

THE
FIRST ACADEMY



TFA



BRAND STANDARDS

Effective 1.18.22

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ACADEMIC TYPOGRAPHY



Academics to excel. Faith to inspire.

LOGO FONTS

✓ **BROTHER 1816 BOLD**

fonts.adobe.com

✓ *Essonnes Display Bold Italic*

fonts.adobe.com

RECOMMENDED SUPPORTING FONT SCHEME

The First Academy's academic logo has been designed with a unique family of fonts. To protect the integrity of the TFA academic brand, please use the following fonts as you produce everyday communications. These fonts are free, open-source typefaces available from Google Fonts.

✓ Josefin Sans Light
Josefin Sans Light Italic
Josefin Sans Regular
Josefin Sans Regular Italic
Josefin Sans Semibold
Josefin Sans Semibold Italic
Josefin Sans Bold
Josefin Sans Bold Italic

fonts.google.com

✓ *Playfair Display Medium*
Playfair Display Medium Italic
Playfair Display Semibold
Playfair Display Semibold Italic
Playfair Display Bold
Playfair Display Bold Italic
Playfair Display ExtraBold
Playfair Display ExtraBold Italic

fonts.google.com

✓ Work Sans Light
Work Sans Light Italic
Work Sans Regular
Work Sans Regular Italic
Work Sans Semibold
Work Sans Semibold Italic
Work Sans Bold
Work Sans Bold Italic
Work Sans ExtraBold
Work Sans ExtraBold Italic

fonts.google.com

TFA ACADEMIC COLOR STANDARDS

The primary colors for The First Academy academic brand colors are bright blue (PMS 661), dark blue (PMS 295), and yellow (PMS 116). The secondary colors are black (Pantone Black), dark yellow (PMS 130), light gray (PMS Black 5%), and white. These colors should be used consistently across all applications.

PRIMARY BRAND COLORS



PANTONE 661

CMYK: 100, 75, 0, 6
RGB: 0, 79, 157
HEX: #004F9D



**GRADIENT:
PMS 661 / PMS 295**



PANTONE 295

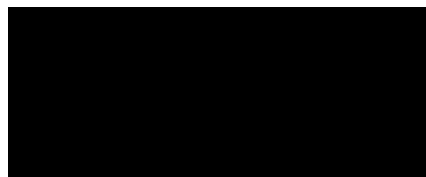
CMYK: 100, 69, 8, 54
RGB: 0, 45, 91
HEX: #002D5B



PANTONE 116

CMYK: 0, 14, 100, 0
RGB: 255, 214, 0
HEX: #FFD600

SECONDARY BRAND COLORS



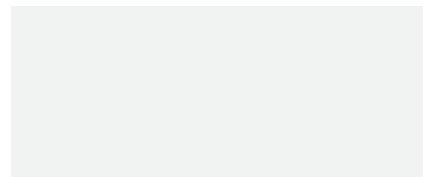
PANTONE BLACK

CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000



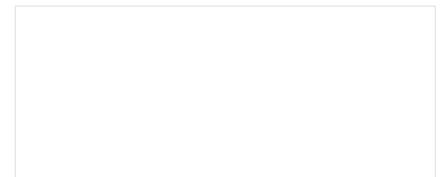
PANTONE 130

CMYK: 0, 32, 100, 0
RGB: 253, 181, 21
HEX: #FDB515



PANTONE BLACK 5%

CMYK: 0, 0, 0, 5
RGB: 241, 242, 242
HEX: #F1F2F2



WHITE

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

ACADEMIC LOGO USAGE

The examples on this page demonstrate acceptable uses of the The First Academy academic brand. The logo is supplied with multiple layout variations.

LOGO DISPLAY STANDARDS



✔ Vertical Logo

TFA-Logo-Vert



✔ Horizontal Logo

TFA-Logo-Horiz



Academics to excel. Faith to inspire.

✔ Vertical Logo with Tagline

TFA-Logo-Vert-wTagline



Academics to excel. Faith to inspire.

✔ Horizontal Logo with Tagline

TFA-Logo-Horiz-wTagline



TFA-Icon



TFA-Icon-2 Color



TFA-Icon-Bright Blue



TFA-Icon-White



TFA-Icon-wWhite Border



TFA-Monogram-Vert-wIcon



TFA-Icon-Grayscale



TFA-Icon-wWhite Border-White

Academics to excel. Faith to inspire.

TFA-Tagline-White

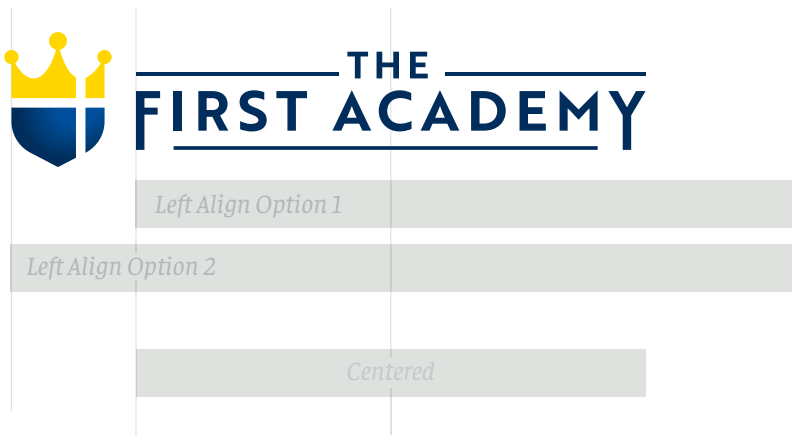
Academics to excel. Faith to inspire.

