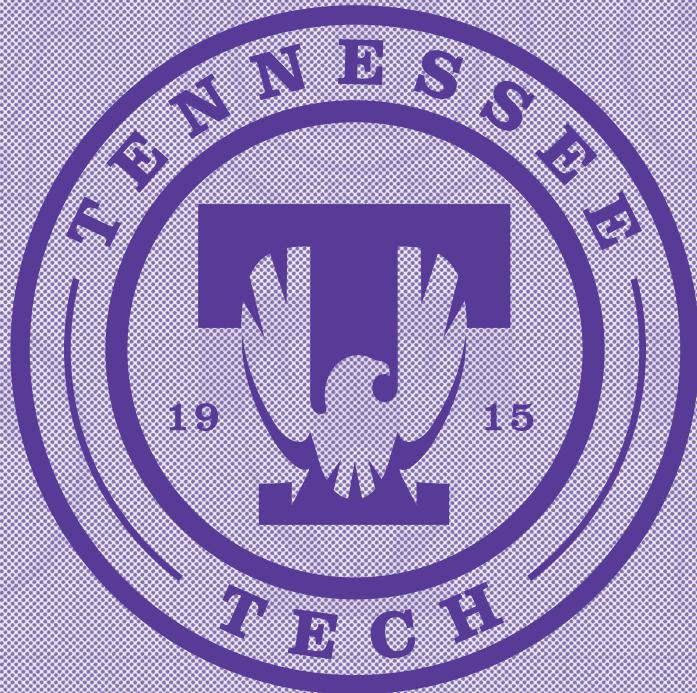


VISUAL ASSETS GUIDE



ISSUED 2016

Table of Contents

01 INTRODUCTION

- 4 Letter from the President
- 5 Brand Personality
- 6 Importance of Identity

02 IDENTITY COMPONENTS

- 8 Introduction to Identity Components
- 10 Colors
- 11 Typography

03 TECH SIGNATURE

- 15 Introduction to Tech Signature
- 16 Positioning (Safe Zones)
- 17 Minimum Size Requirements
- 18 Color Versions
- 19 Placement (Color, Black, Reverse: Relation to BG)
- 20 Usage with Tech Center Logos
- 22 College Graphics
- 23 Incorrect Usage

04 TECH SYSTEM TREATMENTS & SEALS

- 25 Introduction to Tech System Treatments & Seals
- 26 Construction of System Treatments (Primary Type)
- 27 Construction of System Treatments (Secondary Type)
- 28 Construction of System Seals
- 29 Maximum Line Length

30 Maximum Line Count

31 Positioning (Safe Zones)

32 Minimum Size Requirements

33 Color Versions

34 Placement (Color, Black, Reverse: Relation to BG)

35 Incorrect Usage

05 GRAPHIC ELEMENTS

- 37 Introduction to Official Graphic Elements

06 PRINT & ELECTRONIC COMMUNICATIONS

- 39 Introduction to Official Tech Stationery
- 40 Letterhead
- 41 Letterhead Construction
- 42 Letterhead User Specs
- 43 Letterhead Supplemental Information
- 44 Business Cards
- 45 Business Card Construction
- 46 Envelopes
- 47 Envelope Construction
- 48 Envelope User Specs
- 49 Email Signature
- 50 Slide Presentation Template

07 APPLICATION GUIDELINES

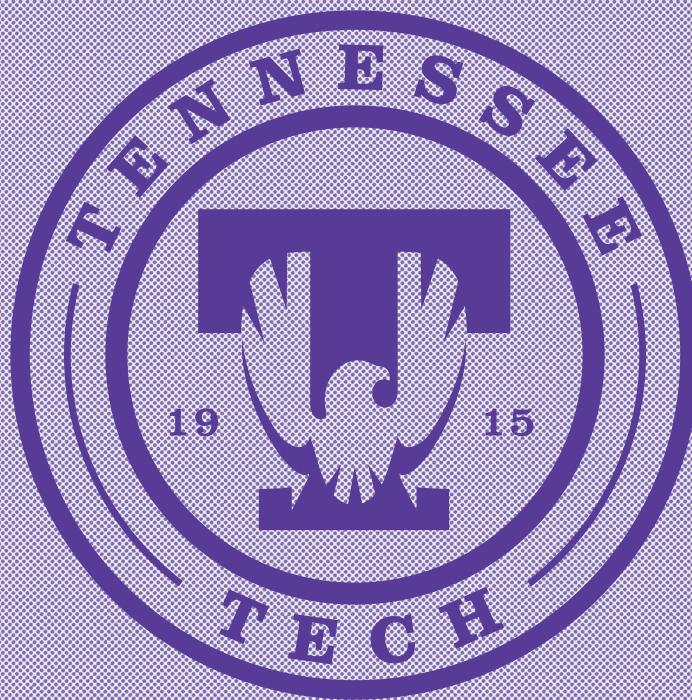
- 52 Advertising & Media Examples
- 54 Merchandise

08 FILE NAMES & FORMATS REFERENCE GUIDE

- 57 Introduction to File Names & Formats
- 58 Tennessee Tech Signatures & Seals
- 59 System Treatments & Seals (Colleges & Schools)
- 79 System Treatments & Seals (Centers)
- 87 Graphic Elements



INTRODUCTION



SECTION 01

Letter from the President



Dr. Philip Oldham, President, Tennessee Tech

Dear students, faculty and staff,

More than two years ago, we launched “Flight Plan: Focused for the Future.” In it, we asked, “What will Tennessee Tech University become?” This was the first step in redefining our visual identity. Before we could determine the best way to show Tech, we had to be able to explain what that was.

To this end, we adopted a new vision statement for the university in order to highlight the need to adapt in order to achieve our bottom line – the success of our graduates and the added value we deliver to the communities we serve. We need to be bold, fearless and confident. We have to be eagles.

Tennessee Tech will be nationally recognized as a leading technological university in the South, providing academic, economic and cultural leadership in the region and producing innovative, ready-to-work graduates from a broad range of academic disciplines prepared to excel in a technologically driven world.

As we entered Tennessee Tech’s centennial, we knew it was time to create a bold, new logo to reflect this new vision. Through focus groups and other research about the current logo as well as potential logos, we learned that people wanted a strong, easily identifiable mark that underscores the transformative experience central to the Tech experience.

To this end, we have developed a new visual identity system to reflect our brand. Central to this is both the new logo and a new, more flexible way to allow colleges and departments to emphasize what is important to them while making it clear that these groups are part of the larger university.

Implementation of this new brand identity is mandatory across campus and will begin immediately. Over the next 18 months, printed materials will be updated as current supplies are depleted.

You may continue to use any existing materials, such as stationery or publications, until July 1, 2017. By then, however, all materials must have the new logo.

As Leone Levi said, “One voice can enter 10 ears, but 10 voices cannot enter one ear.” It is imperative that we, as Tech, speak with one voice. This amplifies our message through presenting a consistent brand identity.

I thank you in advance for your help in implementing these new standards, as well as for all you do each day to make Tech excel.

Go Eagles!

A handwritten signature in black ink that reads "Philip R. Oldham".

**Dr. Philip Oldham
President**



Brand Personality

TECH'S BRAND PERSONALITY IS THE CHARACTER OF THE UNIVERSITY DEFINED IN HUMAN TERMS. THESE TRAITS ARE ESSENTIAL ASPECTS OF OUR IDENTITY, AND THEY SHOULD GUIDE THE VOICE OF TECH COMMUNICATIONS.

TRANSFORMATIVE EXPERIENCE

Transformative experiences are a tradition at Tennessee Tech University. Here, students cultivate a lifelong desire to learn about their favorite subjects, or pursue entirely new interests under the guidance of knowledgeable and supportive faculty.

GENUINE COMMUNITY

Tech's genuine community of faculty, staff and alumni are committed to challenging all to bring out their best and to supporting each other in academic, personal and professional development, with the ultimate goal of enabling students to make their world better. These pursuits result in honest connections among all.

YOUR OPPORTUNITY

Tennessee Tech produces practical, ready-to-work graduates from a broad range of academic disciplines prepared to compete in a technologically driven world. Here, people have the freedom to discover and pursue their passions, knowing there is a supportive community behind them.



Importance of Identity

The Tennessee Tech brand is built on our history and identity. The way this is expressed – ***its look and voice*** – reflects what Tennessee Tech is and aspires to become. That's why it is of utmost importance that we maintain a unified graphic identity.

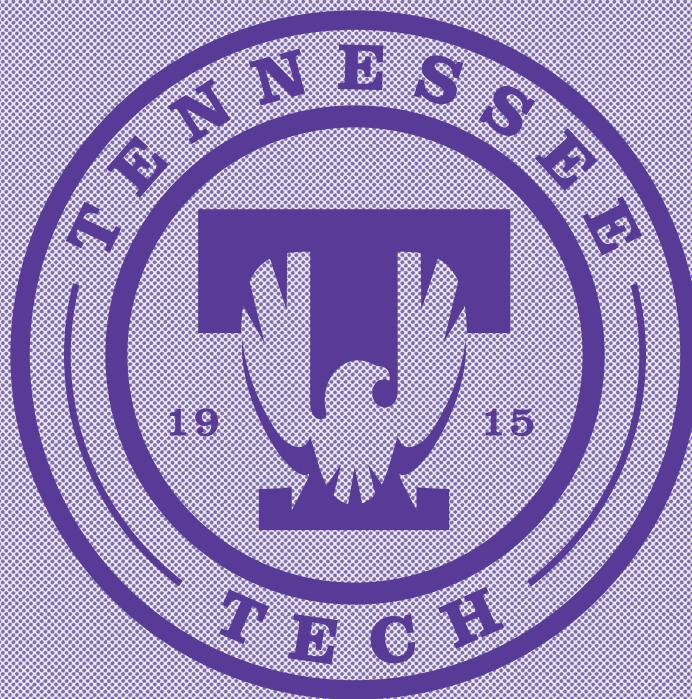
In doing so, we strengthen Tennessee Tech's image, both internally and throughout our community; differentiate ourselves from other educational entities to position Tennessee Tech in a highly competitive market; and project a strong, coherent and professional image to all of our audiences.

This graphic standards guide outlines the correct use and consistent application of Tennessee Tech's identifying elements on all forms of communication and offers several options to help ensure that each communication is appropriate for the intended audience.

The unified identity system outlined in this guide is for use by the entire Tennessee Tech community, and adherence to the guidelines in this manual will ensure that we achieve maximum value for the Tennessee Tech name in every market we serve.



IDENTITY COMPONENTS



SECTION 02

Introduction to Identity Components

TECH SIGNATURE

The official set of visual symbols and typographic characters that form Tennessee Tech's official emblem.

ICON

A simplified, "quick-read" version of the Tech signature. Only to be used in special circumstances when space is limited. Use will be determined on a case-by-case basis, and requests should be made through Communications & Marketing.

LOGOTYPE

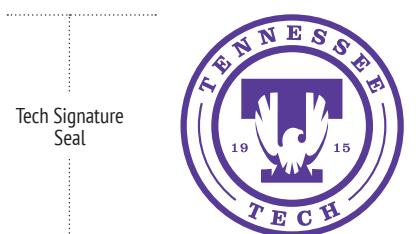
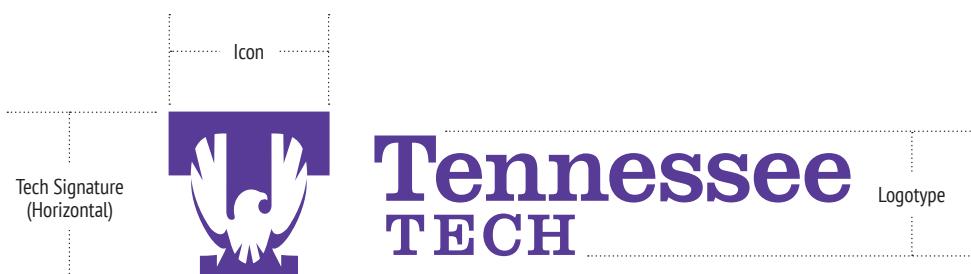
The typographic element of the signature, "Tennessee Tech."

TECH SIGNATURE SEAL

The seal version of the Tech signature.

HISTORIC UNIVERSITY/PRESIDENTIAL SEAL

The official historic university/presidential seal for Tennessee Technological University.



Introduction to Identity Components (cont.)

TECH SYSTEM SIGNATURE

This term refers to the version of the signature that contains additional typographic information that may be used in order to denote parts of the university (such as colleges, centers and schools).

TECH SYSTEM SEAL

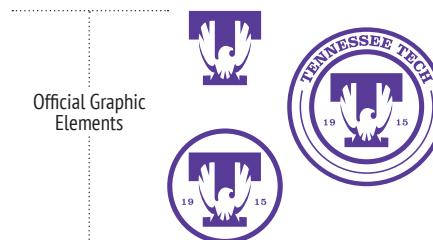
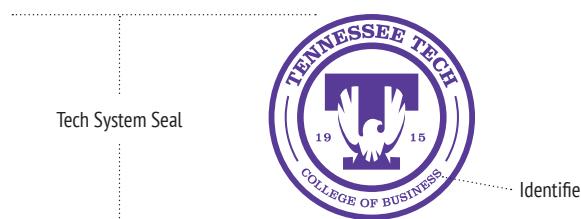
This term refers to the seal version of the signature, which contains additional typographic information that may be used in order to denote parts of the university (such as colleges, centers and schools).

IDENTIFIER

Names of Tech's colleges, centers and schools.

OFFICIAL GRAPHIC ELEMENTS

Simplified versions of the identity to be used in special circumstances, with approval from Communications & Marketing.



Colors

Purple and gold have been identified with Tennessee Tech University since its founding. They were selected because two wildflowers, ironweed and goldenrod, grew in abundance on campus in its early years. The official Tennessee Tech purple and gold are key components of the Tech brand identity and are the official colors for use. Consistent use and careful matching are essential in establishing and maintaining a consistent and unified image.

To maintain a strong identity, it is recommended to steer away from other dominant colors. For this reason, black is commonly used as a secondary color.

When possible, the Tech logo should be reproduced using the Pantone Matching System® (PMS) to ensure exact color reproduction.

When a Pantone color is not available, the custom CMYK mix may be used. Use the custom CMYK logo when printing in four-color process. Do not use the PMS logo when printing in four-color because it will alter the colors.

RGB values should be used when the colors are reproduced on-screen (e.g., digital presentations, internet or email).

HEX values can be used when creating the Tech colors online.

Do not convert from CMYK to RGB because it will alter the colors. Please use the custom RGB and HEX breakdowns listed.

Pantone® and Pantone Matching System® are registered trademarks of Pantone, Inc.



Tech Purple

Print Pantone 268C
C80 M92 Y0 K0
Web R79 G41 B132
HEX #4F2984



Tech Gold

Print Pantone 109C
C0 M10 Y100 K0
Web R255 G221 B0
HEX #FFDD00



Black

Print C0 M0 Y0 K100
Web R0 G0 B0
HEX #000000



Typography

The logotype contained in the Tennessee Tech signature and seal and system treatments and seals has been established to create a consistent and welcoming tone to complement Tech's identity and should never be altered in any way.

As a complement, we have chosen the PT Sans font family to help establish a consistent visual tone in line with the Tech signature system and to further provide familiar and welcoming elements in official communications. PT Sans can be used for text or display purposes where appropriate. It should never be used in an official signature.

PT Sans can be downloaded for free at fontsquirrel.com/fonts/PT-Sans.

When PT Sans is not available, it is acceptable to use Arial, which is available on most systems.

PT SANS REGULAR

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
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () [] { } ~ ` - + = - -

PT SANS 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
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () [] { } ~ ` - + = - -

PT SANS ITALIC

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
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () [] { } ~ ` - + = - -

PT SANS BOLD ITALIC

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
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () [] { } ~ ` - + = - -



Typography (cont.)

PT SANS NARROW REGULAR

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
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () [] { } ~ ` - + = - -

PT SANS NARROW 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
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () [] { } ~ ` - + = - -

PT SANS CAPTION REGULAR

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
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () [] { } ~ ` - + = - -

PT SANS CAPTION 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
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () [] { } ~ ` - + = - -



Typography (cont.)

ARIAL REGULAR

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
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () [] { } ~ ` - + = —

ARIAL 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
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () [] { } ~ ` - + = —

ARIAL ITALIC

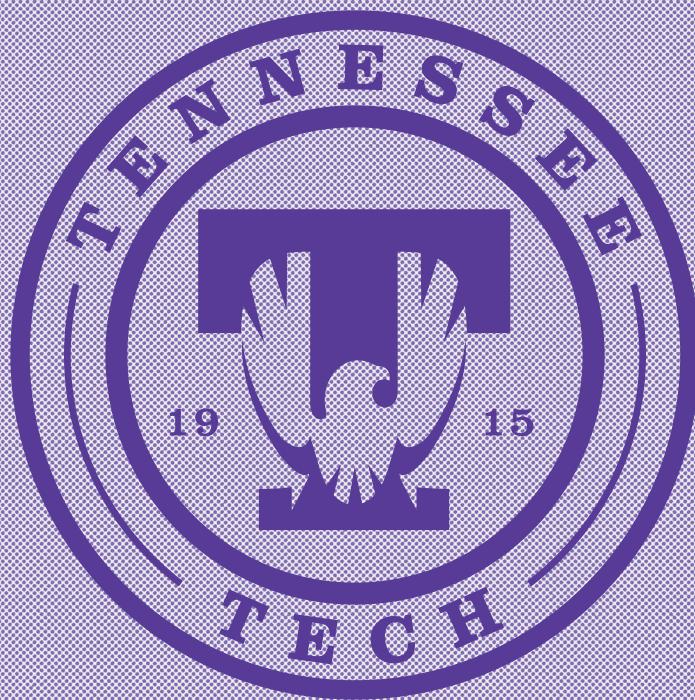
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () [] { } ~ ` - + = —

ARIAL BOLD ITALIC

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
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () [] { } ~ ` - + = —



TECH SIGNATURE



SECTION 03

Introduction to Tech Signature

Since the Tech signature is the common thread throughout Tennessee Tech University communications, it should be your starting point in the creation of all marketing materials. Deliberate, consistent placement of the signature will establish the name and institutional credence without distraction from your message. There are very specific guidelines regarding the use of the signature listed throughout this guide.

The entire Tech signature must be present on ALL Tennessee Tech communications unless otherwise approved by Communications & Marketing.

There are three versions of the Tech signature:

- 01 Tech Signature Main
- 02 Tech Signature Horizontal
- 03 Tech Signature Seal

Any of the three versions may be used as long as the standards have been followed.

The Tech signature must always be reproduced using the official digital files, which can be downloaded from www.tntech.edu/marketingtoolkit.

Please reference the "File Names and Formats" section to ensure the correct signature and/or seal is being used.

