Nashville State Community College

BRAND GUIDELINES

Fall 2026

OUR BRAND IS OUR STORY

At Nashville State Community College our brand goes beyond a logo or color palette. It includes the associations people make when they think about Nashville State. **Our brand defines who we are.**

Every way that an individual comes into contact with the College or representation of it will shape their perception.

For this reason, it is vital that every member of the Nashville State community present the brand with consistency and that we uphold our mission and values in everything we do.

With consistent branding, Nashville State will become more publicly recognizable and remembered.

Please use the following standards as a guide when crafting visuals and messaging directed towards our students, prospective students and their parents, college partners, and the general public.



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MISSION

Nashville State connects students, employers, and communities through personalized, high-quality, innovative educational experiences.

VISION

Nashville State leads the nation in achieving equitable outcomes for our diverse community of learners.

CORE VALUES – NASHVILLE STATE LEADS

Learning

We are a community of learners who provide informal and formal educational opportunities for our students, our communities, and ourselves.

Empowering success

We are dedicated to identifying and removing barriers to success in teaching, learning, and working.

Accountability

We are accountable for individual excellence, continuous improvement, and prioritizing resources to achieve the vision and mission of our college.

Data-informed

We are committed to using data and analytics to guide decision-making and resource allocation at all levels.

Student-centered

We are responsible for creating a culture of student success.

Nashville State LEADS

COLLEGE NAME

Nashville State Community College should be used upon first reference to establish stronger brand identity. Nashville State may be used subsequently.

Nashville State is permissible when space is limited.

NSCC should be used for internal (not public) and student-facing communications only.

CAMPUS NAMES

One College, Seven Campuses

The word “campus” and “campuses” should always be lowercase, unless in the headline of publication or piece of collateral.

Campus names should be written as follows. They should not be abbreviated on official publications.

- Clarksville campus
- Dickson campus
- East Davidson campus
- Humphreys County campus
- North Davidson campus
- Southeast campus
- White Bridge campus

ACADEMIC DIVISION NAMES

Academic Divisions should be written as follows.

- School of Arts and Humanities
- School of Business and Professional Studies
- School of Health Sciences
- School of Science, Technology, Engineering, and Math
- Center for Workforce Development and Continuing Education

TAGLINES

Moving Forward

“Moving Forward” was created to convey that the College will continue to innovate internally and be a leader in solving the problems that our larger communities face and a catalyst through education to improve social and economic mobility for all.

A Good Fit. A Great Future.

“A Good Fit. A Great Future.” was created to convey that Nashville State is a student-ready college, meeting students where they are when they enroll and equipping them with the skills needed to be a success whether entering a career or transferring to a university upon graduation.



LOGOS

The logo is an important part of our College's brand identity. Strengthening recognition to the community, reflecting our character to external constituents, and creating a sense of pride on our campuses.

The preference to use the non-skyline logo is to reinforce the message that we are One College, even though each campus has distinct identities.

To ensure proper usage of the logo, please follow the guidelines outlined in this book.

Usage

The Nashville State Community College logo should be prominent on all visual materials produced by the College.

Color

The Nashville State logo may only be used in three color options: PMS 323, Black, or White (on a dark background). The logo placed on natural materials, such as wood or metal, may be used subject to approval.

Size and Spacing

The minimum size of the logo is 1.5" inches wide or 100px. In situations where a smaller logo is required, contact the Office of Communications and Marketing.

In order to ensure the logo is seen clearly, there should be a minimum of a quarter inch of space between the edges of the logo and the edge of the page or any graphics, images, or text.

Nashville State Community College

PMS 323 Logo

Nashville State Community College

Black Logo

Nashville State Community College

White Logo on Dark Background

Nashville State Community College

0.25" Clear Space Around Logo

Incorrect Usage

Nashville State Community College

Do not change the color of the logo.

Nashville State Community College

Do not change the opacity of the logo.

Nashville State Community College

Do not distort or stretch the logo.

Nashville State

Do not edit or create new versions of the logo.



Do not place logo on a busy background image.

Campus and Department Logos

Each Nashville State campus has also been provided with its own logo. The same usage guidelines as the college logo apply to the campus logos.

