

BRAND GUIDELINES

TEXAS CENTER FOR
ARTS+
ACADEMICS



TABLE OF CONTENTS

WHO WE ARE	3
HOW WE SHOW IT	4
LOGOS	
PRIMARY AND SECONDARY	5
DOS AND DON'TS	6
TYPOGRAPHY	
BRAND TYPEFACE	7
ALIGNMENT + PLACEMENT	8
SIZE + SPACING	9
DON'TS	10
COLOR PALETTE	11
GRAPHIC ELEMENTS	
THE PLUS LOCKUP	12
THE FRAME AND THE ANGLE	13
BRAND IMAGERY	
PHOTOGRAPHS + DUOTONES	14
BRAND PATTERNS	15
ADOBE SPARK TEMPLATES	16

WHO WE ARE

Texas Center for Arts + Academics

TCA+A oversees the only fine-arts-focused charter schools in Fort Worth which offer students daily access to high-quality, fine arts instruction woven into rigorous academic curriculum. In addition, we manage Texas Arts Conservatory, Texas Dance Conservatory, Texas Music Conservatory, and various summer programs that make the arts accessible to all year round.

HOW WE SHOW IT

Design Essence

The TCA+A visual identity is expressive and bold. It does not shy away from vibrant colors used in unique combinations. Graphic patterns and iconography are taken from the geometry of the brand typeface, Roc Grotesk, and the plus sign from TCA+A. The patterns and iconography subtly reinforce the importance of the plus sign without being repetitive. All of the elements within this guide can be used together to create a playful and dynamic brand that represents the one-of-a-kind arts community fostered by TCA+A.

LOGOS

Primary logo

The primary logo is to be used for all formal applications in which one would be encountering TCA+A for the first time.

TEXAS CENTER FOR
ARTS+
ACADEMICS

TEXAS CENTER FOR
ARTS+
ACADEMICS

TEXAS CENTER FOR
ARTS+
ACADEMICS

Secondary logo

The secondary logo may be used in casual applications such as social media posts and communications with existing TCA+A families.

TCA+A TEXAS CENTER
FOR ARTS
+ACADEMICS

TCA+A TEXAS CENTER
FOR ARTS
+ACADEMICS

TCA+A TEXAS CENTER
FOR ARTS
+ACADEMICS

DOS



Always leave a suitable amount of clear space around the logo

DON'TS



Never add effects to the logo.



Do not add taglines to the logo.



Only TCA+A approved color variations allowed



Never use a different typeface for the logo.



Never skew the logo to the left or to the right.



Never stretch or squish the logo in any direction.

TYPOGRAPHY

Roc Grotesk is the primary brand typeface for Texas Center for Arts + Academics.

The typeface is versatile not only in its range of widths and weights but also in the breadth of tones it is able to convey without losing its character.

The Roc Grotesk family has a total of 45 fonts. The majority of TCA+A communications should only use the fonts selected here. The selected fonts allow for a flexible range of use and tone while remaining consistent and recognizable.

If Roc Grotesk is not available, which would typically occur in instances like email communications or Microsoft Word documents, Arial is a suitable replacement.

COMPRESSED

MEDIUM

AaBbCc123

EXTRABOLD

AaBbCc123

CONDENSED

MEDIUM

AaBbCc123

EXTRABOLD

AaBbCc123

MEDIUM

AaBbCc123

EXTRABOLD

AaBbCc123

TYPOGRAPHY

Alignment + Placement

All body text is always flush left, ragged right. Paragraphs should never be centered.

Headers always start flush left and placed in the upper left corner of the composition (a). For more expressive pieces like posters, headlines can be broken up and aligned to any gridlines, but the text must start in the upper left (b).

An exception exists for social media content—particularly banners and cover photos—for which the headline copy should always be centered (c) should there be no body copy. Social media content with subheads and/or body copy can be more flexible with text placement in order to add variety to the social account (d).

Case

Headers should always be set in all uppercase. Subheads and body copy should be sentence case.