01



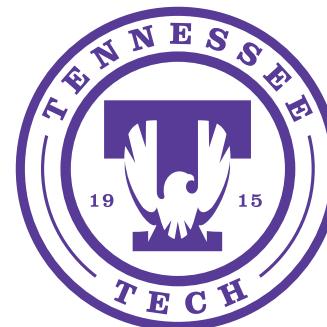
Tennessee
TECH

02



Tennessee
TECH

03

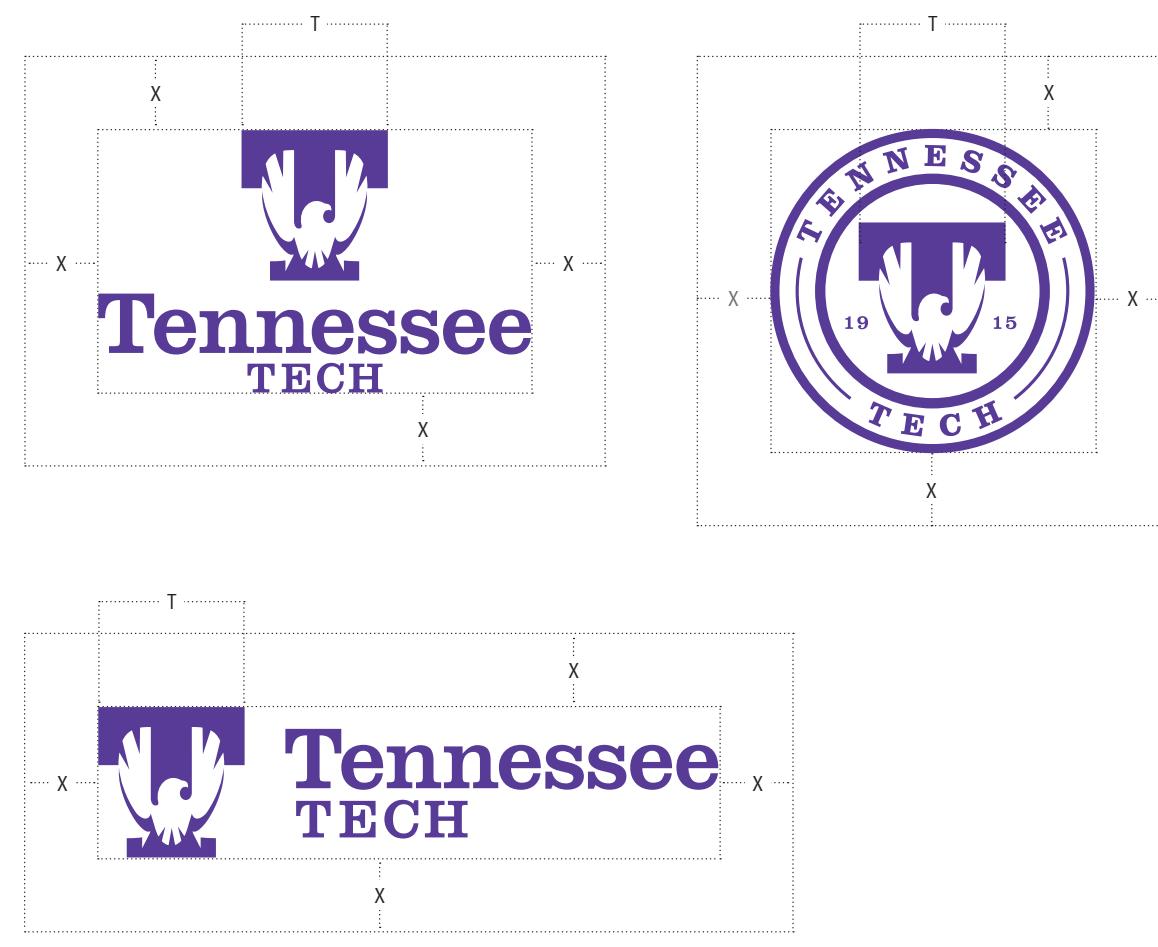


Positioning (Safe Zones)

The Tech signature and seal require space around them in order to maximize their visual presence. An exclusion zone around the signature and seal prevents any graphic element from interfering with their integrity. The guidelines opposite show the exclusion zones. Non-signature elements such as type or images (excluding a background treatment) may not encroach on the exclusion zone.

"X" can be determined by 50% of the width of the "T" icon.

"X" changes proportionally according to the size of the icon, but it is always determined by 50% of the width of the "T" icon.



Minimum Size Requirements

To ensure the integrity of the Tennessee Tech signature and seal, the following standards have been set regarding minimum size.

Minimum size of the Tech signature and seal is based on the width of the "T" icon and should not be reproduced less than .375".

The complete Tech signature and seal should be proportionate to the size of the "T" icon at .375".

When working with small spaces, the "T" icon may be used in lieu of an official signature with approval from Communications & Marketing.



Color Versions

The Tech signature and seal should only be reproduced using the official colors listed to ensure consistency and strength in all media.

The purple Tech signature and seal (**01**) are for universal use and should be used in most instances. Tech purple should be used and should not be altered in any way.

Other color versions of the signature and seal include black (**02**) and white (**03**). In some instances, the Tech gold version may also be used (**04**). The Tech signature and seal should never be reproduced in any other color.

Use the black or white signature or seal when printing in black and white, and never a homemade grayscale version.

When reproducing the Tech signature and/or seal, always be sure to use the correct color version.

Please reference the "File Names and Formats" section to ensure the correct signature and/or seal is being used.

All versions are available as digital files and can be downloaded from www.tntech.edu/marketingtoolkit.

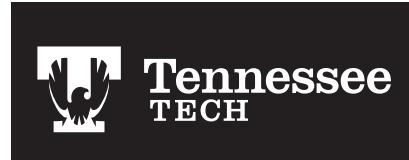
01



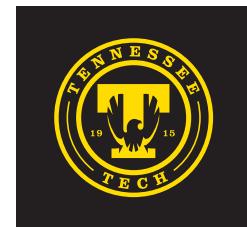
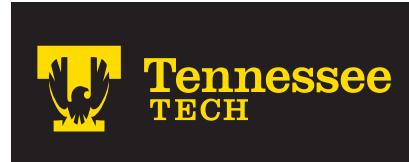
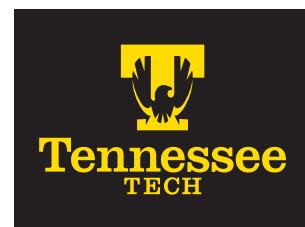
02



03



04



Placement

When placing the Tennessee Tech signature and seal, always be sure to use the correct color version. The signature and seal should always be legible and should not be placed over a background that competes with their integrity. The background where you are placing the Tech signature or seal should determine which color version should be used.

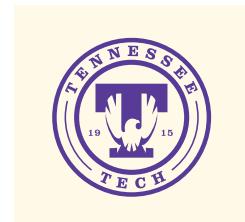
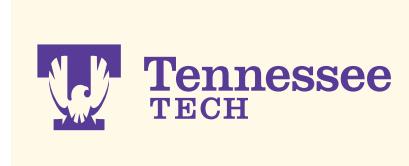
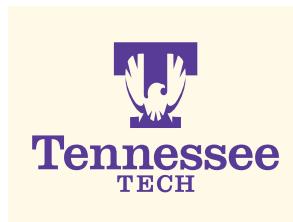
When placing the Tech signature or seal on a white or light background, the official Tech purple version should be used (01).

The black signature and seal version may also be used in some instances, but should primarily be used in black-and-white printing (02).

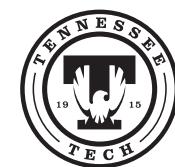
For color or dark backgrounds that compete with the purple Tech signature or seal, use the white signature. When reversing the white signature and seal out of a background color or image, always make sure that the background is dark enough not to cause problems with visibility or legibility (03). In some instances, the Tech gold version may also be used (04).

For black-and-white printing, the black or white signature and seal may be used. The Tech signature should never appear as grayscale.

01



02



03



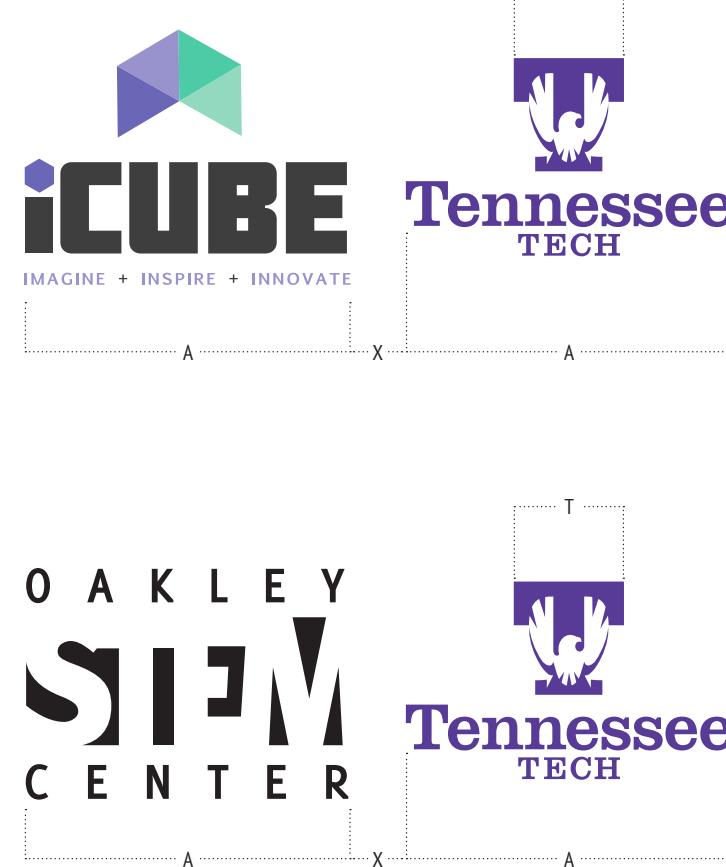
04



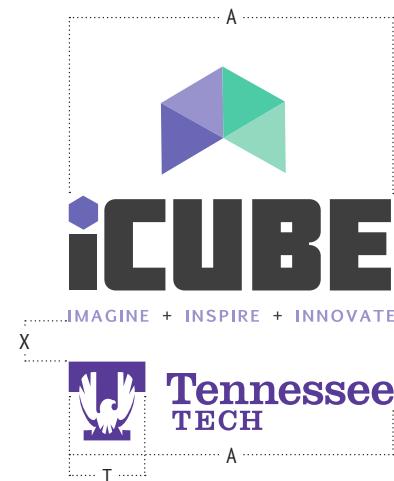
Usage with Tech Center Logos

When the Tech signature is used on the same surface as a Tech Center logo, the Tech signature must be the same size or larger than the Center logo(s). The Center logo(s) should be equal to or smaller than the width of "A," where "A" is determined by the width of the Tech signature in both horizontal and vertical orientations.

The minimum distance between the Tech signature and the Tech Center logo(s) should be equal to the width of "X," where "X" is determined by 50% of the width of the "T" icon.



Usage with Tech Center Logos (cont.)



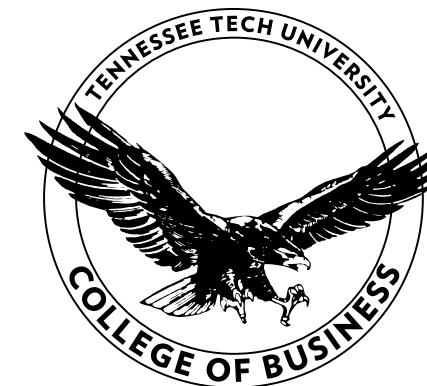
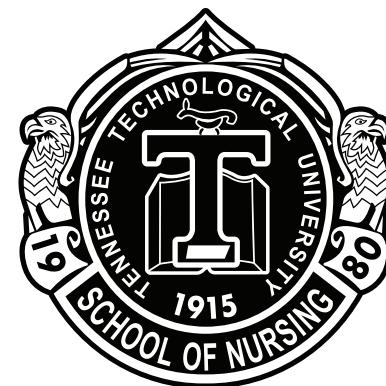
College Graphics

Each college and school at Tennessee Tech has a unique identity that helps to make up the university's identity. In 2015, graphics were developed by each college to have their own unique gonfalon for use in the university's formal ceremonies, such as convocation and commencement, in order to reflect this unique identity and to help instill pride among students in their college.

However, these graphics, among others from previous years, are NOT to be used for external audiences. The new university signature has a system treatment that will be explained in this guidebook that allows colleges the much-needed flexibility to promote their college name, school or department with varying prominence in conjunction with the new university logo. This consistency helps to ensure the visual identity of the university is clear and concise not only to prospective students, but to our other outside constituents and communities as well.

With the exception of the university's outreach centers, such as the iCube or STEM Center for example, logos developed for individual colleges or other units may only be used for INTERNAL campus purposes. Logos for individual colleges or other units may be used on T-shirts or other items that are restricted to internal university use, such as giveaways to current students, alumni newsletters or posters inside each college's building. They are NOT to be used on promotional materials for student recruitment.

For questions on use, please contact Bobbie Maynard, Executive Director of Communications & Marketing, at bfmaynard@tntech.edu.



Incorrect Usage

The Tech signature and seal are not to be manipulated in any way. This rule includes, but is not restricted to, type, symbols, surrounding boxes, shadows, outlines and embellishments.

01 Don't redraw or retype the signature.

02 Don't stretch, skew, angle or distort the signature.

03 At no time should any part of the signature be cut off – the entire logo must fit on the surface.

04 Don't add elements or effects.

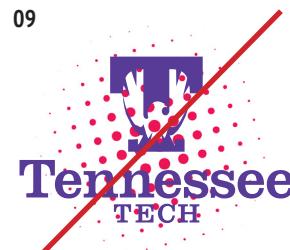
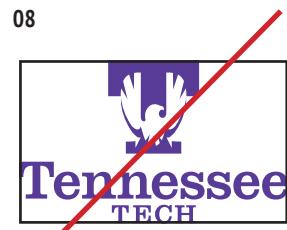
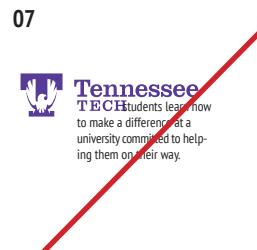
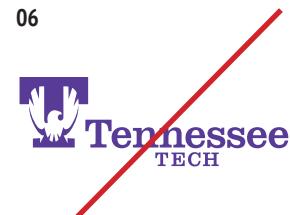
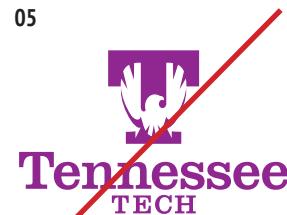
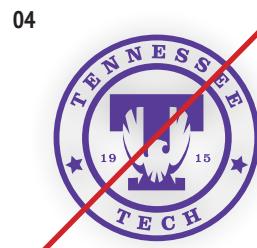
05 Never reproduce in any color other than the specified purple, black, white or gold, unless permission to do so is granted by Communications & Marketing.

06 Do not alter the relationship between the icon and the logotype.

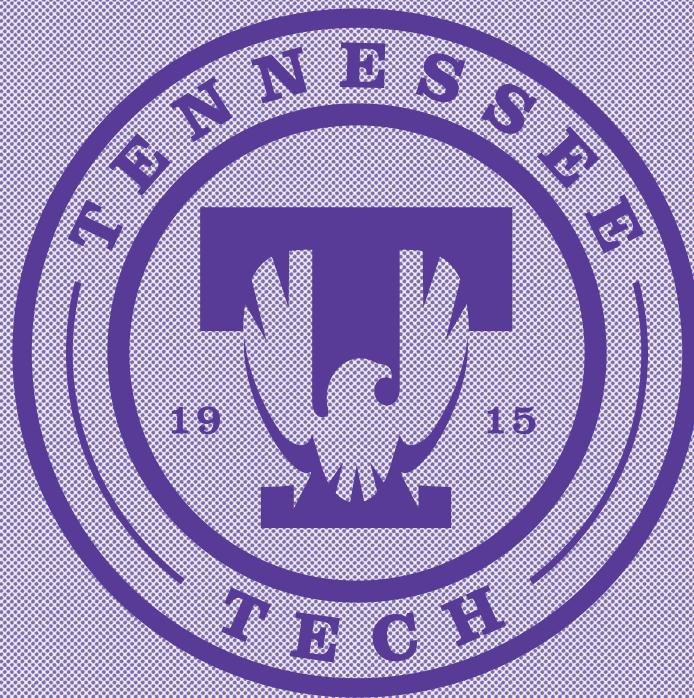
07 Don't use the signature in a line with text.

08 Borders and outlines should not be added unless using an official signature specified for embroidery, etc.

09 Avoid bright or busy backgrounds that may compete with the signature.



TECH SYSTEM TREATMENTS & SEALS



SECTION 04

Introduction to Tech System Treatments & Seals

The Tennessee Tech identity includes system treatments and seals to identify each of its colleges and centers. There are very specific guidelines regarding the use of the treatments, which are listed throughout the following pages.

If the official Tech signature is not being used, the entire Tech system treatment or seal must be present on ALL Tennessee Tech communications unless otherwise approved by Communications & Marketing.

There are three versions in the Tech system:

- 01 Tech System Treatment Vertical
- 02 Tech System Treatment Horizontal
- 03 Tech System Seal

Tech system treatments and seals must always be reproduced using the official digital files, which can be downloaded from www.tntech.edu/marketingtoolkit.

Please reference the "File Names and Formats" section to ensure the correct treatment and/or seal is being used.

01



Primary Type

TENNESSEE TECH

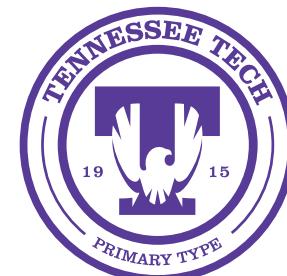
02



Primary Type

TENNESSEE TECH

03



Construction of System Treatments (Primary Type)

In the event that a new system treatment needs to be created, it must be made by Communications & Marketing using the guidelines set forth in the diagram to the right. No other department may create or alter the system treatments.

All system treatments must contain the official mark and typography.

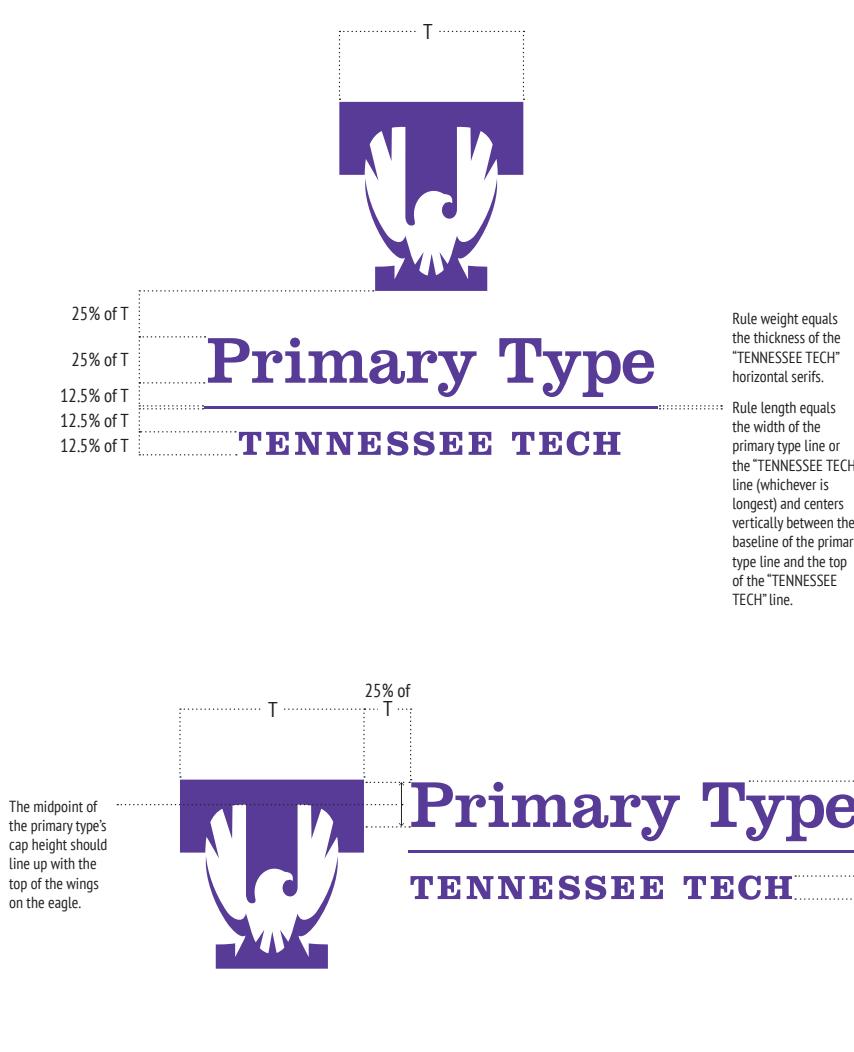
The fonts selected for Tennessee Tech's signature and system treatments are only to be used in the official Tennessee Tech signature and seal or system treatments and seals, and may not be altered. The fonts used are Clarendon BT Roman and Clarendon BT Bold. These fonts may only be used by Communications & Marketing and may not be used in any other applications.

The primary type field may contain the following information: college or center name.

"TENNESSEE TECH" should always be present under the rule and should never be altered or replaced.

Any new system treatment must be created/approved by Communications & Marketing.

www.tntech.edu/marketingtoolkit
931-372-3214



Construction of System Treatments (Secondary Type)

In the event that a school or department is added to a system treatment that already contains a primary type line, a secondary type line should be added. This must be created by Communications & Marketing using the guidelines set forth in the diagram to the right. No other department may create or alter the system treatments.

In this case, the primary type may contain the following information: college, center or school name.

The secondary type may contain: college, school or department name.

