

OFFICIAL LOGOS



1 - TSU Tiger Logo



2 - TSU Tiger



3 - TSU Snake Logo



4 - Athletics Word Mark



5 - Athletic Fund Mark



6 - Roar City Statement Mark



7 - Tigers Word Mark

IDENTITY COLORS



TSU Blue

Pantone Reflex Blue
#171796
C: 100 M: 72 Y: 0 K: 6

White

White
#FFFFFF
C: 0 M: 0 Y: 0 K: 0

Black

Black
#000000
C: 50 M: 50 Y: 50 K: 100

Red

#FF0504
Red may be used as an accent color only for approved Athletics and Student Activities events of programs.

TSU Blue - Alternate

PMS 286 C
(May be used as an alternate color if Reflex Blue is not available to use.)

*Pantone Uncoated shares the same PMS numbers as Pantone Coated.

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This brand guide provides a framework that promotes consistency and outlines the standards for use of Tennessee State University logos. We recommend all parties utilizing any element of our brand identity to meet the specifications outlined within this manual to help establish brand consistency.

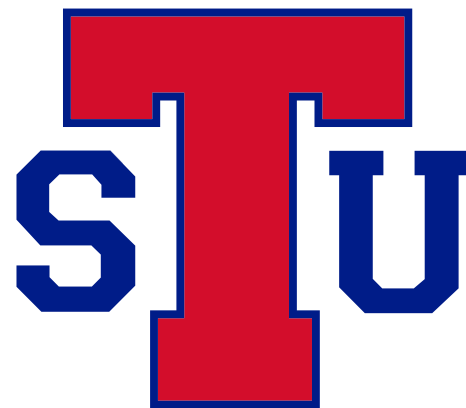
OFFICIAL LEGACY LOGOS



8 - Legacy Logo



9 - Legacy Tiger



10 - TSU Alternate

IDENTITY COLORS



TSU Blue

Pantone Reflex Blue
#171796
C: 100 M: 72 Y: 0 K: 6

White

White
#FFFFFF
C: 0 M: 0 Y: 0 K: 0

Black

Black
#000000
C: 50 M: 50 Y: 50 K: 100

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Fonts

Big Chuck

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

The approved font is Big Chuck and Reflex. Fonts are a licensed product from the manufacturer and need to be purchased from said manufacturer for clients personal and commercial use.






Reflex

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

Nissan can also be used as an alternative to Reflex.



Identity Colors

				
TSU Blue	White	Black	Red	TSU Blue - Alternate
Pantone Reflex Blue #171796 C: 100 M: 72 Y: 0 K: 6	White #FFFFFF C: 0 M: 0 Y: 0 K: 0	Black #000000 C: 50 M: 50 Y: 50 K: 100	#FF0504 Red may be used as an accent color only for approved Athletics and Student Activities events of programs.	PMS 286 C (May be used as an alternate color if Reflex Blue is not available to use.)

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1) TSU TIGER LOGO



**** RED OUTLINE - LIMITED USE**



2) TSU TIGER



**** RED OUTLINE LOGOS - LIMITED USE**

Only the approved selected logos may use the additional red outline. Red may be used as an accent color only for approved Athletic logos, events and/or programs. Any other use of the red color must be approved by the Tennessee State University Athletics Department.

Blue must always be present on non-blue colored products and materials. See example on black backgrounds.

An outline may be applied to the Roar City and and Tigers word marks to include the use of TSU Blue.

IDENTITY COLORS



TSU Blue

Pantone Reflex Blue
#171796
C: 100 M: 72 Y: 0 K: 6

White

White
#FFFFFF
C: 0 M: 0 Y: 0 K: 0

Black

Black
#000000
C: 50 M: 50 Y: 50 K: 100

Red

#FF0504
Red may be used as an accent color only for approved Athletics and Student Activities events of programs.

