Introduction

This manual provides guidelines for the implementation of the graphic identity program for John Tyler Community College. The full identity combines two elements — a logo and a seal; however, each has been designed to work independently and in specific circumstances. Please refer to this manual whenever preparing materials for the College. By following these recommendations, you will help the College maintain a unified, branded image.

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The College Logo

The College logo is comprised of 2 parts - text set in Bernhard Modern Standard and a portion of John Tyler’s actual signature. This logo reflects the rich history of the College and its namesake, while at the same time modernizing the College’s image with strategically placed text and specific spacial relationships.

NOTE:
The logo may print in black or in the College’s colors: Pantone Burgundy 222 and Black. Both lines of text should always print in black, while the ‘Tyler’ signature portion should always print in burgundy. Size proportionately; never expand or condense the logo. Please do not attempt to create this logo yourself. The logo is available on the College’s intranet, under Faculty/Staff Tools, Design Resources.
The College Logo - ‘Tyler Only’ Version

In the applications where the logo will appear very small, the words ‘Community College’ may be illegible. To avoid this, please use the ‘Tyler Only’ version of the logo (shown here).

NOTE:
The ‘Tyler Only’ version of the logo may print in black or in the College’s color: Pantone Burgundy 222. We recommend using either option to ensure a consistent John Tyler identity. Size proportionately; never expand or condense the ‘Tyler Only’ logo. Please do not attempt to create this logo yourself. The ‘Tyler Only’ logo is available on the College’s intranet, under Faculty/Staff Tools, Design Resources.
The College Logo - ‘Tyler Horizontal’ Version

In instances when the logo must appear horizontally, please use the ‘Tyler Horizontal’ version of the logo (shown here).

NOTE:
The ‘Tyler Horizontal’ version of the logo may print in black or in the College’s colors: Black and Pantone Burgundy 222. We recommend using either option to ensure a consistent John Tyler identity. Size proportionately; never expand or condense the ‘Tyler Horizontal’ logo. Please do not attempt to create this logo yourself. The ‘Tyler Horizontal’ logo is available on the College’s intranet, under Faculty/Staff Tools, Design Resources.
Typography

The John Tyler Community College standard typographic family is Bernhard Modern Standard. This font, originally designed by Lucian Bernhard, circa 1937, is a true classic. It offers excellent legibility and flexibility over a range of applications by varying point size, color, weight and placement.

Bernhard Modern Std. (12 or 13 point)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Times New Roman (12 or 13 point)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

At left are samples of the recommended fonts for John Tyler Community College. Generally, text should be set in Bernhard Modern Std. It should not be set smaller than 10pt with 12pt leading (10/12).

Note: We recommend specifying Bernhard Modern Std. for text, but if it is not available, Times New Roman may be substituted.
The College Colors

The College has selected specific colors to further create a cohesive graphic identity. Please use these colors, in the recommended combinations, when creating documents for John Tyler.

**Black & White Printing**

- Black

**Spot Color Printing**
*(also known as 1,2 or 3 color printing)*

- Pantone 222 (Burgundy)
- Pantone 117 (Gold)
  *(Gold for use in the College Seal and for the Foundation only)*

**Process Printing**
*(also known as full color, four color or CMYK)*

- Black = 0,0,0,100
- Burgundy = 44,96,51,40
- Gold = 0,30,90,20
  *(Gold for use in the College Seal only)*

**Online Use**
*(also known as web safe colors)*

- Black = #000000
- Burgundy = #660033
- Gold = #CC9933
  *(Gold for use in the College Seal and for the Foundation only)*
The College Seal

The official College Seal is a distinguished part of the John Tyler graphic identity. The seal is reserved for very special usage, such as commencement invitations and correspondence from the president. Do not use the College seal in place of the logo, unless you have received specific written consent from the College Relations department.

The seal may print in black or in the College’s official seal colors: Pantone Burgundy 222 and Pantone Gold 117. We recommend using either option to ensure a consistent John Tyler identity. The individual elements of the seal should never be re-colorized for individual usage. Size proportionately; never expand or condense the seal. Please do not attempt to create this seal yourself. The seal is made available upon request.

Explanation of the College Seal

The current seal of John Tyler Community College is a revision of the original seal, which dates from 1967. Modifications were conducted in 2000 in consideration of the addition of a permanent second campus for the institution. The present version features a silhouette of the College’s namesake, John Tyler, the tenth president of the United States. An outer and inner circle surrounds the silhouette. On the outer circle around the seal’s central image may be found the College’s name. The devices found on either side of the silhouette in the outer circle are arches representing architectural features found on both the Chester and Midlothian Campuses of the College. The inner circle contains the date of establishment of the College, 1967, and the institution’s motto: “Deeds Not Words.” The inner circle contains intertwined olive branches found on either side of the silhouette representing the unity between the College and the community. Taken together, the ten stylistic olive leaves intertwined in the branches symbolize the ten jurisdictions served by the College (the counties of Amelia, Charles City, Chesterfield, Dinwiddie, Prince George, Surry, and Sussex; the cities of Colonial Heights, Hopewell, and Petersburg). In addition, they symbolize the fact that John Tyler was the tenth president. The five horizontal lines running through the silhouette symbolize the connection of all service jurisdictions and the lines of communication among them.
Official College Letterhead

All official external College correspondence must be printed on College letterhead. Official College letterhead should be ordered through John Tyler’s Facilities department. To ensure consistency, we ask that no one attempt to create personalized letterhead. We have created this design and chosen specific paper stock to reflect the visual identity of the College.
Electronic College Letterhead

Electronic letterhead is for electronic, internal correspondence only.

Please do not attempt to print electronic letterhead for hardcopy correspondence. Please do not attempt to create this letterhead yourself. The electronic letterhead template is available as a Word document and can be found on the College’s intranet, under Faculty/Staff Tools, Design Resources.
College Business Cards

Official College business cards will be ordered quarterly through Lisa Kendrick in the College Relations department. College business cards will follow the format below, displaying only one address within the burgundy bar. A form to request business cards can be found on the College’s intranet, under Faculty/Staff Tools, Forms.

Chester Template

Midlothian Template
Fax Cover Sheet

All official faxed College correspondences should be accompanied by an official College fax cover sheet. This cover sheet is available as a Word document on the College’s intranet, under Faculty/Staff Tools, Design Resources.

Fax: College Mailing Address:
John Tyler Community College
800 Charter Colony Parkway
Midlothian, Virginia 23114-4383
www.jtcc.edu

From:
Department:
Fax:
Telephone:
E-mail:
Pages (including cover sheet):

To: Date:
Fax:

Notes:

An Affirmative Action/Equal Opportunity Educational Institution
Memo Sheet

All official College memorandums should be accompanied by an official College memo sheet. This sheet is available as a Word document on the College's intranet, under Faculty/Staff Tools, Design Resources.

College Mailing Address:
John Tyler Community College
13101 Jefferson Davis Highway
Chester, Virginia 23831-5316
www.jtcc.edu

To:
From:
Department:
CC:
Date:
Re:

Message:

An Affirmative Action/Equal Opportunity Educational Institution
PowerPoint Template

Members of the John Tyler community should utilize the official College PowerPoint template when preparing official presentations. This template is available as a PowerPoint document on the College’s intranet, under Faculty/Staff Tools, Design Resources.
Mailing Labels

Members of the John Tyler community should utilize formatted labels for College mailings being sent in plain white or manilla envelopes. A variety of popular label sizes are available. All formatted labels consist of a black version of a College logo and type set in Times New Roman. These templates are available as Word documents on the College’s intranet, under Faculty/Staff Tools, Design Resources.