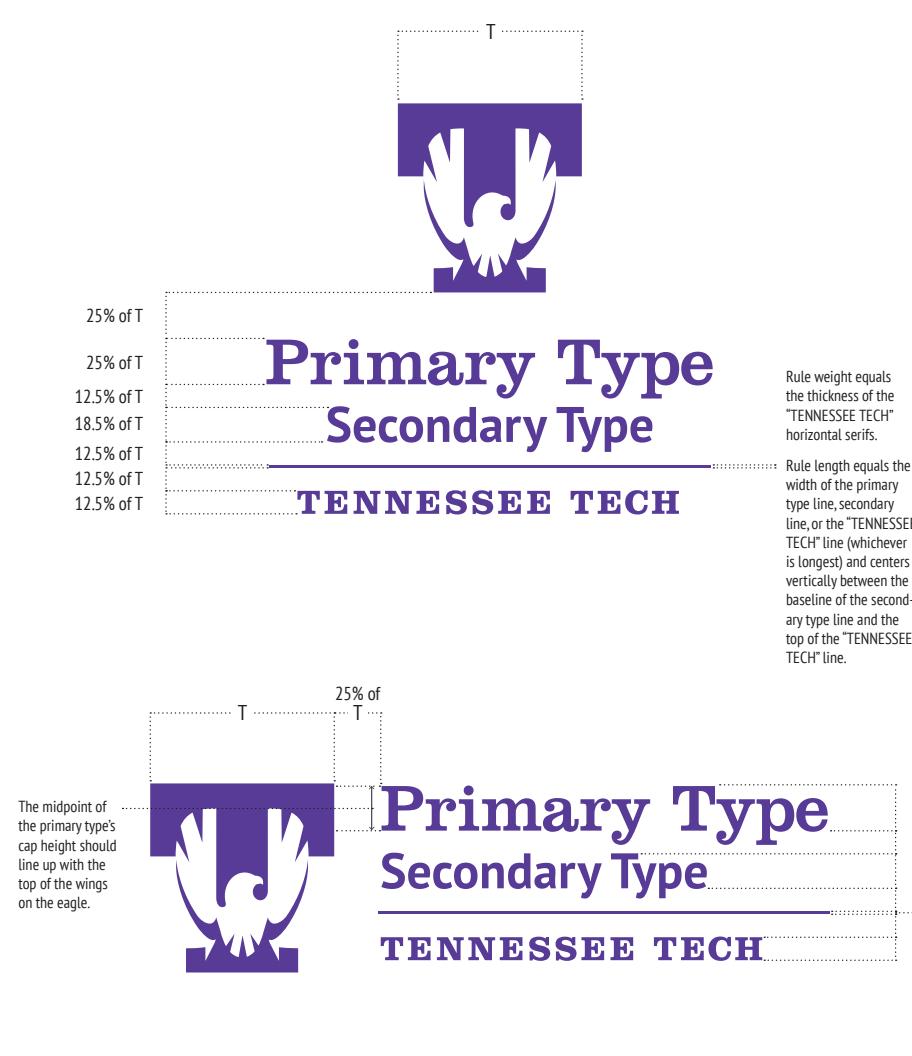
Secondary type should always be set in PT Sans Bold.

PT Sans can be downloaded for free at fontsquirrel.com/fonts/PT-Sans.

"TENNESSEE TECH" should always be present under the rule and should never be altered or replaced.

Any new system treatment must be created/approved by Communications & Marketing.

www.tntech.edu/marketingtoolkit
931-372-3214



Construction of System Seals

In the event that a new system seal needs to be created, it must be made by Communications & Marketing using the guidelines set forth in the diagram to the right. No other department may create or alter the system seals.

The fonts selected for Tennessee Tech's signature and system treatments are only to be used in the official Tennessee Tech signature and seal or system treatments and seals, and may not be altered. The fonts used are Clarendon BT Roman and Clarendon BT Bold. These fonts may only be used by Communications & Marketing and may not be used in any other applications.

The primary type field may contain the following information: college, center or school name.

When changing the primary type, the maximum length of the text should never encroach upon "TENNESSEE TECH." The inside rules may be removed if space is limited.

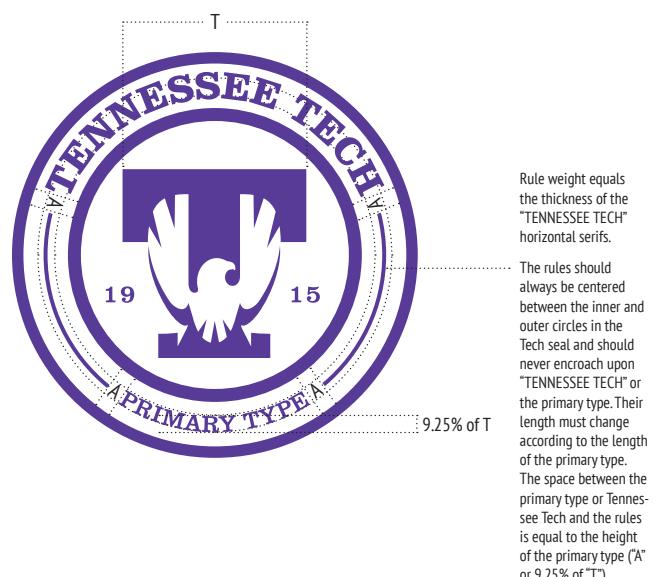
The height of the primary type is 9.25% of the value of "T".

"TENNESSEE TECH" should always be present in the upper arch and should never be altered or replaced.

No other elements in the Tech system seal should be altered in any way.

Any new system seal must be created/approved by Communications & Marketing.

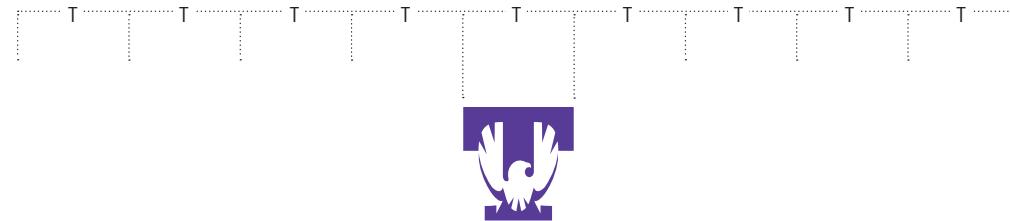
www.tntech.edu/marketingtoolkit
931-372-3214



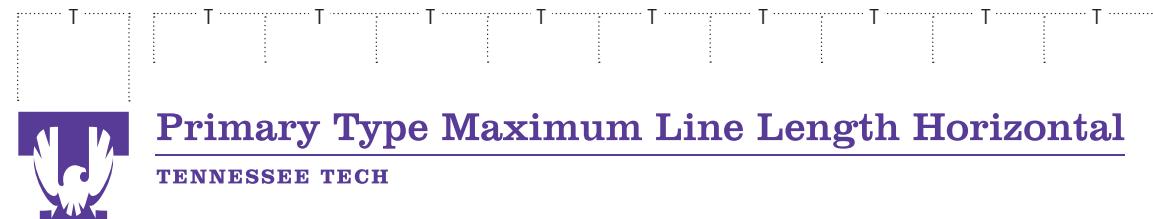
Maximum Line Length

Primary type fields may not exceed a maximum line length of 9T.

"T" is the width of the "T" icon.



Primary Type Maximum Line Length Vertical
TENNESSEE TECH

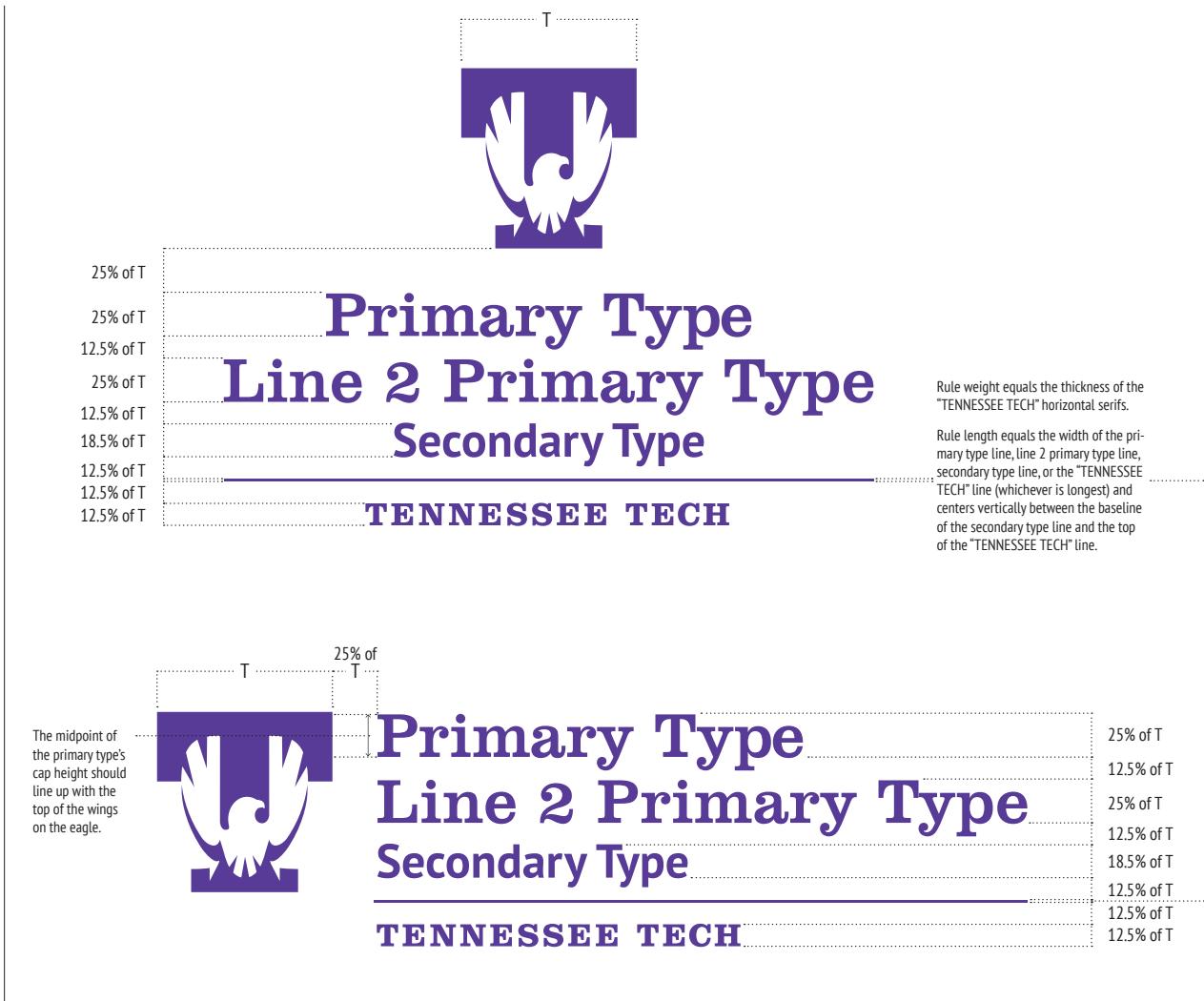


Primary Type Maximum Line Length Horizontal
TENNESSEE TECH



Maximum Line Count

In the special case where the primary type becomes too long, a second primary line may be added. The maximum line count for the signature is four lines.

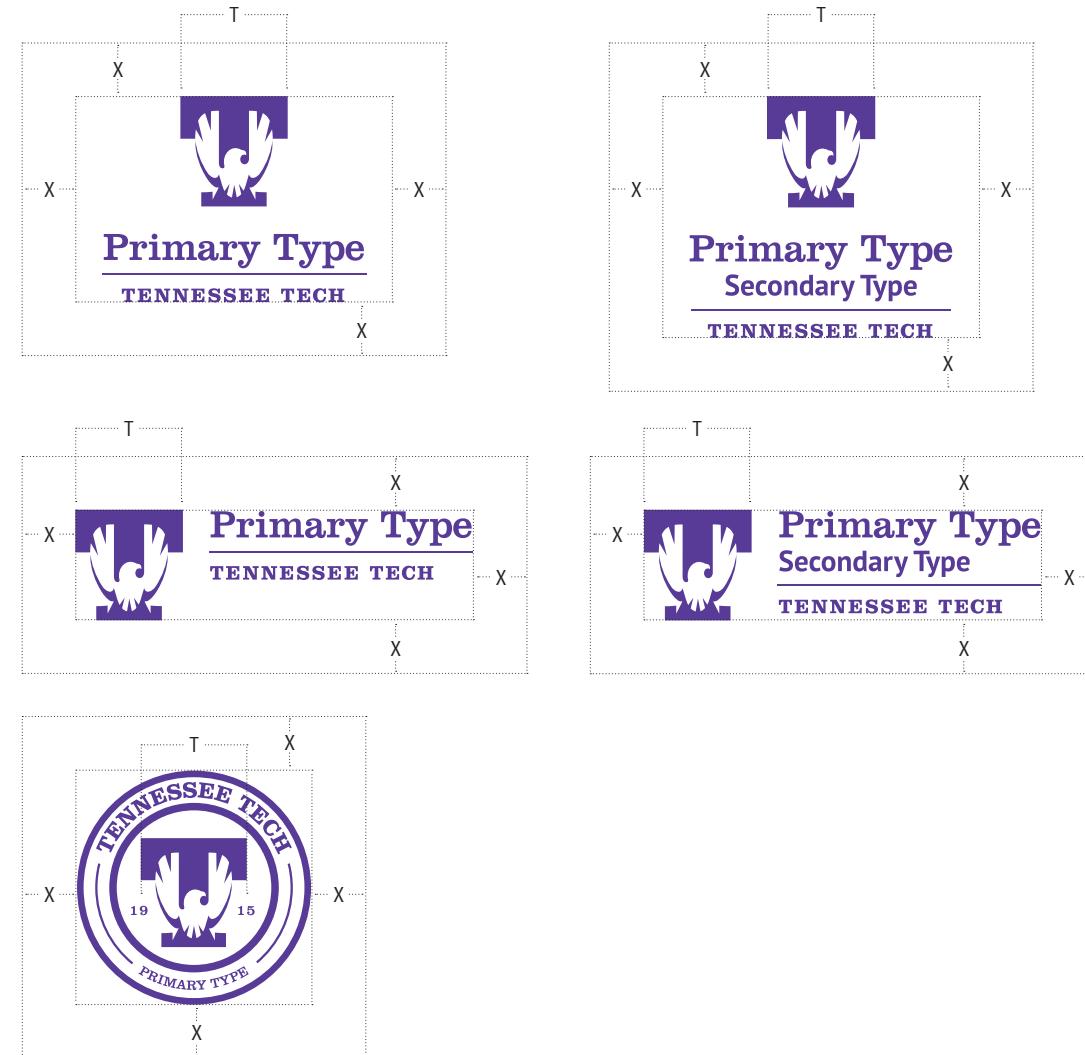


Positioning (Safe Zones)

The Tech system treatments and seals require space around them in order to maximize their visual presence. An exclusion zone around the signature and/or seal prevents any graphic element from interfering with their integrity. The guidelines opposite show the exclusion zones. Non-signature elements such as type or images (excluding a background treatment) may not encroach on the exclusion zone.

"X" can be determined by 50% of the width of the "T" icon.

"X" changes proportionally according to the size of the icon, but it is always determined by 50% of the width of the "T" icon.



Minimum Size Requirements

To ensure the integrity of the Tennessee Tech system treatments and seals, the following standards have been set regarding minimum size.

Minimum size of both the system treatment and system seal is based on the width of the "T" icon and should not be reproduced less than .375".

The complete Tech treatment and/or seal should be proportionate to the size of the "T" icon at .375".



Primary Type
TENNESSEE TECH



Primary Type
TENNESSEE TECH



Color Versions

The Tech system treatments and seals should only be reproduced using the official colors listed to ensure consistency and strength in all media.

The purple system treatment and system seal (01) are for universal use and should be used in most instances. Tech purple should be used and should not be altered in any way.

Other color versions of the system treatments and seals include black (02) and white (03). The system treatments and seals should never be reproduced in any other color.

Use the black or white system treatment or system seal when printing in black and white, and never a homemade grayscale version.

When reproducing the Tech system treatments or seals, always be sure to use the correct version.

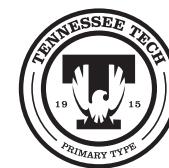
Please reference the “File Names and Formats” section to ensure the correct system treatment and/or seal is being used.

All versions are available as digital files and can be downloaded from www.tntech.edu/marketingtoolkit.

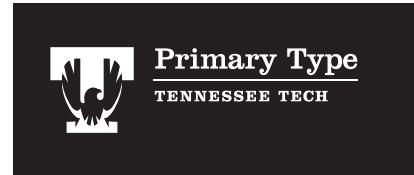
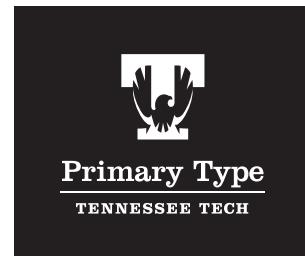
01



02



03



Placement

When placing the Tennessee Tech system treatments and seals, always be sure to use the correct color version. The treatments and seals should always be legible and should not be placed over a background that competes with their integrity. The background where you are placing the Tech system treatments and seals should determine which color version should be used.

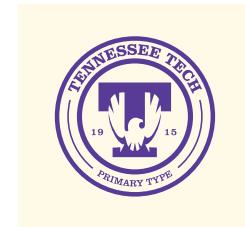
When placing the Tech system treatments and seals on a white or light background, the official Tech purple version should be used (01).

The black version may also be used in some instances but should primarily be used in black-and-white printing (02).

For color or dark backgrounds that compete, use the white system treatment or seal. When reversing out of a background color or image, always make sure that the background is dark enough not to cause problems with visibility or legibility (03).

For black-and-white printing, the black or white version may be used. The Tech system treatments and seals should never appear as grayscale.

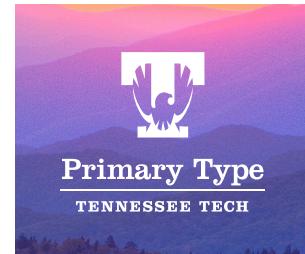
01



02



03



Incorrect Usage

The Tech system treatments and seals are not to be manipulated in any way. This rule includes, but is not restricted to, type, symbols, surrounding boxes, shadows, outlines and embellishments.

01 Don't redraw or retype the system treatments and seals.

02 Don't stretch, skew, angle or distort.

03 At no time should any part of the system treatments and seals be cut off – the entire logo must fit on the surface.

04 Don't add elements or effects.

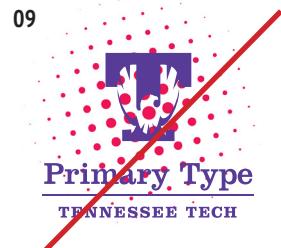
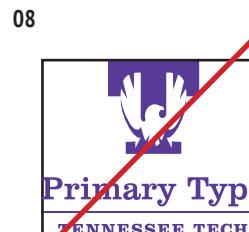
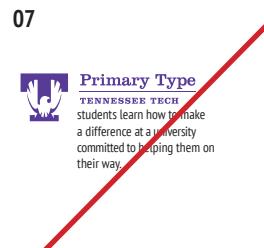
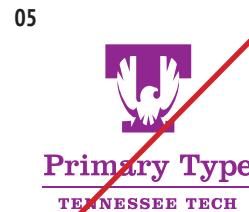
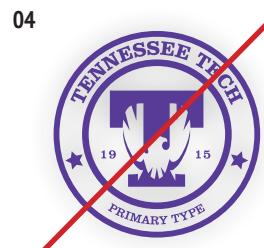
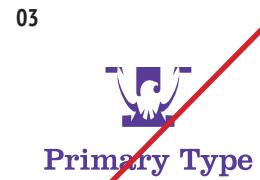
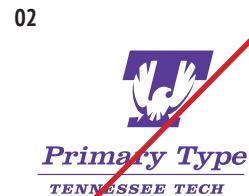
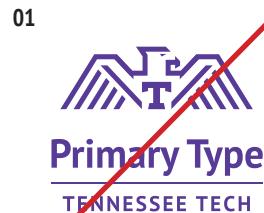
05 Never reproduce in any color other than the specified purple, black or white, unless permission to do so is granted by Communications & Marketing.

