



# TECHNOLOGY LEARNING CENTER

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Style Guide

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## About

# Technology Learning Center

*This style guide is intended to serve as a touch point to the TLC brand - making our printables, videos, and other content unified.*

*Styles can change at any time, but should be reflected here within the guide so that all TLC workers are on the same page when creating or updating content.*



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## Who We Are

### Boilerplate language:

Boilerplate language is the standard descriptors of a company or organization. It can encompass the mission, values, history, and other identifying features of an entity.

In our case, we:

- define the TLC.
- identify the history of the TLC.
- describe the TLC's purpose.
- locate the TLC.
- offer description of services.

**"The Technology Learning Center (TLC) was created in 2011 as a peer-to-peer learning experience and technology resource. The TLC is located on the first floor of the Bailey Library and provides services to the entire campus community."**

### The Why:

Why does it matter what our "brand" is?

In a word: **Perception.**

Technology is ever changing and ever evolving. Our purpose at the TLC is to keep up with those trends and be able to respond to what is needed in today's society - and as you know, campus life moves fast.

As we are first level technical support, we have to not just **BE** comfortable with technology, we have to **PRESENT** ourselves that way. We must be confident in our abilities and procedures.

Would you trust your devices, data, and other important technical questions to people who didn't present themselves as knowledgeable?

Probably not.

And one of the ways we can help that image?

**By being cohesive in our educational and promotional materials.**



## Master logo



This Adobe Illustrator file logo is found in the Google Drive for the TLC.

It is located under My Drive > 2019 TLC Logos & Guides > TLC Logo VECTOR.ai

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My Drive > 2019 TLC Logo & Guides ▾

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As a vector file, this logo can be manipulated to be any dimensions without losing clarity or quality.



## Logo Usage



# DO:

- Use the approved vector version of the TLC logo. Note: if you are unable to manipulate an Adobe Illustrator file and need a .jpg or .png, please see the Google Drive for an appropriate size.

- Place the logo in the bottom right corner of video, print, and other publications with dimensions appropriate for the use.

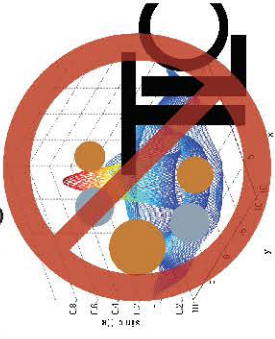
# DON'T:

- **Re-create the logo without permission from Deepam.**
- Swap or change logo colors.
- Use incomplete, improperly cropped, or improperly sized versions of the logo.



You're missing the fun part of the logo!

- Place the logo over other text or images.



Why are you like this?

- Skew, outline, put effects on, or otherwise alter the logo, except for approved drop shadow effects seen on page 11.



We're taking your design degree away from you.

