



Visual Identity Toolkit

To Our Toolkit Users:

We are Terriers, let's thrive with the pack. This Visual Identity Toolkit (VIT) includes official typefaces, logos, department-specific logo treatments, lockups, color palette choices and their specifications. Utilizing our VIT will provide a consistent look and feel to our messaging, reinforcing the connection and importance of departments, athletics, and offices central to the College. When your materials look "officially Thomas", everyone will know your affiliation.

The VIT honors Thomas's highly individualistic nature with a wide array of typeface and color choices so we can feel creative, but still look connected. To download this file please go to thomas.edu/visual-identity.

Sincerely,

Haley Campbell
Creative Services Assistant Director
graphicd@thomas.edu

INSTITUTIONAL

1. Logos
2. Lockups
3. Typography
4. Color

ATHLETICS

5. Athletics Logos
 6. Athletics Lockups
 7. Athletics Typography
 8. Athletics Color
-

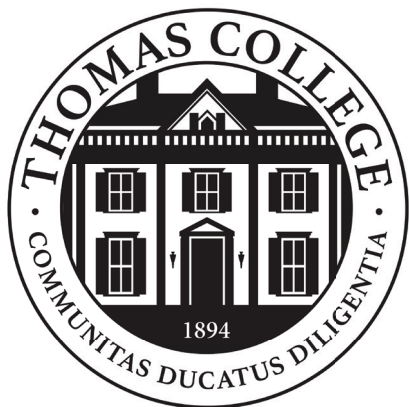
Institutional

1

Logos

1.1 Logos Overview

1. Presidential Seal



All artwork is provided as EPS and PNG files.
Always use approved artwork files.

EPS files are vector-based files and can generally be enlarged and reduced without diminishing image quality. Import EPS files into Word, Excel or InDesign. EPS files can only be opened directly in a vector-based application like Adobe Illustrator. You will not be able to open the file with your image system on your computer.

2a. Institutional Logo



2b. Institutional Logo Black and White Color Variation



This color variation is only used when color printing is not an option.

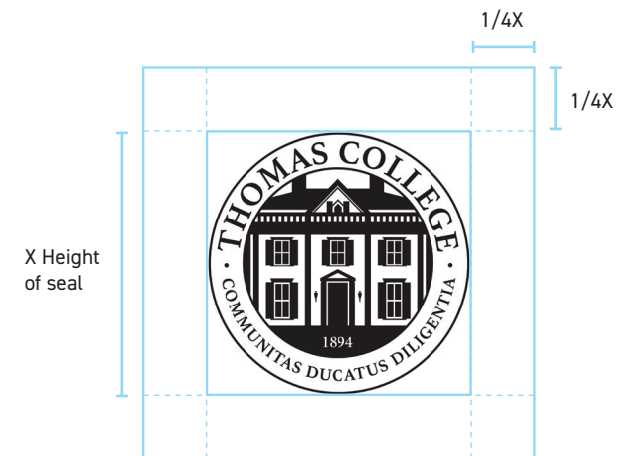
1.2 The Presidential Seal

The Thomas College Presidential seal is used in the most formal applications and expressions of the identity. This historical representation has been updated to meet today's standards for print and digital applications.



0.5"

Minimum usage is 0.5 inches wide.

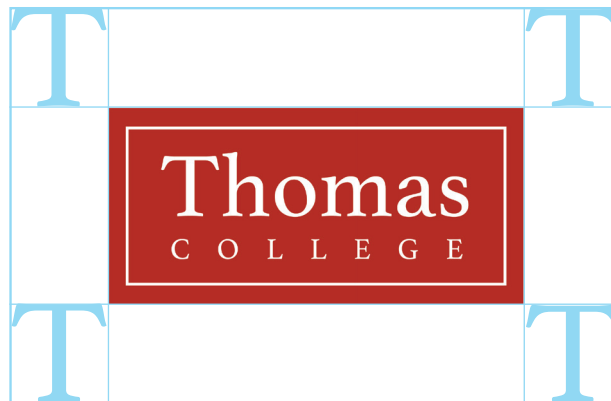


1/4 of the height of the seal is used to create the **breathing room** around the seal. Nothing should be placed in this area.

1.3a Institutional Logo

The institutional logo is the official logo of Thomas College. It was developed from historical Thomas College brand research and is written in the font Athelas.

This logo should be used for all purposes to represent Thomas College. Our athletics branding is secondary.



A square drawn around the T from the logo creates the **breathing room**. Nothing should be placed in this area.