06 Do not alter the relationship between the icon and the logotype.

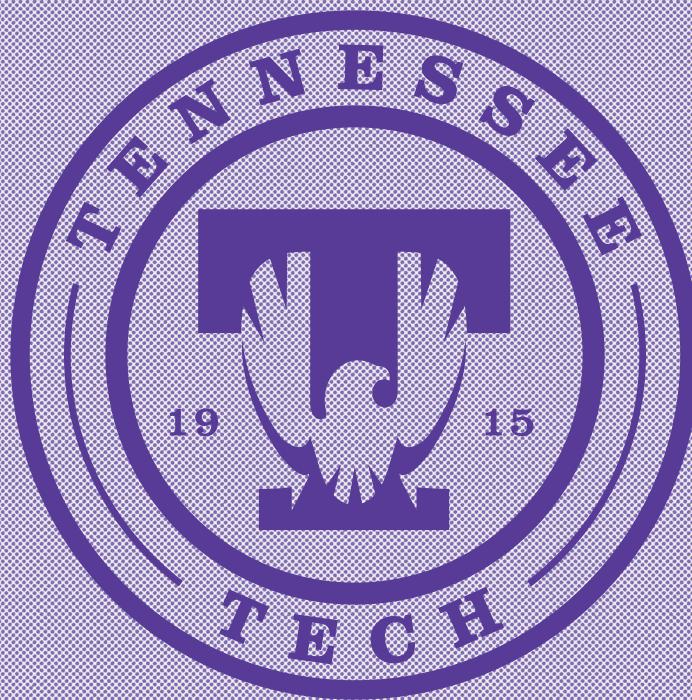
07 Don't use in a line with text.

08 Borders and outlines should not be added unless using official system treatments or seals specified for embroidery, etc.

09 Avoid bright or busy backgrounds that may compete with the system treatments and seals.



GRAPHIC ELEMENTS



SECTION 05

Introduction to Official Graphic Elements

Official graphic elements have been created and may be used in some instances when the entire Tech signature is not necessary.

- 01 "T" Icon
- 02 Gold "T" Icon
- 03 Tech Simple Seal
- 04 Two-color Tech Simple Seal
- 05 Gold Tech Simple Seal
- 06 Alternate Tech Signature Seal
- 07 Gold Alternate Tech Signature Seal

When using the official Tech graphic elements, please reference the guidelines previously set in this guide regarding safe zones, minimum size, placement and incorrect usage.

Usage of these elements must be approved by Communications & Marketing.

www.tntech.edu/marketingtoolkit
931-372-3214

01



02



03



04



05



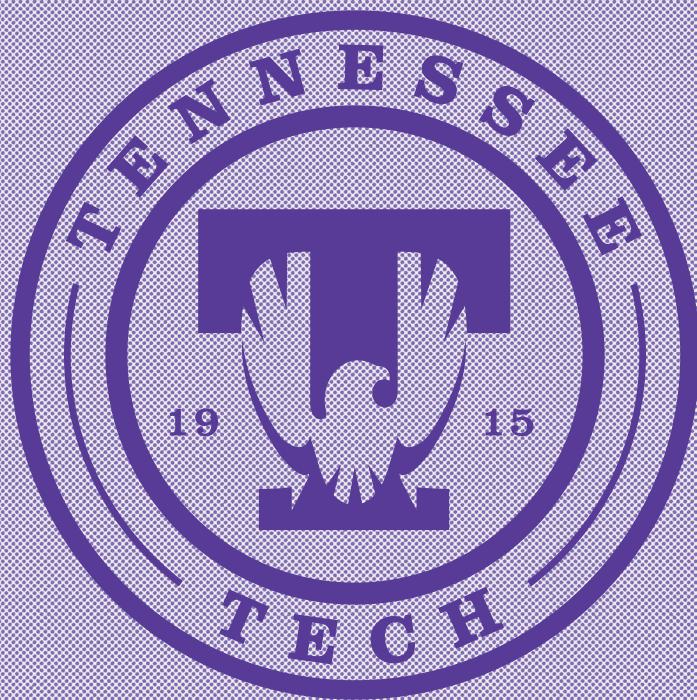
06



07



PRINT & ELECTRONIC COMMUNICATIONS



SECTION 06

Introduction to Official Tech Stationery

The Tech stationery system is the most widely used communication tool available to the university and presents an opportunity to convey a positive, professional image every time it is used. Each component, from business cards to letterhead and envelopes, represents Tennessee Tech. The size of the university requires us to make every effort to represent all of the university's units clearly and consistently. Consistent use of the stationery system demonstrates to recipients that each college, school, department or other unit respects and values its affiliation with Tennessee Tech.

Two stationery designs are available:

01 System Treatment Stationery Option (letterhead, horizontal business card and envelope)

02 System Seal Stationery Option (letterhead, horizontal or vertical business card and envelope)

The stationery system is a set visual theme and must be laid out by the Office of Communications & Marketing and printed by Tech Printing Services. Electronic letterhead is available as a Microsoft Word document. The electronic version is for electronic use only (primarily email). Do not print and distribute paper copies of the electronic letterhead; official Tech letterhead printed by Tech Printing Services should be used for all paper-based correspondence.

Stationery can be ordered from Communications & Marketing. Place orders online at www.tntech.edu/marketingtoolkit.
931-372-3214

01



02



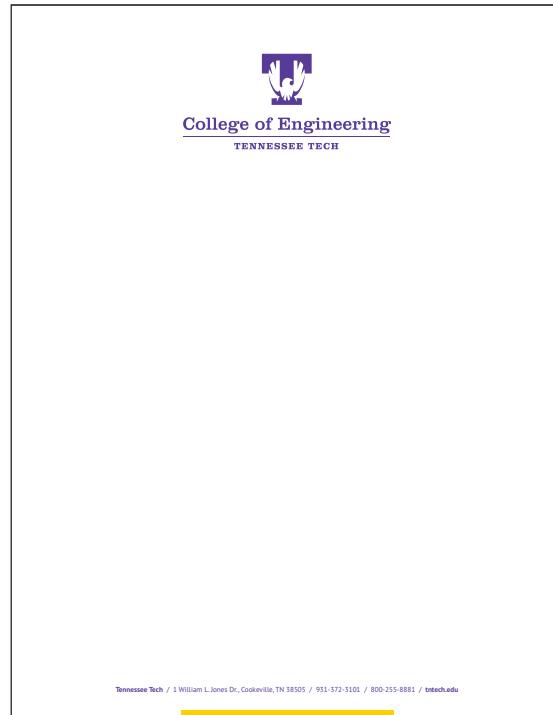
Letterhead

There are two options available when ordering letterhead:

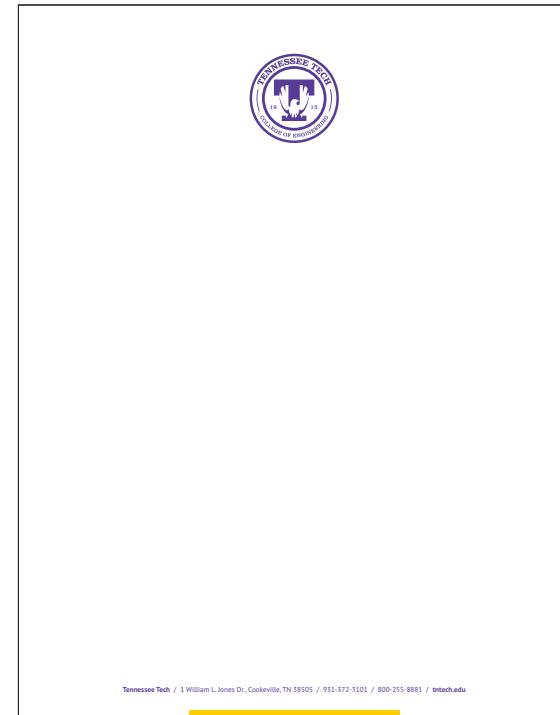
- 01** System Treatment Letterhead Option
- 02** System Seal Letterhead Option

Letterhead can be ordered from Communications & Marketing. Place orders online at www.tntech.edu/marketingtoolkit.
931-372-3214

01



02



Letterhead Construction

When letterhead is to be constructed, it must be created by Communications & Marketing using the following guidelines.

The Tech system treatment or seal should be placed .75" from the top of the page.

01 When using the Tech system treatment, the logo size should be based on the width of the "T," which is .75." Always use the vertical version of the system treatment when placing it on letterhead.

02 When using the Tech system seal, the size of the seal should be 1.375" in circumference.

Contact information should start .5" from the bottom of the page and should be center justified. PT Sans should be used and should be set at 8 points. The contact information should not exceed one line.

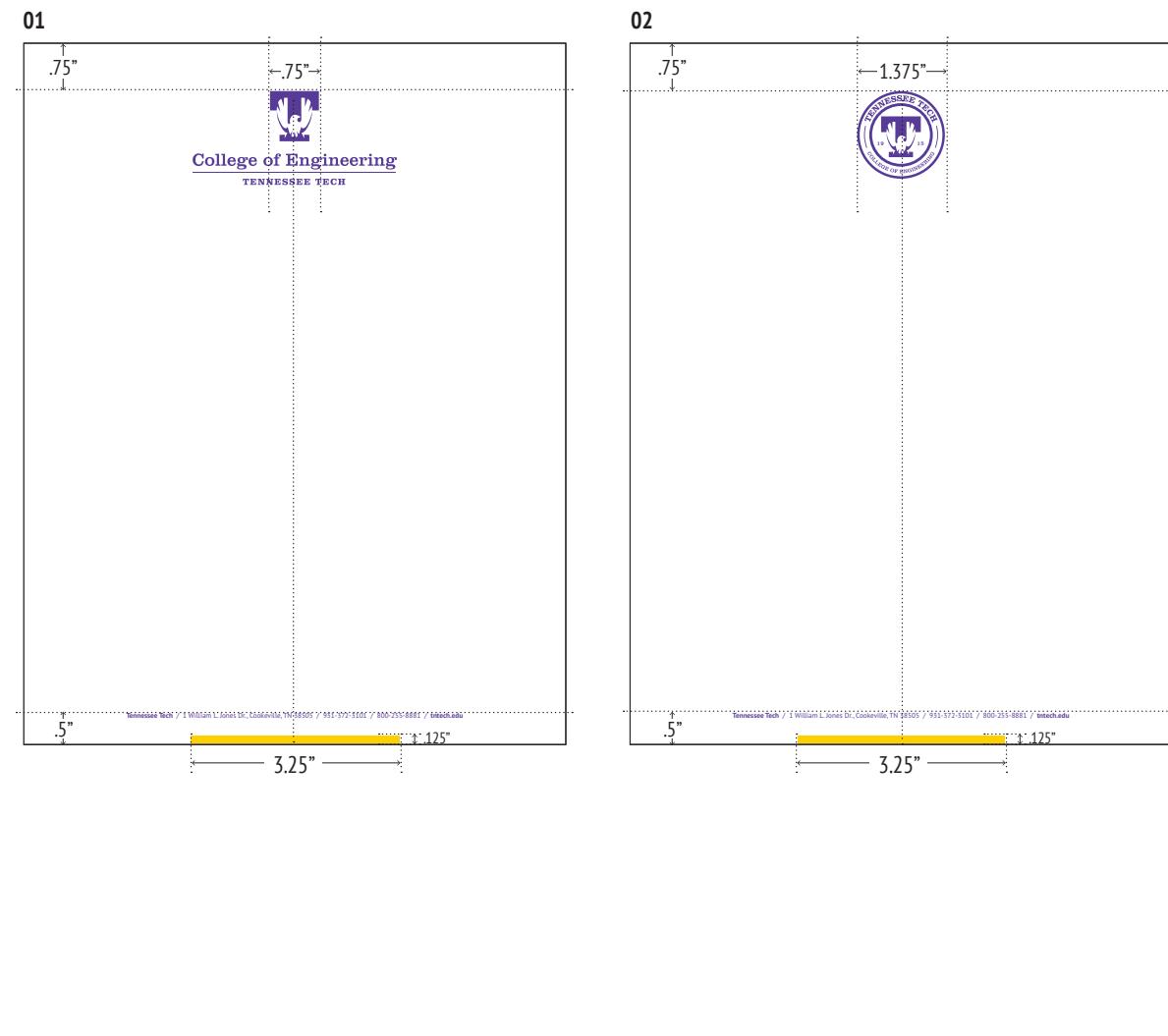
The yellow bar at the bottom of the page measures 3.25" by .125," and should include a bleed if going to press.

All information and graphics should be centered vertically on the page.

The letterhead should be created using official Tech Pantone colors unless otherwise specified.

All letterhead must be created/approved by Communications & Marketing.

www.tntech.edu/marketingtoolkit
931-372-3214



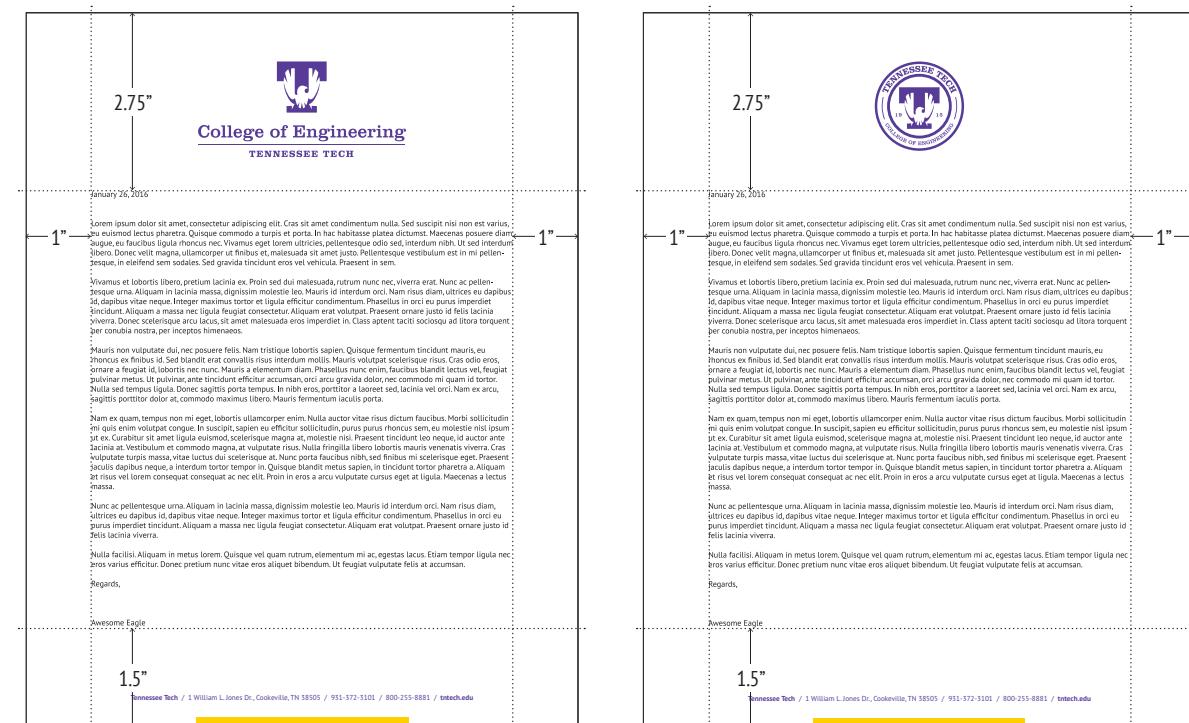
Letterhead User Specs

Margins have been set in order to best complement the official Tech letterhead.

The body of the letter should begin 1" from the left edge of the page and 2.75" from the top edge of the page.

The maximum length of the body of the letter should end 1" from the right edge of the page and 1.5" from the bottom edge of the page.

Letterhead can be ordered from Communications & Marketing. Place orders online at www.tntech.edu/marketingtoolkit.
931-372-3214



Letterhead Supplemental Information

Supplemental information is not printed on the letterhead in advance but may be added via word processing software at the time of printing individual letters.

Supplemental information may be positioned in the left margin of the letterhead. Acceptable examples include the professional listing of an individual, such as the dean of a college, chair of a department or holder of a named professorship; lists of advisory boards; programs or services composing a larger unit; and contact information.

Supplemental information should begin 3.25" from the top edge of the page. Text should be right justified and end 1.625" from the left edge of the page.

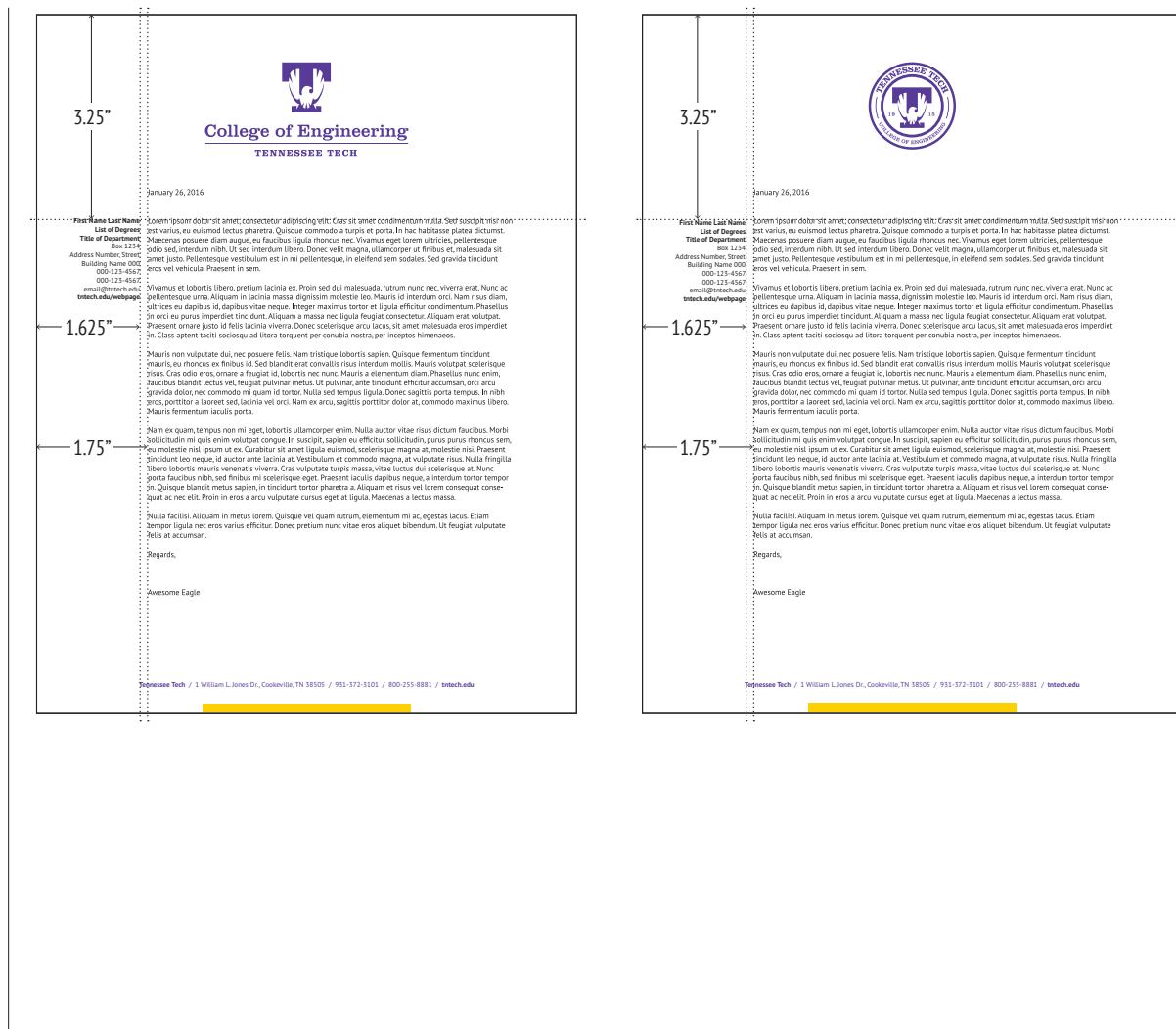
When adding supplemental information, the body of the letter should begin 1.75" from the left edge of the page.

Supplemental information should be set in PT Sans at 8 points.

PT Sans can be downloaded for free at fontsquirrel.com/fonts/PT-Sans.

Individual names are not allowed on preprinted letterhead or envelopes. This is to protect the university from reprinting costs if the employee leaves the university for any reason. An individual's name may be added via word processing software for each letter.

