



TECA

TENNESSEE EDUCATORS *of* COLOR ALLIANCE

BRAND GUIDELINES

BRAND GUIDELINES

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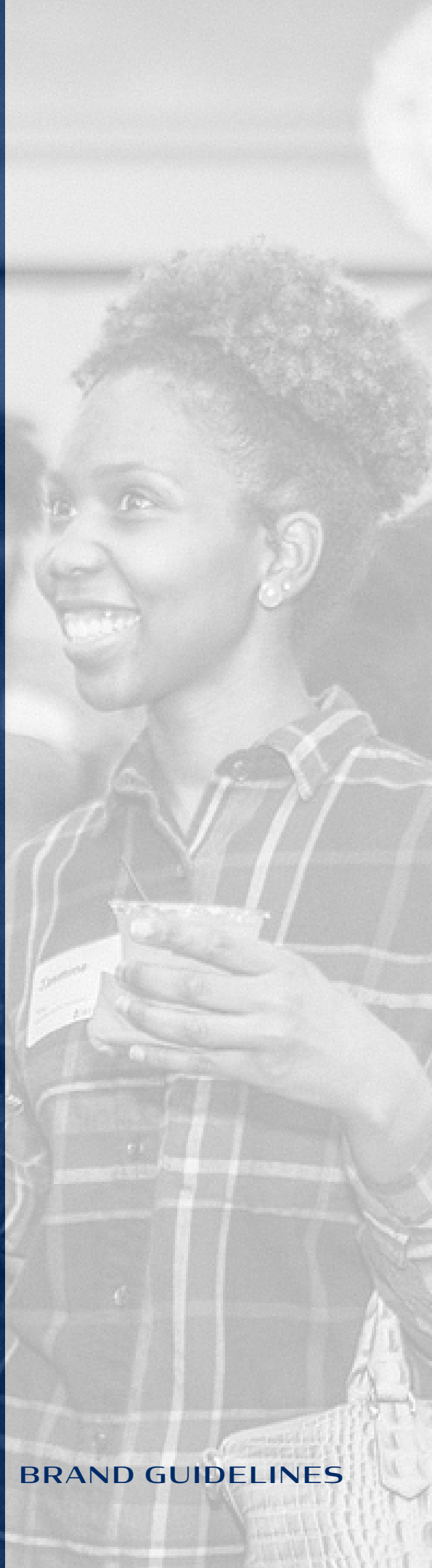
11 **COLOR SCHEME**

MISSION

To provide high quality programming and networking opportunities to support and retain educators of color across the state of Tennessee.

VISION

We envision a future where the diversity of Tennessee educators reflects the diversity of students across the state.



LOGO

PRIMARY LOGO

The Tennessee Educators of Color primary logo features both the pictorial wordmark and the typeface. This should be present when possible to officially represent the company. As the primary it is featured most frequently across initiatives.

The logo should always be shown in both primary pantones, one primary pantone, black or white. While the logo may be placed as an overlay, it should always be strategically placed.

The wordmark may be shown alone in specific cases. The type treatment may also be shown in specific scenarios. However, external organizations should always include the logo in its entirety.

When utilized as an overlay - the logo should either be placed in a negative space portion of the photograph or formatted with a gradient to provide maximum contrast.

DOWNLOAD PRIMARY LOGO FILES

The logo consists of a large, bold, sans-serif 'T' in red, followed by 'E', 'C', and 'A' in blue.

TENNESSEE **EDUCATORS** *of* **COLOR** ALLIANCE

The logo consists of a large, bold, white, sans-serif 'T', followed by 'E', 'C', and 'A' in white.

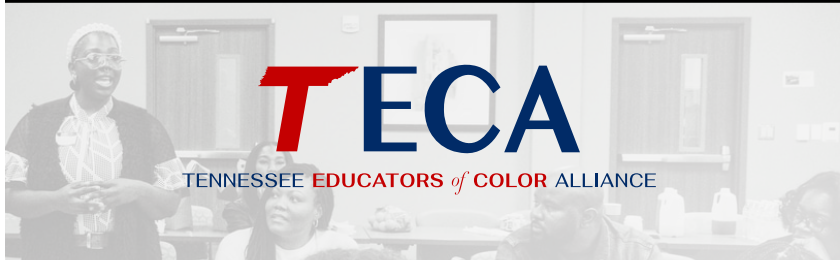
TENNESSEE EDUCATORS *of* COLOR ALLIANCE

The logo consists of a large, bold, white, sans-serif 'T', followed by 'E', 'C', and 'A' in white.

