Contents

What is Branding?
Our Brand
Guiding Principle
Mission
Vision
Personality
Commitment
Our Tagline
Talking About Tyler
Our Visual Language
Our Logo
Our Seal
Our Color Palette
Our Typography
Our Photography
Tyler Asset Bank

This is an interactive document.

Click on the topic of interest in the table of contents to navigate to that page in the document. Click the arrows on the bottom of each page of the document to return to the table of contents.
Welcome to John Tyler Community College’s new brand guide. Turn the page, and see why it’s not what you expect.
WHAT IS BRANDING?

A brand is who we are, what we say and how we say it.

The tools of branding are colors, logos, taglines and words, but those elements alone are not the brand.

At its core, a brand is a promise. And, our promise is that we change lives. We make a difference to our students — and our whole community. Our publications, web sites, and everything we say and do should reflect that.
Our Brand

Our Guiding Principle
Awe. Even the word packs a punch. It makes you stand up and take notice. Awe is the guiding principle of all our communications. Awe is not a tagline but a feeling, a fundamental part of telling the John Tyler story. We are a bold, awe-inspiring College — a vibrant place. Every day amazing, surprising things happen at John Tyler Community College, and we all play a role in making that possible.

Our Mission
John Tyler Community College provides quality educational opportunities that inspire student success and community vitality.

Our Vision
A success story for every student.
Our Personality
Just like people, colleges have personalities. Ours is welcoming and diverse but also challenging and surprising. We are proud to be an open-door institution that graduates students who go on to be at the top of the class at Virginia’s elite four-year universities. We run the gamut from developmental coursework to cutting-edge technical coursework and from core liberal arts courses to college-level courses taught in local high schools.
We are all about success, no matter how our students define it.

Our Commitment
We are a place that changes lives, and living up to that promise depends on everyone. You are a key part of John Tyler Community College. You make a difference in our community. You change lives and play a role in our students’ success.
WE’RE NOT WHAT YOU EXPECT.

Welcome to John Tyler Community College.

Whatever you want to achieve at this moment is completely possible. And, that’s not all.

Rise to the challenges you’ll find at Tyler, and we bet something completely amazing – and totally unexpected – will happen.

Here’s to shattering your wildest expectations.

Our Tagline

A tagline is a quick, memorable phrase that has to say so much.

Our tagline - “We’re Not What You Expect” - is a bold statement about our goal to shatter our students’ wildest expectations of their time at Tyler.

Why It Works

Exceeding expectations is a sure-fire way to elicit awe, and our students tell us time and time again that their time at Tyler was so much more than they anticipated.

Why? Because, the drive to inspire awe is a palpable force at Tyler. It’s evident in everything we do, from engaging courses taught by high-caliber faculty, to the extra steps our staff take to make confusing processes as simple as possible.

Awe is at the core of everything we do.

Awe inspires us, and it moves us forward – into unexpected classrooms, toward new programs, and into a bold, bright future for our students.

“We’re Not What You Expect” is not your average tagline, because we’re not your average college.
The difference between the right word and the almost right word is the difference between lightning and a lightning bug.”

– Mark Twain

Using the right words to describe Tyler makes our communications more effective, unique and consistent. Our print pieces and web site are often students’ and the community’s first impression of Tyler, so it’s vital that all College employees take responsibility for communicating at a high level.

The following tips and resources are meant to guide everyday communications at Tyler as well as larger print and web projects.
How to Get Readers’ Attention

When you write for a Tyler print piece or web site, you want your readers – often busy students – to do or understand something. Make it easy, and provide straightforward, hassle-free information by following these tips.

Talk to your reader.
“You” is a powerful word, and a conversational tone fits well with the approachable, welcoming environment at Tyler.

Prioritize your content.
Place key facts and important dates at the beginning of your document. Readers are impatient, and you want them to easily find the most important information.

Create easy-to-scan content.
Bullets, headlines and short paragraphs make information easy to scan and process.