Letterhead can be ordered from Communications & Marketing. Place orders online at www.tntech.edu/marketingtoolkit.
931-372-3214



Business Cards

There are three options available when ordering business cards:

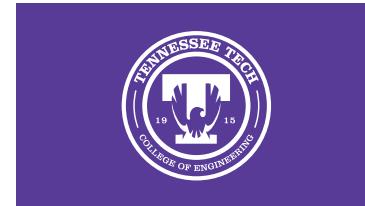
- 01** Horizontal System Treatment Business Card Option
- 02** Horizontal System Seal Business Card Option
- 03** Vertical System Seal Business Card Option

Business cards can be ordered from Communications & Marketing. Place orders online at www.tntech.edu/marketingtoolkit.
931-372-3214

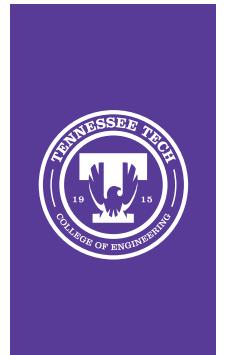
01



02



03



Business Card Construction

All text on business cards should be in PT Sans. Names and titles should be bold and set at 9 points. Address and contact information should be 8 points. All text should be Tech purple. Information can include the professional listing of an individual, lists of advisory boards, and contact information. Line count should not exceed 11 lines.

01 When creating a system treatment business card, the size of the logo on the front of the card should be based on the width of the "T", which is .475" wide. The system treatment and "Name" should be centered vertically. There should be a .325" margin around the card. Information on the back of the card should be placed .325" from the left and .25" from the top of the card and should line up with the top of the gold bar.

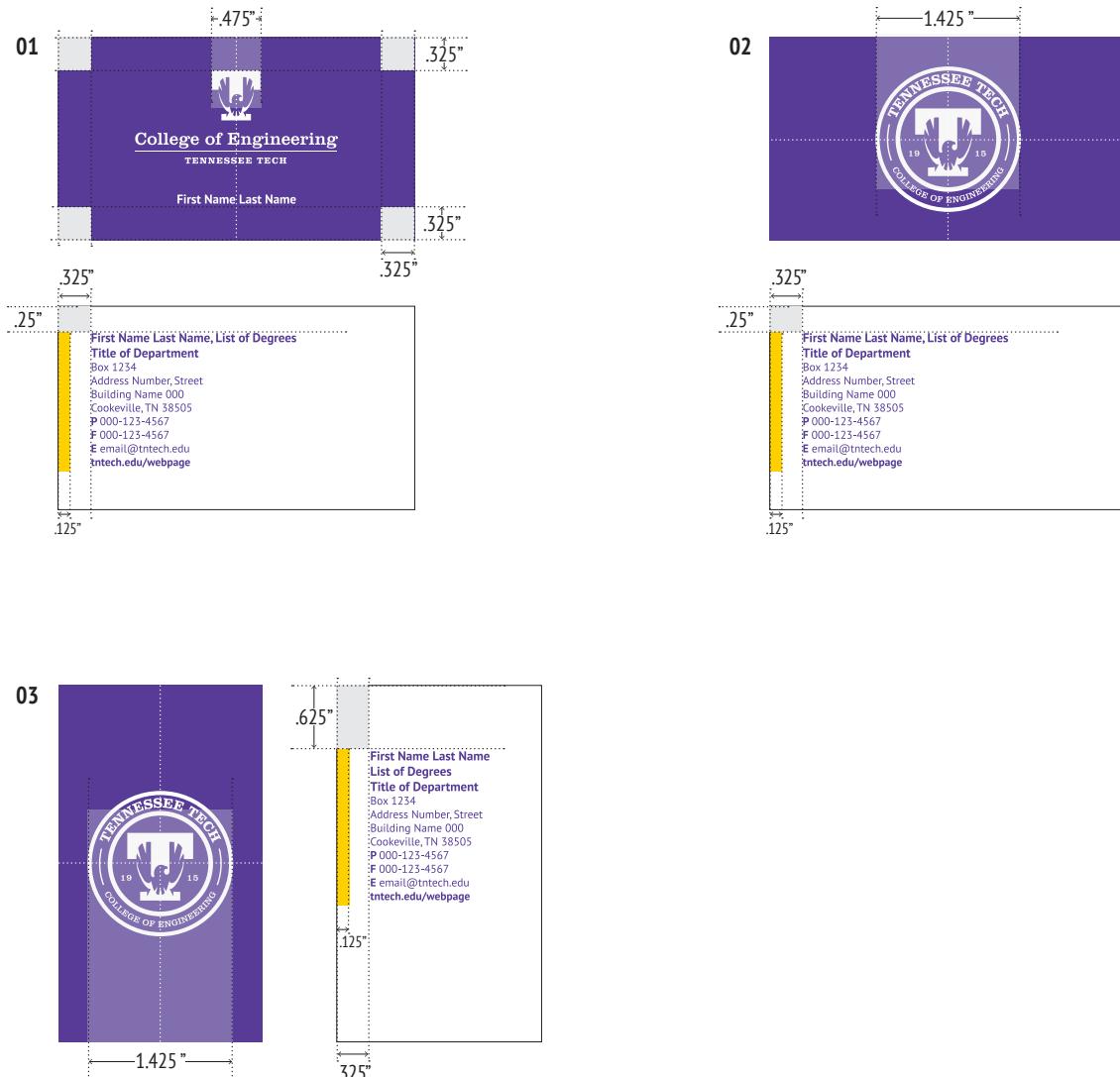
02 Logo placement on the horizontal system seal business card should be centered vertically and horizontally. The seal should be 1.425" in circumference. Information on the back of the card should be placed .325" from the left and .25" from the top of the card and should line up with the top of the gold bar.

03 Logo placement on the vertical system seal business card should be centered vertically and horizontally. The seal should be 1.425" in circumference. Information on the back of the card should be placed .325" from the left and .625" from the top and should line up with the top of the gold bar.

The gold bar measures .125" wide. The length of the bar should not exceed the length of the text.

PT Sans can be downloaded for free at fontsquirrel.com/fonts/PT-Sans.

All business cards must be created/approved by Marketing & Communications.



Envelopes

There are two options available when ordering envelopes:

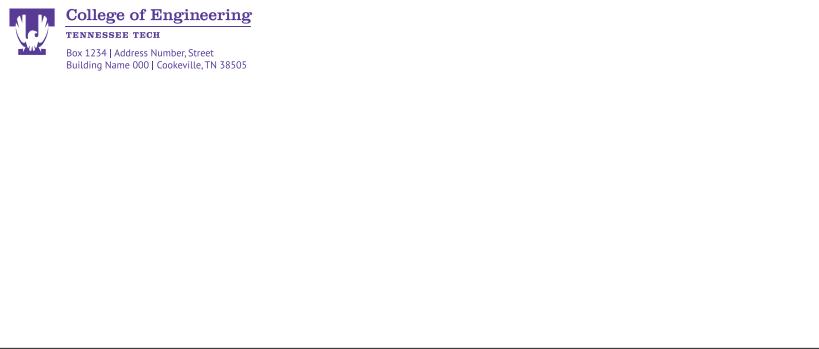
01 System Treatment Envelope Option

02 System Seal Envelope Option

03 A Simple Seal Sticker has also been developed for use with the Tech envelopes.

Envelopes and stickers can be ordered from Communications & Marketing. Please place orders online at www.tntech.edu/marketingtoolkit.
931-372-3214

01



02



03



Envelope Construction

When an envelope is to be constructed, it must be created by Communications & Marketing using the following guidelines.

The system treatment or system seal should be placed .3625" from the top edge and .3625" from the left edge of the envelope.

01 If using the system treatment, the size should be based on the width of the "T," which is .5" wide. Always use the horizontal system treatment on envelopes. Address information should be left justified with the logo text and should start .125" from the baseline of the logo text. Address information should not exceed two lines of text.

02 If using the system seal, the seal should be 1" in circumference. Address information should start .125" from the right edge of the seal and should be left justified. The address block should also be centered horizontally with the seal. Address information should not exceed four lines of text.

Address information should be set in PT Sans at 8 points. Tech purple should be used.

PT Sans can be downloaded for free at fontsquirrel.com/fonts/PT-Sans.

Individual names are not allowed on preprinted envelopes.

All envelopes must be created/approved by Communications & Marketing.

www.tntech.edu/marketingtoolkit
931-372-3214



Envelope User Specs

Outgoing address information is not printed on envelopes in advance but may be added via word processing software.

When adding outgoing address, please use the margins that have been set.

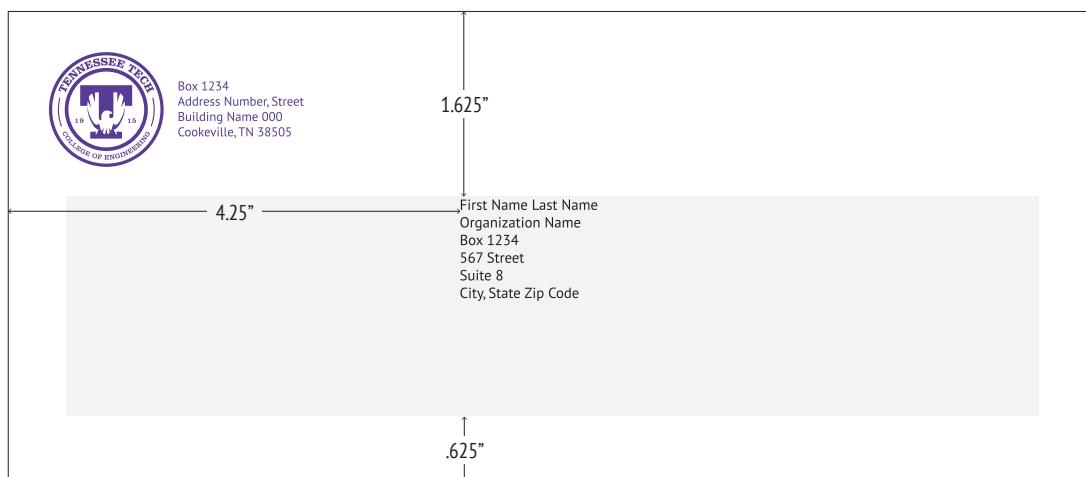
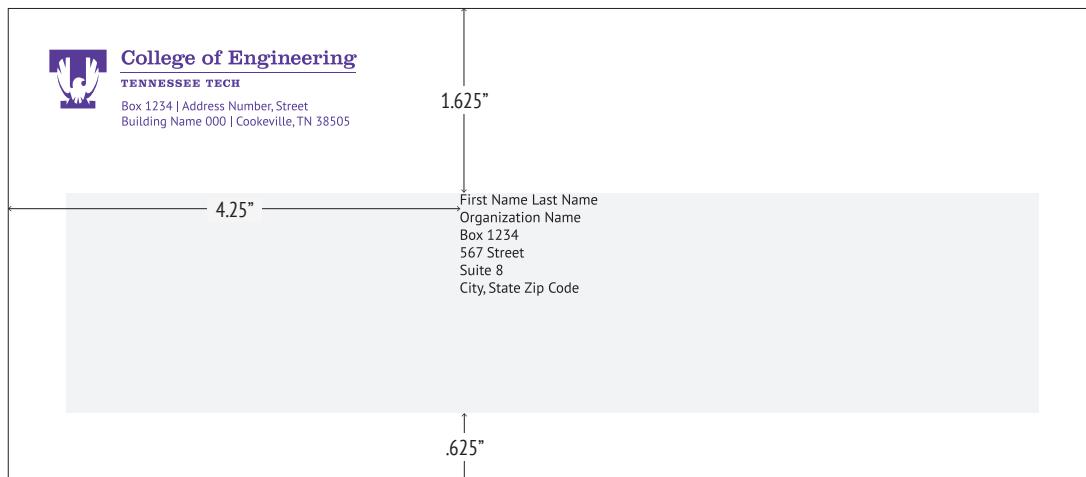
Outgoing address information should begin 4.25" from the left edge of the envelope and 1.625" from the top edge of the envelope. Address information should not go beyond the gray box.

Address information should be set in PT Sans.

PT Sans can be downloaded for free at fontsquirrel.com/fonts/PT-Sans.

Envelopes can be ordered from Communications & Marketing.

www.tntech.edu/marketingtoolkit
931-372-3214



Email Signature

When corresponding via email, please use the Tech email signature.

The email signature can be customized and saved to your preferred email program to be used for future emails.

The maximum line length for email signatures is 11 lines.

Text should be set in PT Sans.

PT Sans can be downloaded for free at fontsquirrel.com/fonts/PT-Sans.

For instructions on how to create an email signature, please visit www.tntech.edu/marketingtoolkit.

First Name Last Name, Degrees

Title of Department

Box 1234
Address Number, Street
Building Name 000
Cookeville, TN 38505
P 000-123-4567
C 000-123-4567
F 000-123-4567
E email@tn-tech.edu
tn-tech.edu/webpage



Slide Presentation Template

Please use the provided template when creating a slide presentation to be used within the Tech campus or when representing Tech outside of the campus.

01 Introduction Slide

02 Title Slide

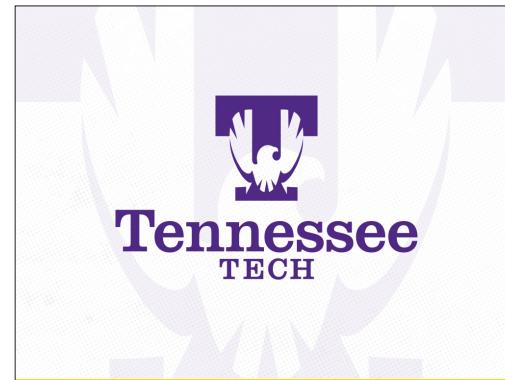
03 Content Slide

Text should be set in PT Sans.

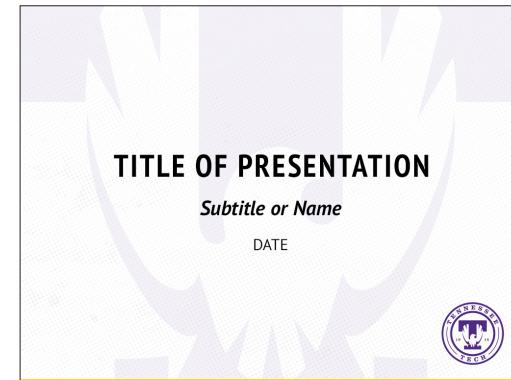
PT Sans can be downloaded for free at fontsquirrel.com/fonts/PT-Sans.

To download the slide presentation template, please visit www.tntech.edu/marketingtoolkit.

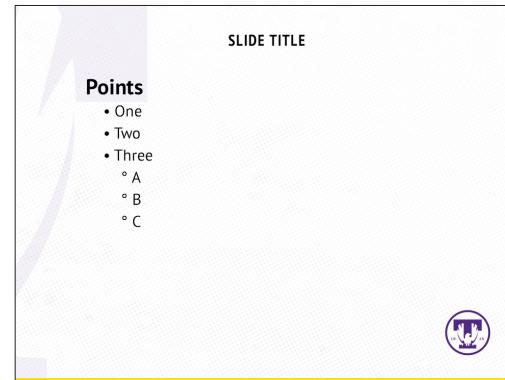
01



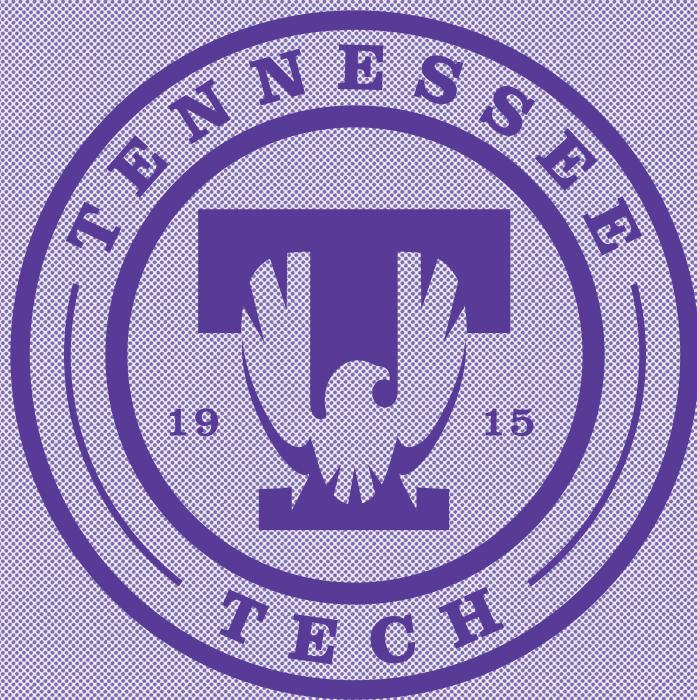
02



03



APPLICATION GUIDELINES



SECTION 07

Advertising & Media Examples

The following pages show examples of print collateral for Tennessee Tech.

When creating your own collateral using the Tech brand, please keep in mind the guidelines that have been laid out on the previous pages.

ALL media MUST be approved by Communications & Marketing.

www.tntech.edu/marketingtoolkit
931-372-3214



Tennessee Tech University Cookeville

Institution Overview
Type of Institution: Public
Undergraduate Enrollment: 10,314
Student Faculty Ratio: 22:1
Average Freshmen Retention Rate: 73.6%
Graduation Rate: 50.6%
Applicant-to-Freshman Ratio: 4.1:1
Fall/August 1, Spring/December 1
2015-2016 Tuition: \$16,281 per year
in-state, includes room and board

Tennessee Tech University
1 William L. Jones Drive
Cookeville, TN 38505
www.tntech.edu

At Tennessee Tech, students learn to live the lives that inspire them. Rather than teaching you to polish a resume, we focus on giving you the tools you need to create the job you want.

Most importantly, you can start to make a difference immediately with your ideas and passions. We'll help you along the way.

No matter your field of study, TTU faculty and staff focus on helping you to express yourself through creation. Students can learn how to code, design websites, design better robotics, and to work together to turn those innovations into a potential business. You can write and perform a piece of music or create a masterpiece in one of our art studios.

You choose to be an innovator or an inventor, creator or collaborator. Through research collaborations with Tennessee Tech faculty and other forms of hands-on educational experiences, you can discover a new passion or learn more about something that already interests you.

Most importantly, you can start to make a difference immediately with your ideas and passions. We'll help you along the way.



Life at Tech
Tennessee Tech University has 16 residence halls, including several Learning Villages. Villages are organized around a common theme, ranging from a common theme to service, international cultures to arts and media.

At Tennessee Tech, students learn to live the lives that inspire them. Rather than

With hundreds of clubs and activities, you can write for an award-winning newspaper, join professional organizations and honor societies, compete and serve, and join a wide variety of religious and academic clubs. The university brings dozens of make-up and transfer students and speakers to campus every year.

Student Success
Tennessee Tech is committed to student success, and a variety of on-campus resources exist to ease your transition from high school to college.

Each college and school has its own Student Success Center, staffed with professional advisors and tutors. Other tutoring programs, research help and collaborative workspace are available in the Angels & Jesters Volpe Library.

Career Services helps all students find internships around the state, nation and globe that align with an individual's interests and goals. Students can attend several career fairs a year and workshops to help you write a resume and ace an interview go on with confidence.

A variety of study abroad options exist as well so you can expand your knowledge and experience of other cultures. Whether you want to travel for a couple of weeks, a couple of months or a year, there is a program to take you where you want to go.

Students can make a difference across Tennessee through dozens of service learning projects.

Golden Eagle Athletics
There are 14 NCAA Division I sports teams including men's basketball, women's basketball, football, cross country, tennis and golf and women's basketball, cross country, softball, soccer, baseball, men's and women's tennis. Golden Eagles are part of the Ohio Valley Conference. Our mascot is Awesome Eagle.

Rankings
TTU graduates have the highest mid-career median salary among all four-year university graduates in Tennessee, according to PayScale.com. TTU ranks third in the state in best return on investment by Affordable Colleges Online, based on a combination of low cost and lifetime earnings after graduation.



Tennessee Tech's Most Popular Majors

By enrollment

- Mechanical Engineering
- Interdisciplinary Studies
- Exercise Science, Physical Education and Wellness
- Computer Science
- Chemical Engineering

Tech offers 44 bachelor's degrees and 20 graduate programs, including MBA, law, education, nursing, communication, engineering and environmental sciences.

Nearly two-thirds of TTU students receive financial aid from the university, private funds or the government.

78 Fall 2014 | Tennessee College Guide

79 Fall 2014 | Tennessee College Guide



Advertising & Media Examples (cont.)