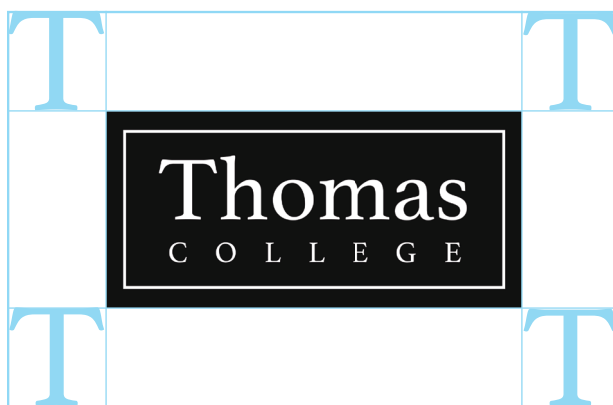


Minimum usage is 0.5 inches wide.

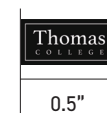
1.3b Secondary Institutional Logo Inverse

The inverse or “knock out” version of our institutional logo is used when color printing is not an option. It is a secondary option, and should be used only when applicable.

The same rules of representation in 1.3a are applied.



A square drawn around the T from the logo creates the **breathing room**. Nothing should be placed in this area.



Minimum usage is 0.5 inches wide.

2

Lockups

2.1 Overview

The logos and approved graphics make combinations to create lockups. Consistent use of these lockups creates awareness, recognition and loyalty in the Thomas College identity.

All artwork is provided in EPS files. Always use approved artwork files.

The term "Lockup" refers to an approved combination of the graphics in the Brand Visual Identity.

1. Terrier Lockup Vertical



2. Terrier Lockup Horizontal



◀ These two Terrier lockups are for the explicit use of Institutional merchandise only. They are not part of our athletics branding.

These are not part of the available visual identity on our website, you have to contact creative services for any explained use.

2.1 Overview, Cont'd

Lockup templates have been created for Thomas College departments. Consistent use of these lockups creates awareness, recognition and loyalty in the Thomas identity.

All artwork is provided in EPS files. Always use approved artwork files.

Color variations are secondary and to be used only if there is a different color background other than white. If you need a variation, please contact Creative Services.

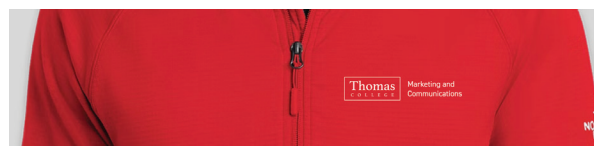
1. Formal Departmental Lockup



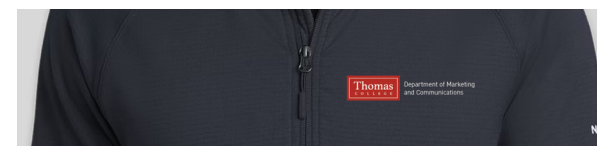
A square drawn around the T from the logo creates the **breathing room**. Nothing should be placed in this area.

2. Formal Departmental Lockup Variations

Red Background Variation



Dark Background Variation



The basic rule of thumb is that the logo needs to always appear on a **red background**.

3

Typography

Primary and Secondary Official Typeface

Aa

Din 2014

Aa

Oso Serif VF

Primary Official Typeface

The official sans typeface is Din 2014.

Din 2014 Light

Din 2014 Light Italic

Din 2014 Regular

Din 2014 Italic

Din 2014 Demi

Din 2014 Demi Italic

Din 2014 Bold

Din 2014 Bold Italic

Din 2014 Extra Bold

Din 2014 Extra Bold Italic

Secondary Official Typeface

The official serif typeface is Oso Serif VF.

Oso Serif VF Light

Oso Serif VF Light Italic

Oso Serif VF Regular

Oso Serif VF Italic

Oso Serif VF SemiBold

Oso Serif VF SemiBold Italic

Oso Serif VF Bold

Oso Serif VF Bold Italic

Oso Serif VF Black

Oso Serif VF Black Italic

Alternate Sans Typeface

When Din 2014 is unavailable,
Grandview should be used in it's place.

Grandview Light
Grandview Light
Grandview Regular
Grandview Italic

Alternate Serif Typeface

When Oso Serif VF is unavailable,
Georgia Pro should be used in it's
place.

Georgia Pro Light
Georgia Pro Light Italic
Georgia Regular
Georgia VF Italic

Primary Type Styling

Headline

Titles and Main Headlines Din 2014 Bold

Itati quiam hitati blacestrum *sequidelitas*
corecabore *min perrovit est*, eatus, vellab in
exerrum ad maio et labo.

Subheads Din 2014 Demi and Demi Italic

UNT EOS DI officae molut alis ex ea debis et illorro vitatur
sus es pa consequatemet arcu consequu ibusdam, etum qu-
ostru ptaquodit voluptiatem cusam, untaligendem re quiaers
pellit as sit. Apita cus ducia venes expelesto mil imus arcu-
maximus arum idem quid quatur?