HOW WE SHOW IT

Design Essence

The TCA+A visual identity is expressive and bold. It does not shy away from vibrant colors used in unique combinations. Graphic patterns and iconography are taken from the geometry of the brand typeface, Roc Grotesk, and the plus sign from TCA+A. The patterns and iconography subtly reinforce the importance of the plus sign without being repetitive. All of the elements within this guide can be used together to create a playful and dynamic brand that represents the one-of-a-kind arts community fostered by TCA+A.

CHOREOGRAPHING

A LOVE OF DANCE

Open house June 20, 10–4pm Fort Worth Academy of Fine Arts

Dae et ut volorumquis aut rescimo quosam lum essi volorem porunt asperum rerum re illab inusam volupti dela que sedit volenda sin conest, sita ni nobit quodiatempor senduntor sus nonse doluptu Dae et ut volorumquis aut rescimo quosam lum essi volorem porunt asperum rerum re illab inusam volupti dela que sedit volenda sin conest, sita ni nobit quodiatempor senduntor sus nonse doluptu

“ART SPEAKS WHERE WORDS ARE UNABLE TO EXPLAIN”

ATtribution GOES HERE

MORE INFO AT
ARTSACADEMICS.ORG

If needed, body copy can go here. It can be this long. The body copy can give important event information.

It is recommended to keep this text to a minimum to ensure information is communicated succinctly.

EVENT TITLE CAN FIT UP TO THREE LINES

SIZE + SPACING

Headlines

Headlines should jump from the page and can be quite large depending. It is most important that the headline text a) is not hyphenated and b) is consistent in size throughout the entire piece. When choosing a text size, it is recommended to test the largest word to ensure that it will fit without being hyphenated.

Do not manually space out the text. Ensure that the leading (space between lines of text) is three-quarters the size of the type size. For example, a poster with 100 pt headline type should have tracking set to 75 pt.

Subheads

Subheads should be significantly smaller than the header. Subheads can be set in a compressed or condensed weight and be 3 times the size of the body copy (leading rules of headlines apply here) or be set in Roc Grotesk ExtraBold and remain the same size as the body copy.

Body Copy

Size should be significantly smaller than the headline, though the amount should vary based on the size and context. Leading should be 1.3 times the text size.

150 PT / 112.5 PT

HEADLINE HERE

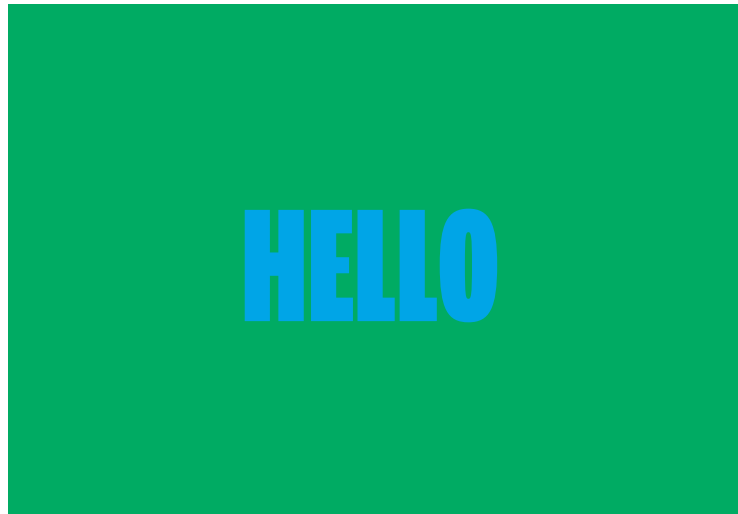
75 PT / 56 PT

SUBHEAD TEXT GOES HERE

15 PT / 21 PT

TCA+A oversees the only fine-arts-focused charter schools in Fort Worth which offer students daily access to high-quality, fine arts instruction woven into rigorous academic curriculum. In addition, we manage Texas Arts Conservatory, Texas Dance Conservatory, Texas Music Conservatory, and various summer programs that make the arts accessible to all year round.

TYPE DON'TS



Never use a low-contrast color combination.



Never increase or decrease the spacing between letters.



Never stretch, squish, or skew/slant the text.



Never add effects to the text.



Never add an outline to the text.



Never create a drop shadow by duplicating the text.