TFA-Tagline-Blue

Academics to excel. Faith to inspire.

TFA-Tagline-Yellow

ACADEMIC LOGO USAGE



LOGO DISPLAY STANDARDS

✔ Minimum Size

The academic logo without tagline should not be utilized with less than .25" icon width.

✔ Correct Buffer Zone

A buffer zone equal to or greater than the width of the letter "A" should be used as a guide for proper margins around the logo.

✔ Correct Alignment

When aligning content with the The First Academy logo, align with either the left edge of the icon or the left edge of the logo text, whichever option best suits the scenario. When centering content, align content with logo text only.

ACADEMIC SEAL USAGE

The examples on this page demonstrate acceptable uses of the The First Academy academic seal.



TFA-Seal-YellowBlue



TFA-Seal-Blue



TFA-Seal-WhiteOnly



TFA-Seal-Blue-NoRim



TFA-Seal-WhiteBlue-NoRim



TFA-Seal-WhiteOnly-NoRim

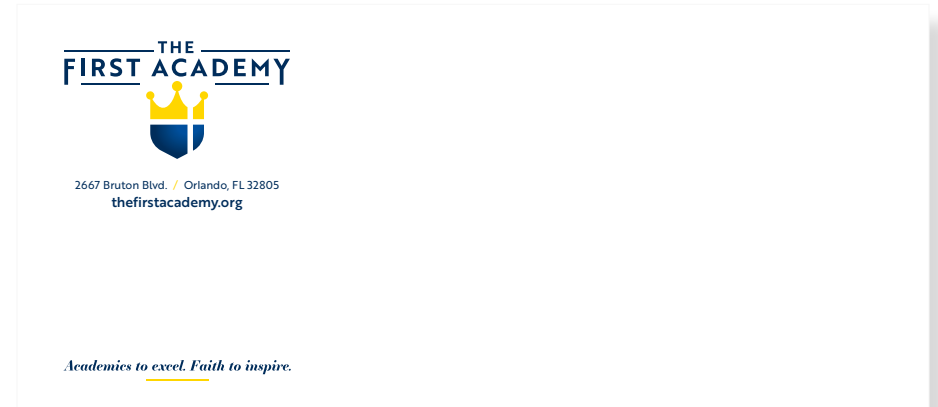
BRAND APPLICATION

The First Academy brand should be implemented across all stationery and print collateral. Examples are provided to show approved application. Letterhead and envelopes should be printed on bright white 70# opaque stock with wove finish. The business cards should be printed on a bright white heavy cardstock.

