TULSA COMMUNITY COLLEGE

STYLE GUIDE | 2026

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TCC BRANDING

Effective Sept. 2, 2025, Tulsa Community College introduced an updated TCC logo and comprehensive branding campaign designed to continue to attract students and teaching talent and tell our brand story with the confidence it deserves. This new branding honors our past, celebrates our present and sets the stage for the exciting stories to come.

TCC fills a foundational role in the Tulsa community.

The College offers the opportunity for higher education that promises a better life to all of Tulsa's diverse communities. We partner with the City to help meet its demand for an educated and credentialed workforce. We partner with other higher education institutions to make sure TCC students who want to continue their pursuit of higher degrees have the skills and opportunity to do so. TCC partners with area high schools to offer robust dual-credit and concurrent enrollment programs. We provide the support our students need to be successful, and through it all, we make certain the College stays as accessible and affordable as possible.

We represent all of Tulsa's people and the Community's potential. We are *Tulsa's* Community College.

APPROVAL OF MATERIALS

Any usage of the TCC logo reflects upon the quality of the institution. It is critical that all TCC materials reflect our brand messaging. Our logo and branding, applied correctly and consistently, enable us to project a strong, unified identity for TCC and prevent confusion among our audiences. Proper use of the logo and branding is a vital part of the branding process as it enhances and reinforces our image as a quality educational institution.

This Style Guide is designed to assist everyone in proper and authorized use of the TCC logo. It can also be found online at **tulsacc.edu/StyleGuide**.

All printed materials designed to market or promote the College to outside constituencies (viewbooks, departmental brochures, newsletters, etc.) must include an appropriate version of the TCC logo. External promotional materials or those using the TCC logo must be reviewed and approved by the Marketing Department to ensure consistency of appearance. **This includes projects created by outside vendors or design agencies; departments must coordinate with Marketing before engaging external partners to ensure adherence to brand standards.**

If you have any questions regarding logo or brand usage, contact the Marketing Department at **mcommunications@tulsacc.edu**.

EXCEPTIONS

We recognize that certain design constraints, such as limited space on signage, banners, or templates, may require minor deviations from these guidelines. When this occurs, materials must be submitted to the Marketing Department for review. Any approved exceptions must be applied consistently to preserve TCC's professional and unified identity.

LOGOS

HORIZONTAL

VERTICAL

MARK

USE The logo is used to definitively identify the college when marketing/communicating to general audiences.

MEANING The TCC logo is time-tested, strong, well-recognized, and stands on its own. The "box" has been removed from the TCC logo.

TYPEFACE Mundial, which translates as "Worldwide," has been adopted as TCC's new institutional font. It was chosen for its bold, clean, and modern aesthetic. It will be a longer lasting type treatment for the college without becoming dated. Its name is a statement: the idea of synthesizing characteristics from different traditions in a single typographic style.

FOUNDATION LOGOS

PRIMARY HORIZONTAL

TULSA COMMUNITY COLLEGE
FOUNDATION

PRIMARY VERTICAL

TULSA COMMUNITY COLLEGE
FOUNDATION

MARK

SIGNATURE SYMPHONY LOGO

Signature Symphony
AT TCC

RETIRED LOGOS

TULSA COMMUNITY COLLEGE

TULSA ACHIEVES

Tulsa Community College FOUNDATION

TULSA COMMUNITY COLLEGE

These logos have been retired and should not be used under any circumstances.

PRIMARY COLORS

TCC BLUE
Pantone: 2146 C
Hex: #004F9F
CMYK: 100/55/0/15
RGB: 0/79/159

MIDNIGHT
Pantone: 289 C
Hex: #162B49
CMYK: 96/83/44/43
RGB: 22/43/73

ACCENT COLOR (to be used sparingly)

SKY BLUE
Pantone: 2925 C
Hex: #0085CA
CMYK: 90/11/0/0
RGB: 0/133/202

GRAYSCALE

COOL GRAY 3 C
Hex: #D0D0CE
CMYK: 0/0/0/20
RGB: 208/208/206

COOL GRAY 8 C
Hex: #888B8D
CMYK: 0/0/0/55
RGB: 136/139/141

COOL GRAY 11 C
Hex: #53565A
CMYK: 0/0/0/80
RGB: 83/86/90

BLACK
Hex: #000
CMYK: 0/0/0/100
RGB: 0/0/0

WHITE
Hex: #FFF
CMYK: 0/0/0/0
RGB: 255/255/255

COLOR ACCESSIBILITY
Ensure text, graphics, and interactive elements have strong color contrast. Follow WCAG 2.1 Level AA: 4.5:1 for normal text and 3:1 for large text or icons. Use the **WebAIM Contrast Checker** to verify.