TCA+A oversees the only fine-arts-focused charter schools in Fort Worth which offer students daily access to high-quality, fine arts instruction woven into rigorous academic curriculum. In addition, we manage Texas Arts Conservatory, Texas Dance Conservatory, Texas Music Conservatory, and various summer

Never set body copy in a condensed or compressed weight.

COLOR PALETTE

This color palette was created to allow for more diversity and energy in marketing materials while maintaining balance and harmony across all brand materials. The more these colors are used, the more the brand will be recognized for this bold, energetic palette. These colors contrast well with the red and blue from TCA+A's original palette. This allows the new palette to mix with the old without losing recognition for TCA+A's primary brand colors.

CORE PALETTE
PLEIN AIR (VISUAL ART)
7TH CHORD (MUSIC)
PLIÉ (DANCE)
SPOTLIGHT (CHOIR)
DRAMA (THEATRE)

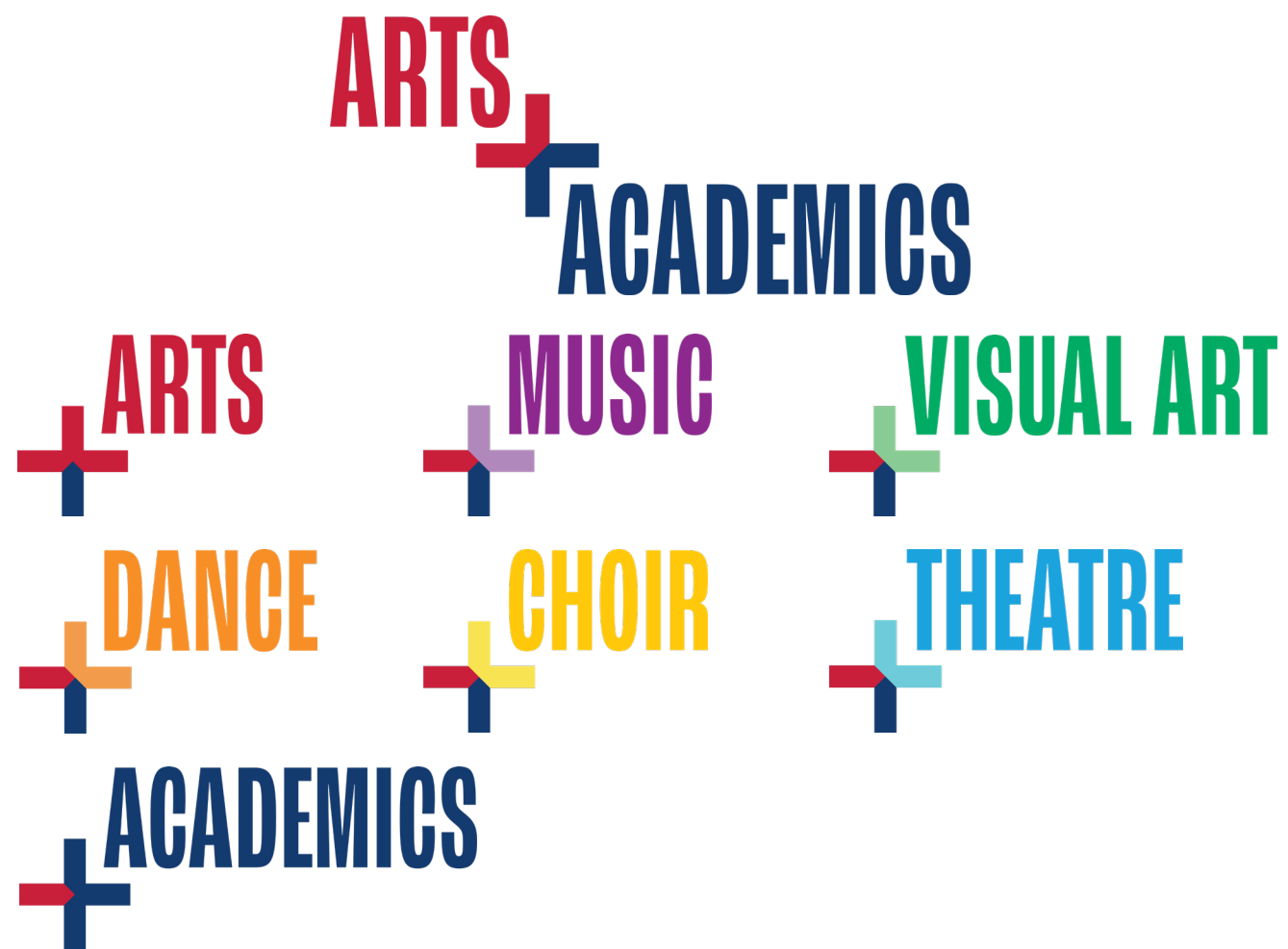
<div>PANTONE 654 C RGB 0 62 126 HEX/HTML 003F7E CMYK 0 100 66 13</div>	<div>PANTONE 1935 C RGB 201 18 66 HEX/HTML C81F44 CMYK 0 100 66 13</div>	<div>PANTONE COOL GRAY 10 C RGB 105 106 109 HEX/HTML 696A6D CMYK 60 51 47 17</div>