TSU Blue - Alternate

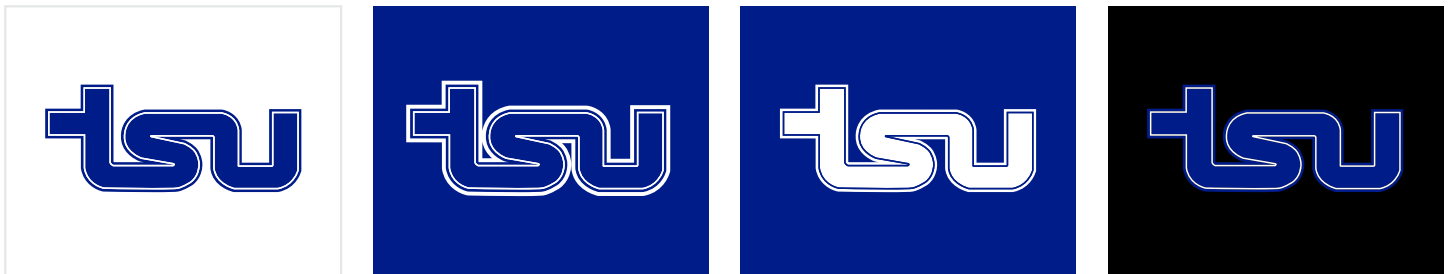
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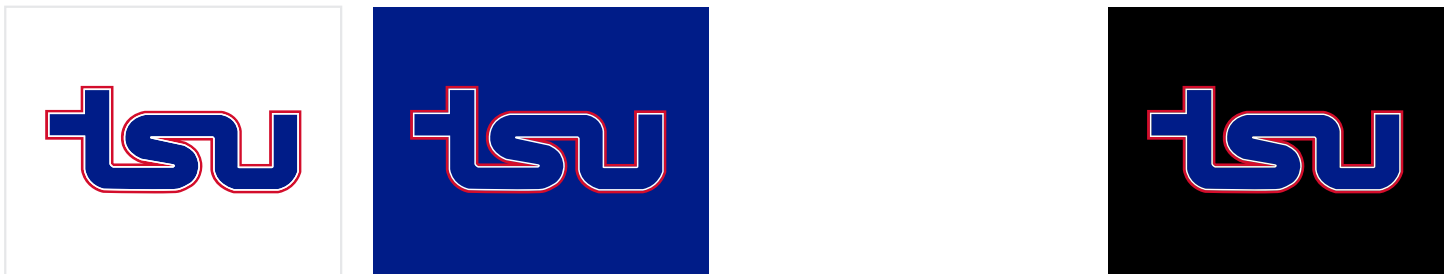
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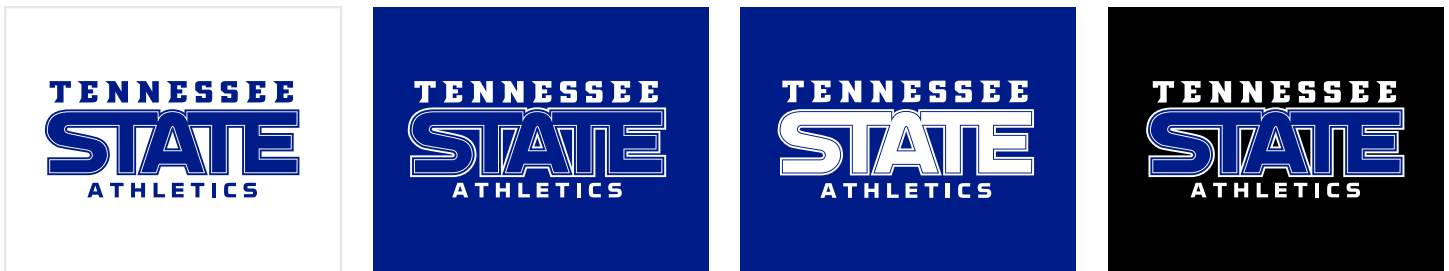
3) TSU SNAKE LOGO