✔ Letterhead



✔ Envelope

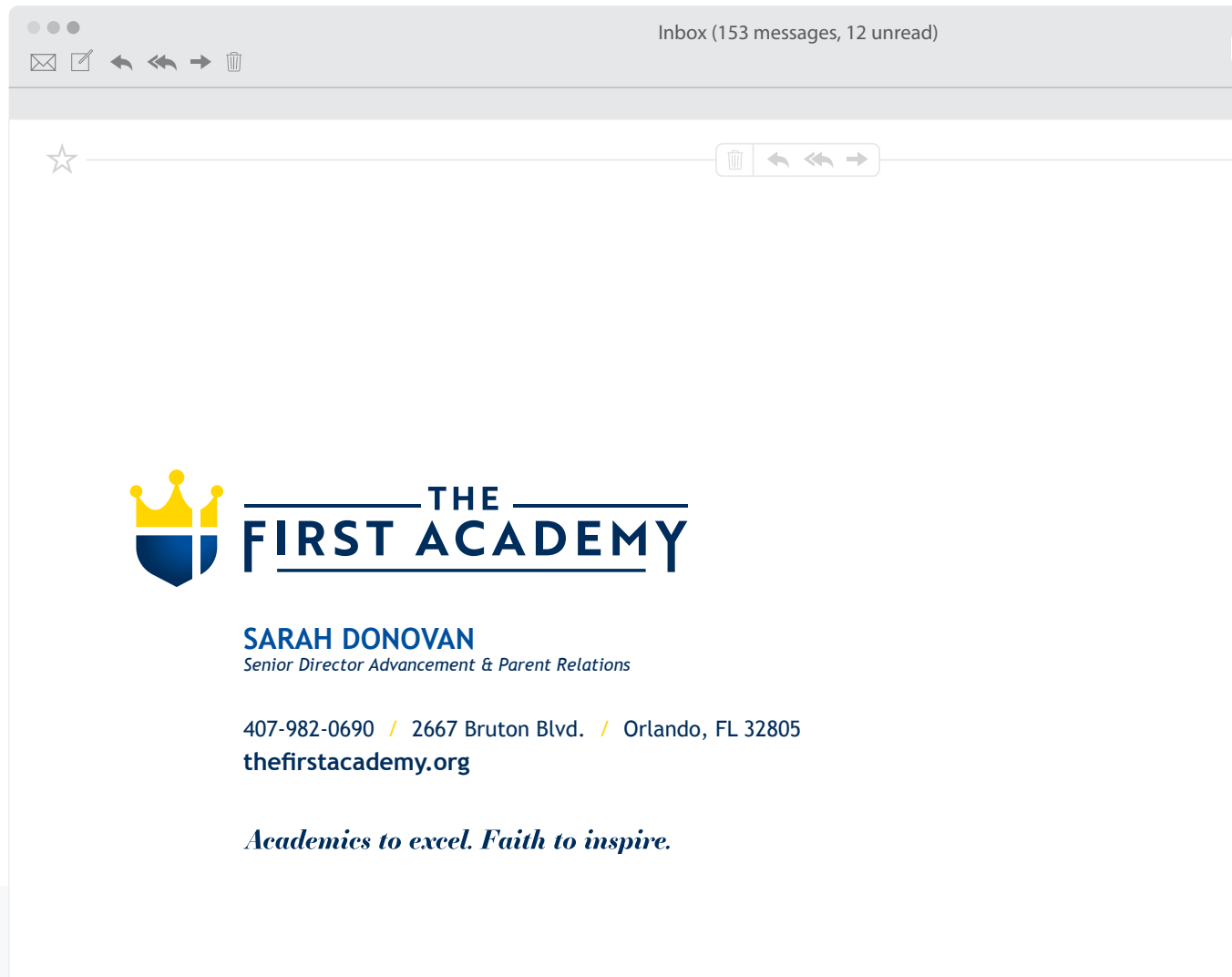


✔ Business Card



✔ Email Signature

Standardizing our email signature is one of the most efficient ways to professionally represent our brand. Please adhere to the following standards when setting up email signatures for The First Academy faculty and staff.



ALTERNATE WEBSAFE FONTS

There are certain circumstances where the recommended fonts are not available for use. In these cases, there are readily available, common fonts that may be used as alternates. The First Academy should use the following fonts if and when the recommended fonts are unavailable.

- ✔ Trebuchet MS Regular
- Trebuchet MS Italic*
- Trebuchet MS Bold**
- Trebuchet MS Bold Italic***

ACADEMIC LOGO FILES

OFFICIAL ACADEMIC LOGO FILES

The logo assets delivered with your new brand have been organized in folders according to their proper usage. If you are unsure of what file to use for a project, please refer to the file type summary listed on the back page of this guide or call North Star Marketing for further assistance.

PRESS

EPS (VECTOR FILES)

1 COLOR

TFA-Icon-Blue.eps
TFA-Icon-Bright Blue.eps
TFA-Icon-BW.eps
TFA-Icon-White.eps
TFA-Icon-wWhite Border-BW.eps
TFA-Icon-wWhite Border-White.eps
TFA-Icon-Yellow.eps
TFA-Logo-Horiz-BW.eps
TFA-Logo-Horiz-White.eps
TFA-Logo-Horiz-wRoyals-BW.eps
TFA-Logo-Horiz-wRoyals-White.eps
TFA-Logo-Horiz-wTagline-BW.eps
TFA-Logo-Horiz-wTagline-White.eps
TFA-Logo-Vert-BW.eps
TFA-Logo-Vert-White.eps
TFA-Logo-Vert-wRoyals-BW.eps
TFA-Logo-Vert-wRoyals-White.eps
TFA-Logo-Vert-wTagline-BW.eps
TFA-Logo-Vert-wTagline-White.eps
TFA-Logotype-BW.eps
TFA-Logotype-White.eps
TFA-Logotype-wRoyals-BW.eps
TFA-Logotype-wRoyals-White.eps
TFA-Monogram-Horiz-wlcon-BW.eps
TFA-Monogram-Horiz-wlcon-White.eps
TFA-Monogram-Vert-wlcon-BW.eps
TFA-Monogram-Vert-wlcon-White.eps
TFA-Seal-WhiteOnly-NoRim.eps
TFA-Seal-WhiteOnly.eps
TFA-Tagline-Blue.eps
TFA-Tagline-BW.eps
TFA-Tagline-White.eps
TFA-Tagline-Yellow.eps

2 COLOR

TFA-Icon-2 Color.eps
TFA-Icon-wWhite Border-2 Color.eps
TFA-Logo-Horiz-2 Color.eps
TFA-Logo-Horiz-wRoyals-2 Color.eps
TFA-Logo-Horiz-wTagline-2 Color.eps
TFA-Logo-Vert-2 Color.eps
TFA-Logo-Vert-wRoyals-2 Color.eps
TFA-Logo-Vert-wTagline-2 Color.eps
TFA-Monogram-Horiz-wlcon-2 Color.eps
TFA-Monogram-Vert-wlcon-2 Color.eps

