

# LGBT+ COLLEGE CONFERENCE

## Brand Specifications

### LGBT Plus College Conference

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#### Identity

The LGBT Plus College Conference brand is its identity. Consistent use of our brand assets (logo, colors, typefaces, etc.) helps to improve the recognizability of our brand. Placing the LGBT Plus College Conference logo on posters, signs, webpages, social media, clothing, brochures, or other marketing materials implies that it is of and by the conference or thereby sponsored. Thus, usage of our logo and other branding elements should only be used on approved marketing materials officially associated with or sponsored by the Conference.

The following guidelines outline our logo, primary colors, fonts, and recommended file usage. When designing or ordering promotional materials, you can reference these brand guidelines.

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#### Name

Though the logo uses the “plus” symbol (+) as a shortcut, when referring to the conference in writing, please always write out **LGBT Plus College Conference**.

When abbreviating our name, you may shorten to **LGBT Plus CC**.



# Brand Specifications

## LGBT Plus College Conference

### Logo

**2-Color**  
For use on white  
backgrounds



Full Lockup



Icon

**2-Color Reverse**  
For use on blue or  
dark backgrounds



Full Lockup



Icon

**Full Reverse**  
For use on dark  
backgrounds where  
color is not available



Full Lockup



Icon



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## LGBT Plus College Conference

### Logo DON'Ts

The following methods of reproducing the LGBT Plus College Conference logo are **unacceptable** and shall be avoided to create consistency and recognition.



**Never stretch or distort**  
Hold down the "shift" key when resizing



**Do Not Rearrange Elements**  
Always use the provided logo files—never attempt to recreate the logo manually.



**Never Use Custom Colors**  
Always use provided logo files and official colors



**Never Use Custom Fonts**  
Always use the provided logo files



**Never Modify the mark or add elements**  
Co-sponsored events shall use separate logos/branding



**Never add boxes, shadows, or special effects**  
Always use logos on solid backgrounds, unencumbered by extraneous elements



# Brand Specifications

LGBT Plus College Conference

## Colors



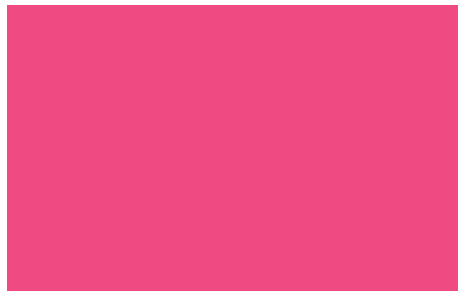
### Color Name

Pantone® 3005

CMYK C: 100 M: 31 Y: 0 K: 0

RGB R: 0 G: 119 B: 200

HEX #0077C8



### Color Name

Pantone® 1915

CMYK C: 0 M: 75 Y: 21 K: 0

RGB R: 239 G: 74 B: 129

HEX #EF4A81



### Color Name

Pantone® 7543

CMYK C: 24 M: 9 Y: 8 K: 22

RGB R: 152 G: 164 B: 174

HEX #98A4AE

## Typefaces (fonts)

Headlines: Avenir - Black // Title Case

# Titles

## Headings

### Lovely Smiles

Body Copy: Avenir - Book

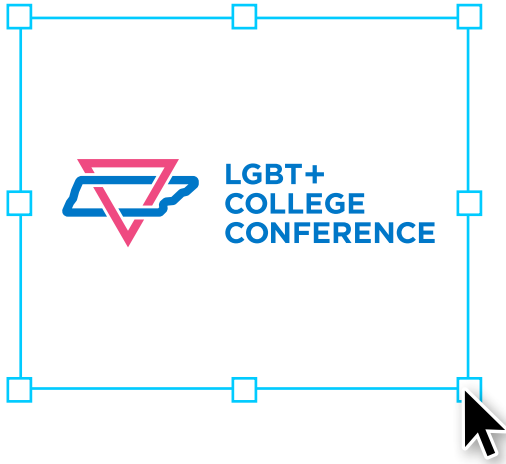
This is a sample text to demonstrate how body copy appears. Sedio ipsamus, qui corerescitat untis de vendi-  
geneces eior sam quid molestrum ea core natiisquod et ut  
enient, ut et dolen dipsani hiliqui cupis voluptit aspelib  
ustiatem aut volor ad enis plabo. Harcias ero blautem.



# Brand Specifications

## LGBT Plus College Conference

### File Usage



Use of digital artwork in different applications requires the use of different digital file formats. Some files you may recognize, while others may not open correctly on your computer. For the most consistent color reproduction, please use the included **PRINT** files for anything printed physically and the **SCREEN** files for anything viewed on a screen. The following file usage is suggested:

#### Microsoft Word & Excel

.png (transparent background) (screen only)  
.jpg (smaller file size, opaque background)

#### Apple Pages & Numbers

.pdf (print only, highest quality)  
.jpg (high quality, higher compatibility)  
.png (screen only)

#### Web

.svg (highest quality, smallest file size)  
.png (high color accuracy, large file size, more widely compatible)  
.jpg (lowest color accuracy, medium file size, more widely compatible)

#### Adobe InDesign & Illustrator

.pdf (print)  
.eps (print)

#### Microsoft PowerPoint / Apple Keynote

.png (transparent background)

#### Note:

To ensure the best quality reproduction when ordering branded materials, please send the entire compressed (zipped) file **including all logo files and this PDF** to the manufacturer.



