

TC FUTURES

Logo Stamp

The TC Futures logo must appear on all materials (print and electronic) representing the organization. The TC Futures logo:

- Must be printed in its original two-color state or in the black and white version.
- May not be printed smaller than .5" in height.
- Must not be altered in any way that will disturb the integrity of the image:
 - Do not add or delete any elements or text, or angle/place the logo in any position other than its original format.
 - Do not copy and paste the TC Futures logo from a web page or another publication.

To preserve the quality of the image, the logo should always be reproduced from an approved electronic file or high-resolution original. Include only ONE instance of the logo on a single page.

Standard Logo



This logo is to be used primarily on TC Futures marketing collateral, staff email signatures, business cards, letterhead, and other stationery.

Black and White Version



Logo Reversed



The reverse logo is also an acceptable version of the logo to be used primarily on external signage and marketing collateral as appropriate.

Black and White Reversed

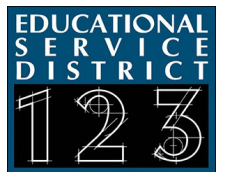


Brand Design Guidelines

The power of a strong brand is its ability to spark instant recognition in the minds of its audience. Standardized graphic elements comprise the visual identity of a brand, adding to the recognition of our program as a professional and cohesive team.

Partner Logo Expectations:

TC Futures is a joint-endeavor of Educational Service District (ESD) 123 and the Benton-Franklin Workforce Development Council (BFWDC). *With the exception of business cards and email signatures*, any and all materials (print or electronic) representing TC Futures must be jointly-branded by including the logos of ESD 123 and BFWDC in addition to the TC Futures logo. It is the responsibility of TC Futures to assure that staff employed by ESD 123 and BFWDC adhere to these joint-branding expectations in any work performed by either partner agency representing TC Futures.



Incorrect Logo Usage:

Consistent use of the TC Futures logo is critical to the professionalism of the organization. The logo should not be altered in any way that will disturb the integrity of the image. Do not:

- Crop out components of the logo
- Recolor the logo
- Resize the logo disproportionately
- Attempt to recreate the logo, including using font only



Include only ONE instance of the logo on a single page. Please adhere to all size recommendations for best results. Regardless of size or format, be sure the logo is clear and that all text is legible.

TC Futures Brand Design Guidelines

Color Palette

The 2 colors that comprise the TC Futures logo are Pantone 308 U (dark teal) and Pantone 389 U (bright green). The logo should not be printed in any other color, besides in its black and white state.



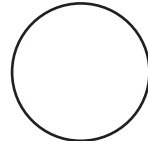
PMS 308U
R 2, G 94, B 115
C93 M53 Y41 K18
HEX # 005e73



PMS 389U
R 155, G 190, B 60
C45 M7 Y100 K0
HEX # 9bbe3c



PMS Process Black
R 35, G 31, B 32
C0 M0 Y0 K100
HEX # 000000



PMS Bright White
R 255, G 255, B 255
C0 M0 Y0 K0
HEX # ffffff

A **Secondary Color Palette** has also been chosen to complement the primary TC Futures colors. These colors (or their tint variations) may be used to accent the primary colors.

All TC Futures employees, partners, contractors, and other representatives are expected to use the official TC Futures colors in any print or electronic publications.



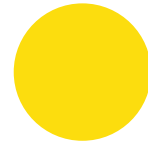
PMS 552U
R 183, G 210, B 218
C27 M8 Y11 K0
HEX # b7d2da



PMS 7476U
R 88, G 115, B 110
C67 M42 Y53 K16
HEX # 58736e



PMS 143U
R 250, G 164, B 29
C0 M41 Y99 K0
HEX # faa41d



PMS Process Yellow
R 252, G 221, B 14
C3 M9 Y99 K0
HEX # fcdd0e

Email Signature

All TC Futures employees are expected to adhere to the official TC Futures email signature and stationery guidelines. Email signatures must be included in all emails following the standard format below:

Employee Name

Title



Office: 509.XXX.XXXX | Fax: 509.XXX.XXXX | Cell: 509.XXX.XXXX
6917 W Grandridge Blvd., Ste. C110, Kennewick, WA 99336
facebook.com/TC-Futures | A partnership of **BFWDC** and **ESD123**

Email signatures should be formatted using Lucida Sans 10 pt. font using the Dark Teal color for the employee name, and the dark gray color for the other signature text. Optional email signature fields include your fax and/or cell phone numbers. The TC Futures logo image file is required to appear in all employee email signatures. In place of their logo images (and to maintain a cleaner email signature), the acronyms for BFWDC and ESD 123 will appear in the email signature as represented above, with the URLs to both agency's websites hyperlinked in the text of their corresponding acronym. Lastly, no background images, wallpaper, clip art, and/or additional text should be added to the email signature line. This includes famous quotes, scripture passages, etc.

Typography

All TC Futures materials (print and electronic) should be created using one or both of the program's official fonts: Minion Pro and Lucida Sans.

Minion Pro

Regular
Italic
Semibold

Semibold Italic
Bold
Bold Cond

Lucida Sans

Regular
Italic

Demibold Roman
Demibold Italic