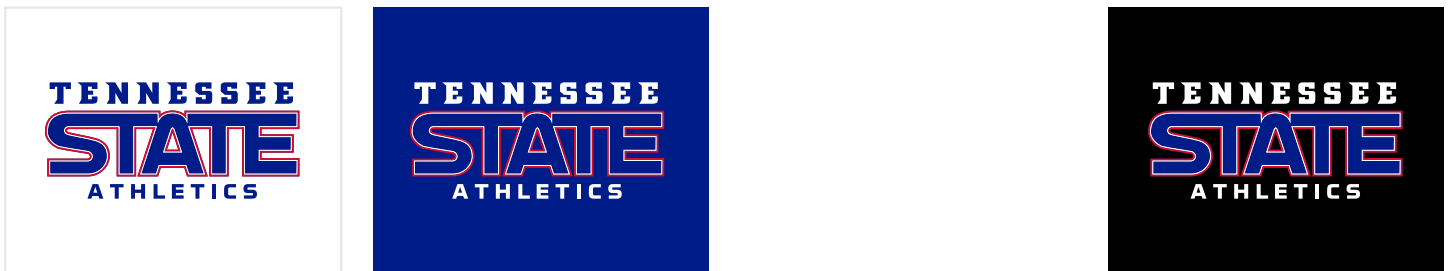
**** RED OUTLINE - LIMITED USE**



4) ATHLETICS WORD MARK



**** RED OUTLINE - LIMITED USE**



IDENTITY COLORS



TSU Blue

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#FFFFFF
C: 0 M: 0 Y: 0 K: 0

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Black
#000000
C: 50 M: 50 Y: 50 K: 100

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#FF0504
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of programs.

TSU Blue - Alternate

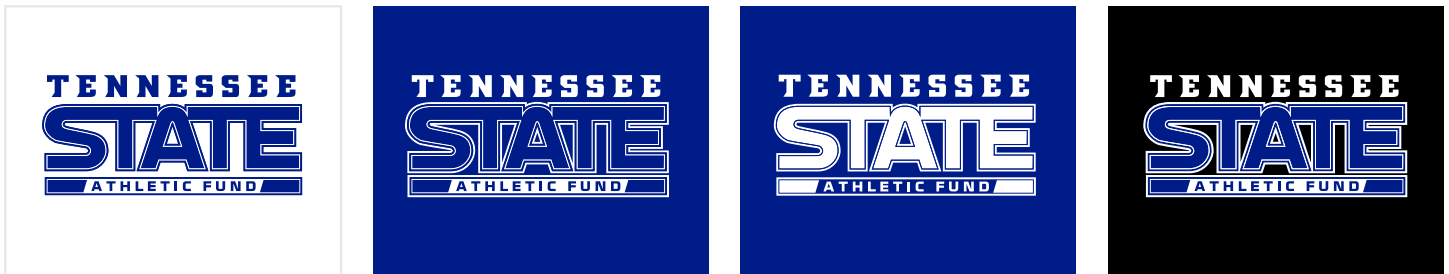
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5) ATHLETIC FUND MARK



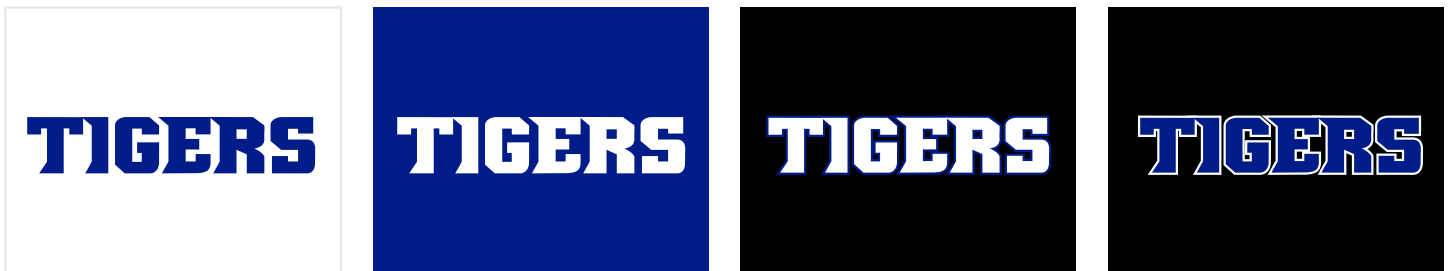
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6) ROAR CITY STATEMENT MARK



7) TIGERS WORD MARK



IDENTITY COLORS



TSU Blue

Pantone Reflex Blue
#171796
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White

White
#FFFFFF
C: 0 M: 0 Y: 0 K: 0

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8) LEGACY LOGO



**** RED OUTLINE - LIMITED USE**



9) LEGACY TIGER



10) TSU ALTERNATE



IDENTITY COLORS



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Pantone Reflex Blue
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White

White
#FFFFFF
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