Quiscide voluptis estint. Quibusae qui cus eos eaque
digentiam, ast que laboratium andus vellaborem estrupiciusa
nonsenima voluptas et liquo maious mossi volo modis dolupta
peribernam nit re conet, nectiatur, eaqui quiatus cuptassit
et id maximus aut diquam rem eicipsum raes int dollabore
simaioient et estrum qui berferibus pores eument doloreius
secti dolut quam hilit ullabor itatio.

Body Copy Oso Serif VF Light (with small caps in opening paragraph) and Italic

Officae molut alis
ex ea debis et illorro
vitatur sus apita es
consequatem arcu
consequu ibusdam,
etum quostru repta
ptaquodit alit espa
voluptiatem cusam.

Captions Din 2014
Bold and Light

“Rio dolestrum
qui unt eos di
officae molut
alis ex ea debis
et sus illorro
vitatur lorem.”

Pull Quotes Din 2014 Demi

36%

Infographics Din 2014 Bold

12%

Infographics Alternative
Oso Serif VF Light

4 Color

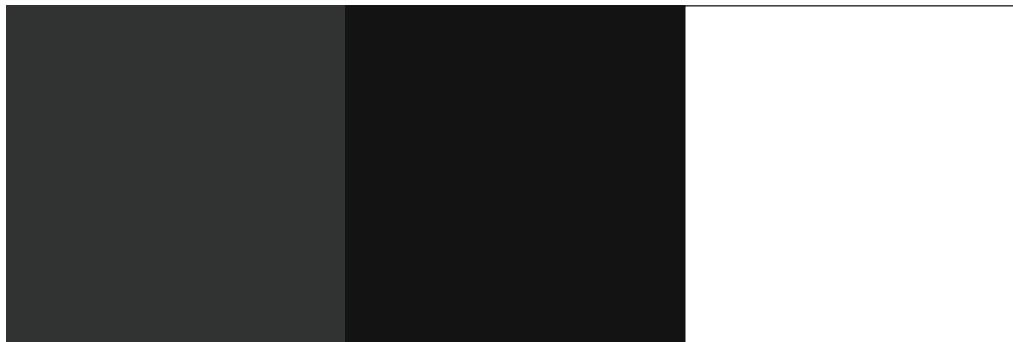
Primary Color Palette

**Terrier Pride Red**

#b52c1f

CMYK 0,76,83,29

Terrier Pride Red is the main
color in the Thomas College
Identity.