FULL COLOR

TFA-Icon-wWhite Border.eps
TFA-Icon.eps
TFA-Logo-Horiz-wRoyals.eps
TFA-Logo-Horiz-wTagline.eps
TFA-Logo-Horiz.eps
TFA-Logo-Vert-wRoyals.eps
TFA-Logo-Vert-wTagline.eps
TFA-Logotype-wRoyals.eps
TFA-Logotype.eps
TFA-Monogram-Horiz-wlcon.eps
TFA-Monogram-Vert-wlcon.eps
TFA-Seal-Blue-NoRim.eps
TFA-Seal-Blue.eps
TFA-Seal-Learning ie-NoRim.eps
TFA-Seal-WhiteBlue-NoRim.eps
TFA-Seal-YellowBlue.eps

GRAYSCALE

TFA-Logo-Horiz-Grayscale.eps
TFA-Icon-Grayscale.eps
TFA-Icon-wWhite Border-Grayscale.eps
TFA-Logo-Horiz-wRoyals-Grayscale.eps
TFA-Logo-Horiz-wTagline-Grayscale.eps
TFA-Logo-Vert-Grayscale.eps
TFA-Logo-Vert-wRoyals-Grayscale.eps
TFA-Logo-Vert-wTagline-Grayscale.eps
TFA-Monogram-Horiz-wlcon-Grayscale.eps
TFA-Monogram-Vert-wlcon-Grayscale.eps

PDF (VECTOR FILES)

1 COLOR

TFA-Logo-Vert-BW.pdf
TFA-Icon-Blue.pdf
TFA-Icon-Bright Blue.pdf
TFA-Icon-BW.pdf
TFA-Icon-wWhite Border-BW.pdf
TFA-Icon-Yellow.pdf
TFA-Logo-Horiz-BW.pdf
TFA-Logo-Horiz-wRoyals-BW.pdf
TFA-Logo-Horiz-wTagline-BW.pdf
TFA-Logo-Vert-wRoyals-BW.pdf
TFA-Logo-Vert-wTagline-BW.pdf
TFA-Logotype-BW.pdf
TFA-Logotype-wRoyals-BW.pdf
TFA-Monogram-Horiz-wlcon-BW.pdf
TFA-Monogram-Vert-wlcon-BW.pdf
TFA-Tagline-Blue.pdf
TFA-Tagline-BW.pdf
TFA-Tagline-Yellow.pdf

2 COLOR

TFA-Icon-wWhite Border-2 Color.pdf
TFA-Icon-2 Color.pdf
TFA-Logo-Horiz-2 Color.pdf
TFA-Logo-Horiz-wRoyals-2 Color.pdf
TFA-Logo-Horiz-wTagline-2 Color.pdf
TFA-Logo-Vert-2 Color.pdf
TFA-Logo-Vert-wRoyals-2 Color.pdf
TFA-Logo-Vert-wTagline-2 Color.pdf
TFA-Monogram-Horiz-wlcon-2 Color.pdf
TFA-Monogram-Vert-wlcon-2 Color.pdf

FULL COLOR

TFA-Logotype-wRoyals.pdf
TFA-Icon-wWhite Border.pdf
TFA-Icon.pdf
TFA-Logo-Horiz-wRoyals.pdf
TFA-Logo-Horiz-wTagline.pdf
TFA-Logo-Horiz.pdf
TFA-Logo-Vert-wRoyals.pdf
TFA-Logo-Vert-wTagline.pdf
TFA-Logo-Vert.pdf
TFA-Logotype.pdf
TFA-Monogram-Horiz-wlcon.pdf
TFA-Monogram-Vert-wlcon.pdf
TFA-Seal-Blue-NoRim.pdf
TFA-Seal-Blue.pdf
TFA-Seal-Learning ie-NoRim.pdf
TFA-Seal-WhiteBlue-NoRim.pdf
TFA-Seal-YellowBlue.pdf

GRAYSCALE

TFA-Icon-Grayscale.pdf
TFA-Icon-wWhite Border-Grayscale.pdf
TFA-Logo-Horiz-Grayscale.pdf
TFA-Logo-Horiz-wRoyals-Grayscale.pdf
TFA-Logo-Horiz-wTagline-Grayscale.pdf
TFA-Logo-Vert-Grayscale.pdf
TFA-Logo-Vert-wRoyals-Grayscale.pdf
TFA-Logo-Vert-wTagline-Grayscale.pdf
TFA-Monogram-Horiz-wlcon-Grayscale.pdf
TFA-Monogram-Vert-wlcon-Grayscale.pdf

OFFICE/WEB

PNG (300DPI RASTER)