Avoid jargon and acronyms.
Students aren’t familiar with the shorthand we use daily. If you must use an acronym or college-specific term, explain it first. Think: Admissions and Records Office vs. A&R.

Be clear and direct.
Focus on the key points you want readers to understand.

Provide links, contact information and next steps.
Offer your readers key facts, and tell them how to learn more or take action.

Be positive.
Use phrases like “do not” extremely sparingly. Make the process and the benefits of following the process clear in a compelling, positive way.

Be consistent.
Use the same terminology as others when referring to offices, forms, etc. The Style Guide at www.jtcc.edu/branding can help.

Use the active voice.
Use powerful action words, especially in headlines and bullet points. The passive voice dampens and muddles your message.

Think like your reader.
Take a step back, and assume you are a first-time college student. Is information you’ve provided clear? Think about what your readers might know or not know. Are you explaining why the task is important and how it will benefit your readers?

Proofread.
Check for correct spelling and grammar. Verify accuracy of dates, links, phone numbers, etc. Ensure consistency between your content and other resources available to students.
Describing Tyler

These words effectively and powerfully describe Tyler. Use them as inspiration for talking about the College.

Awe-inspiring
Challenging • Creative • Dedicated • Empowering
Forward-thinking • Insightful • Inspirational • Standout
Successful

Vibrant
Active • Bold • Distinctive • Diverse • Energetic • Flexible
Motivated • Vital

Welcoming
Accessible • Accommodating • Inclusive • Open-door • Personal
Supportive

Local
Collaborate • Community • Connect • Contribute • Engage
Partnerships • Relevant • Respond • Trust

Unexpected
Authentic • Discover • Evolve • Imagine • Impact • Opportunities • Possibilities
Potential • Powerful • Surprising
Who Drafts the Content?

Have an idea, or need help with a project? The Creative Services and Public Relations teams are here to help. Our work will be collaborative, and if you are requesting a print piece or new web page, we’ll ask you to provide draft text – or content – that we’ll use as the starting point for the project. After all, you know the key points that need to be conveyed. You are the subject area expert.

Our expertise comes in once you submit your request and draft content. Our teams will review your content for grammar, length, clarity and Tyler style. We’ll think about how your project works with existing print and web resources, and we’ll make recommendations about content, design and more.

Maintenance of the web is also a partnership. All offices at the College are responsible for routinely reviewing web content related to their areas. Please ensure the information is clear, correct and fully up-to-date. If something needs to be updated, let us know.

Other Brand Tools

Style Guide

In official College correspondence, presenting a consistent, professional message and image to the community is important. Tyler’s Style Guide can help. It includes commonly confused phrases, preferred capitalization, acronyms and more. The Style Guide is online at www.jtcc.edu/branding.

E-mail Signature

E-mail is the most frequently used form of communication at the College. Reinforce the Tyler brand with every e-mail you send by using the official Tyler e-mail signature.

The official Tyler e-mail signature includes your contact information, as well as the College’s logo, tagline and web site. Search “e-mail signature” on the Tyler Ties intranet for directions on how to update your e-mail signature.

Social Media

Tyler’s social media channels digitally connect our students, faculty, staff and the community to one another and to the College. At www.jtcc.edu/branding, you’ll find social media resources to help you best represent Tyler on social media.

Share your own Tyler stories by snapping photos of classroom activities, College events or success stories. Include the hashtags #johnntylercc and #notwhatyouexpect when you share the photos or stories on social media sites like Facebook, Twitter and Instagram. That way, the images are searchable to Creative Services and Public Relations staff, who might be able to use the photo on the College’s main social media channels.
First impressions are almost always visual. Our logo, colors, fonts and photography are the opening lines of our story.

Using a defined set of graphic tools reinforces a unified, positive first impression, whether it be a flier for a new class, the launch of a new web site or photos for social media.

The following components visually represent the unexpected nature of Tyler through color and shape. Learn how burgundy is best served with a side of wasabi and how olive branches have more than one meaning.
Our Logo

The Tyler logo is a key part of our visual identity. Use it on all communications to build recognition for the College in the community.

