

TENNESSEE TECH ATHLETICS
GRAPHIC STANDARDS MANUAL



BUILDING A STRONG ATHLETIC BRAND

JULY 28, 2006

Thank you for working with Tennessee Tech University as we build a local, regional, and national brand with the unveiling of the first official Tennessee Tech Athletics logo. Over a period of time many symbols were used to relate to Tennessee Tech Athletics. The use of different logos and symbols created a lack of consistency and uniformity. Recently, a committee comprised of Tennessee Tech University faculty, administrators, students, student-athletes, alumni, and athletics staff determined it was time to evaluate the artwork used by Tennessee Tech Athletics. It was the recommendation of the committee to work together with a graphics design firm and develop a family of athletic marks that will be used to create a uniform brand for Tennessee Tech Athletics.



While the committee had varying opinions, each representative approached this project with excitement. After many meetings and reviewing dozens of artwork samples, the committee unanimously agreed to the artwork you will view in this identity manual. This manual was designed to provide you with the guidelines on the use of the new Tennessee Tech Athletics artwork. Just like the rules for using any Tennessee Tech University artwork, your organization must first be a licensed vendor through our licensing partner, Licensing Resource Group (LRG). After becoming an official licensee of Tennessee Tech University, you must adhere to the guidelines set fourth in this manual.

Effective immediately all designs in any medium referencing Tennessee Tech Athletics and/or the Tennessee Tech Golden Eagles must incorporate the new artwork. Each use must be approved by the Tennessee Tech University Licensing office (see contact information page in rear). We look forward to working with you as we build a new brand for Tennessee Tech Athletics.

Sincerely,

Robert R. Bell
President

Mark Wilson
Director of Athletics

OFFICIAL ATHLETIC COLORS



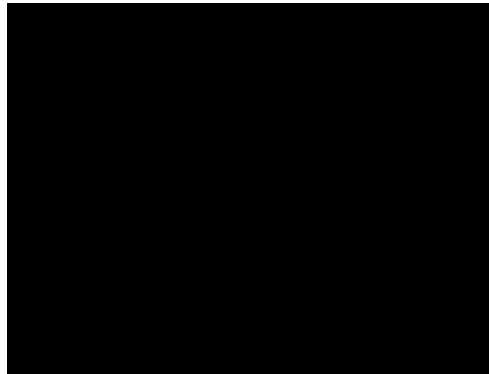
TTU PURPLE
(in lieu of use *Pantone® 266
Process Equivalent: 79C-90M)



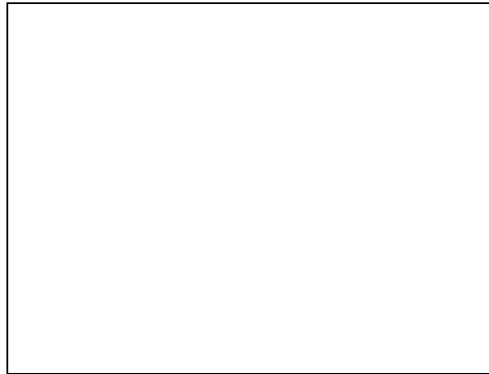
TTU GOLD
(in lieu of use *Pantone® 109
Process Equivalent: 10M-100Y)

PRIMARY COLORS

Color is one of the most important elements of the Tennessee Tech University athletic identity system. The colors on the left are the official colors for all of the Tennessee Tech athletic logos. If these colors are not available, the logos should be printed in all black. Logos may also be used in all white on either black or TTU Purple backgrounds. Logos may be used in all white on other dark color backgrounds **only** if previously approved (see page 5). TTU athletic logos are **never** to be reversed.**



BLACK



WHITE

SUPPORT COLORS

In addition to the primary colors shown above, the TTU athletic identity system utilizes black and white as important support colors. White helps to add contrast to TTU Purple and TTU Gold. When the official colors are not available, most TTU athletic logos and art may be printed in all black. Logos may also be used in all white on either black or TTU Purple backgrounds. Logos may be used in all white on other dark color backgrounds **only** if previously approved (see page 5). TTU athletic logos are **never** to be reversed.**

*Pantone® is a registered trademark of Pantone, Inc. The colors shown on this page and throughout this manual are not intended to match the PANTONE Color Standards. For the PANTONE Color Standards, refer to the current edition of the PANTONE Color Formula Guide 1000.