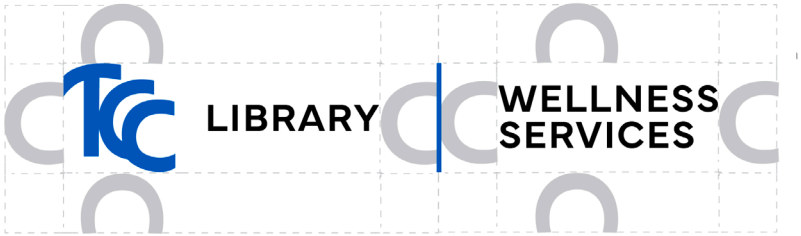
LOGO MARGIN

MARGINS A comfortable margin is given to the logo to provide it with maximum impact and readability. The example shown represents the minimum amount of margin that should be used around the logo. The margin equals the width of the second C in the TCC mark.

MINIMUM SIZE

LOGO MINIMUM SIZE to ensure that the TCC logo can always be clearly recognized and read, it should never be proportionally scaled smaller than one inch and the mark by itself should never be reduced further than .35”.

PARTNERSHIP LOGO LOCKUP



BRANDING NOTE

For internal partnerships where the department or school is the main advertiser, that division should be placed first in the lockup.

Clear space between the logos and separating line should be equal to the standard TCC logo clear space.

The separating line between the logos should be TCC blue if possible. Black or white is also acceptable depending on the background color to be used.

LOGO GUIDELINES

The Tulsa Community College brand should remain consistent in every application to build brand awareness and maintain the personality of the brand. Do not modify the logo or place the logo in settings that would compromise the original design and how it was meant to be displayed. Below are a few examples of what not to do.

DO NOT change the color of the logo.

DO NOT distort or scale the logo disproportionately.

DO NOT change the typeface of the logo.

DO NOT add effects to the logo.

DO NOT place the logo on backgrounds that are not approved brand colors.

DO NOT place the logo on low contrast backgrounds.

DO NOT place the logo on distracting backgrounds.

DO NOT change the size and or placement relationship between logo elements.

DO NOT modify the name in the logo.

DO NOT rotate the logo.

BRANDING NOTE

The shift key is your friend. Holding shift while you scale the logo will keep the logo proportional.

TCC PRIMARY LOGO FILES

When applying the TCC logo, it's very important to use the appropriate file. Using the wrong file can result in a low quality presentation of the logo. The specified margin is built into each logo file; do not let any outside elements interfere with this space.

	Two Spot Color	Two Spot Color Reverse	Single Color	Single Color Reversed
Application				
Printing	TCC - primary horizontal logo - 2c.eps	TCC - primary horizontal logo - rev.eps	TCC - primary horizontal logo - black.eps	TCC - primary horizontal logo - white.eps
Office Application	TCC - primary horizontal logo - 2c.pdf TCC - primary horizontal logo - 2c.jpg TCC - primary horizontal logo - 2c.png	TCC - primary horizontal logo - rev.pdf TCC - primary horizontal logo - rev.png	TCC - primary horizontal logo - black.pdf TCC - primary horizontal logo - black.jpg TCC - primary horizontal logo - black.png	TCC - primary horizontal logo - white.pdf TCC - primary horizontal logo - white.png

	Two Spot Color	Two Spot Color Reverse	Single Color	Single Color Reversed
Application				
Printing	TCC - primary vertical logo - 2c.eps	TCC - primary vertical logo - rev.eps	TCC - primary vertical logo - black.eps	TCC - primary vertical logo - white.eps
Office Application	TCC - primary vertical logo - 2c.pdf TCC - primary vertical logo - 2c.jpg TCC - primary vertical logo - 2c.png	TCC - primary vertical logo - rev.pdf TCC - primary vertical logo - rev.png	TCC - primary vertical logo - black.pdf TCC - primary vertical logo - black.jpg TCC - primary vertical logo - black.png	TCC - primary vertical logo - white.pdf TCC - primary vertical logo - white.png