1 COLOR

TFA-Logo-Vert-wTagline-White.png
TFA-Icon-Blue.png
TFA-Icon-Bright Blue.png
TFA-Icon-BW.png
TFA-Icon-White.png
TFA-Icon-wWhite Border-BW.png
TFA-Icon-wWhite Border-White.png
TFA-Icon-Yellow.png
TFA-Logo-Horiz-BW.png
TFA-Logo-Horiz-White.png
TFA-Logo-Horiz-wRoyals-BW.png
TFA-Logo-Horiz-wRoyals-White.png
TFA-Logo-Horiz-wTagline-BW.png
TFA-Logo-Horiz-wTagline-White.png
TFA-Logo-Vert-BW.png
TFA-Logo-Vert-White.png
TFA-Logo-Vert-wRoyals-BW.png
TFA-Logo-Vert-wRoyals-White.png
TFA-Logo-Vert-wTagline-BW.png
TFA-Logo-Vert-wTagline-White.png
TFA-Logotype-BW.png
TFA-Logotype-White.png
TFA-Logotype-wRoyals-BW.png
TFA-Logotype-wRoyals-White.png
TFA-Monogram-Horiz-wlcon-BW.png
TFA-Monogram-Horiz-wlcon-White.png
TFA-Monogram-Vert-wlcon-BW.png
TFA-Monogram-Vert-wlcon-White.png
TFA-Seal-WhiteOnly-NoRim.png
TFA-Seal-WhiteOnly.png
TFA-Tagline-Blue.png
TFA-Tagline-BW.png
TFA-Tagline-White.png
TFA-Tagline-Yellow.png

2 COLOR

TFA-Icon-2 Color.png
TFA-Icon-wWhite Border-2 Color.png
TFA-Logo-Horiz-2 Color.png
TFA-Logo-Horiz-wRoyals-2 Color.png
TFA-Logo-Horiz-wTagline-2 Color.png
TFA-Logo-Vert-2 Color.png
TFA-Logo-Vert-wRoyals-2 Color.png
TFA-Logo-Vert-wTagline-2 Color.png
TFA-Monogram-Horiz-wlcon-2 Color.png
TFA-Monogram-Vert-wlcon-2 Color.png

FULL COLOR

TFA-Logo-Horiz-wTagline.png
TFA-Icon-wWhite Border.png
TFA-Icon.png
TFA-Logo-Horiz-wRoyals.png
TFA-Logo-Horiz.png
TFA-Logo-Vert-wRoyals.png
TFA-Logo-Vert-wTagline.png
TFA-Logotype-wRoyals.png
TFA-Logotype.png
TFA-Monogram-Horiz-wlcon.png
TFA-Monogram-Vert-wlcon.png
TFA-Seal-Blue-NoRim.png
TFA-Seal-Blue.png
TFA-Seal-Learning ie-NoRim.png
TFA-Seal-WhiteBlue-NoRim.png
TFA-Seal-YellowBlue.png

GRAYSCALE

TFA-Icon-Grayscale.png
TFA-Icon-wWhite Border-Grayscale.png
TFA-Logo-Horiz-Grayscale.png
TFA-Logo-Horiz-wRoyals-Grayscale.png
TFA-Logo-Horiz-wTagline-Grayscale.png
TFA-Logo-Vert-Grayscale.png
TFA-Logo-Vert-wRoyals-Grayscale.png
TFA-Logo-Vert-wTagline-Grayscale.png
TFA-Monogram-Horiz-wlcon-Grayscale.png
TFA-Monogram-Vert-wlcon-Grayscale.png

SVG (VECTOR FILES)

1 COLOR

TFA-Logotype-White.svg
TFA-Icon-Blue.svg
TFA-Icon-Bright Blue.svg
TFA-Icon-BW.svg
TFA-Icon-White.svg
TFA-Icon-wWhite Border-BW.svg
TFA-Icon-wWhite Border-White.svg
TFA-Icon-Yellow.svg
TFA-Logo-Horiz-BW.svg
TFA-Logo-Horiz-White.svg
TFA-Logo-Horiz-wRoyals-BW.svg
TFA-Logo-Horiz-wRoyals-White.svg
TFA-Logo-Horiz-wTagline-BW.svg
TFA-Logo-Horiz-wTagline-White.svg
TFA-Logo-Vert-BW.svg
TFA-Logo-Vert-White.svg
TFA-Logo-Vert-wRoyals-BW.svg
TFA-Logo-Vert-wRoyals-White.svg
TFA-Logo-Vert-wTagline-BW.svg
TFA-Logo-Vert-wTagline-White.svg
TFA-Logotype-BW.svg
TFA-Logotype-White.svg
TFA-Logotype-wRoyals-BW.svg
TFA-Logotype-wRoyals-White.svg
TFA-Monogram-Horiz-wlcon-BW.svg
TFA-Monogram-Horiz-wlcon-White.svg
TFA-Monogram-Vert-wlcon-BW.svg
TFA-Monogram-Vert-wlcon-White.svg
TFA-Seal-WhiteOnly-NoRim.svg
TFA-Seal-WhiteOnly.svg
TFA-Tagline-Blue.svg
TFA-Tagline-BW.svg
TFA-Tagline-White.svg
TFA-Tagline-Yellow.svg