**See page 5 for additional guidelines.

TENNESSEE TECH ATHLETIC LOGOS

The new TTU Golden Eagle family of marks were designed to create a consistent brand for our athletic program. At the same time, there are many variations to choose from so that there should be a design compatible to any application. The preferred logo is the primary mark shown largest on this page. If you choose to use a different logo, it should be one of the marks that feature either the words "Tennessee Tech" or the letters "TTU." The designs with only the Golden Eagle head or the winged Golden Eagle alone are for use **only** when either the school name or monogram have been previously presented. For example, the head alone design can be used inside a brochure if a logo or words identifying the university has been used on the cover. An additional example is the winged Golden Eagle can be used on a garment if the university name or monogram is identified in a prominent place.

All artwork and variations are available in Macintosh and PC digital file formats. For information on using the logos with different words in the banners see page 8.



PRIMARY LOGO



PRIMARY WORDMARK



EAGLE HEAD & WORDMARK



MONOGRAM VARIATIONS



EAGLE HEAD VARIATIONS



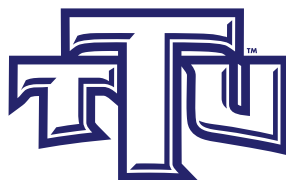
WINGED EAGLE

ATHLETIC LOGO COLOR VARIATIONS

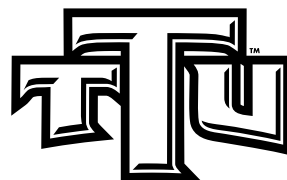
FULL COLOR ART



ALL TTU PURPLE ART



ALL BLACK ART



All of the TTU athletic logos are available in full color (TTU Purple, TTU Gold and white), all TTU Purple and all black. Examples of some of the logos are shown on the left.

The logos should **never** be reversed in white or used in all TTU Gold. The logos may be used in all white on either black or TTU Purple backgrounds (or in all white on other dark backgrounds with prior approval). For information on using these logos on various background colors see page 5.

USING LOGOS ON COLOR BACKGROUNDS

Frequently it may be desirable to place the athletic identity logos on a field of color. As shown in the examples on the right, all of the artwork has been created with a built-in outline shape that allows it to work clearly on any background. For this reason it is not necessary to alter the logos before placing them on any color, photograph or complex background. This is true of the full color logos, the all TTU Purple logos and the all Black logos.

The TTU logos should never be reversed. All TTU logos may be used in all white on either black or TTU Purple backgrounds (or on other dark color backgrounds with prior approval). The all white version of the TTU logos should never be used on light color backgrounds (such as TTU Gold) or any complex backgrounds.

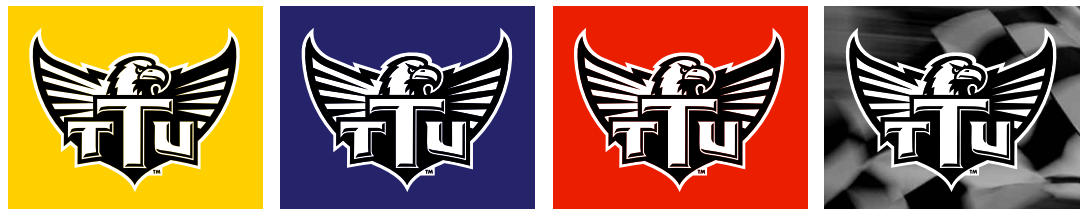
It is never permissible for any photograph, pattern or complex background to show through as in the example at the far right of the bottom row.