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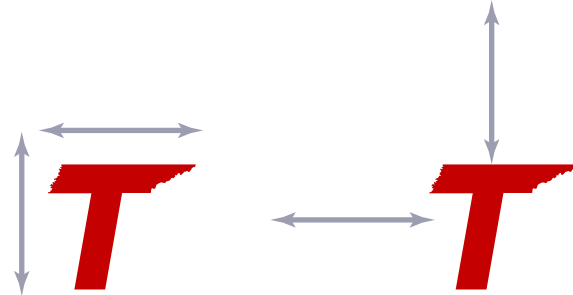


LOGO

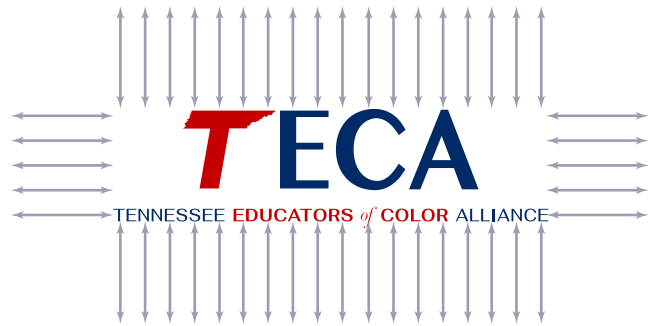
SCALE & SPACING

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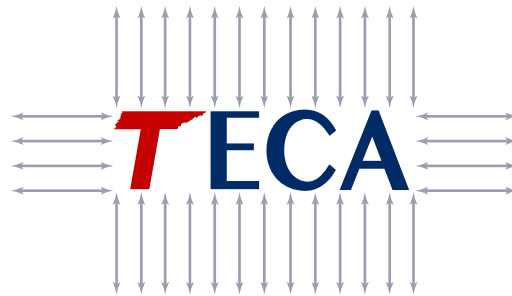
Always position the logo for maximum impact and give it plenty of room to breathe. This will help to ensure each logo's visibility and legibility.



The minimum clear space for the Tennessee Educators of Color logo is defined by the height of the pictorial wordmark's T. Understanding the clear-space rule is essential, as it is also the standard for logo position and scale on most printed communications.



The reference can be utilized throughout each logo system, regardless of format.



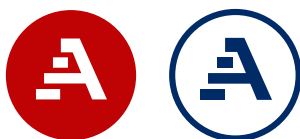
LOGO

SUB-BRANDS

DOWNLOAD ADVOCACY ACADEMY LOGO FILES

ADVOCACY **ACADEMY**

ADVOCACY
ACADEMY



EDUCATION POLICY BOOTCAMP FOR COMMUNITY ADVOCATES

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THE
Ascension
PROJECT

THE
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PROFESSIONAL DEVELOPMENT PROGRAM FOR
PRE-SERVICE EDUCATORS IN EDUCATION PREP PROGRAMS

LOGO

SUB-BRANDS

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CONNECTED

CONNECTED **CONNECTED**



STATEWIDE COMMUNAL HEALING CIRCLE FOR EDUCATORS OF COLOR

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Diversifi**ED**

Diversifi**ED** Diversifi**ED**



ANNUAL CONFERENCE FOR EDUCATORS OF COLOR AND EDUCATION SUPPORTERS

LOGO

SUB-BRANDS

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PROFESSIONAL DEVELOPMENT PROGRAM
FOR IN-SERVICE EDUCATORS WITH 3+ YEARS OF EXPERIENCE

LOGO

SUB-BRANDS



TENNESSEE EDUCATORS *of* COLOR ALLIANCE



TYPOGRAPHY

FONTS & STYLE

DOWNLOAD PRIMARY FONTS

PRIMARY FONTS

MONTSERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJ KLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Montserrat is the primary san serif font utilized for copy heavy formats.

Montserrat should be sized at either **8pt**, **10pt**, **12pt** when shown in text.

Montserrat should be scaled to **14pt** or **22pt** when shown as a subheader.

CONDOR WIDE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Condor Wide should be utilized for heading and titles as needed.

Condor Wide should be sized at either **10pt**, **18pt**, **22pt** or **32pt** when shown as a primary header.

TYPOGRAPHY

FONTS & STYLE

DOWNLOAD PRIMARY FONTS

SECONDARY FONTS

BASKERVILLE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJ KLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Baskerville serves as a secondary typeface providing a serif option to utilize.

Baskerville should be maximized when citing sources, numbering content or as minor sub text. This should not be overused. Sizing may vary depending on circumstances but will typically be sized at **6 pt, 7pt, 8pt, 9pt** or **14pt**.

