This guide has been created as a resource for designers, product purchasers, and anyone utilizing the EdTA, ITS, and ETF brand elements. Send questions or requests to marketing@schooltheatre.org.

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<table>
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The Educational Theatre Association’s (EdTA) brands are an important and valuable asset and are protected by copyright law. These graphics represent the association, its members, programs, and products. They are the visual symbols of the organization, and constitute the association’s public identity.

Every member plays an important role in supporting and reinforcing EdTA’s brand and visual style. Using the logos, icons, and text properly and consistently helps the public to identify chapters and troupes with the larger Association and its work on behalf of theatre education.

**Using this manual will help:**

- Build a consistent visual image that can be used by all members to distinguish the association from other organizations.
- Create maximum impact in all media and communications.
- Raise the association’s stature to build support for theatre education.

To facilitate the correct and consistent use of the brand in a wide variety of situations, each variation of the logo is available in several file formats appropriate for different applications—in print, on screen, on clothing, etc.

Using a brand’s graphics and text correctly is essential to maintaining a consistent, recognizable, and credible identity. They are our public identity and the first thing people see. While this guide covers the most typical uses of the brand, situations may arise that are not addressed here. For any questions about the brand and its use, please contact marketing@schooltheatre.org.
Icons are the graphics used to identify an organization, product, or program.

Logos are the icon graphics plus additional graphic lettering (called the logotype) that identifies the organization, product, or program.

Wordmarks are text-only typographic representations of an organization, product, or program.

Marks are collectively any graphic representation (icon, logo, or wordmark) for the association or any of its programs or products. The marks of the association are trademarked and where appropriate can be used by all members of the association, but these uses must conform to the standards set forth in these guidelines.
The Educational Theatre Association honors student achievement in theatre, supports teachers by providing professional resources, and influences public opinion that theatre education is essential for building life skills.

EdTA is home to the International Thespian Society, the only honor society of its kind for middle and high school students. Founded in 1929, ITS and its Thespian troupes have affirmed the quality of educational theatre programs, bringing credibility and distinction to students, teachers, and schools.

EdTA is devoted to building the very community it serves by giving back through our philanthropic arm, the Educational Theatre Foundation, which provides financial support to expand access to K-12 theatre programs to every child and enhance excellence in theatre education globally.
All three of the main brands (EdTA, ITS, and ETF) share a common icon to unify the organization. Each brand can use the icon alone, especially when space is limited or in cases where the full logo would display too small to be clear and legible. Always use the icon files provided.

**Icon Colors**

<table>
<thead>
<tr>
<th>Thespian Blue</th>
<th>Thespian Gold</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 280</td>
<td>PMS 129</td>
</tr>
<tr>
<td>CMYK 100/85/0/39</td>
<td>CMYK 0/14/74/5</td>
</tr>
<tr>
<td>RGB 1/33/105</td>
<td>RGB 243/208/62</td>
</tr>
<tr>
<td>HEX 012169</td>
<td>HEX f3d03e</td>
</tr>
</tbody>
</table>

Note: the icon remains the same on both light and dark backgrounds.

**Clear Space**

Minimum clear space around the icon is equal to the space between the ‘T’ and yellow outline.

Full-color icon on light background

Full-color icon on dark background

Black & white icon on light background

Black & white icon on dark background
Approved Icon Use

The following are examples of approved uses. The full-color icon is the preferred use. 1-color usage will be reserved for special cases (ex. limited ink on shirts) and will be approved on a case-by-case basis. Please send requests to marketing@schooltheatre.

The “T,” masks, box outline, and “TM” are gold (full-color) or white (2-color black & white). The white outline will be “invisible” when the 2-color black & white icon appears on white, but is still technically there.

When the icon will appear on some colored or busy backgrounds, use a “tab” (icon contained in a white box).

Icon Misuse

The following are examples of unapproved uses. These treatments are NOT to be used.

Do not remove the “T” and masks from the box.

The “T,” masks, box outline, and “TM” should not be darker than the box. They should be gold (full-color version) or white (2-color black & white version).