FULL COLOR logo on all TTU Gold background, all TTU Purple background, non TTU color background and a complex background



ALL TTU PURPLE logo on all TTU Gold background, all TTU Purple background, non TTU color background and a complex background



ALL BLACK logo on all TTU Gold background, all TTU Purple background, non TTU color background and a complex background

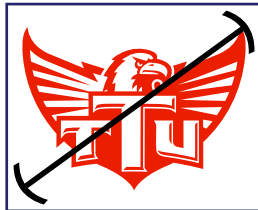


ALL WHITE logo may only be used on either black or TTU Purple backgrounds (or on other dark color backgrounds with prior approval).

LOGO USE VIOLATIONS



Never switch colors on any TTU athletic logo



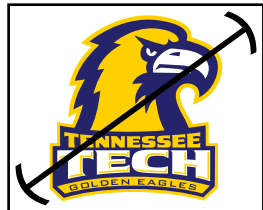
Never use TTU athletic logos in non TTU colors



Never change the tagline typeface in any TTU athletic logo



Never use unapproved wording in any TTU athletic logo



Never re-size any element in any TTU athletic logo



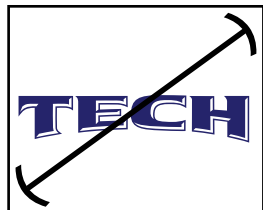
Never reposition any TTU athletic logo



Never add any element to a TTU athletic logo



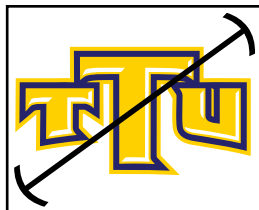
Never distort any TTU athletic logo



Never use or create an incomplete logo



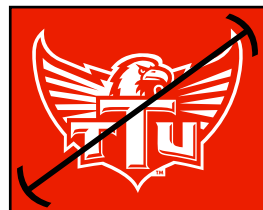
Never reposition or realign any elements in the TTU athletic logos



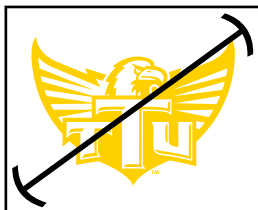
Never re-space any elements in the TTU athletic logos



Never use a logo without its outline on any background



Never use the logos in all white on non TTU colors **without** permission



Never use the TTU athletic logos in all TTU Gold



Never reverse any TTU athletic logo



Never allow any color, pattern or photograph to show through any logo

VIOLATIONS

So that Tennessee Tech Athletics can maintain the design integrity of its brand and maximize each logo's effectiveness as an identifier, it is mandatory that all logos be applied as indicated in this manual without modification. The logos are not to be altered in any way. Shown on the left are unacceptable uses of the Tennessee Tech athletic logos.

SAFE ZONES

Each of the Tennessee Tech University athletic logos has an established safe zone. This safe zone is intended to maintain the logo's integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown. The safe zone for the Tennessee Tech athletic logos is equal to one fourth of the height of the logo ("A"). This safe zone spacing is uniform on all sides of the logo. See the examples at right for each athletic logo's specific safe zone.



USING LOGOS WITH TAG LINES



Variable tag line text
(fit text by expanding or
condensing width and adding
letterspacing - never increase
type size or change font)



TAGLINES

The five logo configurations shown on the left are capable of presenting different tag line text in the banners. To customize the banner tag lines for a sport or activity simply open the desired "Live Text" art file in Adobe Illustrator (these art files are located in the "Live Text" folders on the TTU athletic logo CD). The desired text can then be typed into the banner and then saved as desired for your use. Only the words listed below are approved for use in these "Live Text" files (type size must stay the same and text must be in all caps).

AVAILABLE TAG LINE TEXT...

Athletics, Football, Basketball, Men's Basketball, Women's Basketball, Baseball, Softball, Soccer, Golf, Men's Golf, Women's Golf, Volleyball, Cross Country, Track and Field, Tennis, Athletic Training, Strength, Cheerleading

Additional taglines may be used with prior written approval of the university licensing office.