In very limited cases a department-specific logo may be assigned. Department logos should also follow the same usage guidelines as the College logo.

College departments and divisions should not create their own logo without the assistance of the Office of Communications and Marketing.

COLOR PALETTE

The College colors play a significant role in the Nashville State brand identity. All materials should utilize these colors in order to strengthen our brand recognition.

Primary Colors

Nashville State has two official colors: Teal and White. These are the recognizable identifiers for our college. Use as the dominant color palette for all digital and print college materials. Nashville State's primary colors should take up at least 80% of the overall design.

TEAL

Teal Color Codes

Pantone: 323 C
CMYK: 100 | 0 | 41 | 51
RGB: 0 | 95 | 97
Hex: #005F61

WHITE

White Color Codes

CMYK: 0 | 0 | 0 | 0
RGB: 255 | 255 | 255
Hex: #FFFFFF

Accent Colors

The accent colors complement and support the primary palette. They do not serve as recognizable brand identifiers for the college. These colors can be used in conjunction with the primary colors as an accent. They should not be used on their own. They should take up no more than 20% of the overall design.

DARK TEAL

Dark Teal Color Codes

CMYK: 85 | 56 | 56 | 39
RGB: 35 | 73 | 78 Hex: #23494E

LIME GREEN

Lime Green Color Codes

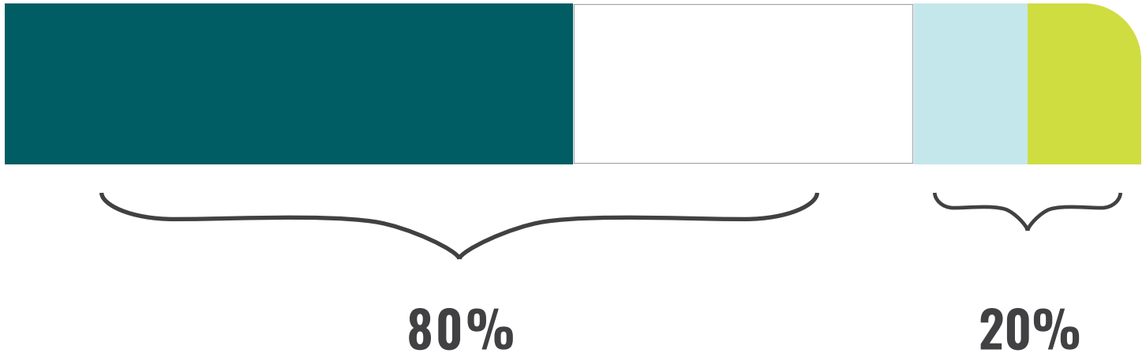
CMYK: 23 | 0 | 91 | 0
RGB: 206 | 223 | 64
Hex: #CEDF40

LIGHT BLUE

Light Blue Color Codes

CMYK: 22 | 0 | 7 | 0
RGB: 192 | 245 | 245
Hex: #C0F5F5

Primary and Accent Color Usage



TYPOGRAPHY

Nashville State has two primary font families: ITC Garamond and Oswald.

ITC Garamond can be used for just about anything, such as headings or body copy. If ITC Garamond can not be used, EB Garamond and Times New Roman are acceptable alternatives.

Oswald can also be used sparingly as a display font. Reserve use of Oswald for titles, headings, subheadings, or pull quotes. Do not use Oswald for body copy. Oswald can be downloaded for free use from Google Fonts. Download Oswald.

Nashville State also uses Roboto as an alternative type face. Roboto can be used in place of ITC Garamond if needed. Roboto can be downloaded for free use from Google Fonts. Download Roboto.

OSWALD

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Semi-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITC GARAMOND

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ROBOTO

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Slab Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Note: Roboto is also available in italics.

THE FALCONS BRAND

In 2022, Nashville State introduced its mascot, Finn the Falcon. In order to build recognition of the Nashville State brand in the Middle Tennessee community, there are a few guidelines to keep in mind.

Usage of the Falcons Brand

The Falcons brand should only be used on materials and swag aimed at current, prospective, and past students (i.e., student life, admissions, and alumni). The Falcons brand should not be used on any internal faculty/staff materials, official college documents, or community marketing.