TCC MARK FILES

	Blue Mark	White Mark	Black Mark
Application			
Printing	TCC - mark.eps	TCC - mark - white.eps	TCC - mark - black.eps
Office Application	TCC - mark.pdf TCC - mark.jpg TCC - mark.png	TCC - mark -white.pdf TCC - mark -white.png	TCC - mark - black.pdf TCC - mark - black.jpg TCC - mark - black.png

TCC DIVISION LOGOS

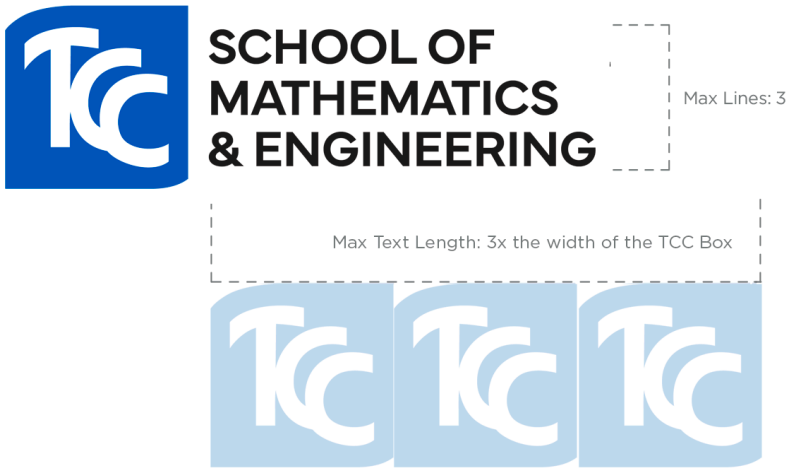
Each division within TCC has its own specific logo. TCC division logos consist of the main TCC mark absent of the Tulsa Community College typography on the right. Division titles should be positioned to the right of the TCC mark. The max width of titles should not exceed three times the width of the TCC mark. Within these confines, all titles should be a minimum of two lines, as long as the title contains enough content to do so.

The title should be set in Mundial Demibold.
(Available for download at http://fonts.adobe.com)

All division logos are provided in full color, black single color, and white single color versions as .eps, .pdf, .jpg, and .png file formats.

If you need a division logo, please use the Marketing Portal to submit a request. Please allow up to two weeks of lead time.

PRIMARY DIVISION LOGO



LOGO USE IN COPY GUIDELINE

TULSA COMMUNITY COLLEGE ~~is based in Tulsa, Oklahoma.~~

DO NOT use the TCC logo to communicate the name of the college in a sentence or headline.

Tulsa Community College is based in Tulsa, Oklahoma.

DO type out Tulsa Community College in the native font of the paragraph it is contained in to communicate the name of the college.

BRANDING NOTE

Tulsa Community College is the master brand. The abbreviation, TCC, should be substituted once the complete name has been mentioned in text.

Do not substitute the Tulsa Community College logo for the TCC name in a headline or body copy.

In text, the Tulsa Community College name should appear in upper and lower case.

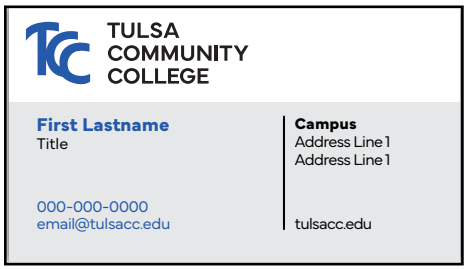
The first mention should read unabbreviated. When using the abbreviation, TCC, should read in all uppercase.

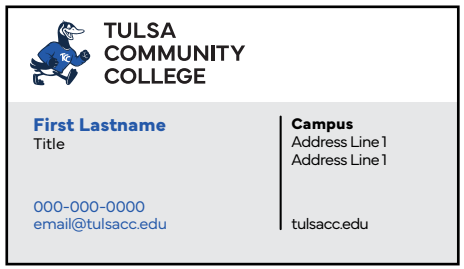
In headlines, the Tulsa Community College name should appear in title case text.

PRINT MATERIAL

BUSINESS CARDS

TCC business cards are available through **Jaggaer**. Faculty and staff may choose from two approved front designs and two approved back designs, which can be mixed and matched. Any customized or specialized business card designs must be requested through and approved by the Marketing Department.