Primary Tyler Logo:

The Tyler logo is burgundy (“Tyler” and swoosh) and black (“John” and “Community College”). This relationship should not be reversed or altered.

If two color printing is not possible, the logo should render in all black or in all burgundy. This applies to the treatments below as well.

Other Acceptable Variations:

The “Tyler Only” variation is acceptable to use when the logo will be smaller than 2.5” wide. When the logo is smaller than 2.5” wide, “John” and “Community College” are not legible.

When using the “Tyler Only” version of the logo, the full College name must also be included elsewhere on your publication or item.

A Piece of History

The logo is comprised of two parts - text set in Bernhard Modern Standard and a portion of President John Tyler’s signature. The logo reflects the rich history of the College and its namesake, while at the same time modernizing the College’s image.
Misuse of the Logo
Keep our brand strong by using the logo properly.

1. Don’t squish the logo.

2. Don’t stretch the logo.

3. Don’t copy the logo from the internet.

4. Don’t change the logo fonts.

5. Don’t change the logo colors.

6. Don’t combine the logo with other elements.

The Right Logo File Is a Click Away
Visit Tyler Asset Bank at www.jtcc.edu/tab to download approved Tyler logos in a number of easy-to-use formats.

Helpful hints for file types:
- **JPEG** files are easy to place in print, online and in e-mail and can be opened by anyone.
- **PNG** files are great for online use or if you need a transparent background.
- **EPS** files are perfect for ordering promotional items or clothing that will be silkscreened, engraved or embroidered.
Our Seal

The official College seal is reserved for formal events and communications, such as commencement invitations and correspondence from the Office of the President.

The seal features a silhouette of the College’s namesake, the College’s name, and arches representing architectural features found on both the Chester and Midlothian campuses. Intertwined olive branches represent the unity between the College and the community. Ten stylistic olive leaves weave through the branches, symbolizing the ten jurisdictions served by the College: Amelia, Charles City, Chesterfield, Colonial Heights, Dinwiddie, Hopewell, Petersburg, Prince George, Surry and Sussex. The seal also features the date of establishment of the College, 1967, and the institution’s motto: “Deeds Not Words.”

Tyler Trailblazers

In 2014, John Tyler Community College announced the College’s first mascot: the Tyler Trailblazer. Trailblazers create new paths and boldly move forward. Horses are powerful, intelligent and kind creatures that have played a vital role in the history of our local service area.

The Mascot Mark

The Trailblazer mascot mark is limited to informal usage, and the College logo remains the primary visual tool for carrying the College brand.

The Tyler Trailblazers mark is a great fit for student clubs and informal giveaways that are targeted to students, such as pennants and t-shirts. The new mascot mark should not be used for official communications from administrative or academic units or on giveaway items that would be used in a professional or business setting.

If you use the mascot mark on a giveaway item, be sure the College name, and if space allows, the College web site, are also included on the item.
Our Palette

The College’s primary color is burgundy. Burgundy is rich, refined and distinct. It’s not red, and it’s not purple; it’s the perfect mix of professional and playful.

The College burgundy is classic and crisp when paired with neutral color options. When paired with accent colors, burgundy can be unexpectedly fun and modern.
Color Combinations

Burgundy works surprisingly well with a variety of colors. Here you will find some suggested pairings of the John Tyler palette. Remember that burgundy should always play a leading role in the overall design. When selecting colors, please limit your options to no more than five colors in one project.

TRADITIONAL

- Burgundy
- Black
- Marigold
- Gravel

PLAYFUL

- Burgundy
- Midnight
- Butter

- Burgundy
- Midnight
- Peacock
- Buttercream

UNEXPECTED

- Burgundy
- Olive
- Wasabi
- Raspberry

- Burgundy
- Butter
- Tangelo
Our Typography

Type has a voice all its own. The following fonts were carefully chosen for print and web communications at Tyler.