POPPINS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Poppins is an additional web safe san serif secondary typeface that can be utilized as needed. Sizing may also vary depending on circumstance. For consistency purpose of current existing brand elements - it would be advised to use Montserrat when possible.

Poppins can serve as a san serif option B.

COLOR SCHEME

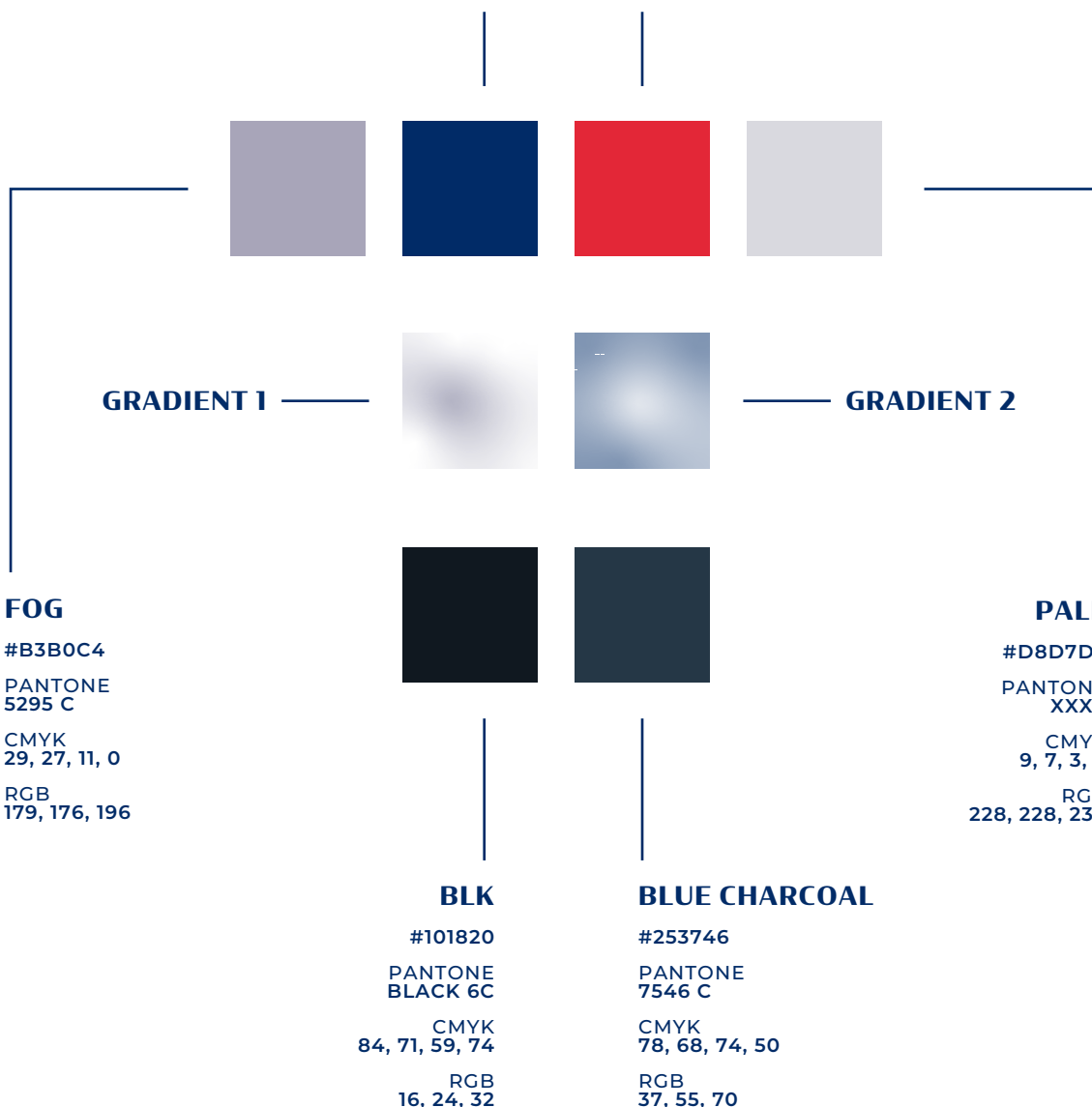
PRIMARY PANTONES

PRIMARY BLUE

#012B67
PANTONE
655 C
CMYK
100, 91, 31, 22
RGB
53, 32, 33

PRIMARY RED

#EE2737
PANTONE
1788 C
CMYK
0, 100, 84, 0
RGB
238, 39, 55





BRAND GUIDELINES



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For more information, please contact
TECFELLOWSHIP@TNECA.ORG