The flat identity is a full color graded symbol with drop shadow and is used to be used as such on a white background wherever possible. Symbol has a height to width aspect ration of 1:0.776 which must never be altered.
LOGO AREA OF ISOLATION

This is the minimum amount of clear space that should be left around the logo when it is sharing a background with other graphic elements. It is important that the logo itself and at least the minimum area around the logo remains free of any graphic elements that may render it unclear or interfere with it in any way. The primary identity must always be the most legible element in any graphic space it is included in.

The area of isolation is determined by the height of the horizontal brush stroke at the right crossover point with the vertical brush stroke.
LOGO MINIMUM SIZE

To ensure legibility the minimum size that the logo may be printed is 7mm × 8.9mm. Always ensure that the symbol is legible and the logotype is readable for any printed or on-screen use.

Logo type may never be smaller than 9.77pt.
LOGO USAGE

The logotype may fall below or to the right of the symbol in these proportions. The logotype is never used above or to the left of the symbol.
LOGO USAGE

**Correct**

The logo is primarily to appear on a white background.

**Incorrect**

Avoid placing the logo over a background color that clashes and makes it difficult to read.
LOGO USAGE

correct

The logo may be reversed out to a black or blue cross on a white shield.

TACOMA BAPTIST SCHOOLS

correct

The logo may be reversed out to a black or blue cross on a white shield.

TACOMA BAPTIST SCHOOLS
LOGO USAGE

incorrect

Avoid placing the logo over a visually busy background.

TACOMA BAPTIST SCHOOLS

TACOMA BAPTIST SCHOOLS

correct

The logo may be placed over a picture or graphic within a white box.
LOGO USAGE

If a single color only application is required (for example: faxing), the symbol may be reproduced in grey, or the official Pantone blue (2768).

The logo is supplied in vector format (.ai) and various pixel based formats for the following applications:

1. Full Color
2. Single Color Black
3. Single color spot blue*
4. Reversed out black
5. Reversed out spot blue*

*Pantone 2768
## COLOR

<table>
<thead>
<tr>
<th>Primary Color</th>
<th>Secondary Color</th>
<th>Tertiary Colors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 2768 C</td>
<td>Pantone 3514 CP</td>
<td>Pantone 2716</td>
</tr>
<tr>
<td>CMYK 100 90 13 71</td>
<td>CMYK 0 27 100 0</td>
<td>CMYK 33 23 0 0</td>
</tr>
<tr>
<td>RGB 7 29 73</td>
<td>RGB 236 174 0</td>
<td>RGB 162 175 233</td>
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<tr>
<td>HEX 071D49</td>
<td>HEX ECAE00</td>
<td>HEX A2AFE9</td>
</tr>
<tr>
<td></td>
<td></td>
<td>HEX C8C9C7</td>
</tr>
</tbody>
</table>
FONT AND FONT USAGE

Tacoma Baptist Schools’ primary font is Gill Sans Light in its various weights and sizes.

Body copy for most corporate applications and internal documentation is primarily to be left-aligned with ragged right (i.e. not justified), set in Gill Sans Light 10pt on 13.333 leading (133% / +3.333pt) and normal kerning. Company names are to be italicized in the body copy. E.g. “We at Tacoma Baptist Schools believe that today’s disciples are tomorrow’s leaders.” Italics, Gill Sans Regular and Gill Sans Bold may also be used to add emphasis to a like or phrase copy.

Other applications of copy like posters/flyers etc. should be set in a size appropriate for the application but always with a leading at 133%. This give a type to leading ration of 3:1. E.g. 9pt type on a +3pt (12pt) leading, 12pt type on a +4pt (16pt) leading, 15pt type on a +5pt (20pt) leading, etc.

Headings should always be set in a larger point size than body copy. Large headers and main signature descriptors should be set in Gill Sans Light Caps.

For any web based usage (other than applications where Gill Sans Light can be embedded as in Adobe Flash applications, for example) like web pages or e-mails, Calibri is to be used in its various weights and sizes.

Full sentence case and US English spelling is to be used in all copy used with the Tacoma Baptist Schools brand.
FONT AND FONT USAGE (ATHLETICS)

When referring to the title of Tacoma Baptist Schools the information in the general branding manual will apply.

Tacoma Baptist Schools’ primary font is Gill Sans Light in its various weights and sizes.

**Athletics Typography**

TBS Athletics will use Book Antiqua in all its various weights and sizes. Standard use will be 12pt with normal kerning. Italics and bold will be used for emphasis as needed.

Headlines and Subheads should always be set in a larger point size than body copy.

For any web based usage like web pages or e-mails, Calibri is to be used in its various weights and sizes per the general branding manual.

ABCDEFGHijklmnopqrstuvwxyz

**Block Letting**

TBS Athletics will use Arial Black (regular) for its block lettering usage. Standard usage will be all caps. This applies to uniforms, signage, and the like.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890