<div>PANTONE 3405 C RGB 0 175 102 HEX/HTML 00AF66 CMYK 92 0 85 0</div>	<div>PANTONE 3500 C RGB 0 110 51 HEX/HTML 006E33 CMYK 100 0 100 31</div>	<div>PANTONE 2255 C RGB 134 210 149 HEX/HTML 86D295 CMYK 45 0 51 0</div>
<div>PANTONE 2070 C RGB 143 26 149 HEX/HTML 8F1A95 CMYK 52 99 0 0</div>	<div>PANTONE 519 C RGB 89 49 95 HEX/HTML 59315F CMYK 62 92 6 34</div>	<div>PANTONE 7439 C RGB 178 136 185 HEX/HTML B288B9 CMYK 27 50 0 0</div>
<div>PANTONE 1495 C RGB 255 143 28 HEX/HTML FF8F1C CMYK 0 49 96 0</div>	<div>PANTONE 2027 C RGB 238 83 64 HEX/HTML EE5340 CMYK 0 80 79 0</div>	<div>PANTONE 4009 C RGB 241 156 73 HEX/HTML F19C49 CMYK 0 42 76 0</div>
<div>PANTONE 7548 C RGB 255 198 0 HEX/HTML FFC600 CMYK 0 11 100 0</div>	<div>PANTONE 7563 C RGB 214 154 45 HEX/HTML D69A2D CMYK 2 34 88 8</div>	<div>PANTONE 113 C RGB 250 224 83 HEX/HTML FAE053 CMYK 0 174 0</div>
<div>PANTONE 2191 C RGB 0 163 225 HEX/HTML 00A3E1 CMYK 75 11 0 0</div>	<div>PANTONE 2223 C RGB 0 120 141 HEX/HTML 00788D CMYK 84 20 22 22</div>	<div>PANTONE 3105 C RGB 103 210 223 HEX/HTML 67D2DF CMYK 49 0 7 0</div>