Front Options

Back Options

ILLUSTRATED MASCOT USAGE

The TCC goose mascot is a key part of our brand identity. To ensure consistency and protect the integrity of the mascot, usage must follow the approved standards below.

ILLUSTRATIONS

The approved illustrations may not be altered, recolored, or combined with other graphics. They must always appear in their original, approved form.

UNACCEPTABLE USAGE

To protect the mascot's integrity, the following modifications are prohibited:

Do not remove the TM symbol.
Do not stretch, squash, or skew the mascot.
Do not flip the mascot in directions other than the approved left or right orientations.
Do not change the mascot's colors or apply filters.
Do not add, remove, or replace elements (clothing, props, accessories, etc.).
Do not distort the mascot to fit within shapes or layouts.
Do not use hand-drawn or AI-generated illustrations of the Goose in any format or materials.
Only the official artwork files provided by TCC Marketing & Communications may be used.

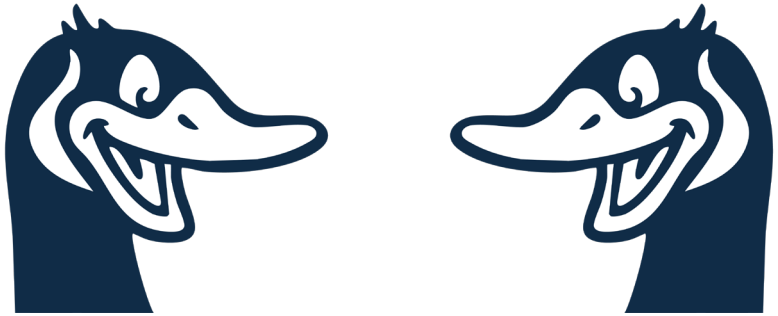
FUTURE GUIDELINES

Additional mascot usage standards, including naming, applications, and extended illustrations, are in development and will be released in a future update. Until then, all mascot usage beyond the approved illustrations must be reviewed and approved by the Marketing Department.

APPROVED ILLUSTRATIONS

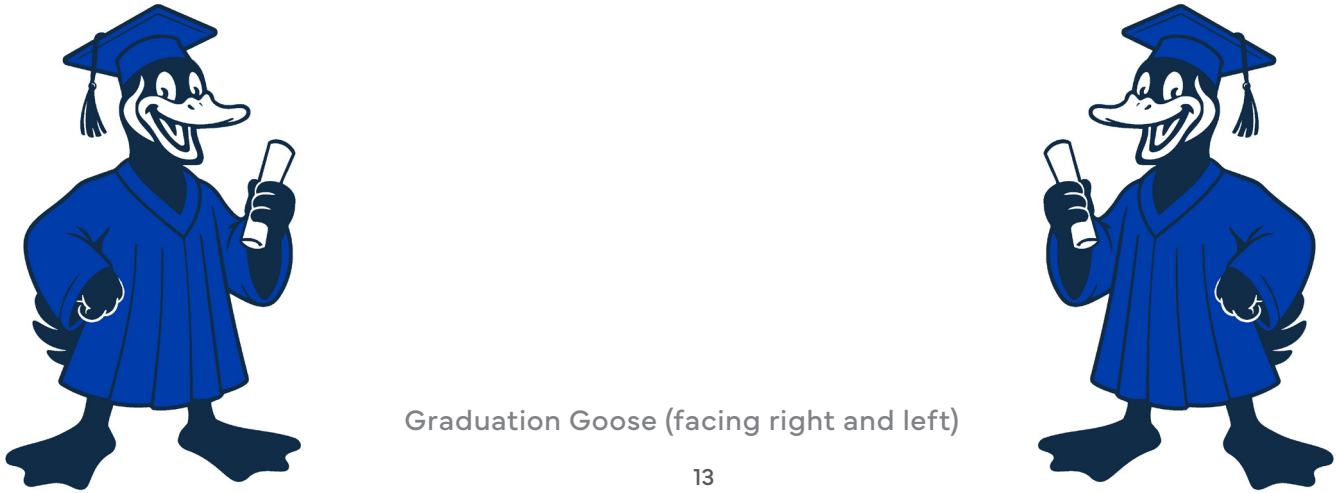
Nice Goose (facing right and left)

Fierce Goose (facing right and left)



Nice Goose Head (facing right and left)

Fierce Goose Head (facing right and left)



Graduation Goose (facing right and left)

PRINT TYPOGRAPHY

Our words carry weight, and so does our typography. When harnessed effectively, the perfect font can grab attention, evoke emotions, and, most importantly, establish a distinct voice.