Approved Falcons Logos



Navy Falcons Logo (for use on light backgrounds)



Navy Falcons Wordmark (for use on light backgrounds)



White Falcons Logo (for use on dark backgrounds)



White Falcons Wordmark (for use on dark backgrounds)





Do not create new versions of the logo.



Do not change the color of the logo.

Falcons Colors Palette

The Falcon colors are PMS 289 and White. These colors should only be used on Falcon branded materials and swag.



Navy Color Codes

Pantone: 289 C
CMYK: 100 | 66 | 0 | 76
RGB: 12 | 35 | 64
Hex: #0C2340



White Color Codes

CMYK: 0 | 0 | 0 | 0
RGB: 255 | 255 | 255
Hex: #FFFFFF

PHOTOGRAPHY

Photography is used to visually strengthen our brand identity. Photography is a great way to show our target audiences a glimpse of our campuses, students, and programs.

When choosing images, please keep in mind diversity of gender, ethnicity, age, program of study, etc.

If you need assistance in choosing photos, please contact the Office of Communications and Marketing.







VIDEOGRAPHY

Video is widely accepted as a viable, effective method of communication. Nashville State Video Productions, as a part of Communications and Marketing, is an award-winning team which creates and produces in-house informational, promotional, and educational videos for the College. We work directly with program, services, departmental, and division leaders at all campuses and feature Nashville State students, faculty, and staff.

Services include pre-production script writing, location scouting, and concept development; production videotaping in classrooms, around campus, and in production studio; and post-production editing and graphics. To request a video production, contact the Director of Marketing 4-6 weeks in advance of need.



SOCIAL MEDIA

Goals

1. To communicate a clear, consistent brand message that resonates with prospective and current students, alumni, Nashville State faculty and staff, and all external audiences
2. To share information and engage with online audience in a friendly, helpful, and casual manner

Social Media Presence

Cohesive Presence

It is important that Nashville State has a cohesive presence on social networks to maintain a consistent brand identity, serve as a two-way communication tool, and to be responsive to student community needs.

Creating New Accounts

On occasion, it may be appropriate to create a new Facebook page or group for a specific and well-defined audience with a specific, well-defined aim. Before creating a new social media presence, you'll need to consider and ensure you have sufficient time and resources to support a new page. Before proceeding, please contact the Office of Communications and Marketing to explore the best path forward and for setup assistance if a new presence is agreed upon.

Maintaining Accounts and Standards

Poorly maintained social media accounts can be damaging to Nashville State's brand.

In addition to the following brand standards:

- Maintaining brand consistency in all posts and responses
- Posting content that complies with Nashville State's mission and values
- Posting content relevant to the page's area of interest
- Posting content appropriate for the specified target audience
- Being as responsive and engaging as possible

Hashtags

To represent the distinct and different functions and aspects of Nashville State, the below hashtags have been created for use and promotion to users on official accounts. These are just some of the hashtags. If possible, use multiple hashtags when called for (e.g., When posting about an alumni story: #NashvilleState #NashvilleStateAlumni or when posting about student support programs: #NashvilleState #StudentSupport #StudentSuccess). There will be instances when additional hashtags will be created and used for official accounts.

- #NashvilleState
- #NashvilleStateCreates
- #FalconsFlyTogether
- #NashvilleStateAlumni
- #NashvilleStateHealthCare
- #NashvilleStateStudents
- #NashvilleStateStrong
- #MovingForward

Negative and Controversial Content

If you are made aware of content online that could result in trouble for Nashville State, act quickly and notify Associate Vice President of Communications and Marketing Tom Hayden via email at Thomas.Hayden@nscc.edu. Do not respond or engage yourself unless you have been approved by the Office of Communications and Marketing and Communications.

Employees of Nashville State: Personal Social Media

All Nashville State employees are strongly encouraged to use social media professionally and responsibly. In general, what you do on your own time is a personal decision. However, activities in or outside of work that affect your job performance, the performance of others, or Nashville State's interests are an acceptable focus of Nashville State policy.

EMAIL SIGNATURE GUIDELINES

Uniform email signatures are an important asset to any organization.