GRAPHIC ELEMENTS

The Plus Lockups

These lockups exist to align the various disciplines covered under the TCA+A umbrella. They are not to be used in place of the TCA+A logos. Acceptable uses for these lockups include: merchandise/spirit items, presentations, social media, marketing materials, annual reports, etc. A TCA+A or sub-organization logo must be present when one of these lockups are used, but need not be immediately visible. For example, one of these lockups may be printed on the interior of an annual report with an official TCA+A logo on the outside of the report. See more examples at right.

It is permissible to replace the text in the lockups so long as the color is appropriately related to the new text. For example, you may create a lockup using Spotlight (the choir color) and replace the text with something like “SOPRANO.” However, you may not use Plein Air (the visual arts color) with “SOPRANO” as it is choir-specific.



GRAPHIC ELEMENTS

The Frame

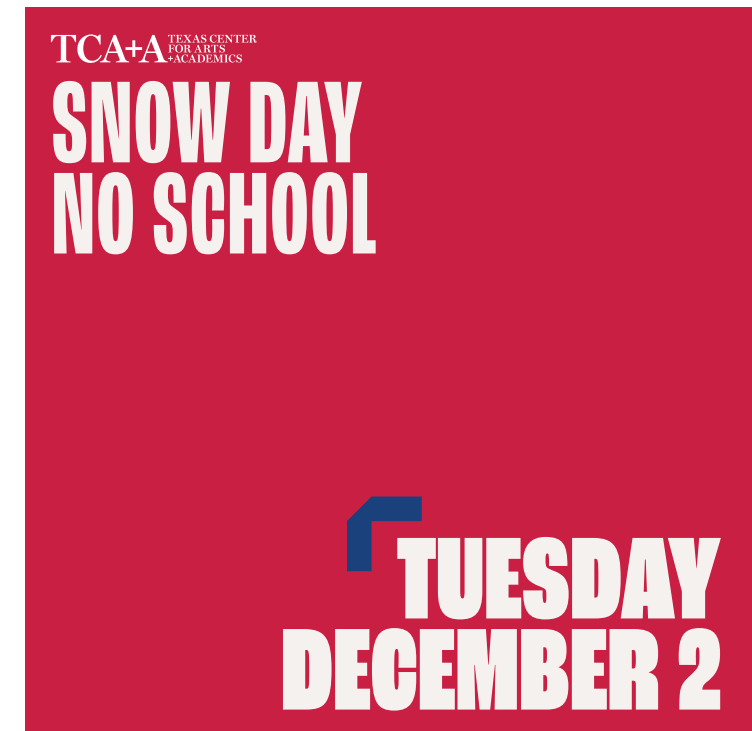
The frame is derived from the plus, and allows for the geometry of the divided plus symbol to exist in more spaces. It can be used to draw more attention to a headline or to call out an important piece of information. When used with text it should always be placed at the upper left corner of the piece of text. The frame can also be mirrored, shown left, to bracket an image. Do not use the frame to bracket text.

The 98.5° Angle

The angle is derived from the uppercase “A” of Roc Grotesk. The angle can be used to section off content and/or create more dynamic layouts in both print and digital applications.



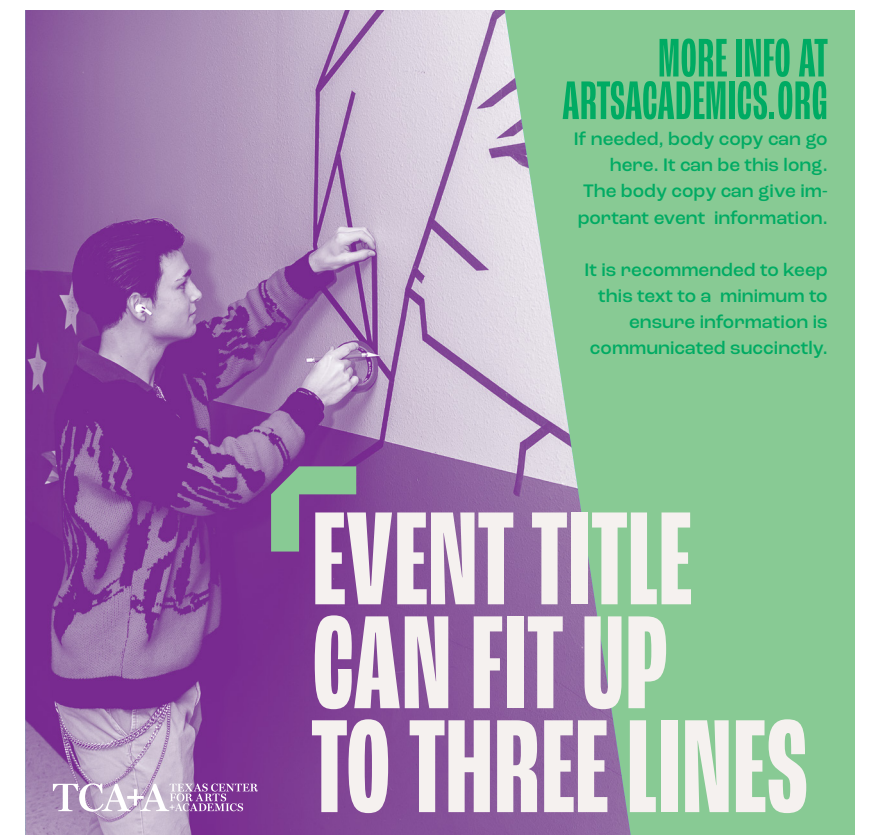
THE FRAME USED ON AN IMAGE



THE FRAME USED TO EMPHASIZE TEXT BY BEING PLACED IN THE UPPER LEFT CORNER.