FULL COLOR

TFA-Logo-Horiz-wRoyals.svg
TFA-Icon-wWhite Border.svg
TFA-Icon.svg
TFA-Logo-Horiz-wTagline.svg
TFA-Logo-Horiz.svg
TFA-Logo-Vert-wRoyals.svg
TFA-Logo-Vert-wTagline.svg
TFA-Logotype-wRoyals.svg
TFA-Logotype.svg
TFA-Monogram-Horiz-wlcon.svg
TFA-Monogram-Vert-wlcon.svg
TFA-Seal-Blue-NoRim.svg
TFA-Seal-Blue.svg
TFA-Seal-Learning ie-NoRim.svg
TFA-Seal-WhiteBlue-NoRim.svg
TFA-Seal-YellowBlue.svg

GRAYSCALE

TFA-Logo-Vert-wRoyals-Grayscale.svg
TFA-Icon-Grayscale.svg
TFA-Icon-wWhite Border-Grayscale.svg
TFA-Logo-Horiz-wRoyals-Grayscale.svg
TFA-Logo-Horiz-wTagline-Grayscale.svg
TFA-Logo-Vert-Grayscale.svg
TFA-Logo-Vert-wRoyals-Grayscale.svg
TFA-Monogram-Horiz-wlcon-Grayscale.svg
TFA-Monogram-Vert-wlcon-Grayscale.svg
TFA-Seal-Blue.svg
TFA-Seal-Learning ie-NoRim.svg
TFA-Seal-WhiteBlue-NoRim.svg
TFA-Seal-YellowBlue.svg

ATHLETIC TYPOGRAPHY

ROYALS



LOGO FONTS



REDZONE
BLACK
EXTD

[fonts.com](https://www.fonts.com)

RECOMMENDED SUPPORTING FONT SCHEME

The First Academy athletic logo has been designed with a unique family of fonts. To protect the integrity of the TFA athletic brand, please use the following fonts as you produce everyday communications. These fonts are free, open-source typefaces available from Google Fonts.



Josefin Sans Regular

Josefin Sans Regular Italic

Josefin Sans Semibold

Josefin Sans Semibold Italic

Josefin Sans Bold

Josefin Sans Bold Italic

[fonts.google.com](https://www.fonts.google.com)

TFA ATHLETIC COLOR STANDARDS

The primary colors for The First Academy athletic brand colors are bright blue (PMS 661), yellow (PMS 116), and white. The secondary colors are black (Pantone Black) and dark blue (PMS 295). These colors should be used consistently across all applications.

PRIMARY BRAND COLORS



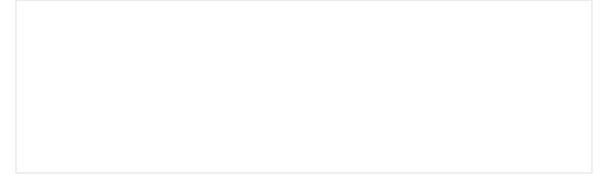
PANTONE 661

CMYK: 100, 75, 0, 6
RGB: 0, 79, 157
HEX: #004F9D



PANTONE 116

CMYK: 0, 14, 100, 0
RGB: 255, 214, 0
HEX: #FFD600



WHITE

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

SECONDARY BRAND COLORS



PANTONE BLACK

CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000



PANTONE 295

CMYK: 100, 69, 8, 54
RGB: 0, 45, 91
HEX: #002D5B



ATHLETIC LOGO USAGE



TFA-Athletic Logo-Horiz-ROYALS wLion



TFA-Athletic Logo-Lion Only-Yellow

ROYALS

TFA-Athletic Logo-ROYALS Only-Yellow

ROYALS

TFA-Athletic Logo-ROYALS Only



TFA-Athletic Logo-Lion Only-BW



TFA-Athletic Logo-Lion Only-BlueWhite



TFA-Athletic Logo-Vert-TFA wLion

BRAND APPLICATION



ATHLETIC LOGO FILES

OFFICIAL ATHLETIC LOGO FILES

The logo assets delivered with your new brand have been organized in folders according to their proper usage. If you are unsure of what file to use for a project, please refer to the file type summary listed on the back page of this guide or call North Star Marketing for further assistance.