Nashville State signatures are designed to:

- Create an image of unity across the College's many functions
- Ensure the brand is being properly represented in conversations with prospective students and the external community
- Communicate the professional nature of the College and its employees

It is important that every employee of Nashville State, no matter the department, adopts the standard signature to effectively represent Nashville State Community College.

Signature Template

Download Signature Template and Instructions

This template can serve as a starting point when setting up your own email signature. You may feel the need to add additional information, depending on your role at the College, such as Zoom links or office hours. Keep it as concise as possible. Title and Department should not be repetitive.

Correct

Associate Vice President
Office of Communications and Marketing

Incorrect

Associate Vice President of Communications and Marketing
Office of Communications and Marketing

Sample Signature



WEB POLICY

NSCC.edu is Nashville State's most important communications and marketing instrument. As more people seek digital content, the College will emphasize our online assets in all communications.

It is our primary means of sharing information internally and communicating to prospective students and their parents/guardians, current students, community partners, and the general public.

It is imperative that information is current, demonstrates the positive impact to students so they can make informed decisions. Equally important is that information is current for internal awareness and communication.

Each college department, division, and program are responsible for making sure that the information on their page is accurate and updated.

If content needs to be updated or changed, please email webmaster@nscc.edu with a link to the page in question, as well as the content updates.

ACCESSIBILITY

Accessibility compliance is about ensuring accessibility and equal access through our website, graphics, videos, and messaging at Nashville State Community College. We have a legal responsibility to comply with ADA standards and Web Content Accessibility Guidelines (WCAG 2.1 AA). In communication and marketing, this involves two key areas: (1) how users access electronic information and (2) how website owners enable websites and files to function with assistive devices used by individuals (screen readers, screen enlarging software, etc.).

When designing for digital platforms, we must consider potential accessibility issues users may encounter. Barriers could include (but are not limited to):

- Visual (color blindness, low vision)
- Motor/mobility (fine motor hand movements)
- Auditory (hearing difficulties)
- Seizures (especially photosensitive epilepsy)
- Learning (dyslexia)

Designing for accessibility benefits everyone.

PUBLICATION STATEMENT

The publication statement is required on all distributed materials according to TBR (Policy G-410, T.C.A. § 12-7-106 et seq.) and the Federal Government (Public Law 116-315 Section 1020 and 38 USC § 3696). Infractions of this law could cause suspension or withdrawal of all program approvals at the school.

Requesting a Statement

To obtain a publication number and statement, please complete the Publication and Design Request Form. You must complete a new form for new printed or digital materials, reprints of previously published materials, and each fiscal year regardless of having a publication number in previous years. You will need a publication number for materials printed in house or off campus.

Placement

The publication statement should be placed on the bottom of the last page of the document, in no smaller than size 6pt font, using either ITC Garamond or Roboto.

In special circumstances a shortened statement may be needed due to space limitations. If you need to use a shortened statement please contact the Office of Communications and Marketing and we will assist you.

COPY GUIDELINES

Nashville State uses the AP writing style for all marketing communications. This ensures that our language is consistent and professional across all mediums and that our grammar is correct. Use the following rules as a quick guide for writing in AP.

Academia

College Name

- Nashville State Community College should be used on the first reference. For subsequent references, Nashville State is appropriate.
- Always capitalize the college name.

Campuses

- Upon first reference the campus name should be preceded by “Nashville State Community College”.
- The word “campus” should always be lowercase, unless part of a title.

Campus Buildings and Room Numbers

Room numbers on should be written with the building’s abbreviation a hyphen and then the room number. Example: S-118.

White Bridge Campus Buildings

Student Services Building | S-Building

Health and Humanities Building | H-Building

Jane Kisber Building | K-Building

Weld Building | W-Building

Ellen Weed Building | D-Building

A-Building

E-Building

Official Titles

Titles preceding names are always capitalized. Titles that are after names are lowercased. Example: Associate Vice President of Communications and Marketing Tom Hayden. Tom Hayden, associate vice president of communications and marketing.

College Departments

College departments and academic divisions should be capitalized. Example: Office of Communications and Marketing.

