



BRAND GUIDELINES

The Official TMCF Brand
Standards & Usage Manual

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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.



TYPOGRAPHY

"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 and 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 is expressed in Gotham Bold.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

TMC NAME: ITC CLEARFACE HEAVY

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

TMC SLOGAN: OPTIMA BOLD

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 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. 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.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

PROXIMA NOVA BLACK

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

PROXIMA NOVA BOLD

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

PROXIMA NOVA MEDIUM

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

PROXIMA NOVA LIGHT



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@tmc.org.



PRIMARY 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.

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@tmc.org and request the **Logo Usage Agreement**. The logo is available in .eps and .jpeg formats for print, and .png formats for web usage.



SECONDARY LOGOS

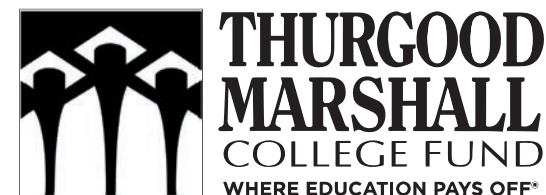
The logos below are the organizations secondary logos and should only be used if the primary logo cannot be placed properly or legibility is at risk. Before using either logo you must contact our Graphic Designer at marketing@tmc.org. The logos are available in .eps and .jpeg formats for print, and .png formats for web usage.



Version Without Slogan



Horizontal Version without Slogan



Horizontal 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.