MAIN TYPEFACE

Greycliff CF
fonts.adobe.com/fonts/greycliff-cf

The quick brown fox jumps over the lazy dog

ALTERNATIVE TYPEFACES

Montserrat
fonts.google.com/specimen/Montserrat

The quick brown fox jumps over the lazy dog

Libre Baskerville
fonts.google.com/specimen/Libre+Baskerville

The quick brown fox jumps over the lazy dog

GUIDELINES AND CONSIDERATIONS

Pair different typefaces to create emphasis, texture, and hierarchy.
Use font weights, color, and point size to guide the reader and tell a story.
Allow generous surrounding white space to improve readability.
Limit the number of styles and sizes to maintain consistency.

PRACTICES TO AVOID

To ensure readability and professionalism, do not:

Set blocks of three or more lines in ALL CAPS.
Condense or expand typefaces.
Add excessive spacing between characters.
Overuse emphasis styles (bold, italic, underline).

EMAIL SIGNATURE

TCC faculty and staff send dozens of emails a week to internal and external audiences, making email one of the college's primary communication methods. This style guide is intended to bring stylistic consistency to emails. It's not meant to dictate a department's tone or "voice," but to establish standards for common email attributes like signatures, as well as to set forth basic rules for email-specific grammar and usage.

Note: In most cases, TCC follows Associated Press style. One notable exception is that TCC uses the serial comma.

INSTRUCTIONS

1. Select the signature you would like to use and edit the content with your information. Copy the signature.
2. Go to Outlook and click New Message.
3. Go to the top of email and click Signature>Manage Signatures
4. Click the add (+) button and a new window will appear.
5. Click the edit button and paste the copied Signature into right window.
6. Close window and select save.
7. You can rename the Signature file by double-clicking on the "Untitled" file name.
8. Before closing, make sure that preferred signature file is selected. Here is a video showing the steps above: Microsoft Helps: How to add a signature in Outlook

SIGNATURE CONSISTENCY

Write out phone numbers with hyphens. When writing your title or department, use "&" instead of "and." For campus locations, use the following:

Metro Campus | 909 S. Boston Ave.

Northeast Campus | 3727 E. Apache St.

Southeast Campus | 10300 E. 81st St.

West Campus | 7505 W. 41st St.

Thomas K. McKeon Center for Creativity | 910 S. Boston Ave.

Education Outreach Center | 2201 S. Garnett Rd.

Riverside Community Campus & Aviation Center | 112 W. Beechcraft Dr.

Arvest Tower | 15 W. 6th St.

OPTIONAL:

Listing your pronouns, mobile number or sharing the social media and website links are optional.

EXAMPLE:

Seamus McFakeroo *he/him/his*
Goose Wrangler
Facilities
Office: 248-434-5508 | Mobile: 248-434-5508 | West Campus | 7505 W. 41st St.

Follow: Facebook | Instagram | X | LinkedIn | Website

EMAIL SIGNATURE TEMPLATE
OPTION 1:

Name *pronouns*
Title
Department
Office phone number | Mobile phone number | Campus | Address

Follow: Facebook | Instagram | X | LinkedIn | Website

TULSA COMMUNITY COLLEGE
You Can. We'll Help.

OPTION 2:

Name *pronouns*
Title
Department
Office phone number | Mobile phone number | Campus | Address

Follow: Facebook | Instagram | X | LinkedIn | Website

TULSA COMMUNITY COLLEGE
You Can. We'll Help.

OPTION 3:

Name *pronouns*
Title
Department
Office phone number | Mobile phone number | Campus | Address
Tulsa Community College

Follow: Facebook | Instagram | X | LinkedIn | Website

OPTION 4:

Name *pronouns*
Title
Department
Office phone number | Mobile phone number | Campus | Address
Tulsa Community College

Follow: Facebook | Instagram | X | LinkedIn | Website

OPTIONAL BADGE IMAGE

A limit of two badge images can be in your email signature. Each badge image must be approved by marketing. The images must be stacked.

EXAMPLE:

Seamus McFakeroo *he/him/his*
Goose Wrangler
Facilities
Office: 248-434-5508 | Mobile: 248-434-5508 | West Campus | 7505 W. 41st St.