**Graphite**

#333333

CMYK 0,0,0,80

Charcoal

#151515

CMYK 0,0,0,92

White

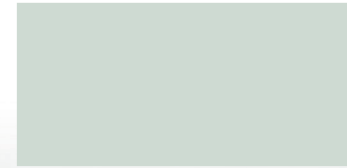
Secondary Color Palette



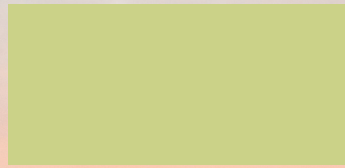
Pine Needle
#1f4e4e
CMYK 60,0,0,69



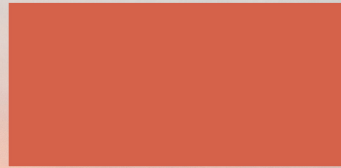
Atlantic
#649696
CMYK 33,0,0,41



Kennebec Mist
#cfd9d1
CMYK 5,0,4,15



Oak Leaf
#cbd289
CMYK 3,0,35,18

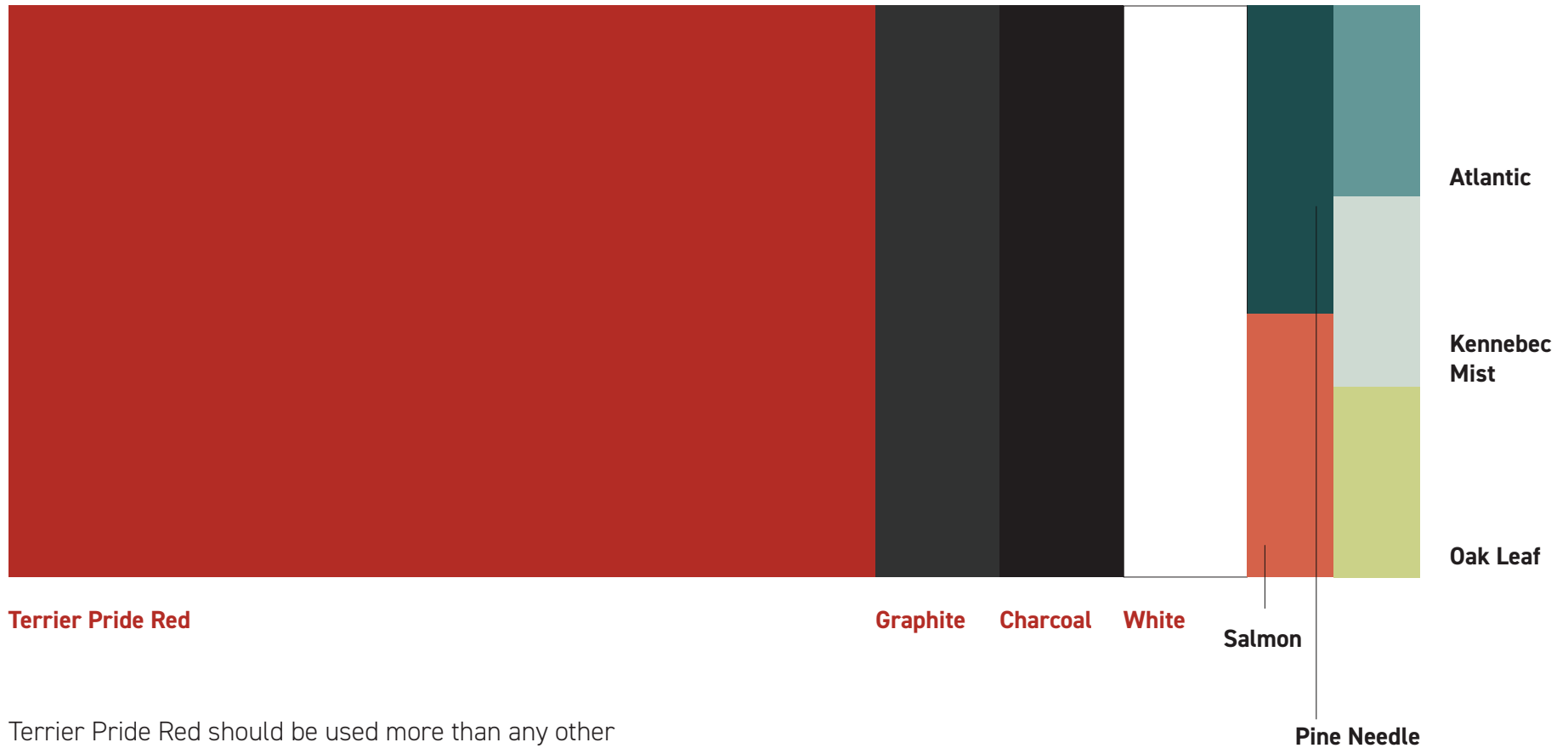


Salmon
#d3614a
CMYK 0,54,65,17



Entire Color Palette

Recommended ratio of use:



Terrier Pride Red should be used more than any other color in the palette. When present, secondary colors are meant to act as complements to the main color palette.

Athletics

To Our Toolkit Users:

We are Terriers, let's thrive with the pack. This Visual Identity Toolkit (VIT) includes official typefaces, logos, department-specific logo treatments, lockups, color palette choices and their specifications. Utilizing our VIT will provide a consistent look and feel to our messaging, reinforcing the connection and importance of departments, offices and groups central to the College. When your materials look "officially Thomas", everyone will know your affiliation.

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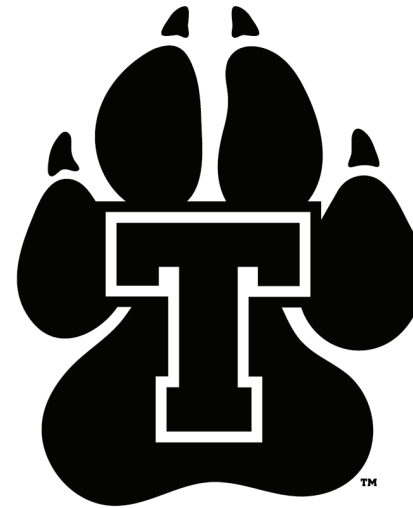
Athletics Logos

5. Logos Overview

1. Terrier Paw



2. Athletics Logo Black and White Color Variation



This color variation is only used when color printing is not an option.

The Terrier Paw has been designed as the main logo for Thomas College Athletics. It can be used for athletic purposes only and in approved athletics lockups.

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Athletics Lockups

6. Athletics Lockups

The logos and approved graphics make combinations to create lockups. Consistent use of these lockups creates awareness, recognition and loyalty in the Thomas College Athletics identity.

All artwork is provided in EPS files. Always use approved artwork files.

The term "Lockup" refers to an approved combination of the graphics in the Brand Visual Identity.

1.
Terrier Paw Centered Team Lockup



2.
One-Line Team Lockup



3.
Two-Line Team Lockup



7

Athletics
Typography

Primary and Secondary Official Typeface

Aa

Civic Black

Aa

Din 2014

8

Athletics
Color

Primary Color Palette

Recommended ratio of use:



Terrier Pride Red

#b52c1f

Terrier Pride Red is the main color in the Thomas College Identity.