

Tool Kit



CENTER FOR
GLOBAL INNOVATION
PARTNERSHIPS & STUDENT SUCCESS



**GLOBAL
STUDIES**

Media Kit & Brand Guide

Guidance for
Partner Institutions

Guide Purpose

TBR Global Studies is a division of the Tennessee Board of Regents' Center for Global Innovation, Partnerships & Student Success. Our initiatives expand access to study abroad and international opportunities, empowering students, faculty, and staff to gain the skills and perspectives needed to thrive in today's interconnected world.

This guide has been created to ensure that all communications about the Center and TBR Global Studies present a clear, consistent, and professional message. Our goal is to highlight programs, not trips; academic integrity, not travel, and emphasize that global learning is an extension of the classroom that supports student success.

Through our unified messaging and visuals, we can promote the role of global education in advancing career and technical education while preparing students with the global competencies needed to excel in today's workforce.

Brand Overview and Logos

Formerly known as TnCIS, we are now the the system-level office supporting global education for all Tennessee community and technical colleges. Our brand and logos are aligned with the TBR identity, and their use should reflect the highest standards of quality and consistency in all communications.

Institutional partners are encouraged to feature our logos on college webpages, digital signage, and other communications to create brand recognition and association with the strength of the Tennessee Board of Regents brand.

Resources:

[TBR Center Logo \(PNG Transparent\)](#)

[TBR Center Logo \(JPG White Background\)](#)

[TBR Global Studies Logo \(PNG Transparent\)](#)

[TBR Global Studies Logo \(JPG White Background\)](#)



Social Media Guide

TBR Global Studies' primary social media channel for student engagement is Instagram. You are welcome to tag us in study abroad posts from your college's marketing Instagram account.

IG Profile: TBR Global Studies

Handle/Tag: @tbrglobalstudies

Suggested posts: recruiting posts, highlighting alumni/participants, promoting scholarships, participant career/employment success stories, etc.

Hashtag: #tbrglobalstudies

Our primary social media channel for faculty, administrators, and partners will be LinkedIn. We will share news about The Center for Global Innovation, Partnerships & Student Success and TBR Global Studies as well as feature HIPs and student success stories. Our profile is currently being set up and we will share a link to our page in the near future.

Future LinkedIn Profile: TBR Global Studies

Communication Style

To emphasize the academic integrity of our programs, it's important to use clear, complete, and accurate language. Please keep the following guidelines in mind when representing our brand:

✓ Do's

- Use the word *programs*; never use the words “trips” or “tours”.
- Refer to programs as a *TBR Global Studies Program*; never use Institution Name only (e.g., “JSCC Australia Program”, “PSCC French Alps Program”).
- Emphasize the academic focus (courses, learning outcomes, faculty-led instruction).
- Highlight career and technical education connections where relevant.

✗ Don'ts

- Don't describe programs as vacations, tours, or holidays.
- Don't use language that minimizes academic rigor (e.g., “just travel” or “sightseeing”).
- Don't use the logo in distorted colors, shapes, or without proper clearance if needed.

Brand Support

Our office is here to support you. If you have questions about using our logos, wording, or brand materials, or if you'd like feedback on how to represent our programs, please reach out to us. We're happy to review drafts, provide templates, or offer guidance to ensure your communications are consistent and effective.

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