Do not remove the “TM” from the icon. The TM should be clearly visible to the naked eye.

Do not stretch or compress the icon. Size proportionally.

Do not move, resize, add to, or alter the icon in any way.

Do not change the colors or opacity of any part of the icon.
**Logo Lockup**

**Full-color** (preferred)

---

**Educational Theatre Association™**

*home of the International Thespian Society and the Educational Theatre Foundation*

Full-color logo lockup on light background

---

**Educational Theatre Association™**

*home of the International Thespian Society and the Educational Theatre Foundation*

Full-color logo lockup on dark background

---

**Black & white** (optional)

---

**Educational Theatre Association™**

*home of the International Thespian Society and the Educational Theatre Foundation*

Black & white logo lockup on light background

---

**Educational Theatre Association™**

*home of the International Thespian Society and the Educational Theatre Foundation*

Black & white logo lockup on dark background

---

**Clear Space**

Minimum clear space around the logo is equal to the space between the icon and the first line of text.

---

**Logo Colors**

<table>
<thead>
<tr>
<th><strong>Thespian Blue</strong></th>
<th><strong>Thespian Gold</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 280</td>
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<tr>
<td>CMYK 100/85/0/39</td>
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<tr>
<td>RGB 1/33/105</td>
<td>RGB 243/208/62</td>
</tr>
<tr>
<td>HEX 012169</td>
<td>HEX f3d03e</td>
</tr>
</tbody>
</table>
Approved Logo Use

The following are examples of approved uses. The full-color logo is the preferred use. 1-color usage will be reserved for special cases (ex. limited ink on shirts) and will be approved on a case-by-case basis. Please send requests to marketing@schooltheatre.org.

On light backgrounds, the “T,” masks, and box outline are gold (full-color) or white (2-color black & white).

On dark backgrounds, the text is also gold (full-color) or white (2-color black and white).

When the logo will appear on some colored or busy backgrounds, use a “tab” (logo contained in a white box).

Logo Misuse

The following are examples of unapproved uses. These treatments are NOT to be used.

The text should not be gold when placed on a light background.

The “T,” masks, and box outline should not be darker than the box. They should be gold (full-color version) or white (2-color black & white version).

Do not stretch or compress the logo. Size proportionally.

Do not move, resize, add to, or alter the logo in any way.

Do not change the colors or opacity of any part of the logo.

The horizontal line is never blue in the full-color logo.
### ITS Logo

**Full-color** (preferred)

- Full-color, horizontal logo on light background
- Full-color, horizontal logo on dark background
- Full-color, vertical logo on light background
- Full-color, vertical logo on dark background

**Black & white** (optional)

- Black & white, horizontal logo on light background
- Black & white, horizontal logo on dark background
- Black & white, vertical logo on light background
- Black & white, vertical logo on dark background
ETF Logo

Full-color (preferred)

- Educational Theatre Foundation™
  - Full-color, horizontal logo on light background
  - Full-color, vertical logo on light background
  - Full-color, vertical logo on dark background

Black & white (optional)

- Educational Theatre Foundation™
  - Black & white, horizontal logo on light background
  - Black & white, vertical logo on light background
  - Black & white, vertical logo on dark background
Clear Space

The minimum clear space around all individual logos is always equal to the space between the icon and the first line of text.

Logo Colors

- **Thespian Blue**
  - PMS 280
  - CMYK 100/85/0/39
  - RGB 1/33/105
  - HEX 012169

- **Thespian Gold**
  - PMS 129
  - CMYK 0/14/74/5
  - RGB 243/208/62
  - HEX f3d03e
Approved Logo Use

The following are examples of approved uses. The rules are the same for all individual logos. The full-color version of each logo is the preferred use. 1-color usage will be reserved for special cases (ex. limited ink on shirts) and approved on a case-by-case basis. Please send requests to marketing@schooltheatre.org.

On light backgrounds, the “T”, masks, and box outline are gold (full-color) or white (2-color black & white).