Follow: Facebook | Instagram | X | LinkedIn | Website

FIRST to FINISH
A FIRST-GEN STUDENT PROGRAM.

WEB PAGE STYLE GUIDELINES

When developing web pages, consistency and accessibility are key. All web content should follow the college's brand identity, including approved fonts, colors, and logo usage, to create a cohesive user experience. If you work on web sites, please utilize the following guidelines:

BRAND CONSISTENCY: Use approved fonts, colors, and logos.

CLEAN LAYOUT: Keep pages uncluttered with clear hierarchy and navigation.

MOBILE-FRIENDLY: Design for responsive use across devices and check that images, tables, and embedded tools display properly on mobile.

TONE OF VOICE: Write in a student-centered, conversational, and concise style; avoid jargon.

ACCESSIBILITY: Follow WCAG 2.1 Level AA standards (alt text, color contrast, descriptive links, keyboard navigation, proper heading order).

IMAGES & GRAPHICS: Use high-quality visuals that are optimized for web performance and always include descriptive alt text.

READABILITY: Use headings, bullets, and short paragraphs for easy scanning.

CONSISTENCY: Apply styles uniformly across all web pages to create a cohesive experience.

Adherence to these guidelines will ensure that TCC's digital presence is user-friendly, visually consistent, and accessible to all audiences. For more information, please email **webteam@tulsacc.edu**.

ARTIFICIAL INTELLIGENCE GUIDELINES

Artificial Intelligence (AI) tools are just that, tools. They should be used with the same care, judgment, and purpose as any other design or communication tool. Carefully consider a project's goals to determine whether AI or existing resources are the best way to create an authentic connection with our audiences.

While we cannot provide guidance for every possible use of AI in College marketing and communications, here are some general principles:

ACCEPTABLE USES: may include brainstorming, drafting outlines, generating alternative text for images, using AI as a reference or inspiration to communicate a concept, or exploring creative variations that will then be refined by TCC's Marketing team.

PROHIBITED USES: include publishing AI-generated content without editing, relying on AI to verify facts, generating or altering the TCC logo or other protected logos, submitting AI-generated materials directly to print or digital channels, or inputting confidential information into AI systems. Please do not create graphics and/or logos in AI and then send to the marketing department for final use.

All AI outputs must be reviewed and refined by the Marketing Department to ensure they meet TCC's brand, accessibility, and ethical standards.

SOCIAL MEDIA ACCOUNT REQUIREMENTS

Process for Creating a New TCC Social Media Account on Facebook, Instagram, or LinkedIn

1. Complete a 3-month content plan using the **TCC Social Media Content Calendar Template**, available in the Marketing Portal, with a minimum of two posts per week. The calendar should demonstrate that your department has sufficient content and resources to maintain an active, engaging social media presence.
2. A plan for partnering with other departments such as Student Life, Library and others to develop content. The account needs to showcase what is happening at TCC and the people involved to keep people engaged. This helps ensure the page doesn't just become a place to post ads/flyers. That is an important part of it but can't be the only content.
3. Submit calendar template to marketing through marketing portal for review/approval.
4. NOTE: Do NOT set up TCC social media accounts using personal account information. All logins must be with generic departmental TCC email. Departments will be required to share log in information with Marketing.

Please reach out to **mcommunications@tulsacc.edu** with any questions.

VIDEO GUIDELINES

USE GOOD QUALITY: 1080p is a great default for most videos.
USE MP4: It works well across most social platforms.
KEEP THE RIGHT SHAPE:
- YouTube: 16:9 horizontal
- TikTok, Reels & Shorts: 9:16 vertical

KEEP AUDIO CLEAR: Good sound is more important than perfect video.
ADD CAPTIONS: Many people watch without sound.
GRAB ATTENTION QUICKLY: Start with the most interesting part.
USE A GOOD THUMBNAIL/COVER: Make it clear and eye-catching.
KEEP TEXT AWAY FROM THE EDGES: Social apps may cover it with buttons or captions.
SAVE YOUR ORIGINAL VIDEO: Use the highest-quality version when creating different platform versions.
SIMPLE RULE: Make one high-quality original video, then create versions sized for each platform.

For questions or assistance, please reach out to Ethan Cooper at **ethan.cooper@tulsacc.edu**.

Rev. 10-2026