# Brand Specifications

## LGBT Plus College Conference

### Collateral Examples

LGBT+ COLLEGE CONFERENCE | all identities removing obstacles to inclusion

**DAY 2 Friday, April 7**

**Student Union Building – Ballroom A/B – unless otherwise indicated**  
**Registration Begins 8:30 a.m.**  
**Conference Opening Address 9:00 – 9:20 a.m.**  
**Harold “Terry” Whiteside**, Dean, College of Behavioral and Health Sciences, Middle Tennessee State University

**Opening Plenary Discussion - Removing Obstacles to Inclusion 9:30 – 10:45 AM**  
 Examination of the conference theme All Identities-Removing Obstacles to Inclusion is intended to provide insight into how to break down obstacles that might prevent members of various groups from full participation in the broader community. Students will benefit from considering the role of intersecting identities in creating obstacles for individuals. Student affairs staff, faculty, and members of the business community will learn strategies to identify and remove obstacles created by intersecting identities.  
**Moderator:** **Bea Perdue**, Director of Development, College of Behavioral and Health Sciences, Middle Tennessee State University  
**Panelists:** **Kimberly Enley** CHC, PMP, Director, Market Compliance Officer - TN, AR, & MS, WellCare Health Plans, Inc.; **Dr. Bud Fischer**, Dean, College of Basic and Applied Science, Middle Tennessee State University; **Dezrick Frasier**, Manager/Business Partner, Human Resources Department, Nissan North America; **Ray Rico**, Owner of Ray Rico Freelance, Publisher of Focus MidSouth Magazine; **Dr. Ken Wright** (Alumnus), Director Sports Management, Graduate Program, University of Alabama, U.S. Anti-Doping Agency; **Holly Zuckerman**, Access Coordinator, Exam Accommodations and Deaf Services, Disability Resource Center, University of Tennessee at Chattanooga  
 Sponsored by: Nissan North America

**Documentary Keynote Presentation and Panel Discussion 11:00 AM – 1:00 PM**  
**Michael McDaniel** of the Community Foundation will present the documentary *LGBT Life in Middle Tennessee Before Stonewall*. See recorded and transcribed interviews with 28 subjects ranging in age from 63 to 85. The Brooks Fund History Project is a time machine that unlocks a secret chronicle of Nashville: a world of carefully constructed covers, of teens trying desperately to conform, of bygone bars and night spots passed along like secret handshakes.  
 Lunch will be served immediately prior to the beginning of the film.  
**Moderator:** **Terry Bird** (Alumnus), Chief Counsel to the Director of Immigration for Alabama, Georgia, South Carolina, and North Carolina, Retired  
**Panelists:** **Bob Duffey** (Alumnus), Law Enforcement, Retired; **Joey Gray**, Associate Professor, Health and Human Performance, Middle Tennessee State University; **Richard N. Pitt**, Associate Professor of Sociology/Director of Graduate Studies, Sociology, Vanderbilt University; **Joshua Rigby** (Alumnus), Independent LGBT+ Diversity and Inclusion Trainer

**Plenary Panel Discussion—Bringing Your Whole Self to Work 1:30 – 2:45 p.m.**  
 This panel explores the “bottom-line value” that organizations place on their capacity to create a culture in which differences are respected and inclusion is strategically leveraged as an organizational strength. Students will gain insights on how employers’ policies and practices address various dimensions of diversity. D & I professionals and other leaders will benefit from open and honest dialog for the benefit of the work unit and organization.  
**Moderator:** **Dr. Patrick McCarthy, J.D.**, Professor, Industrial/Organizational Psychology, Middle Tennessee State University  
**Panelists:** **Julia Dyer**, Nashville Fashion Alliance, Director of Details; **Renee McLaughlin, M.D.**, Senior Medical Executive, CIGNA; **Conita Neal**, Recruiting Consultant, Talent Acquisition/University Relations, Nationwide Insurance; **John Rainwater**, V.P. Credit Risk/Consumer Credit Policy Manager, First Tennessee Bank; **Troy Simpson** (Alumnus), Senior Director, Supply Chain Human Resources, Dollar General; **Jennifer Sturgeon** (Alumnus), Director of Consulting, HealthTrust  
 Sponsored by: Middle Tennessee State University Department of Psychology

**CONCURRENT SESSIONS 3:00 – 4:30 p.m.**  
**Note: The Tracks are Student (S), Community/Corporate (C), Administrator/Staff (A), and Faculty (F)**

**First Tennessee on Campus (S)** - Student Union Building – Ballroom A/B  
**Ben Alton**, Customer Acquisition Manager, Vice President, First Tennessee Bank  
 An interactive session on financial wellness and the importance of credit (which can impact a person’s job search and placement).  
 Sponsored by: First Tennessee

**LGBT+ and Communities of Color (CAF)** - Student Union Building – Room 224  
**Dwayne Jenkins**, Nashville Black Pride and **Bobbie R. Porter**, Director of Diversity and Equity Initiatives, Tennessee Board of Regents  
 Subtle (and not-so-subtle) racism is a part of the lived experience of LGBT+ people of color. Whereas it might not be possible to eliminate racism from the lives of LGBT+ people of color, it is possible for campuses and workplaces to develop support systems to help members of their community cope with the stress caused by the racism they encounter.

**Safe Zone Training 3:00 – 5:00 p.m. (S)** - Student Union Building – Room 210  
**The MTSU Safe Zone Training Team**  
 Learn how to create a network of community and campus staff, faculty, and students to support people of all sexual orientations, gender identities and/or gender expressions. NOTE: Seating is limited, pre-registration is preferred. Check in at the registration table to see if there are still seats available.

**lgbt+ college conference open mic**  
**with guest, Nashville University Center Theatre**  
 Local comedian **Holly Amber** will emcee an open mic for conference attendees to showcase their talents. All types of performance are welcome, including comedy, slam poetry, and musical performances.  
 Emcee: Holly Amber



# Brand Specifications

## LGBT Plus College Conference

### Collateral Examples (continued)