The image shows a man from behind, wearing a purple t-shirt and dark shorts, standing next to a large tree trunk. He is looking at a digital screen or projection that displays the Tennessee Tech website. The website features a search bar with the text "How to design a concrete canoe that floats" and other search terms like "How to avoid a Bludger", "How to develop an app", and "How to change your world". Below the search bar, there is a section titled "Tennessee Tech takes learning seriously, and so do you." with a subtext about clubs, honor societies, and mentorship. At the bottom of the website display, there is a logo for Tennessee Tech and the text "tntech.edu #techyeah". A small note at the bottom of the page states: "TTU is a constituent university of the Tennessee Board of Regents. TTU does not discriminate on the basis of race, color, religion, creed, national origin, sex, sexual orientation, gender identity/expression, disability, age, status as a protected veteran, genetic information, or any other legally protected class. For inquiries regarding non-discrimination policies, contact equality@tnstate.edu." The TTU policy on nondiscrimination can be found at www.tntech.edu.

The image shows a woman with long red hair sitting in a lecture hall. She is wearing a red dress with black polka dots. In the top right corner, there is a purple banner with the text "As Seen In seventeen". Below the banner, there is a yellow grid background with the text "CHANGE YOUR EXPECTATIONS" and the Tennessee Tech logo. To the right of the text, there is a small paragraph about Coco Bennett, followed by a larger paragraph about her passion for computer science and her work at TTU. At the bottom of the page, there is a blue button with the text "Learn more at tntech.edu".



Merchandise

When using the official Tech signature or seal on merchandise, certain rules may be bypassed. For example, the "T" icon may have a stroke around it, or color versions may be altered. ALL alterations MUST be created/approved by Communications & Marketing.

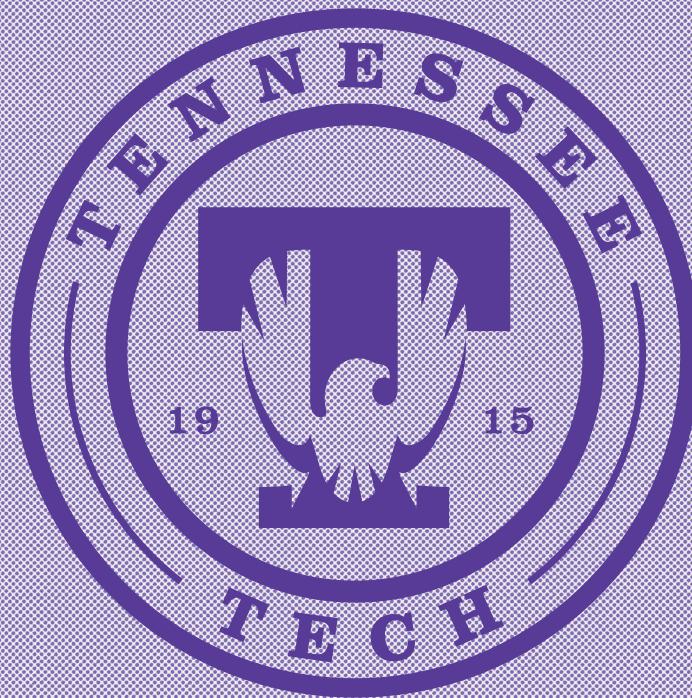
www.tntech.edu/marketingtoolkit
931-372-3214



Merchandise (cont.)



FILE NAMES & FORMATS REFERENCE GUIDE



SECTION 08

Introduction to File Names & Formats

We have created all of the necessary files for your use. It is important to use the original electronic files and the correct format and color version to ensure the standard of quality set for the Tech identity.

All electronic versions included in the Tech identity system can be downloaded at
www.tntech.edu/marketingtoolkit

Tech identity files may also be requested by contacting Communications & Marketing. Please email Bobbie Maynard, Executive Director of Communications & Marketing, at bfmaynard@tntech.edu to request your customized college, school or center files.

www.tntech.edu/marketingtoolkit
931-372-3214

FILE FORMATS

EPS Vector images that can be enlarged indefinitely without a loss of quality. Appropriate for most print applications.

TIF Appropriate for most print applications. Can be used when EPS files are not compatible.

PNG Should be used in most digital and web applications. Maintains a transparent background.

JPG Used in digital and web applications.

PDF Widely viewable across platforms.

COLOR VERSIONS

CMYK Print applications where four-color process is used.

PMS Print applications that use Pantone Matching System® colors.

BLACK Black-only printing or printing black from four-color process.

WHITE For reversing out of an image or colored background.

GOLD For reversing out of an image or colored background.

RGB Digital applications.



Tennessee Tech Signatures & Seals



TechSignatureMain_CMYK.eps
TechSignatureMain_CMYK.pdf
TechSignatureMain_CMYK.tif
TechSignatureMain_PMS.eps
TechSignatureMain_PMS.pdf
TechSignatureMain_RGB.jpg
TechSignatureMain_RGB.png



TechSignatureHorizontal_CMYK.eps
TechSignatureHorizontal_CMYK.pdf
TechSignatureHorizontal_CMYK.tif
TechSignatureHorizontal_PMS.eps
TechSignatureHorizontal_PMS.pdf
TechSignatureHorizontal_RGB.jpg
TechSignatureHorizontal_RGB.png



TechSignatureSeal_CMYK.eps
TechSignatureSeal_CMYK.pdf
TechSignatureSeal_CMYK.tif
TechSignatureSeal_PMS.eps
TechSignatureSeal_PMS.pdf
TechSignatureSeal_RGB.jpg
TechSignatureSeal_RGB.png



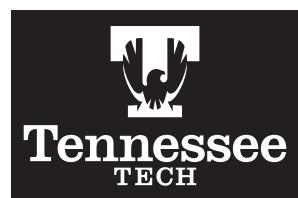
TechSignatureMain_Black.eps
TechSignatureMain_Black.pdf
TechSignatureMain_Black.tif



TechSignatureHorizontal_Black.eps
TechSignatureHorizontal_Black.pdf
TechSignatureHorizontal_Black.tif



TechSignatureSeal_Black.eps
TechSignatureSeal_Black.pdf
TechSignatureSeal_Black.tif



TechSignatureMain_White.eps



TechSignatureHorizontal_White.eps



TechSignatureSeal_White.eps



TechSignatureMain_Gold_CMYK.eps
TechSignatureMain_Gold_CMYK.pdf
TechSignatureMain_Gold_CMYK.tif
TechSignatureMain_Gold_PMS.eps
TechSignatureMain_Gold_PMS.pdf
TechSignatureMain_Gold_RGB.jpg
TechSignatureMain_Gold_RGB.png



TechSignatureHorizontal_Gold_CMYK.eps
TechSignatureHorizontal_Gold_CMYK.pdf
TechSignatureHorizontal_Gold_CMYK.tif
TechSignatureHorizontal_Gold_PMS.eps
TechSignatureHorizontal_Gold_PMS.pdf
TechSignatureHorizontal_Gold_RGB.jpg
TechSignatureHorizontal_Gold_RGB.png



TechSignatureSeal_Gold_CMYK.eps
TechSignatureSeal_Gold_CMYK.pdf
TechSignatureSeal_Gold_CMYK.tif
TechSignatureSeal_Gold_PMS.eps
TechSignatureSeal_Gold_PMS.pdf
TechSignatureSeal_Gold_RGB.jpg
TechSignatureSeal_Gold_RGB.png



System Treatments & Seals (Colleges & Schools)



College of Agriculture & Human Ecology
TENNESSEE TECH

AgricultureEcologyHorizontal_CMYK.eps
AgricultureEcologyHorizontal_CMYK.pdf
AgricultureEcologyHorizontal_CMYK.tif
AgricultureEcologyHorizontal_PMS.eps
AgricultureEcologyHorizontal_PMS.pdf
AgricultureEcologyHorizontal_RGB.jpg
AgricultureEcologyHorizontal_RGB.png



College of Agriculture & Human Ecology
TENNESSEE TECH

AgricultureEcologyVertical_CMYK.eps
AgricultureEcologyVertical_CMYK.pdf
AgricultureEcologyVertical_CMYK.tif
AgricultureEcologyVertical_PMS.eps
AgricultureEcologyVertical_PMS.pdf
AgricultureEcologyVertical_RGB.jpg
AgricultureEcologyVertical_RGB.png



AgricultureEcologySeal_CMYK.eps
AgricultureEcologySeal_CMYK.pdf
AgricultureEcologySeal_CMYK.tif
AgricultureEcologySeal_PMS.eps
AgricultureEcologySeal_PMS.pdf
AgricultureEcologySeal_RGB.jpg
AgricultureEcologySeal_RGB.png



College of Agriculture & Human Ecology
TENNESSEE TECH

AgricultureEcologyHorizontal_Black.eps
AgricultureEcologyHorizontal_Black.pdf
AgricultureEcologyHorizontal_Black.tif



College of Agriculture & Human Ecology
TENNESSEE TECH

AgricultureEcologyVertical_Black.eps
AgricultureEcologyVertical_Black.pdf
AgricultureEcologyVertical_Black.tif



AgricultureEcologySeal_Black.eps
AgricultureEcologySeal_Black.pdf
AgricultureEcologySeal_Black.tif



College of Agriculture & Human Ecology
TENNESSEE TECH

AgricultureEcologyHorizontal_White.eps



College of Agriculture & Human Ecology
TENNESSEE TECH

AgricultureEcologyVertical_White.eps



AgricultureEcologySeal_White.eps



System Treatments & Seals (Colleges & Schools cont.)



College of Agriculture & Human Ecology
School of Agriculture
TENNESSEE TECH

AgricultureEcology_AgricultureHorizontal_CMYK.eps
AgricultureEcology_AgricultureHorizontal_CMYK.pdf
AgricultureEcology_AgricultureHorizontal_CMYK.tif
AgricultureEcology_AgricultureHorizontal_PMS.eps
AgricultureEcology_AgricultureHorizontal_PMS.pdf
AgricultureEcology_AgricultureHorizontal_RGB.jpg
AgricultureEcology_AgricultureHorizontal_RGB.png



College of Agriculture & Human Ecology
School of Agriculture
TENNESSEE TECH

AgricultureEcology_AgricultureVertical_CMYK.eps
AgricultureEcology_AgricultureVertical_CMYK.pdf
AgricultureEcology_AgricultureVertical_CMYK.tif
AgricultureEcology_AgricultureVertical_PMS.eps
AgricultureEcology_AgricultureVertical_PMS.pdf
AgricultureEcology_AgricultureVertical_RGB.jpg
AgricultureEcology_AgricultureVertical_RGB.png



College of Agriculture & Human Ecology
School of Agriculture
TENNESSEE TECH

AgricultureEcology_AgricultureHorizontal_Black.eps
AgricultureEcology_AgricultureHorizontal_Black.pdf
AgricultureEcology_AgricultureHorizontal_Black.tif



College of Agriculture & Human Ecology
School of Agriculture
TENNESSEE TECH

AgricultureEcology_AgricultureVertical_Black.eps
AgricultureEcology_AgricultureVertical_Black.pdf
AgricultureEcology_AgricultureVertical_Black.tif



College of Agriculture & Human Ecology
School of Agriculture
TENNESSEE TECH

AgricultureEcology_AgricultureHorizontal_White.eps



College of Agriculture & Human Ecology
School of Agriculture
TENNESSEE TECH

AgricultureEcology_AgricultureVertical_White.eps



System Treatments & Seals (Colleges & Schools cont.)



School of Agriculture
College of Agriculture & Human Ecology
TENNESSEE TECH

Agriculture_AgricultureEcologyHorizontal_CMYK.eps
Agriculture_AgricultureEcologyHorizontal_CMYK.pdf
Agriculture_AgricultureEcologyHorizontal_CMYK.tif
Agriculture_AgricultureEcologyHorizontal_PMS.eps
Agriculture_AgricultureEcologyHorizontal_PMS.pdf
Agriculture_AgricultureEcologyHorizontal_RGB.jpg
Agriculture_AgricultureEcologyHorizontal_RGB.png



School of Agriculture
College of Agriculture & Human Ecology
TENNESSEE TECH

Agriculture_AgricultureEcologyVertical_CMYK.eps
Agriculture_AgricultureEcologyVertical_CMYK.pdf
Agriculture_AgricultureEcologyVertical_CMYK.tif
Agriculture_AgricultureEcologyVertical_PMS.eps
Agriculture_AgricultureEcologyVertical_PMS.pdf
Agriculture_AgricultureEcologyVertical_RGB.jpg
Agriculture_AgricultureEcologyVertical_RGB.png



School of Agriculture
College of Agriculture & Human Ecology
TENNESSEE TECH

Agriculture_AgricultureEcologyHorizontal_Black.eps
Agriculture_AgricultureEcologyHorizontal_Black.pdf
Agriculture_AgricultureEcologyHorizontal_Black.tif



School of Agriculture
College of Agriculture & Human Ecology
TENNESSEE TECH

Agriculture_AgricultureEcologyVertical_Black.eps
Agriculture_AgricultureEcologyVertical_Black.pdf
Agriculture_AgricultureEcologyVertical_Black.tif



School of Agriculture
College of Agriculture & Human Ecology
TENNESSEE TECH

Agriculture_AgricultureEcologyHorizontal_White.eps



School of Agriculture
College of Agriculture & Human Ecology
TENNESSEE TECH

Agriculture_AgricultureEcologyVertical_White.eps



System Treatments & Seals (Colleges & Schools cont.)



College of Agriculture & Human Ecology
School of Human Ecology

TENNESSEE TECH

AgricultureEcology_EcologyHorizontal_CMYK.eps
AgricultureEcology_EcologyHorizontal_CMYK.pdf
AgricultureEcology_EcologyHorizontal_CMYK.tif
AgricultureEcology_EcologyHorizontal_PMS.eps
AgricultureEcology_EcologyHorizontal_PMS.pdf
AgricultureEcology_EcologyHorizontal_RGB.jpg
AgricultureEcology_EcologyHorizontal_RGB.png



College of Agriculture & Human Ecology
School of Human Ecology

TENNESSEE TECH

AgricultureEcology_EcologyVertical_CMYK.eps
AgricultureEcology_EcologyVertical_CMYK.pdf
AgricultureEcology_EcologyVertical_CMYK.tif
AgricultureEcology_EcologyVertical_PMS.eps
AgricultureEcology_EcologyVertical_PMS.pdf
AgricultureEcology_EcologyVertical_RGB.jpg
AgricultureEcology_EcologyVertical_RGB.png



College of Agriculture & Human Ecology
School of Human Ecology

TENNESSEE TECH

AgricultureEcology_EcologyHorizontal_Black.eps
AgricultureEcology_EcologyHorizontal_Black.pdf
AgricultureEcology_EcologyHorizontal_Black.tif



College of Agriculture & Human Ecology
School of Human Ecology

TENNESSEE TECH

AgricultureEcology_EcologyVertical_Black.eps
AgricultureEcology_EcologyVertical_Black.pdf
AgricultureEcology_EcologyVertical_Black.tif



College of Agriculture & Human Ecology
School of Human Ecology

TENNESSEE TECH

AgricultureEcology_EcologyHorizontal_White.eps



College of Agriculture & Human Ecology
School of Human Ecology

TENNESSEE TECH

AgricultureEcology_EcologyVertical_White.eps



System Treatments & Seals (Colleges & Schools cont.)



School of Human Ecology
College of Agriculture & Human Ecology
TENNESSEE TECH

Ecology_AgricultureEcologyHorizontal_CMYK.eps
Ecology_AgricultureEcologyHorizontal_CMYK.pdf
Ecology_AgricultureEcologyHorizontal_CMYK.tif
Ecology_AgricultureEcologyHorizontal_PMS.eps
Ecology_AgricultureEcologyHorizontal_PMS.pdf
Ecology_AgricultureEcologyHorizontal_RGB.jpg
Ecology_AgricultureEcologyHorizontal_RGB.png



School of Human Ecology
College of Agriculture & Human Ecology
TENNESSEE TECH

Ecology_AgricultureEcologyVertical_CMYK.eps
Ecology_AgricultureEcologyVertical_CMYK.pdf
Ecology_AgricultureEcologyVertical_CMYK.tif
Ecology_AgricultureEcologyVertical_PMS.eps
Ecology_AgricultureEcologyVertical_PMS.pdf
Ecology_AgricultureEcologyVertical_RGB.jpg
Ecology_AgricultureEcologyVertical_RGB.png



School of Human Ecology
College of Agriculture & Human Ecology
TENNESSEE TECH

Ecology_AgricultureEcologyHorizontal_Black.eps
Ecology_AgricultureEcologyHorizontal_Black.pdf
Ecology_AgricultureEcologyHorizontal_Black.tif



School of Human Ecology
College of Agriculture & Human Ecology
TENNESSEE TECH

Ecology_AgricultureEcologyVertical_Black.eps
Ecology_AgricultureEcologyVertical_Black.pdf
Ecology_AgricultureEcologyVertical_Black.tif



School of Human Ecology
College of Agriculture & Human Ecology
TENNESSEE TECH

Ecology_AgricultureEcologyHorizontal_White.eps



School of Human Ecology
College of Agriculture & Human Ecology
TENNESSEE TECH

Ecology_AgricultureEcologyVertical_White.eps



System Treatments & Seals (Colleges & Schools cont.)



College of Arts & Sciences

TENNESSEE TECH

ArtsSciencesHorizontal_CMYK.eps
ArtsSciencesHorizontal_CMYK.pdf
ArtsSciencesHorizontal_CMYK.tif
ArtsSciencesHorizontal_PMS.eps
ArtsSciencesHorizontal_PMS.pdf
ArtsSciencesHorizontal_RGB.jpg
ArtsSciencesHorizontal_RGB.png



College of Arts & Sciences

TENNESSEE TECH

ArtsSciencesVertical_CMYK.eps
ArtsSciencesVertical_CMYK.pdf
ArtsSciencesVertical_CMYK.tif
ArtsSciencesVertical_PMS.eps
ArtsSciencesVertical_PMS.pdf
ArtsSciencesVertical_RGB.jpg
ArtsSciencesVertical_RGB.png



ArtsSciencesSeal_CMYK.eps
ArtsSciencesSeal_CMYK.pdf
ArtsSciencesSeal_CMYK.tif
ArtsSciencesSeal_PMS.eps
ArtsSciencesSeal_PMS.pdf
ArtsSciencesSeal_RGB.jpg
ArtsSciencesSeal_RGB.png



College of Arts & Sciences

TENNESSEE TECH

ArtsSciencesHorizontal_Black.eps
ArtsSciencesHorizontal_Black.pdf
ArtsSciencesHorizontal_Black.tif



College of Arts & Sciences

TENNESSEE TECH

ArtsSciencesVertical_Black.eps
ArtsSciencesVertical_Black.pdf
ArtsSciencesVertical_Black.tif



ArtsSciencesSeal_Black.eps
ArtsSciencesSeal_Black.pdf
ArtsSciencesSeal_Black.tif



College of Arts & Sciences

TENNESSEE TECH

ArtsSciencesHorizontal_White.eps



College of Arts & Sciences

TENNESSEE TECH

ArtsSciencesVertical_White.eps



ArtsSciencesSeal_White.eps



System Treatments & Seals (Colleges & Schools cont.)



College of Business

TENNESSEE TECH

BusinessHorizontal_CMYK.eps
BusinessHorizontal_CMYK.pdf
BusinessHorizontal_CMYK.tif
BusinessHorizontal_PMS.eps
BusinessHorizontal_PMS.pdf
BusinessHorizontal_RGB.jpg
BusinessHorizontal_RGB.png



College of Business

TENNESSEE TECH

BusinessVertical_CMYK.eps
BusinessVertical_CMYK.pdf
BusinessVertical_CMYK.tif
BusinessVertical_PMS.eps
BusinessVertical_PMS.pdf
BusinessVertical_RGB.jpg
BusinessVertical_RGB.png



BusinessSeal_CMYK.eps
BusinessSeal_CMYK.pdf
BusinessSeal_CMYK.tif
BusinessSeal_PMS.eps
BusinessSeal_PMS.pdf
BusinessSeal_RGB.jpg
BusinessSeal_RGB.png



College of Business

TENNESSEE TECH

BusinessHorizontal_Black.eps
BusinessHorizontal_Black.pdf
BusinessHorizontal_Black.tif



College of Business

TENNESSEE TECH

BusinessVertical_Black.eps
BusinessVertical_Black.pdf
BusinessVertical_Black.tif



BusinessSeal_Black.eps
BusinessSeal_Black.pdf
BusinessSeal_Black.tif



College of Business

TENNESSEE TECH

BusinessHorizontal_White.eps



College of Business

TENNESSEE TECH

BusinessVertical_White.eps



BusinessSeal_White.eps



System Treatments & Seals (Colleges & Schools cont.)



