dealt with on a case-by-case basis, and permission for one project does not grant permission to other similar projects.

Vol State Primary Colors



Vol State Secondary Colors



7.2. Logo Color Variations

For black and white documents or in the event the primary colors do not display prominent enough on a specific artboard a blue, white, or black logo may be used. These logos are included in the official logo files.



8. Protection of the Logo

The Vol State logo has a specific set of criteria that must be followed to be used accurately. A logo must also be protected and defended by the institution employing its use. The safeguarding of a logo will assist in cases of trademark infringement, loss of goodwill, etc.

Trademark Protection

Vol State's logo and tagline are protected by a federal trademark license.

In the event any employee, affiliate, or assignee discovers a logo used in an incorrect fashion it is vital Vol State PR and Marketing personnel are notified immediately.

* Anything beyond the scope of what is outlined in this document would involve contacting marketing@volstate.edu for express written permission from a committee of Vol State PR and Marketing personnel.