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



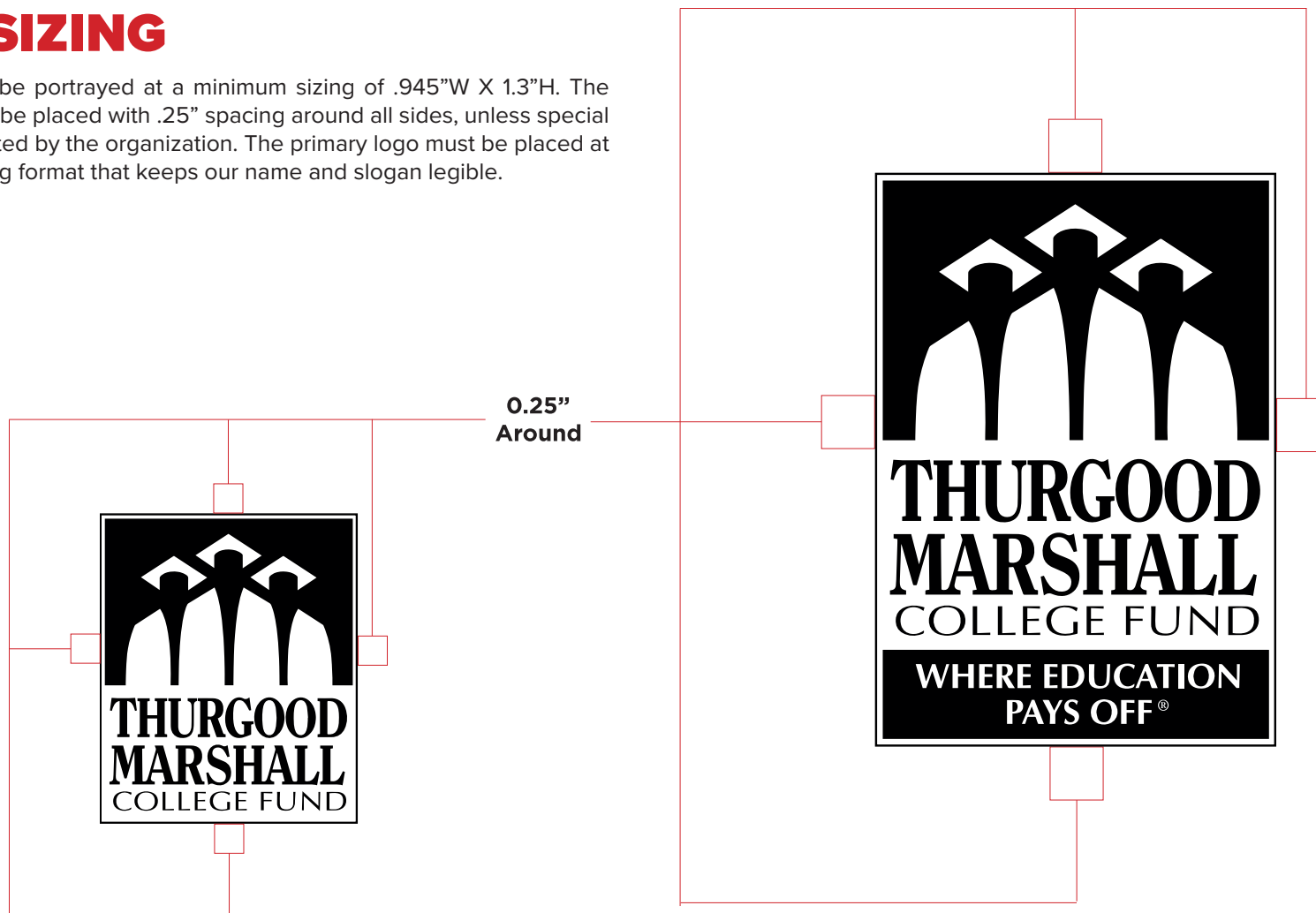
LOGO MAY NOT BE STRETCHED OR SKEWED



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.

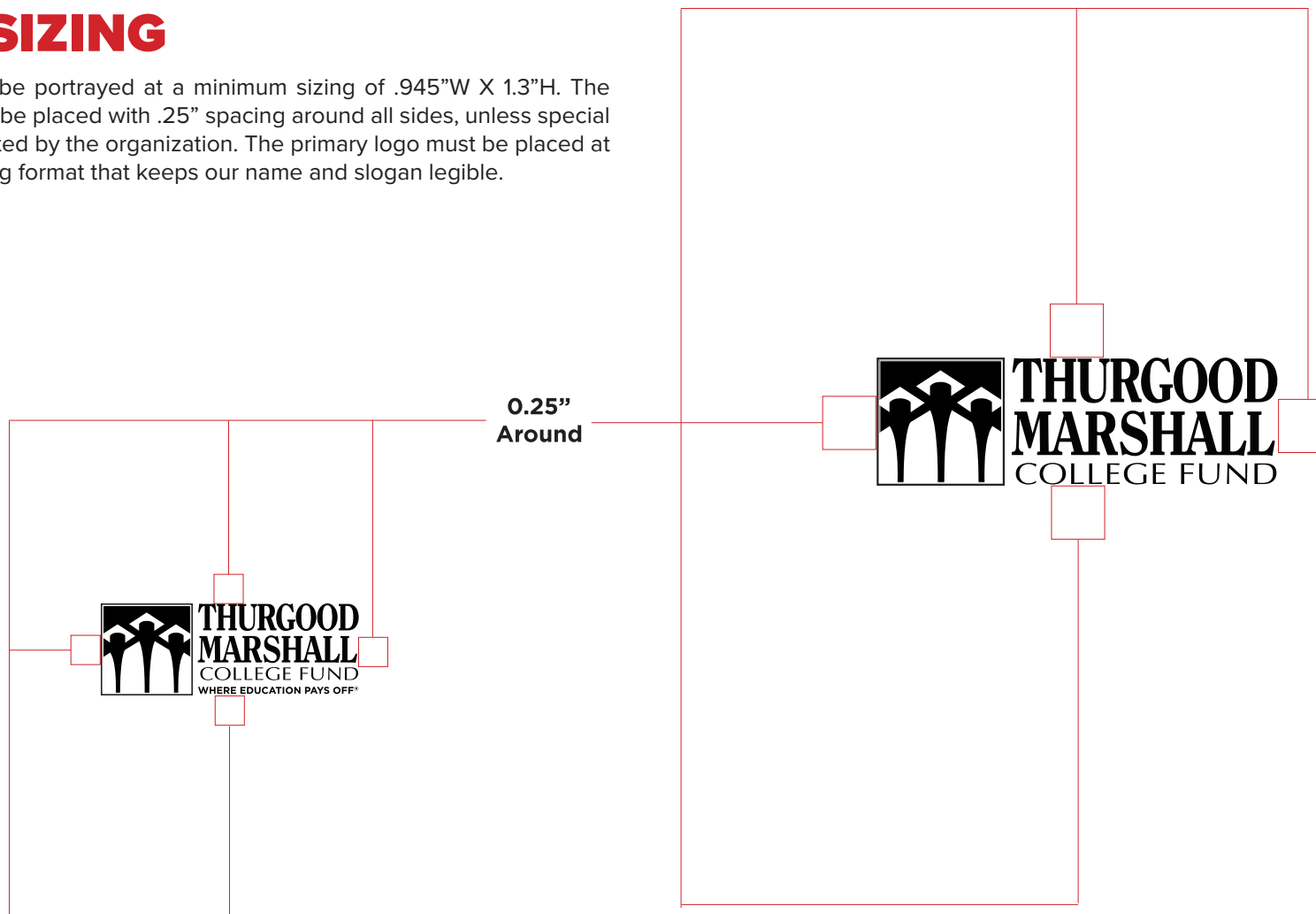


USAGE OF THE GRADUATES

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.