College of Education

TENNESSEE TECH

EducationHorizontal_CMYK.eps
EducationHorizontal_CMYK.pdf
EducationHorizontal_CMYK.tif
EducationHorizontal_PMS.eps
EducationHorizontal_PMS.pdf
EducationHorizontal_RGB.jpg
EducationHorizontal_RGB.png



College of Education

TENNESSEE TECH

EducationVertical_CMYK.eps
EducationVertical_CMYK.pdf
EducationVertical_CMYK.tif
EducationVertical_PMS.eps
EducationVertical_PMS.pdf
EducationVertical_RGB.jpg
EducationVertical_RGB.png



EducationSeal_CMYK.eps
EducationSeal_CMYK.pdf
EducationSeal_CMYK.tif
EducationSeal_PMS.eps
EducationSeal_PMS.pdf
EducationSeal_RGB.jpg
EducationSeal_RGB.png



College of Education

TENNESSEE TECH

EducationHorizontal_Black.eps
EducationHorizontal_Black.pdf
EducationHorizontal_Black.tif



College of Education

TENNESSEE TECH

EducationVertical_Black.eps
EducationVertical_Black.pdf
EducationVertical_Black.tif



EducationSeal_Black.eps
EducationSeal_Black.pdf
EducationSeal_Black.tif



College of Education

TENNESSEE TECH

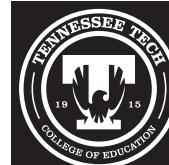
EducationHorizontal_White.eps



College of Education

TENNESSEE TECH

EducationVertical_White.eps



EducationSeal_White.eps



System Treatments & Seals (Colleges & Schools cont.)



College of Education
School of Art, Craft & Design
TENNESSEE TECH

Education_ArtCraftDesignHorizontal_CMYK.eps
Education_ArtCraftDesignHorizontal_CMYK.pdf
Education_ArtCraftDesignHorizontal_CMYK.tif
Education_ArtCraftDesignHorizontal_PMS.eps
Education_ArtCraftDesignHorizontal_PMS.pdf
Education_ArtCraftDesignHorizontal_RGB.jpg
Education_ArtCraftDesignHorizontal_RGB.png



College of Education
School of Art, Craft & Design
TENNESSEE TECH

Education_ArtCraftDesignVertical_CMYK.eps
Education_ArtCraftDesignVertical_CMYK.pdf
Education_ArtCraftDesignVertical_CMYK.tif
Education_ArtCraftDesignVertical_PMS.eps
Education_ArtCraftDesignVertical_PMS.pdf
Education_ArtCraftDesignVertical_RGB.jpg
Education_ArtCraftDesignVertical_RGB.png



College of Education
School of Art, Craft & Design
TENNESSEE TECH

Education_ArtCraftDesignHorizontal_Black.eps
Education_ArtCraftDesignHorizontal_Black.pdf
Education_ArtCraftDesignHorizontal_Black.tif



College of Education
School of Art, Craft & Design
TENNESSEE TECH

Education_ArtCraftDesignVertical_Black.eps
Education_ArtCraftDesignVertical_Black.pdf
Education_ArtCraftDesignVertical_Black.tif



College of Education
School of Art, Craft & Design
TENNESSEE TECH

Education_ArtCraftDesignHorizontal_White.eps



College of Education
School of Art, Craft & Design
TENNESSEE TECH



System Treatments & Seals (Colleges & Schools cont.)



School of Art, Craft & Design
College of Education

TENNESSEE TECH

ArtCraftDesign_EducationHorizontal_CMYK.eps
ArtCraftDesign_EducationHorizontal_CMYK.pdf
ArtCraftDesign_EducationHorizontal_CMYK.tif
ArtCraftDesign_EducationHorizontal_PMS.eps
ArtCraftDesign_EducationHorizontal_PMS.pdf
ArtCraftDesign_EducationHorizontal_RGB.jpg
ArtCraftDesign_EducationHorizontal_RGB.png



School of Art, Craft & Design
College of Education

TENNESSEE TECH

ArtCraftDesign_EducationVertical_CMYK.eps
ArtCraftDesign_EducationVertical_CMYK.pdf
ArtCraftDesign_EducationVertical_CMYK.tif
ArtCraftDesign_EducationVertical_PMS.eps
ArtCraftDesign_EducationVertical_PMS.pdf
ArtCraftDesign_EducationVertical_RGB.jpg
ArtCraftDesign_EducationVertical_RGB.png



School of Art, Craft & Design
College of Education

TENNESSEE TECH

ArtCraftDesign_EducationHorizontal_Black.eps
ArtCraftDesign_EducationHorizontal_Black.pdf
ArtCraftDesign_EducationHorizontal_Black.tif



School of Art, Craft & Design
College of Education

TENNESSEE TECH

ArtCraftDesign_EducationVertical_Black.eps
ArtCraftDesign_EducationVertical_Black.pdf
ArtCraftDesign_EducationVertical_Black.tif



School of Art, Craft & Design
College of Education

TENNESSEE TECH

ArtCraftDesign_EducationHorizontal_White.eps



School of Art, Craft & Design
College of Education

TENNESSEE TECH

ArtCraftDesign_EducationVertical_White.eps



System Treatments & Seals (Colleges & Schools cont.)



College of Engineering

TENNESSEE TECH

EngineeringHorizontal_CMYK.eps
EngineeringHorizontal_CMYK.pdf
EngineeringHorizontal_CMYK.tif
EngineeringHorizontal_PMS.eps
EngineeringHorizontal_PMS.pdf
EngineeringHorizontal_RGB.jpg
EngineeringHorizontal_RGB.png



College of Engineering

TENNESSEE TECH

EngineeringVertical_CMYK.eps
EngineeringVertical_CMYK.pdf
EngineeringVertical_CMYK.tif
EngineeringVertical_PMS.eps
EngineeringVertical_PMS.pdf
EngineeringVertical_RGB.jpg
EngineeringVertical_RGB.png



EngineeringSeal_CMYK.eps
EngineeringSeal_CMYK.pdf
EngineeringSeal_CMYK.tif
EngineeringSeal_PMS.eps
EngineeringSeal_PMS.pdf
EngineeringSeal_RGB.jpg
EngineeringSeal_RGB.png



College of Engineering

TENNESSEE TECH

EngineeringHorizontal_Black.eps
EngineeringHorizontal_Black.pdf
EngineeringHorizontal_Black.tif



College of Engineering

TENNESSEE TECH

EngineeringVertical_Black.eps
EngineeringVertical_Black.pdf
EngineeringVertical_Black.tif



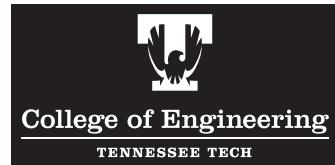
EngineeringSeal_Black.eps
EngineeringSeal_Black.pdf
EngineeringSeal_Black.tif



College of Engineering

TENNESSEE TECH

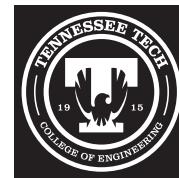
EngineeringHorizontal_White.eps



College of Engineering

TENNESSEE TECH

EngineeringVertical_White.eps



EngineeringSeal_White.eps



System Treatments & Seals (Colleges & Schools cont.)



College of Graduate Studies
TENNESSEE TECH

GradStudiesHorizontal_CMYK.eps
GradStudiesHorizontal_CMYK.pdf
GradStudiesHorizontal_CMYK.tif
GradStudiesHorizontal_PMS.eps
GradStudiesHorizontal_PMS.pdf
GradStudiesHorizontal_RGB.jpg
GradStudiesHorizontal_RGB.png



College of Graduate Studies
TENNESSEE TECH

GradStudiesVertical_CMYK.eps
GradStudiesVertical_CMYK.pdf
GradStudiesVertical_CMYK.tif
GradStudiesVertical_PMS.eps
GradStudiesVertical_PMS.pdf
GradStudiesVertical_RGB.jpg
GradStudiesVertical_RGB.png



GradStudiesSeal_CMYK.eps
GradStudiesSeal_CMYK.pdf
GradStudiesSeal_CMYK.tif
GradStudiesSeal_PMS.eps
GradStudiesSeal_PMS.pdf
GradStudiesSeal_RGB.jpg
GradStudiesSeal_RGB.png



College of Graduate Studies
TENNESSEE TECH

GradStudiesHorizontal_Black.eps
GradStudiesHorizontal_Black.pdf
GradStudiesHorizontal_Black.tif



College of Graduate Studies
TENNESSEE TECH

GradStudiesVertical_Black.eps
GradStudiesVertical_Black.pdf
GradStudiesVertical_Black.tif



GradStudiesSeal_Black.eps
GradStudiesSeal_Black.pdf
GradStudiesSeal_Black.tif



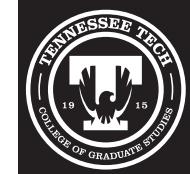
College of Graduate Studies
TENNESSEE TECH

GradStudiesHorizontal_White.eps



College of Graduate Studies
TENNESSEE TECH

GradStudiesVertical_White.eps



GradStudiesSeal_White.eps



System Treatments & Seals (Colleges & Schools cont.)



InterdisciplinaryHorizontal_CMYK.eps
InterdisciplinaryHorizontal_CMYK.pdf
InterdisciplinaryHorizontal_CMYK.tif
InterdisciplinaryHorizontal_PMS.eps
InterdisciplinaryHorizontal_PMS.pdf
InterdisciplinaryHorizontal_RGB.jpg
InterdisciplinaryHorizontal_RGB.png



InterdisciplinaryVertical_CMYK.eps
InterdisciplinaryVertical_CMYK.pdf
InterdisciplinaryVertical_CMYK.tif
InterdisciplinaryVertical_PMS.eps
InterdisciplinaryVertical_PMS.pdf
InterdisciplinaryVertical_RGB.jpg
InterdisciplinaryVertical_RGB.png



InterdisciplinarySeal_CMYK.eps
InterdisciplinarySeal_CMYK.pdf
InterdisciplinarySeal_CMYK.tif
InterdisciplinarySeal_PMS.eps
InterdisciplinarySeal_PMS.pdf
InterdisciplinarySeal_RGB.jpg
InterdisciplinarySeal_RGB.png



InterdisciplinaryHorizontal_Black.eps
InterdisciplinaryHorizontal_Black.pdf
InterdisciplinaryHorizontal_Black.tif



InterdisciplinaryVertical_Black.eps
InterdisciplinaryVertical_Black.pdf
InterdisciplinaryVertical_Black.tif



InterdisciplinarySeal_Black.eps
InterdisciplinarySeal_Black.pdf
InterdisciplinarySeal_Black.tif



InterdisciplinaryHorizontal_White.eps



InterdisciplinaryVertical_White.eps



InterdisciplinarySeal_White.eps



System Treatments & Seals (Colleges & Schools cont.)



College of Interdisciplinary Studies
School of Professional Studies

TENNESSEE TECH

Interdisciplinary_ProfessionalHorizontal_CMYK.eps
Interdisciplinary_ProfessionalHorizontal_CMYK.pdf
Interdisciplinary_ProfessionalHorizontal_CMYK.tif
Interdisciplinary_ProfessionalHorizontal_PMS.eps
Interdisciplinary_ProfessionalHorizontal_PMS.pdf
Interdisciplinary_ProfessionalHorizontal_RGB.jpg
Interdisciplinary_ProfessionalHorizontal_RGB.png



College of Interdisciplinary Studies
School of Professional Studies

TENNESSEE TECH

Interdisciplinary_ProfessionalVertical_CMYK.eps
Interdisciplinary_ProfessionalVertical_CMYK.pdf
Interdisciplinary_ProfessionalVertical_CMYK.tif
Interdisciplinary_ProfessionalVertical_PMS.eps
Interdisciplinary_ProfessionalVertical_PMS.pdf
Interdisciplinary_ProfessionalVertical_RGB.jpg
Interdisciplinary_ProfessionalVertical_RGB.png



College of Interdisciplinary Studies
School of Professional Studies

TENNESSEE TECH

Interdisciplinary_ProfessionalHorizontal_Black.eps
Interdisciplinary_ProfessionalHorizontal_Black.pdf
Interdisciplinary_ProfessionalHorizontal_Black.tif



College of Interdisciplinary Studies
School of Professional Studies

TENNESSEE TECH

Interdisciplinary_ProfessionalVertical_Black.eps
Interdisciplinary_ProfessionalVertical_Black.pdf
Interdisciplinary_ProfessionalVertical_Black.tif



College of Interdisciplinary Studies
School of Professional Studies

TENNESSEE TECH

Interdisciplinary_ProfessionalHorizontal_White.eps



College of Interdisciplinary Studies
School of Professional Studies

TENNESSEE TECH

Interdisciplinary_ProfessionalVertical_White.eps



System Treatments & Seals (Colleges & Schools cont.)



School of Professional Studies
College of Interdisciplinary Studies
TENNESSEE TECH

Professional_InterdisciplinaryHorizontal_CMYK.eps
Professional_InterdisciplinaryHorizontal_CMYK.pdf
Professional_InterdisciplinaryHorizontal_CMYK.tif
Professional_InterdisciplinaryHorizontal_PMS.eps
Professional_InterdisciplinaryHorizontal_PMS.pdf
Professional_InterdisciplinaryHorizontal_RGB.jpg
Professional_InterdisciplinaryHorizontal_RGB.png



School of Professional Studies
College of Interdisciplinary Studies
TENNESSEE TECH

Professional_InterdisciplinaryVertical_CMYK.eps
Professional_InterdisciplinaryVertical_CMYK.pdf
Professional_InterdisciplinaryVertical_CMYK.tif
Professional_InterdisciplinaryVertical_PMS.eps
Professional_InterdisciplinaryVertical_PMS.pdf
Professional_InterdisciplinaryVertical_RGB.jpg
Professional_InterdisciplinaryVertical_RGB.png



School of Professional Studies
College of Interdisciplinary Studies
TENNESSEE TECH

Professional_InterdisciplinaryHorizontal_Black.eps
Professional_InterdisciplinaryHorizontal_Black.pdf
Professional_InterdisciplinaryHorizontal_Black.tif



School of Professional Studies
College of Interdisciplinary Studies
TENNESSEE TECH

Professional_InterdisciplinaryVertical_Black.eps
Professional_InterdisciplinaryVertical_Black.pdf
Professional_InterdisciplinaryVertical_Black.tif



School of Professional Studies
College of Interdisciplinary Studies
TENNESSEE TECH

Professional_InterdisciplinaryHorizontal_White.eps



School of Professional Studies
College of Interdisciplinary Studies
TENNESSEE TECH

Professional_InterdisciplinaryVertical_White.eps



System Treatments & Seals (Colleges & Schools cont.)



College of Interdisciplinary Studies
School of Interdisciplinary Studies
TENNESSEE TECH

Interdisciplinary_IDHorizontal_CMYK.eps
Interdisciplinary_IDHorizontal_CMYK.pdf
Interdisciplinary_IDHorizontal_CMYK.tif
Interdisciplinary_IDHorizontal_PMS.eps
Interdisciplinary_IDHorizontal_PMS.pdf
Interdisciplinary_IDHorizontal_RGB.jpg
Interdisciplinary_IDHorizontal_RGB.png



College of Interdisciplinary Studies
School of Interdisciplinary Studies
TENNESSEE TECH

Interdisciplinary_IDVertical_CMYK.eps
Interdisciplinary_IDVertical_CMYK.pdf
Interdisciplinary_IDVertical_CMYK.tif
Interdisciplinary_IDVertical_PMS.eps
Interdisciplinary_IDVertical_PMS.pdf
Interdisciplinary_IDVertical_RGB.jpg
Interdisciplinary_IDVertical_RGB.png



College of Interdisciplinary Studies
School of Interdisciplinary Studies
TENNESSEE TECH

Interdisciplinary_IDHorizontal_Black.eps
Interdisciplinary_IDHorizontal_Black.pdf
Interdisciplinary_IDHorizontal_Black.tif



College of Interdisciplinary Studies
School of Interdisciplinary Studies
TENNESSEE TECH

Interdisciplinary_IDVertical_Black.eps
Interdisciplinary_IDVertical_Black.pdf
Interdisciplinary_IDVertical_Black.tif



College of Interdisciplinary Studies
School of Interdisciplinary Studies
TENNESSEE TECH

Interdisciplinary_IDHorizontal_White.eps



College of Interdisciplinary Studies
School of Interdisciplinary Studies
TENNESSEE TECH

Interdisciplinary_IDVertical_White.eps



System Treatments & Seals (Colleges & Schools cont.)



School of Interdisciplinary Studies
College of Interdisciplinary Studies
TENNESSEE TECH

ID_InterdisciplinaryHorizontal_CMYK.eps
ID_InterdisciplinaryHorizontal_CMYK.pdf
ID_InterdisciplinaryHorizontal_CMYK.tif
ID_InterdisciplinaryHorizontal_PMS.eps
ID_InterdisciplinaryHorizontal_PMS.pdf
ID_InterdisciplinaryHorizontal_RGB.jpg
ID_InterdisciplinaryHorizontal_RGB.png



School of Interdisciplinary Studies
College of Interdisciplinary Studies
TENNESSEE TECH

ID_InterdisciplinaryVertical_CMYK.eps
ID_InterdisciplinaryVertical_CMYK.pdf
ID_InterdisciplinaryVertical_CMYK.tif
ID_InterdisciplinaryVertical_PMS.eps
ID_InterdisciplinaryVertical_PMS.pdf
ID_InterdisciplinaryVertical_RGB.jpg
ID_InterdisciplinaryVertical_RGB.png



School of Interdisciplinary Studies
College of Interdisciplinary Studies
TENNESSEE TECH

ID_InterdisciplinaryHorizontal_Black.eps
ID_InterdisciplinaryHorizontal_Black.pdf
ID_InterdisciplinaryHorizontal_Black.tif



School of Interdisciplinary Studies
College of Interdisciplinary Studies
TENNESSEE TECH

ID_InterdisciplinaryVertical_Black.eps
ID_InterdisciplinaryVertical_Black.pdf
ID_InterdisciplinaryVertical_Black.tif



School of Interdisciplinary Studies
College of Interdisciplinary Studies
TENNESSEE TECH

ID_InterdisciplinaryHorizontal_White.eps



School of Interdisciplinary Studies
College of Interdisciplinary Studies
TENNESSEE TECH

ID_InterdisciplinaryVertical_White.eps



System Treatments & Seals (Colleges & Schools cont.)



College of Interdisciplinary Studies
School of Environmental Studies
TENNESSEE TECH

Interdisciplinary_EnvironmentalHorizontal_CMYK.eps
Interdisciplinary_EnvironmentalHorizontal_CMYK.pdf
Interdisciplinary_EnvironmentalHorizontal_CMYK.tif
Interdisciplinary_EnvironmentalHorizontal_PMS.eps
Interdisciplinary_EnvironmentalHorizontal_PMS.pdf
Interdisciplinary_EnvironmentalHorizontal_RGB.jpg
Interdisciplinary_EnvironmentalHorizontal_RGB.png



College of Interdisciplinary Studies
School of Environmental Studies
TENNESSEE TECH

Interdisciplinary_EnvironmentalVertical_CMYK.eps
Interdisciplinary_EnvironmentalVertical_CMYK.pdf
Interdisciplinary_EnvironmentalVertical_CMYK.tif
Interdisciplinary_EnvironmentalVertical_PMS.eps
Interdisciplinary_EnvironmentalVertical_PMS.pdf
Interdisciplinary_EnvironmentalVertical_RGB.jpg
Interdisciplinary_EnvironmentalVertical_RGB.png



College of Interdisciplinary Studies
School of Environmental Studies
TENNESSEE TECH

Interdisciplinary_EnvironmentalHorizontal_Black.eps
Interdisciplinary_EnvironmentalHorizontal_Black.pdf
Interdisciplinary_EnvironmentalHorizontal_Black.tif



College of Interdisciplinary Studies
School of Environmental Studies
TENNESSEE TECH

Interdisciplinary_EnvironmentalVertical_Black.eps
Interdisciplinary_EnvironmentalVertical_Black.pdf
Interdisciplinary_EnvironmentalVertical_Black.tif



College of Interdisciplinary Studies
School of Environmental Studies
TENNESSEE TECH

Interdisciplinary_EnvironmentalHorizontal_White.eps



College of Interdisciplinary Studies
School of Environmental Studies
TENNESSEE TECH

Interdisciplinary_EnvironmentalVertical_White.eps



System Treatments & Seals (Colleges & Schools cont.)