On dark backgrounds, the text is also gold (full-color) or white (2-color black and white).

When the logo will appear on some colored or busy backgrounds, use a “tab” (logo contained in a white box).
Logo Misuse

The following are examples of unapproved uses. These treatments are NOT to be used. The rules are the same for all individual logos.

The text should not be gold when placed on a light background.

The “T,” masks, and box outline should not be darker than the box. They should be gold (full-color) or white (2-color black & white).

Do not stretch or compress the logo. Scale proportionally.

Do not move, resize, add to or alter the logo in any way.

Do not change the colors or opacity of any part of the logo.
EdTA Chapter Logos

Full-color (preferred)

[Image of full-color logo lockup for Alabama]

Full-color logo lockup on light background

[Image of full-color logo lockup for British Columbia]

Full-color logo lockup on dark background

Black & white (optional)

[Image of black & white logo lockup for Ohio]

Black & white logo lockup on light background

[Image of black & white logo lockup for Texas]

Black & white logo lockup on dark background

Clear Space

Minimum clear space around the logo equal to the space between the icon and the first line of text.

Logo Colors

**Thespian Blue**
PMS 280
CMYK 100/85/0/39
RGB 1/33/105
HEX 012169

**Thespian Gold**
PMS 129
CMYK 0/14/74/5
RGB 243/208/62
HEX f3d03e
Approved Logo Use

The following are examples of approved uses. The full-color logo is the preferred use. 1-color usage will be reserved for special cases (ex. limited ink on shirts) and approved on a case-by-case basis. Please send requests to marketing@schooltheatre.org.

On light backgrounds, the “T,” masks, and box outline are gold (full-color) or white (2-color black & white).

On dark backgrounds, the text is also gold (full-color) or white (2-color black and white).

When the logo will appear on some colored or busy backgrounds, use a “tab” (logo contained in a white box).

Logo Misuse

The following are examples of unapproved uses. These treatments are NOT to be used.

The text should not be gold when placed on a light background.

The “T,” masks, and box outline should not be darker than the box. They should be gold (full-color version) or white (2-color black & white version).

Do not stretch or compress the logo. Size proportionally.

Do not move, resize, add to or alter the logo in any way.

Do not change the colors or opacity of any part of the logo.

The horizontal line is never blue in the full-color logo.
Clear Space

Minimum clear space around the logo is equal to the space between the icon and the first line of text.

Logo Colors

**Thespian Blue**
- PMS 280
- CMYK 100/85/0/39
- RGB 1/33/105
- HEX 012169

**Thespian Gold**
- PMS 129
- CMYK 0/14/74/5
- RGB 243/208/62
- HEX f3d03e
Approved Logo Use

The following are examples of approved uses. The full-color logo is the preferred use. 1-color usage will be reserved for special cases (ex. limited ink on shirts) and approved on a case-by-case basis. Please send requests to marketing@schooltheatre.org.

On light backgrounds, the “T,” masks, and box outline are gold (full-color) or white (2-color black & white).

On dark backgrounds, the text is also gold (full-color) or white (2-color black and white).

When the logo will appear on some colored or busy backgrounds, use a “tab” (logo contained in a white box).
Logo Misuse

The following are examples of unapproved uses. These treatments are NOT to be used.

The text should not be gold when placed on a light background.

The “T,” masks, and box outline should not be darker than the box. They should be gold (full-color) or white (2-color black & white).

Do not stretch or compress the logo. Scale proportionally.

Do not move, resize, add to or alter the logo in any way.

Do not change the colors or opacity of any part of the logo.
Sub-Brand Marks

The following are the logos and wordmarks of EdTA's events and programs. The guidelines for using these marks are the same as the core brands (see pages 13-15) with the exception of the Thespy® Awards logo (see page 22).

If you would like an official logo created for your chapter festival or conference, send requests to marketing@schooltheatre.org.