COMPATIBLE TYPOGRAPHY/MINIMUM SIZES

TTU FONTS

The typeface developed for the Tennessee Tech Athletic Identity is TTU Bold. This font is for the exclusive use of the TTU athletic department and on approved retail merchandise. (TTU Bold is available for installation on both Mac and PC computers.) The Bank Gothic typeface is the font used for the taglines of the TTU logos. Bank Gothic may be ordered directly from Adobe or any other vendor offering Adobe type.

**A B C D E F G H I J K L M N O P Q R S T
U V W X Y Z a b c d e f g h i j k l m n o
p q r s t u v w x y z 0 1 2 3 4 5 6 7
8 9 ! @ # \$ % ^ & * () _ + } { " ' = ? > <**

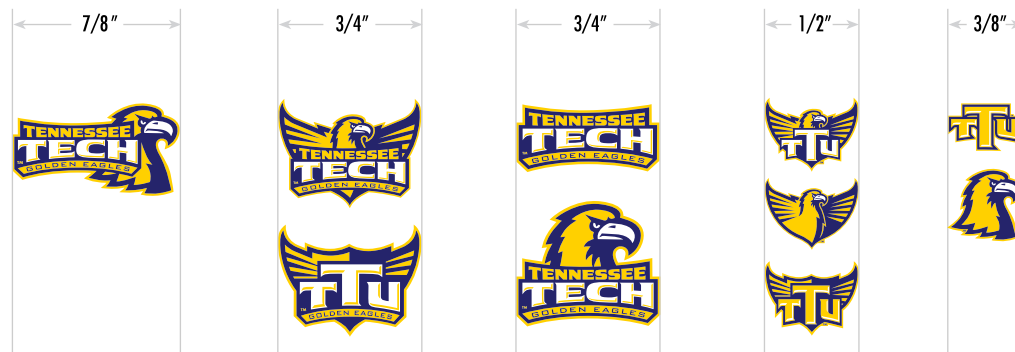
TTU BOLD

**A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z A B C D E
F G H I J K L M N O P Q R S T U V W
X Y Z 0 1 2 3 4 5 6 7 8 9 ! @ #**

BANK GOTHIC MEDIUM

MINIMUM LOGO SIZES

Each of the Tennessee Tech athletic logos has a minimum allowable size. In order to ensure clear reproduction and legibility, the logos must not be used any smaller than the sizes shown on the right. It is preferred that when possible the logos be used larger than their minimum size.



RETAIL APPLICATIONS



Either of these shirts would require three color printing to reproduce the full color TTU logos (the other shirts could be done with only two color printing).

FULL COLOR RETAIL GRAPHICS

If the fabric color matches one of the official colors exactly (TTU Purple, TTU Gold, or white), the fabric can show through in place of printing that color. If the fabric color does not match any official color, all 3 official colors must be used to print the logo.



By using various combinations of the TTU athletic typefaces, single color logos and monograms, it is possible to create a variety of simple collegiate designs.

The bottom row of examples shows how one color versions of the logos can look on apparel. Note: as shown on the bottom left, it is permissible to print the "all white" logo in TTU Gold on a TTU Purple shirt **only**. As shown in the center of the bottom row, it is also permissible to print just the purple art on a light color fabric without the white outline (**only** on TTU Gold or a light gray fabric).

ONE COLOR RETAIL GRAPHICS

When using one color logos on apparel, the art may print in any of the official colors (TTU Purple, TTU Gold, black or white) as long as there is sufficient contrast with the fabric color.

TENNESSEE TECH ATHLETICS

CONTACT INFORMATION



For additional information regarding the use of TTU athletic trademarks please contact:

University Licensing Office

Monica Greppin
Office of Public Affairs
1000 N. Dixie Ave.
Roaden University Center Rm. 356
Box 5056
Tennessee Technological University
Cookeville, TN 38505-0001
phone: 931-372-3214
fax: 931-372-6138
MGreppin@tntech.edu

For obtaining a license for use of University trademarks by external organizations and/or for commercial purposes:

Licensing Resource Group (LRG)

426 Century Lane, Suite 100
Holland, MI 49423
616-395-0676
www.lrgusa.com

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All logos and manual designed by Rickabaugh Graphics