PRESS

EPS (VECTOR FILES)

1 COLOR

TFA-Athletic Logo-Horiz-ROYALS wLion-Yellow.eps
TFA-Athletic Logo-Horiz-ROYALS wLion-White.eps
TFA-Athletic Logo-Horiz-TFA wLion-White.eps
TFA-Athletic Logo-Horiz-TFA wLion-Yellow.eps
TFA-Athletic Logo-Lion Only-White.eps
TFA-Athletic Logo-Lion Only-Yellow.eps
TFA-Athletic Logo-ROYALS Only-White.eps
TFA-Athletic Logo-ROYALS Only-Yellow.eps
TFA-Athletic Logo-TFA Only-White.eps
TFA-Athletic Logo-TFA Only-Yellow.eps
TFA-Athletic Logo-Vert-ROYALS wLion-White.eps
TFA-Athletic Logo-Vert-ROYALS wLion-Yellow.eps
TFA-Athletic Logo-Vert-TFA wLion-White.eps
TFA-Athletic Logo-Vert-TFA wLion-Yellow.eps

2 COLOR

TFA-Athletic Logo-Horiz-ROYALS wLion-BlueWhite.eps
TFA-Athletic Logo-Horiz-TFA wLion-BlueWhite.eps
TFA-Athletic Logo-Lion Only-BlueWhite.eps
TFA-Athletic Logo-ROYALS Only-BlueWhite.eps
TFA-Athletic Logo-TFA Only-BlueWhite.eps
TFA-Athletic Logo-Vert-ROYALS wLion-BlueWhite.eps
TFA-Athletic Logo-Vert-TFA wLion-BlueWhite.eps

FULL COLOR

TFA-Athletic Logo-ROYALS Only.eps
TFA-Athletic Logo-Horiz-ROYALS wLion.eps
TFA-Athletic Logo-Horiz-TFA wLion.eps
TFA-Athletic Logo-Lion Only.eps
TFA-Athletic Logo-TFA Only.eps
TFA-Athletic Logo-Vert-ROYALS wLion.eps
TFA-Athletic Logo-Vert-TFA wLion.eps

BW

TFA-Athletic Logo-Horiz-TFA wLion-BW.eps
TFA-Athletic Logo-Horiz-ROYALS wLion-BW.eps
TFA-Athletic Logo-Lion Only-BW.eps
TFA-Athletic Logo-ROYALS Only-BW.eps
TFA-Athletic Logo-TFA Only-BW.eps
TFA-Athletic Logo-Vert-ROYALS wLion-BW.eps
TFA-Athletic Logo-Vert-TFA wLion-BW.eps

PDF (VECTOR FILES)

1 COLOR

TFA-Athletic Logo-Vert-ROYALS wLion-Yellow.pdf
TFA-Athletic Logo-Horiz-ROYALS wLion-Yellow.pdf
TFA-Athletic Logo-Horiz-TFA wLion-Yellow.pdf
TFA-Athletic Logo-Lion Only-Yellow.pdf
TFA-Athletic Logo-ROYALS Only-Yellow.pdf
TFA-Athletic Logo-TFA Only-Yellow.pdf
TFA-Athletic Logo-Vert-TFA wLion-Yellow.pdf

2 COLOR

TFA-Athletic Logo-Horiz-ROYALS wLion-BlueWhite.pdf
TFA-Athletic Logo-Horiz-TFA wLion-BlueWhite.pdf
TFA-Athletic Logo-Lion Only-BlueWhite.pdf
TFA-Athletic Logo-ROYALS Only-BlueWhite.pdf
TFA-Athletic Logo-TFA Only-BlueWhite.pdf
TFA-Athletic Logo-Vert-ROYALS wLion-BlueWhite.pdf
TFA-Athletic Logo-Vert-TFA wLion-BlueWhite.pdf

FULL COLOR

TFA-Athletic Logo-Horiz-ROYALS wLion.pdf
TFA-Athletic Logo-Horiz-TFA wLion.pdf
TFA-Athletic Logo-Lion Only.pdf
TFA-Athletic Logo-ROYALS Only.pdf
TFA-Athletic Logo-TFA Only.pdf
TFA-Athletic Logo-Vert-ROYALS wLion.pdf
TFA-Athletic Logo-Vert-TFA wLion.pdf

BW

TFA-Athletic Logo-Horiz-ROYALS wLion-BW.pdf
TFA-Athletic Logo-Horiz-TFA wLion-BW.pdf
TFA-Athletic Logo-Lion Only-BW.pdf
TFA-Athletic Logo-ROYALS Only-BW.pdf
TFA-Athletic Logo-TFA Only-BW.pdf
TFA-Athletic Logo-Vert-ROYALS wLion-BW.pdf
TFA-Athletic Logo-Vert-TFA wLion-BW.pdf

OFFICE/WEB

PNG (300DPI RASTER)

1 COLOR

TFA-Athletic Logo-Horiz-ROYALS wLion-White.png
TFA-Athletic Logo-Horiz-ROYALS wLion-Yellow.png
TFA-Athletic Logo-Horiz-TFA wLion-White.png
TFA-Athletic Logo-Horiz-TFA wLion-Yellow.png
TFA-Athletic Logo-Lion Only-White.png
TFA-Athletic Logo-Lion Only-Yellow.png
TFA-Athletic Logo-ROYALS Only-White.png
TFA-Athletic Logo-ROYALS Only-Yellow.png
TFA-Athletic Logo-TFA Only-White.png
TFA-Athletic Logo-TFA Only-Yellow.png
TFA-Athletic Logo-Vert-ROYALS wLion-White.png
TFA-Athletic Logo-Vert-ROYALS wLion-Yellow.png
TFA-Athletic Logo-Vert-TFA wLion-White.png
TFA-Athletic Logo-Vert-TFA wLion-Yellow.png