Degrees and Certificates

- Use apostrophes for, bachelor’s, and Master’s degrees.
- Do not use an apostrophe for associate degree.
- Technical certificate should always be lowercase unless beginning a sentence or the title of a program. Example: Culinary Arts Technical Certificate.
- Degree names should be capitalized when writing out. Example: Associate of Science or Associate of Science in Psychology.
- When abbreviating, use periods. Example: A.A.S.

Program Titles

Program titles and majors should be capitalized. Example: She is in the Nursing program. I am a Visual Communications major.

Honors

- Phi Theta Kappa is capitalized.
- Cum laude, summa cum laude, and magna cum laude are lowercase.

Alumni

- "Alumni" is plural.
- "Alum" is singular.

Class of XXXX

When referring to the Class of XXXX capitalize class and use the full year. Example: Class of 2020.

A-Numbers

- A-Number should be written with a hyphen or abbreviated as A# when space is limited.
- When an A-Number is written out, the A should be capitalized and there is no hyphen. Example: A00000000

Semesters

Seasons should be capitalized when in reference to a particular semester e.g., Fall 2021 semester, but should be lowercase in all other circumstances.

College Website

The college website should be written as follows: NSCC.edu or www.nscc.edu.

Miscellaneous

Addresses

Street terms in addresses should be abbreviated when the address includes a number, but should be written out otherwise. Example: The Southeast campus is on Hickory Hollow Parkway. The Clarksville campus is located at 1760 Wilma Rudolph Blvd.

Ampersand (&)

- Do not use ampersands in body copy in place of the word "and", unless part of a proper name.
- Ampersands are acceptable in titles and headings.

Bullet Points

- If bullet points are incomplete sentences use punctuation at the end of each bullet point.
- If they are sentence fragments do not use punctuation at the end of each fragment.
- Never mix sentences and fragments within the same list.

Capitalization

- The word "college" is capitalized when in reference to Nashville State, it is not capitalized otherwise.
- Capitalize all principal words in titles and headings (including prepositions and conjunctions of four or more letters)**Dates**
- Always use numerical figures without "st," "nd," "rd," or "th."
- Days of the week should be capitalized and spelled out. If space is limited abbreviate in the following manner: Sun., Mon., Tues., Wed., Thurs., Fri., Sat.
- Capitalize months when they stand alone or with a year only. When used with a date they may be abbreviated as follows: Jan., Feb., Mar., Apr., May, Jun., Jul., Aug., Sep., Oct., Nov., Dec.
- When abbreviating dates use slashes, not hyphens or periods. Example: 8/16/21.

Gender Pronouns

When referring to a group, do not use he/his or she/her pronouns, instead make the sentence plural. Example: Students should bring their textbooks to class.

Numbers

- Numbers one through nine should be spelled out; 10 and above use numerals.
- Use commas with numbers greater than 1,000.
- Use numerals with percentages, dollar signs, temperatures, ages, or times.
- Spell out numbers at the beginning of a sentence, unless it is a year
- Add an s but no apostrophe to a number to make it plural.

Phone Numbers

Phone numbers should be written with hyphens, not periods or parentheses. Ex. 615-353-3333

Possession

For proper names ending in an s, use only a singular apostrophe. Example: That's James' book.

Series

Use a comma before a conjunction in a series. In other words, use the Oxford Comma. Example: I am attending Nashville State Community College in the fall, spring, and summer.

Spacing

Only a single space should be used between sentences.

Times

- Only use numerals when writing a time. Include a.m. and p.m., lowercase with periods and a space.
- Noon or midnight should be spelled out and lowercase in body copy. 12 p.m. and 12 a.m. are acceptable in lists or tables.
- Do not use 0s if the event is on the hour. Example: 8 p.m.
- Use a hyphen to indicate a span of time. If the span of time takes place only in the a.m. or only in the p.m., write a.m. or p.m. only once. Example: 11:30 a.m.-1 p.m. or 1-5 p.m.
- When publishing online only AM and PM may be used.

Website vs. Web Page

- A web page is a single document on the internet, with a unique URL.
- A website is a collection of web pages.
- NSCC.edu is a website. NSCC.edu/financial-aid is a web page.

THANK YOU

We appreciate everyone's efforts in upholding the Nashville State brand. If you have any questions regarding the material covered in this guide, do not hesitate to reach out to our staff.

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