LOGO SIZING

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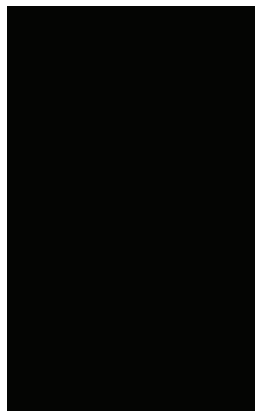


OUR COLORS

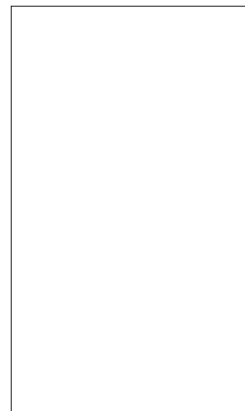
"Color does not add a pleasant quality to design-it reinforces it." -Pierre Bonnard

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.



75, 68, 67, 90
0 0 0



0, 0, 0, 0
255 255 255



0, 100, 100, 0
237 28 36



83, 37, 23, 1
29 132 167

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, red, and white. 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.



0, 43, 98, 0
35, 31, 32



79, 0, 100, 0
35, 31, 32



82, 64, 0, 0
35, 31, 32



0, 0, 0, 80
35, 31, 32



BRAND STANDARDS

Examples and Demonstrations of Our Brand

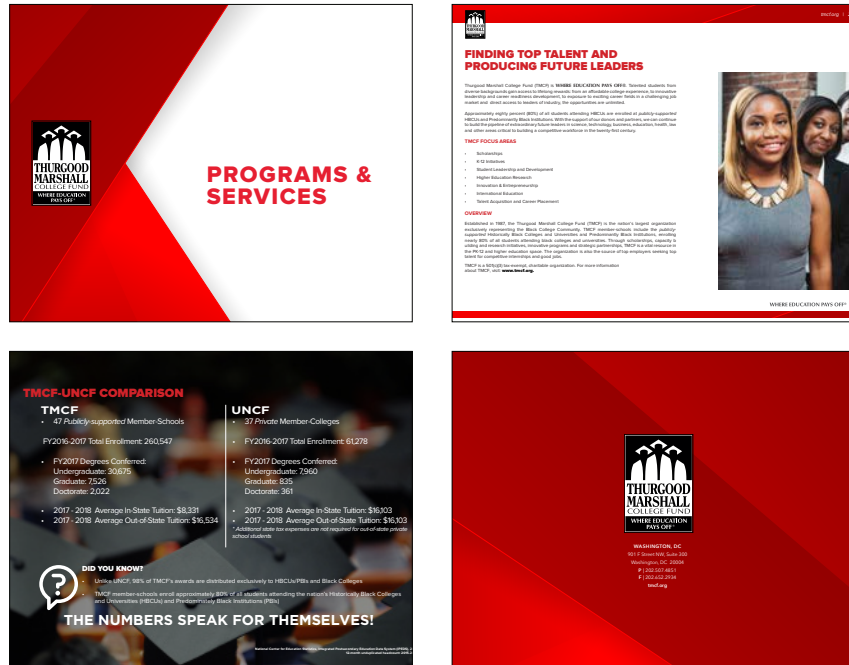
PROPER BRAND USAGE EXAMPLES

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.

TMCF POWERPOINT TEMPLATE



TMCF STATIONARY





TMCF ADVERTISING EXAMPLES

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.

Since 1987, the Thurgood Marshall College Fund (TMCF) has helped offset rising college costs and more. TMCF has provided qualified students with scholarships, internships, leadership development and connections to employers—producing thousands of leaders at work and role models throughout the United States.

TO HELP TMCF FIGHT CRISIS, VISIT TMCF.ORG

THURGOOD MARSHALL COLLEGE FUND
WHERE EDUCATION PAYS OFF®

CONNECT WITH US | [f](#) [t](#) [v](#) [in](#) [@](#)

GET YOUR EDUCATION TRUST YOUR TALENT SECURE YOUR FUTURE

At the Thurgood Marshall College Fund (TMCF), we specialize in identifying exceptionally talented students from the nation's historically Black Colleges and Universities (HBCUs). When we recognize a student's strengths, we encourage them to act on his or her talents. We believe that no matter what happens in life, empowering a student to use his or her talents will open doors to opportunity.