School of Environmental Studies
College of Interdisciplinary Studies

TENNESSEE TECH

Environmental_InterdisciplinaryHorizontal_CMYK.eps
Environmental_InterdisciplinaryHorizontal_CMYK.pdf
Environmental_InterdisciplinaryHorizontal_CMYK.tif
Environmental_InterdisciplinaryHorizontal_PMS.eps
Environmental_InterdisciplinaryHorizontal_PMS.pdf
Environmental_InterdisciplinaryHorizontal_RGB.jpg
Environmental_InterdisciplinaryHorizontal_RGB.png



School of Environmental Studies
College of Interdisciplinary Studies

TENNESSEE TECH

Environmental_InterdisciplinaryVertical_CMYK.eps
Environmental_InterdisciplinaryVertical_CMYK.pdf
Environmental_InterdisciplinaryVertical_CMYK.tif
Environmental_InterdisciplinaryVertical_PMS.eps
Environmental_InterdisciplinaryVertical_PMS.pdf
Environmental_InterdisciplinaryVertical_RGB.jpg
Environmental_InterdisciplinaryVertical_RGB.png



School of Environmental Studies
College of Interdisciplinary Studies

TENNESSEE TECH

Environmental_InterdisciplinaryHorizontal_Black.eps
Environmental_InterdisciplinaryHorizontal_Black.pdf
Environmental_InterdisciplinaryHorizontal_Black.tif



School of Environmental Studies
College of Interdisciplinary Studies

TENNESSEE TECH

Environmental_InterdisciplinaryVertical_Black.eps
Environmental_InterdisciplinaryVertical_Black.pdf
Environmental_InterdisciplinaryVertical_Black.tif



School of Environmental Studies
College of Interdisciplinary Studies

TENNESSEE TECH

Environmental_InterdisciplinaryHorizontal_White.eps



School of Environmental Studies
College of Interdisciplinary Studies

TENNESSEE TECH

Environmental_InterdisciplinaryVertical_White.eps



System Treatments & Seals (Colleges & Schools cont.)



Whitson-Hester School of Nursing

TENNESSEE TECH

NursingHorizontal_CMYK.eps
NursingHorizontal_CMYK.pdf
NursingHorizontal_CMYK.tif
NursingHorizontal_PMS.eps
NursingHorizontal_PMS.pdf
NursingHorizontal_RGB.jpg
NursingHorizontal_RGB.png



Whitson-Hester School of Nursing

TENNESSEE TECH

NursingVertical_CMYK.eps
NursingVertical_CMYK.pdf
NursingVertical_CMYK.tif
NursingVertical_PMS.eps
NursingVertical_PMS.pdf
NursingVertical_RGB.jpg
NursingVertical_RGB.png



NursingSeal_CMYK.eps
NursingSeal_CMYK.pdf
NursingSeal_CMYK.tif
NursingSeal_PMS.eps
NursingSeal_PMS.pdf
NursingSeal_RGB.jpg
NursingSeal_RGB.png



Whitson-Hester School of Nursing

TENNESSEE TECH

NursingHorizontal_Black.eps
NursingHorizontal_Black.pdf
NursingHorizontal_Black.tif



Whitson-Hester School of Nursing

TENNESSEE TECH

NursingVertical_Black.eps
NursingVertical_Black.pdf
NursingVertical_Black.tif



NursingSeal_Black.eps
NursingSeal_Black.pdf
NursingSeal_Black.tif



Whitson-Hester School of Nursing

TENNESSEE TECH

NursingHorizontal_White.eps



Whitson-Hester School of Nursing

TENNESSEE TECH

NursingVertical_White.eps



NursingSeal_White.eps



System Treatments & Seals (Centers)



Appalachian Center for Craft

TENNESSEE TECH

CraftHorizontal_CMYK.eps
CraftHorizontal_CMYK.pdf
CraftHorizontal_CMYK.tif
CraftHorizontal_PMS.eps
CraftHorizontal_PMS.pdf
CraftHorizontal_RGB.jpg
CraftHorizontal_RGB.png



Appalachian Center for Craft

TENNESSEE TECH

CraftVertical_CMYK.eps
CraftVertical_CMYK.pdf
CraftVertical_CMYK.tif
CraftVertical_PMS.eps
CraftVertical_PMS.pdf
CraftVertical_RGB.jpg
CraftVertical_RGB.png



CraftSeal_CMYK.eps
CraftSeal_CMYK.pdf
CraftSeal_CMYK.tif
CraftSeal_PMS.eps
CraftSeal_PMS.pdf
CraftSeal_RGB.jpg
CraftSeal_RGB.png



Appalachian Center for Craft

TENNESSEE TECH

CraftHorizontal_Black.eps
CraftHorizontal_Black.pdf
CraftHorizontal_Black.tif



Appalachian Center for Craft

TENNESSEE TECH

CraftVertical_Black.eps
CraftVertical_Black.pdf
CraftVertical_Black.tif



CraftSeal_Black.eps
CraftSeal_Black.pdf
CraftSeal_Black.tif



Appalachian Center for Craft

TENNESSEE TECH

CraftHorizontal_White.eps



Appalachian Center for Craft

TENNESSEE TECH

CraftVertical_White.eps



CraftSeal_White.eps



System Treatments & Seals (Centers cont.)



Center for Assessment & Improvement of Learning

TENNESSEE TECH

LearningHorizontal_CMYK.eps
LearningHorizontal_CMYK.pdf
LearningHorizontal_CMYK.tif
LearningHorizontal_PMS.eps
LearningHorizontal_PMS.pdf
LearningHorizontal_RGB.jpg
LearningHorizontal_RGB.png



Center for Assessment & Improvement of Learning

TENNESSEE TECH

LearningVertical_CMYK.eps
LearningVertical_CMYK.pdf
LearningVertical_CMYK.tif
LearningVertical_PMS.eps
LearningVertical_PMS.pdf
LearningVertical_RGB.jpg
LearningVertical_RGB.png



LearningSeal_CMYK.eps
LearningSeal_CMYK.pdf
LearningSeal_CMYK.tif
LearningSeal_PMS.eps
LearningSeal_PMS.pdf
LearningSeal_RGB.jpg
LearningSeal_RGB.png



Center for Assessment & Improvement of Learning

TENNESSEE TECH

LearningHorizontal_Black.eps
LearningHorizontal_Black.pdf
LearningHorizontal_Black.tif



Center for Assessment & Improvement of Learning

TENNESSEE TECH

LearningVertical_Black.eps
LearningVertical_Black.pdf
LearningVertical_Black.tif



LearningSeal_Black.eps
LearningSeal_Black.pdf
LearningSeal_Black.tif



Center for Assessment & Improvement of Learning

TENNESSEE TECH

LearningHorizontal_White.eps



Center for Assessment & Improvement of Learning

TENNESSEE TECH

LearningVertical_White.eps



LearningSeal_White.eps



System Treatments & Seals (Centers cont.)



**Cybersecurity Education,
Research & Outreach Center**

TENNESSEE TECH

CybersecurityHorizontal_CMYK.eps
CybersecurityHorizontal_CMYK.pdf
CybersecurityHorizontal_CMYK.tif
CybersecurityHorizontal_PMS.eps
CybersecurityHorizontal_PMS.pdf
CybersecurityHorizontal_RGB.jpg
CybersecurityHorizontal_RGB.png



**Cybersecurity Education,
Research & Outreach Center**

TENNESSEE TECH

CybersecurityVertical_CMYK.eps
CybersecurityVertical_CMYK.pdf
CybersecurityVertical_CMYK.tif
CybersecurityVertical_PMS.eps
CybersecurityVertical_PMS.pdf
CybersecurityVertical_RGB.jpg
CybersecurityVertical_RGB.png



CybersecuritySeal_CMYK.eps
CybersecuritySeal_CMYK.pdf
CybersecuritySeal_CMYK.tif
CybersecuritySeal_PMS.eps
CybersecuritySeal_PMS.pdf
CybersecuritySeal_RGB.jpg
CybersecuritySeal_RGB.png



**Cybersecurity Education,
Research & Outreach Center**

TENNESSEE TECH

CybersecurityHorizontal_Black.eps
CybersecurityHorizontal_Black.pdf
CybersecurityHorizontal_Black.tif



**Cybersecurity Education,
Research & Outreach Center**

TENNESSEE TECH

CybersecurityVertical_Black.eps
CybersecurityVertical_Black.pdf
CybersecurityVertical_Black.tif



CybersecuritySeal_Black.eps
CybersecuritySeal_Black.pdf
CybersecuritySeal_Black.tif



**Cybersecurity Education,
Research & Outreach Center**

TENNESSEE TECH

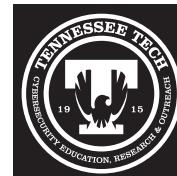
CybersecurityHorizontal_White.eps



**Cybersecurity Education,
Research & Outreach Center**

TENNESSEE TECH

CybersecurityVertical_White.eps



CybersecuritySeal_White.eps



System Treatments & Seals (Centers cont.)



The Center for Healthcare Informatics

TENNESSEE TECH

HealthcareHorizontal_CMYK.eps
HealthcareHorizontal_CMYK.pdf
HealthcareHorizontal_CMYK.tif
HealthcareHorizontal_PMS.eps
HealthcareHorizontal_PMS.pdf
HealthcareHorizontal_RGB.jpg
HealthcareHorizontal_RGB.png



The Center for Healthcare Informatics

TENNESSEE TECH

HealthcareVertical_CMYK.eps
HealthcareVertical_CMYK.pdf
HealthcareVertical_CMYK.tif
HealthcareVertical_PMS.eps
HealthcareVertical_PMS.pdf
HealthcareVertical_RGB.jpg
HealthcareVertical_RGB.png



HealthcareSeal_CMYK.eps
HealthcareSeal_CMYK.pdf
HealthcareSeal_CMYK.tif
HealthcareSeal_PMS.eps
HealthcareSeal_PMS.pdf
HealthcareSeal_RGB.jpg
HealthcareSeal_RGB.png



The Center for Healthcare Informatics

TENNESSEE TECH

HealthcareHorizontal_Black.eps
HealthcareHorizontal_Black.pdf
HealthcareHorizontal_Black.tif



The Center for Healthcare Informatics

TENNESSEE TECH

HealthcareVertical_Black.eps
HealthcareVertical_Black.pdf
HealthcareVertical_Black.tif



HealthcareSeal_Black.eps
HealthcareSeal_Black.pdf
HealthcareSeal_Black.tif



The Center for Healthcare Informatics

TENNESSEE TECH

HealthcareHorizontal_White.eps



The Center for Healthcare Informatics

TENNESSEE TECH

HealthcareVertical_White.eps



HealthcareSeal_White.eps



System Treatments & Seals (Centers cont.)



iCUBEHorizontal_CMYK.eps
iCUBEHorizontal_CMYK.pdf
iCUBEHorizontal_CMYK.tif
iCUBEHorizontal_PMS.eps
iCUBEHorizontal_PMS.pdf
iCUBEHorizontal_RGB.jpg
iCUBEHorizontal_RGB.png



iCUBEVertical_CMYK.eps
iCUBEVertical_CMYK.pdf
iCUBEVertical_CMYK.tif
iCUBEVertical_PMS.eps
iCUBEVertical_PMS.pdf
iCUBEVertical_RGB.jpg
iCUBEVertical_RGB.png



iCUBESeal_CMYK.eps
iCUBESeal_CMYK.pdf
iCUBESeal_CMYK.tif
iCUBESeal_PMS.eps
iCUBESeal_PMS.pdf
iCUBESeal_RGB.jpg
iCUBESeal_RGB.png



iCUBEHorizontal_Black.eps
iCUBEHorizontal_Black.pdf
iCUBEHorizontal_Black.tif



iCUBEVertical_Black.eps
iCUBEVertical_Black.pdf
iCUBEVertical_Black.tif



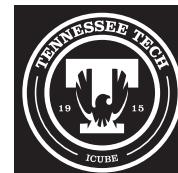
iCUBESeal_Black.eps
iCUBESeal_Black.pdf
iCUBESeal_Black.tif



iCUBEHorizontal_White.eps



iCUBEVertical_White.eps



iCUBESeal_White.eps



System Treatments & Seals (Centers cont.)



**The Center for the Management,
Utilization & Protection of Water Resources**
TENNESSEE TECH

WaterHorizontal_CMYK.eps
WaterHorizontal_CMYK.pdf
WaterHorizontal_CMYK.tif
WaterHorizontal_PMS.eps
WaterHorizontal_PMS.pdf
WaterHorizontal_RGB.jpg
WaterHorizontal_RGB.png



**The Center for the Management,
Utilization & Protection of Water Resources**
TENNESSEE TECH

WaterHorizontal_Black.eps
WaterHorizontal_Black.pdf
WaterHorizontal_Black.tif



**The Center for the Management,
Utilization & Protection of Water Resources**
TENNESSEE TECH

WaterHorizontal_White.eps



**The Center for the Management,
Utilization & Protection of Water Resources**
TENNESSEE TECH

WaterVertical_CMYK.eps
WaterVertical_CMYK.pdf
WaterVertical_CMYK.tif
WaterVertical_PMS.eps
WaterVertical_PMS.pdf
WaterVertical_RGB.jpg
WaterVertical_RGB.png



WaterSeal_CMYK.eps
WaterSeal_CMYK.pdf
WaterSeal_CMYK.tif
WaterSeal_PMS.eps
WaterSeal_PMS.pdf
WaterSeal_RGB.jpg
WaterSeal_RGB.png



**The Center for the Management,
Utilization & Protection of Water Resources**
TENNESSEE TECH

WaterVertical_Black.eps
WaterVertical_Black.pdf
WaterVertical_Black.tif



WaterSeal_Black.eps
WaterSeal_Black.pdf
WaterSeal_Black.tif



**The Center for the Management,
Utilization & Protection of Water Resources**
TENNESSEE TECH

WaterVertical_White.eps



WaterSeal_White.eps



System Treatments & Seals (Centers cont.)



The Center for Manufacturing Research

TENNESSEE TECH

ManufacturingHorizontal_CMYK.eps
ManufacturingHorizontal_CMYK.pdf
ManufacturingHorizontal_CMYK.tif
ManufacturingHorizontal_PMS.eps
ManufacturingHorizontal_PMS.pdf
ManufacturingHorizontal_RGB.jpg
ManufacturingHorizontal_RGB.png



The Center for Manufacturing Research

TENNESSEE TECH

ManufacturingVertical_CMYK.eps
ManufacturingVertical_CMYK.pdf
ManufacturingVertical_CMYK.tif
ManufacturingVertical_PMS.eps
ManufacturingVertical_PMS.pdf
ManufacturingVertical_RGB.jpg
ManufacturingVertical_RGB.png



ManufacturingSeal_CMYK.eps
ManufacturingSeal_CMYK.pdf
ManufacturingSeal_CMYK.tif
ManufacturingSeal_PMS.eps
ManufacturingSeal_PMS.pdf
ManufacturingSeal_RGB.jpg
ManufacturingSeal_RGB.png



The Center for Manufacturing Research

TENNESSEE TECH

ManufacturingHorizontal_Black.eps
ManufacturingHorizontal_Black.pdf
ManufacturingHorizontal_Black.tif



The Center for Manufacturing Research

TENNESSEE TECH

ManufacturingVertical_Black.eps
ManufacturingVertical_Black.pdf
ManufacturingVertical_Black.tif



ManufacturingSeal_Black.eps
ManufacturingSeal_Black.pdf
ManufacturingSeal_Black.tif



The Center for Manufacturing Research

TENNESSEE TECH

ManufacturingHorizontal_White.eps



The Center for Manufacturing Research

TENNESSEE TECH

ManufacturingVertical_White.eps



ManufacturingSeal_White.eps



System Treatments & Seals (Centers cont.)



Science, Technology,
Engineering & Mathematics Center
TENNESSEE TECH

STEMHorizontal_CMYK.eps
STEMHorizontal_CMYK.pdf
STEMHorizontal_CMYK.tif
STEMHorizontal_PMS.eps
STEMHorizontal_PMS.pdf
STEMHorizontal_RGB.jpg
STEMHorizontal_RGB.png



Science, Technology,
Engineering & Mathematics Center
TENNESSEE TECH

STEMVertical_CMYK.eps
STEMVertical_CMYK.pdf
STEMVertical_CMYK.tif
STEMVertical_PMS.eps
STEMVertical_PMS.pdf
STEMVertical_RGB.jpg
STEMVertical_RGB.png



STEMSeal_CMYK.eps
STEMSeal_CMYK.pdf
STEMSeal_CMYK.tif
STEMSeal_PMS.eps
STEMSeal_PMS.pdf
STEMSeal_RGB.jpg
STEMSeal_RGB.png



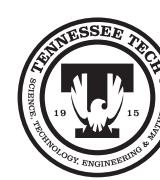
Science, Technology,
Engineering & Mathematics Center
TENNESSEE TECH

STEMHorizontal_Black.eps
STEMHorizontal_Black.pdf
STEMHorizontal_Black.tif



Science, Technology,
Engineering & Mathematics Center
TENNESSEE TECH

STEMVertical_Black.eps
STEMVertical_Black.pdf
STEMVertical_Black.tif



STEMSeal_Black.eps
STEMSeal_Black.pdf
STEMSeal_Black.tif



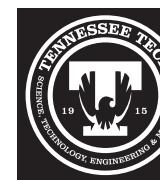
Science, Technology,
Engineering & Mathematics Center
TENNESSEE TECH

STEMHorizontal_White.eps



Science, Technology,
Engineering & Mathematics Center
TENNESSEE TECH

STEMVertical_White.eps



STEMSeal_White.eps



Tennessee Tech Graphic Elements



TechAltSeal_CMYK.eps
TechAltSeal_CMYK.pdf
TechAltSeal_CMYK.tif
TechAltSeal_PMS.eps
TechAltSeal_PMS.pdf
TechAltSeal_RGB.jpg
TechAltSeal_RGB.png



TechIcon_CMYK.eps
TechIcon_CMYK.pdf
TechIcon_CMYK.tif
TechIcon_PMS.eps
TechIcon_PMS.pdf
TechIcon_RGB.jpg
TechIcon_RGB.png



TechSimpleSeal_CMYK.eps
TechSimpleSeal_CMYK.pdf
TechSimpleSeal_CMYK.tif
TechSimpleSeal_PMS.eps
TechSimpleSeal_PMS.pdf
TechSimpleSeal_RGB.jpg
TechSimpleSeal_RGB.png



TechSimpleSeal2color_CMYK.eps
TechSimpleSeal2color_CMYK.pdf
TechSimpleSeal2color_CMYK.tif
TechSimpleSeal2color_PMS.eps
TechSimpleSeal2color_PMS.pdf
TechSimpleSeal2color_RGB.jpg
TechSimpleSeal2color_RGB.png



TechAltSeal_Black.eps
TechAltSeal_Black.pdf
TechAltSeal_Black.tif



TechIcon_Black.eps
TechIcon_Black.pdf
TechIcon_Black.tif



TechSimpleSeal_Black.eps
TechSimpleSeal_Black.pdf
TechSimpleSeal_Black.tif



TechAltSeal_White.eps



TechIcon_White.eps



TechSimpleSeal_White.eps



TechAltSeal_Gold_CMYK.eps
TechAltSeal_Gold_CMYK.pdf
TechAltSeal_Gold_CMYK.tif
TechAltSeal_Gold_PMS.eps
TechAltSeal_Gold_PMS.pdf
TechAltSeal_Gold_RGB.jpg
TechAltSeal_Gold_RGB.png



TechIcon_Gold_CMYK.eps
TechIcon_Gold_CMYK.pdf
TechIcon_Gold_CMYK.tif
TechIcon_Gold_PMS.eps
TechIcon_Gold_PMS.pdf
TechIcon_Gold_RGB.jpg
TechIcon_Gold_RGB.png



TechSimpleSeal_Gold_CMYK.eps
TechSimpleSeal_Gold_CMYK.pdf
TechSimpleSeal_Gold_CMYK.tif
TechSimpleSeal_Gold_PMS.eps
TechSimpleSeal_Gold_PMS.pdf
TechSimpleSeal_Gold_RGB.jpg
TechSimpleSeal_Gold_RGB.png



COMMUNICATIONS & MARKETING

The Office of Communications & Marketing at Tennessee Tech is responsible for the university's news, images, visual identity, branding, marketing and Web presence.

The professionals in the Office of Communications & Marketing will consult with you about your goals for departmental programs and special initiatives and tailor our services to meet your needs.

Box 5056
Cookeville, TN 38505
www.tntech.edu/marketingtoolkit
931-372-3214

Tennessee Tech Visual Assets Guide ©2016