Logos

Wordmarks

JumpStart Theatre

Learning Center

Pathway

Premiere Communities for Theatre Education

Premiere Communities for Theatre Education

World Drama Club

World Drama Club
**Clear Space**

Minimum clear space around the vertical logo should be the height and width of the space between the icon and the “H” in “THESPY.” Minimum clear space around the horizontal logo should be the height and width of the space between the icon and “THESPY.”

**Logo Colors**

- **Thespian Blue**
  - PMS 280
  - CMYK 100/85/0/39
  - RGB 1/33/105
  - HEX #12169

- **Thespian Gold**
  - PMS 129
  - CMYK 0/14/74/5
  - RGB 243/208/62
  - HEX #f3d03e

**Logo Fonts**

- Hoefler Bold
- Myriad Regular
## Approved Logo Use

The following are examples of approved uses. The full-color logo is the preferred use. 1-color usage will be reserved for special cases (ex. limited ink on shirts) and approved on a case-by-case basis. Please send requests to marketing@schooltheatre.org.

<table>
<thead>
<tr>
<th>On light backgrounds, the “T,” masks, and box outline are gold (full-color) or white (2-color black &amp; white).</th>
</tr>
</thead>
<tbody>
<tr>
<td>On dark backgrounds, the text is also gold (full-color) or white (2-color black and white).</td>
</tr>
</tbody>
</table>

When the logo will appear on some colored or busy backgrounds, use a “tab” (logo contained in a white box).

| Logo Misuse

The following are examples of unapproved uses. These treatments are NOT to be used.

| The text should not be gold when placed on a light background. |
| The “T,” masks, and box outline should not be darker than the box. They should be gold (full-color) or white (2-color black & white). |
| Do not stretch or compress the logo. Scale proportionally. |
| Do not move, resize, add to or alter the logo in any way. |
| Do not change the colors or opacity of any part of the logo. |
The official logo fonts of the Educational Theatre Association, International Thespian Society, and Educational Theatre Foundation are Timeless Bold and Myriad Light. These fonts are found in all brand logos and wordmarks.

<table>
<thead>
<tr>
<th>Font</th>
<th>Characters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Timeless Bold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</td>
</tr>
<tr>
<td>Myriad Light</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</td>
</tr>
</tbody>
</table>
Communication Fonts

The communication fonts for the Educational Theatre Association, International Thespian Society, and Educational Theatre Foundation are widely available and should be used in all communications and collateral. Using these approved fonts will create brand consistency with clean and clear messaging.

Sans Serif Fonts

Myriad Pro
- Preferred Headline & Subhead Font: Myriad Pro Semibold Condensed
- Preferred Body Font: Myriad Pro Light
- Optional Headline & Subhead Font: Myriad Pro Semibold
- Optional Body Font: Myriad Pro Regular
- Optional Accent Font: Myriad Pro Bold
- Italic Font: Myriad Pro Bold Italic
- Myriad Pro Semibold Condensed Italic
- Myriad Pro Semibold Italic
- Myriad Pro Regular Italic
- Myriad Pro Light Italic

Montserrat
- Preferred Headline & Subhead Font: Montserrat Semibold
- Preferred Body Font: Montserrat Regular
- Optional Headline & Subhead Font: Montserrat Bold
- Italic Font: Montserrat Bold Italic
- Montserrat Semibold Italic
- Montserrat Italic

Arial
- Preferred Headline & Subhead Font: Arial Bold
- Preferred Body Font: Arial Regular
- Italic Font: Arial Bold Italic
- Arial Italic

Verdana
- Preferred Headline & Subhead Font: Verdana Bold
- Preferred Body Font: Verdana Regular
- Italic Font: Verdana Bold Italic
- Verdana Italic

Calibri
- Preferred Headline & Subhead Font: Calibri Bold
- Preferred Body Font: Calibri Regular
- Italic Font: Calibri Bold Italic
- Calibri Italic

The fonts featured above are the preferred fonts in each family. Other iterations of these fonts (i.e., Italic, Condensed, etc.) are acceptable in certain cases, but should be used intentionally and sparingly.
### Serif Fonts