Preferred for print publications:

Klinic Slab

Klinic Slab is the College’s primary font. It’s clean, modern and works well for display copy, body text, and everything in between. Its range of options - light, medium, bold and italic - provide maximum flexibility.

Preferred for the screen:

Noto Sans

Noto Sans provides optimal multimedia legibility, whether you are on your computer, tablet or smartphone. Noto Sans also works well for large blocks of printed text.

Additional fonts for headlines:

Blackjack

Homestead

Blackjack and Homestead are youthful and energetic and may be used accordingly for headlines. Since legibility is an issue, they should not be used for large blocks of text or at small font sizes.

Note:
Since people outside of John Tyler may not have access to these fonts, Times New Roman, Calibri and Arial are recommended for e-mail communications, Word documents sent electronically, and PowerPoint presentations that will be shown at locations outside of Tyler.

Our Pattern

To add pattern, movement and texture to our designs, we have created the Tyler Twill. Tyler Twill is a hatched line that can be rendered as a single line across a page or repeated and rotated to create intricate patterns.

Tyler Twill can be rendered subtly in a single color or with a contrasting color for a bolder application.
Photography

Photographic Style
A good photograph tells a story. It pulls you in and invites you to learn more. It grabs you in a way you don’t expect. Tyler’s photographic style is:

Simple
A photograph should be understood with just a quick glance, and at the same time, be so compelling that you can’t look away. That’s why less is often more. Some of the best photographs feature clean, simple backgrounds or surroundings that enhance the main subject and story line, not detract from them.

Emotional
A good story provokes emotion, and so does a great photograph. Through a beaming smile, a crushing hug or a thoughtful stare, you make a connection. So, whether the image is tightly focused on one person’s expression or widened out to embrace the collective feeling in a room, a strong photograph is a shared experience.

Authentic
Our students. Our faculty. Our staff. Our community. These are the people of Tyler, and by showcasing them in our photographs, we bring authenticity to the stories we tell, the publications we distribute, and the web and social media resources we share.

Unexpected
The best photos are often the ones that break conventional beliefs and embrace surprising perspectives. Unusual angles, extreme close-ups or wide scenes all lend a sense of the unexpected.

Photographic Resources
Photographs of Tyler students, employees, programs and more can be found in our online database, Tyler Asset Bank (TAB) at www.jtcc.edu/tab. TAB is simple to use. Type a word or phrase that describes the image you are looking for in the search box, review the search results, and download the images according to the option that works best for you.

Keep in mind, the photographs in TAB feature Tyler students, alumni and employees; business and community partners; and visitors to our campuses. So, be sensitive to the context in which you place them.
Design Templates in Tyler Asset Bank

Our digital asset management system, Tyler Asset Bank (or TAB), includes a large collection of customizable design templates that enable all faculty and staff to create communications that meet Tyler brand standards.

When to Use a Design Template
Faculty and staff should use the design templates in TAB to promote events and activities with an internal audience. Examples:

- Student club meetings
- Recruitment visits on campus
- Course promotions
- Other events, activities and information with an internal audience

Why Use a Template?
While it can be a fun, creative outlet to create fliers with clipart and clever headlines, the end results don’t appear to be official communications from the College. Pieces created in TAB carry the official College colors, logo and branding. They are more credible and are more likely to be read and taken seriously by students. Plus, there’s tons of customization options in the TAB templates. Change colors, swap photos, and get creative with your headline.

TAB includes design templates for:

- fliers
- campus TV announcements
- invitations
- signage
- PowerPoint presentations
- certificates
- programs

Get started with TAB today at www.jtcc.edu/tab.

Continue to work with Creative Services and Public Relations on projects that:

- Are critical to student success (developmental math and orientation)
- Are complex or high-profile (Title IX brochure and Student Awards Night program)
- Target the general public (Literary Festival and Black History Month)
- Need to be professionally printed because of high quantities or unusual sizes (Financial Aid brochures and advisor information cards)

Unsure if you should handle your project in TAB or with us? Just ask. We are happy to look at requests on a case-by-case basis.