Learn more by visiting: tmcf.org

THURGOOD MARSHALL COLLEGE FUND
WHERE EDUCATION PAYS OFF®

TMCF BROCHURE EXAMPLE

WHO WE ARE

The Thurgood Marshall College Fund (TMCF) is named for the U.S. Supreme Court first African American Justice, established in 1987, we support and represent nearly 300,000 students attending the 47 publicly supported 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

WHO ARE WE LOOKING FOR

- Passionate, hardworking students who demonstrate academic excellence, leadership and initiative
- Confident students with the hunger and relentless drive to succeed
- Students who exhibit strong verbal and written communication skills

ENGAGE WITH TMCF

[f](#) [t](#) [v](#) [in](#) [@](#)

WASHINGTON, DC
P | 202.507.4851
F | 202.652.2934
tmcf.org

SCHOLARSHIPS

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

SCHOLARSHIP TYPES

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

TQRP TEACHER QUALITY & RETENTION PROGRAM

Since 2008, the TQRP has impacted over 230 new and continuing teachers with success in classroom.

Determined to improve the quality of education in K-12 classrooms, TQRP is a training and support program of choice for new and aspiring teachers to serve in high-need rural and urban schools. Benefit:

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

LEADERSHIP INSTITUTE

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

The Leadership Institute is a premier professional development conference bringing 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

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

The 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

ADVERTISING DISPLAY EXAMPLES

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

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

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



TMCF Tri-Fold General Brochure

TMCF MEMBER-SCHOOLS

COLLEGES & UNIVERSITIES

Alabama A&M University
Normal, AL
Alabama State University
Montgomery, AL
Albany State University
Albany, GA
Alcorn State University
Lorman, MS
Bluefield State College
Bluefield, WV
Bowie State University
Bowie, MD
Central State University
Wilkes-Barre, PA
Cheyney University of Pennsylvania
Cheyney, PA
Chicago State University
Chicago, IL
Coppin State University
Baltimore, MD
Delaware State University
Dover, DE
Elizabeth City State University
Elizabeth City, NC
Fayetteville State University
Fayetteville, NC
Florida A&M University
Tallahassee, FL
Fort Valley State University
Fort Valley, GA
Grambling State University
Grambling, LA
Harris-Stowe State University
St. Louis, MO
Jackson State University
Jackson, MS
Kentucky State University
Frankfort, KY
Langston University
Langston, OK
Lincoln University of Missouri
Jefferson City, MO
Lincoln University of Pennsylvania
Lincoln University, PA
Madgar Evers College
Brooklyn, NY
Mississippi Valley State University
Itta Bena, MS
Morgan State University
Baltimore, MD
Norfolk State University
Norfolk, VA
North Carolina A&T State University
Greensboro, NC
Prairie View A&M University
Prairie View, TX
Savannah State University
Savannah, GA
South Carolina State University
Orangeburg, SC
Southern University at New Orleans
New Orleans, LA
Southern University at Shreveport-Bossier City
Shreveport, LA
Tennessee State University
Nashville, TN
Tuskegee University
Tuskegee, AL
University of Arkansas at Pine Bluff
Pine Bluff, AR
University of Maryland Eastern Shore
Princess Anne, MD
University of the Virgin Islands
St. Thomas, VI
Virginia State University
Petersburg, VA
West Virginia State University
Institute, WV
Winston-Salem State University
Winston-Salem, NC
York College
Jamaica, NY

LAW SCHOOLS

Florida A&M University College of Law
Orlando, FL
Howard University School of Law
Washington, DC
North Carolina Central University
School of Law
Durham, NC
Southern University Law Center
Baton Rouge, LA
Texas Southern University
Thurgood Marshall School of Law
Houston, TX
University of the District of Columbia
David A. Clarke School of Law
Washington, DC

MEDICAL SCHOOLS

Charles R. Drew University of
Medicine & Science
Los Angeles, CA
Howard University School of Medicine
Washington, DC



Established in 1987, the Thurgood Marshall College Fund (TMCf) is the nation's largest organization exclusively representing the Black College Community. TMCf memberschools 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.

WASHINGTON, DC

P | 202.507.4851
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tmcf.org

WHERE EDUCATION PAYS OFF®



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





TMCF VALUES

"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.

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



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.



WASHINGTON, DC

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