<table>
<thead>
<tr>
<th>Font</th>
<th>Preferred Headline &amp; Subhead Font</th>
<th>Optional Font</th>
<th>Optional Headline &amp; Subhead Font</th>
<th>Optional Body Font</th>
<th>Optional Body Font</th>
<th>Italic Font</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Timeless</strong></td>
<td><em>Timeless Bold</em></td>
<td><em>Timeless Regular</em></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Collier</strong></td>
<td><em>Collier Bold</em></td>
<td></td>
<td><em>Collier Semibold</em></td>
<td><em>Collier Light</em></td>
<td><em>Collier Regular</em></td>
<td><em>Collier Bold Italic</em> <em>Collier Semibold Italic</em> <em>Collier Italic</em> <em>Collier Light Italic</em></td>
</tr>
<tr>
<td><strong>Libre Baskerville</strong></td>
<td><em>Libre Baskerville Bold</em></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td><em>Libre Baskerville Bold Italic</em> <em>Libre Baskerville Italic</em></td>
</tr>
<tr>
<td><strong>Georgia</strong></td>
<td><em>Georgia Bold</em></td>
<td></td>
<td></td>
<td><em>Georgia Regular</em></td>
<td></td>
<td><em>Georgia Bold Italic</em> <em>Georgia Italic</em></td>
</tr>
<tr>
<td><strong>Cambria</strong></td>
<td><em>Cambria Bold</em></td>
<td></td>
<td></td>
<td><em>Cambria Regular</em></td>
<td></td>
<td><em>Cambria Bold Italic</em> <em>Cambria Italic</em></td>
</tr>
</tbody>
</table>

The fonts featured above are the preferred fonts in each family. Other iterations of these fonts (i.e., Italic, Condensed, etc.) are acceptable in certain cases, but should be used intentionally and sparingly.
Sample: Informal

HEADLINE. SEQUAM, QUAM QUAM IUM DELE

Subhead. Tia expe pro oditas volor sequam im sequibeaqui omnit que serit et que preperis que quae dit, estrum volut audicide prepudi tendam, temquates et ipient. Olorate etur a vendi offic teci eraepero bercipsanit la nobis molenda erfematur, conse voluptate nis de perumqui ut ea volorum is dolor sum di cupitate cuptur, optasit alias et quam alicimetur, a num ex eum quuntiatatem etur restrum doloribus denimi, uullandandit quam, simin et veliquia dolestr umquid quas cor aut quam sust latios

Body copy. Iduntibu scitionsequo cucsitium nis et hit ent laccabo. Nequi occaeae stotatem rereperum apient et adi conseniit volor re volorum ipiciis cipsanis duntiatus aliqute et vollt facipidem ea con eatem rem aut accatio. Qui delessim fugit, ipit la viduntur, quodit, vitat officab imporep tatur, simodia ndebite nobit alitit pratusa voloreh endeliquatus audite omninus eveliquatis

SECTION HEAD

Body copy. Consequa tendam, ut hiliti cupiet ut parchil licaboritiae doluptam sapis coremo que eaquis est, qui qui blaut autem ut res dem. Sint apitae pra dolenducil molupis voluptatem vel excea et autet, nos num facernate consed que invelliam, sintc quam fugu. Ehent accum re et renda cullecabo. Im que pro qui optatur, quia serro eatur, simaxim olorupturem num delibus, consedi psandaeste mint fugitae eum quis ra dent, sam, optat is reniente nis sequi sima doloribus, optatquate volorpo reprete dolorit
**HEADLINE.**
SEQUAM, QUAM