2 COLOR

TFA-Athletic Logo-Horiz-ROYALS wLion-BlueWhite.png
TFA-Athletic Logo-Horiz-TFA wLion-BlueWhite.png
TFA-Athletic Logo-Lion Only-BlueWhite.png
TFA-Athletic Logo-ROYALS Only-BlueWhite.png
TFA-Athletic Logo-TFA Only-BlueWhite.png
TFA-Athletic Logo-Vert-ROYALS wLion-BlueWhite.png
TFA-Athletic Logo-Vert-TFA wLion-BlueWhite.png

FULL COLOR

TFA-Athletic Logo-Lion Only.png
TFA-Athletic Logo-Horiz-ROYALS wLion.png
TFA-Athletic Logo-Horiz-TFA wLion.png
TFA-Athletic Logo-ROYALS Only.png
TFA-Athletic Logo-TFA Only.png
TFA-Athletic Logo-Vert-ROYALS wLion.png
TFA-Athletic Logo-Vert-TFA wLion.png

BW

TFA-Athletic Logo-ROYALS Only-BW.png
TFA-Athletic Logo-Horiz-ROYALS wLion-BW.png
TFA-Athletic Logo-Horiz-TFA wLion-BW.png
TFA-Athletic Logo-Lion Only-BW.png
TFA-Athletic Logo-TFA Only-BW.png
TFA-Athletic Logo-Vert-ROYALS wLion-BW.png
TFA-Athletic Logo-Vert-TFA wLion-BW.png

SVG (VECTOR FILES)

1 COLOR

TFA-Athletic Logo-Horiz-ROYALS wLion-White.svg
TFA-Athletic Logo-Horiz-ROYALS wLion-Yellow.svg
TFA-Athletic Logo-Horiz-TFA wLion-White.svg
TFA-Athletic Logo-Horiz-TFA wLion-Yellow.svg
TFA-Athletic Logo-Lion Only-White.svg
TFA-Athletic Logo-Lion Only-Yellow.svg
TFA-Athletic Logo-ROYALS Only-White.svg
TFA-Athletic Logo-ROYALS Only-Yellow.svg
TFA-Athletic Logo-TFA Only-White.svg
TFA-Athletic Logo-TFA Only-Yellow.svg
TFA-Athletic Logo-Vert-ROYALS wLion-White.svg
TFA-Athletic Logo-Vert-ROYALS wLion-Yellow.svg
TFA-Athletic Logo-Vert-TFA wLion-White.svg
TFA-Athletic Logo-Vert-TFA wLion-Yellow.svg

2 COLOR

TFA-Athletic Logo-Lion Only-BlueWhite.svg
TFA-Athletic Logo-Horiz-ROYALS wLion-BlueWhite.svg
TFA-Athletic Logo-Horiz-TFA wLion-BlueWhite.svg
TFA-Athletic Logo-ROYALS Only-BlueWhite.svg
TFA-Athletic Logo-TFA Only-BlueWhite.svg
TFA-Athletic Logo-Vert-ROYALS wLion-BlueWhite.svg
TFA-Athletic Logo-Vert-TFA wLion-BlueWhite.svg

FULL COLOR

TFA-Athletic Logo-Horiz-ROYALS wLion.svg
TFA-Athletic Logo-Horiz-TFA wLion.svg
TFA-Athletic Logo-Lion Only.svg
TFA-Athletic Logo-ROYALS Only.svg
TFA-Athletic Logo-TFA Only.svg
TFA-Athletic Logo-Vert-ROYALS wLion.svg
TFA-Athletic Logo-Vert-TFA wLion.svg

BW

TFA-Athletic Logo-Horiz-ROYALS wLion-BW.svg
TFA-Athletic Logo-Horiz-TFA wLion-BW.svg
TFA-Athletic Logo-Lion Only-BW.svg
TFA-Athletic Logo-ROYALS Only-BW.svg
TFA-Athletic Logo-TFA Only-BW.svg
TFA-Athletic Logo-Vert-ROYALS wLion-BW.svg
TFA-Athletic Logo-Vert-TFA wLion-BW.svg

LOGO FORMAT DEFINITIONS

EPS

(Encapsulated Postscript File)

An EPS file is a vector graphic. This format may be requested by commercial printers, signmakers, or embroidering companies. This file type is scalable without losing quality.

PDF

(Portable Document Format)

A vector PDF file is a versatile file that can be used for communication between sources and is easily viewable by most users. This file type is scalable without losing quality.

PNG

(Portable Network Graphics)

A PNG file is a bitmap graphic. It should be used when a transparent background is required. A high-resolution PNG can be used for electronic or print applications. It cannot be enlarged without losing image quality.

SVG

(Scalable Vector Graphics)

An SVG is an XML-based vector image format for web and animation usage. An SVG file can be scaled to different sizes without losing quality.



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This brand was developed by North Star Marketing.
Please contact us if you have any questions about this Brand Standards Guide.