Subhead. Tia expe pro odictas volor sequam im sequibeaqui omnit que

---

**Pull Quote.** Ehentem. Ut is everum as ditaquia eum volores et ad estotationet fugia sundantis erum

Body copy. Iduntiby scitionsequo cuscitium nis et hit ent laccabo. Nequi occaece stotatem rereperum apient et adi consentit volor re volorum ipiciis cipsanis duntiatus aliquaet veilt facipidem ea con eatern rem aut accatio. Qui delessim fugit, ipit la viduntur, quodit, vitat officab imporep tatur, simodia ndebite nobit alition pratusa voloreh endeliquatus audite omnimus eveliquatis quae dit, estrum volut audicide prepudi tendam, ternquates et ipient. Olorate etur a vendi offic teceserepero bercipsanit la nobis molenda erfematur, conse voluptate nis de perumqui ut ea volorum is dolor sum di cuptate captur, optasit alias et quam alicimetur, a num ex eum quantiatatem etur restrum doloribus denimi, ullandandit quam, simin et veliquia dolestr umquid quas cor aut quam sust latios

---

**SECTION HEAD**

Body copy. Consequa tendam, ut hiliti cupiet ut parchil licaboritiae doluptu repudam sapis coremo que eaquias est, qui qui blaut autem ut res dem. Sint apitae pra dolenducil molupis voluptatem vel excea et autet, nos num facernate consed que invelliam, sintco quam fuga. Ehent accum re et renda cullecbabo. Im que pro qui optatur, quia serro eatur, simaxim olorupturem num delibus, consedi psandaeste mint fugitae eum quis ra dent, sam, optat is reniente nis sequi sima doloribus, optatquate volorpo reprate dolorit
**Headline**
Cambria Bold
Size: 16 pt
Tracking: 0
Leading: 21 pt

**Subhead**
Cambria Bold
Size: 14 pt
Tracking: 0
Leading: 18 pt

**Pull Quote**
Timeless Bold
Size: 15 pt
Tracking: 0
Leading: 20 pt

**Body Copy**
Calibri Regular
Size: 11 pt
Tracking: 0
Leading: 14 pt

**Section Head**
Cambria Bold
Size: 14 pt
Tracking: 0
Leading: 16 pt

**HEADLINE. UCITIATE CONSECT ATURIT LAUT ASSIMINT. VAD QUI IPSAE NOBIS EATIAM, QUE MOS ET EA QUAM**

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**Primary Colors**

The primary colors are those found in the branding marks and should be used most often in materials to create brand consistency.

**Thespian Blue**
- PMS 280 C
- CMYK 100-85-0-39
- RGB 243-208-62
- HEX #f3d03e

**Thespian Gold**
- PMS 129 C
- CMYK 0-14-74-5
- RGB 255-251-167
- HEX #ffbc40

**Secondary Colors**

A secondary color palette has been developed to complement the primary color palette and are to be used as accents.

**Secondary Tints**

<table>
<thead>
<tr>
<th>Color</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 250 C</td>
<td>CMYK 100-100-100-0</td>
</tr>
<tr>
<td>RGB 255-255-255</td>
<td></td>
</tr>
<tr>
<td>HEX #ffffff</td>
<td></td>
</tr>
</tbody>
</table>

**Neutral Colors**

Neutral colors are black, white, and a variety of grays. The grays listed below are tints of rich black. Any tint can be used, but these are the most common.

<table>
<thead>
<tr>
<th>Color</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>CMYK 75-68-67-90</td>
</tr>
<tr>
<td>RGB 64-64-64</td>
<td></td>
</tr>
<tr>
<td>HEX #404040</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Color</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>CMYK 75-68-67-90</td>
</tr>
<tr>
<td>RGB 0-0-0</td>
<td></td>
</tr>
<tr>
<td>HEX #000000</td>
<td></td>
</tr>
</tbody>
</table>

**Suggested secondary colors for specific audiences:**

- Student Audience
- Teacher Audience
- Foundation Audience
### Accessible Color Combinations

The color combinations below meet levels AA and AAA of the Web Content Accessibility Guidelines (WCAG) for viewing text on screen. Please use these text color combinations, in addition to black and white, when designing web content. Though these colors are compliant for web/digital accessibility, they may also be applied to print media.

<table>
<thead>
<tr>
<th>Color Combination</th>
<th>PMS Colors</th>
</tr>
</thead>
<tbody>
<tr>
<td>White on Thespian Blue*</td>
<td>White I PMS 280c</td>
</tr>
<tr>
<td>Black on Thespian Gold*</td>
<td>Black I PMS 129c</td>
</tr>
<tr>
<td>Black on Light Blue</td>
<td>Black I PMS 305c (and tints)</td>
</tr>
<tr>
<td>Light Blue on Thespian Blue</td>
<td>PMS 305c (and tints) I PMS 280c</td>
</tr>
<tr>
<td>White on Dark Blue</td>
<td>White I PMS 282c</td>
</tr>
<tr>
<td>Black on Orange</td>
<td>Black I PMS 137c</td>
</tr>
<tr>
<td>Black on Light Green</td>
<td>Black I PMS 382c (and tints)</td>
</tr>
<tr>
<td>Black on 75% tint Pink</td>
<td>Black I 75% tint PMS 191c or lower</td>
</tr>
<tr>
<td>White on Dark Red</td>
<td>White I PMS 1955c</td>
</tr>
<tr>
<td>White on Purple</td>
<td>White I PMS 526c</td>
</tr>
<tr>
<td>Black on Light Gray</td>
<td>Black I 15% tint Black</td>
</tr>
<tr>
<td>Thespian Gold on Thespian Blue</td>
<td>PMS 129c I PMS 280c</td>
</tr>
<tr>
<td>Thespian Blue on Thespian Gold</td>
<td>PMS 280c I PMS 129c</td>
</tr>
<tr>
<td>Thespian Blue on Light Blue</td>
<td>PMS 280c I PMS 305c (and tints)</td>
</tr>
<tr>
<td>White on Blue</td>
<td>White I PMS 286c</td>
</tr>
<tr>
<td>Light Blue on Dark Blue</td>
<td>PMS 305c (and tints) I PMS 282c</td>
</tr>
<tr>
<td>Black on Gold</td>
<td>Black I PMS 7752c</td>
</tr>
<tr>
<td>White on Dark Green</td>
<td>White I PMS 3435c</td>
</tr>
<tr>
<td>White on Red</td>
<td>White I PMS 206c</td>
</tr>
<tr>
<td>Black on 75% tint Light Purple</td>
<td>White I 75% tint PMS 206c or lower</td>
</tr>
<tr>
<td>White on Dark Purple</td>
<td>White I PMS 2617c</td>
</tr>
<tr>
<td>White on Dark Purple</td>
<td>White I PMS 2617c</td>
</tr>
<tr>
<td>White on Dark Gray</td>
<td>White I 75% tint Black</td>
</tr>
</tbody>
</table>

*Preferred button color combinations for webpages and email, black text on Thespian gold being the first choice.*
Logo File Types

Vector Files

Vector files are composed of paths and can be scaled to any size without losing quality.

Adobe Illustrator (.ai)
- AI files are native logo files created in Adobe Illustrator. They can only be opened within a compatible version of this program.
- Have transparent backgrounds.

Used for
- Logo design
- Sending logo files to print

Encapsulated Postscript (.eps)
- EPS files are a more portable format than AI files.
- Can only be open with specific design software.
- Have transparent backgrounds.

Used for
- Adding logos to designs or documents
- Sending logo to print

Portable Document Format (.pdf)
- EdTA's logo .pdf files are made from .ai files, thus they are considered vector files as well.
- They can be viewed by any computer that has Acrobat Reader.
- Do not have a transparent backgrounds.

Used for
- Sending files to print

Raster Files

Raster files are composed of pixels and lose quality when scaled larger than original file size. They are flat images that cannot be edited.

Joint Photographic Experts Group (.jpg)
- JPGs are compressed image files.
- Have smaller file sizes.
- Do not transparent backgrounds.

Used for
- Viewing on screen/web
- Adding logos to documents (like Word or PowerPoint)

Portable Network Graphics (.png)
- Less quality loss than .jpg files.
- Have transparent backgrounds.

Used for
- Viewing on screen/web
- Adding logos to documents (like Word or PowerPoint) when it will be placed onto a background color