DEMONSTRATION OF WHERE THE ANGLE ORIGINATED



ANGLE AND FRAME IN USE

BRAND IMAGERY

Selecting Photographs

Photographs should be used to tell a story. In marketing or announcement applications, use bold, aspirational photographs that depict students performing or creating artwork. Content highlighting a student or faculty member should depict the student or faculty member.

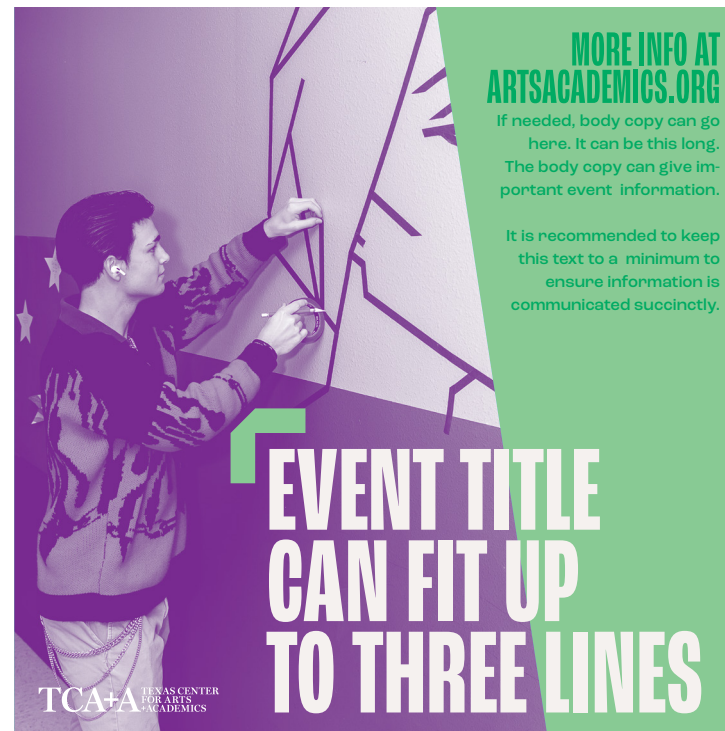
Duotones

Duotones should always be one TCA+A brand color as the shadow and white as the highlight. Do not use two brand colors for a duotone.

Duotones may also be used on student artwork to incorporate a more artistic, organic feel. Treat duotoned artwork as a pattern (see pattern guidelines on next page).

Duotones Don'ts

Do not use two brand colors for a duotone. Duotones should not be used for student highlights. For student highlights or similar content, use a full-color photo (shown at right).



EVENT ANNOUNCEMENT USING A DUOTONE AND IMAGE OF STUDENT CREATING ARTWORK.



STUDENT HIGHLIGHT USING A FULL-COLOR PHOTO

BRAND PATTERNS

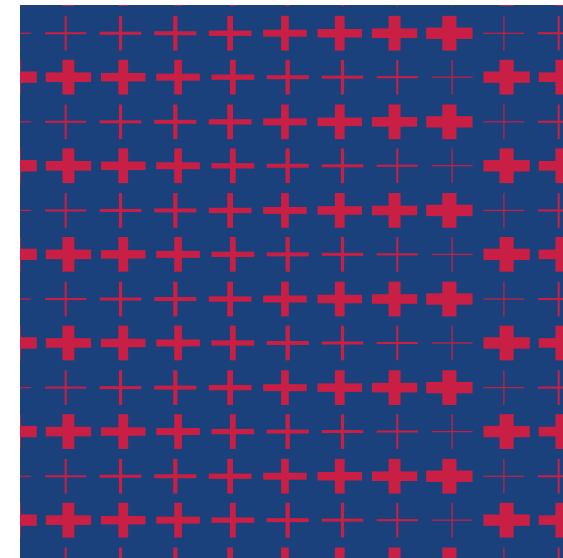
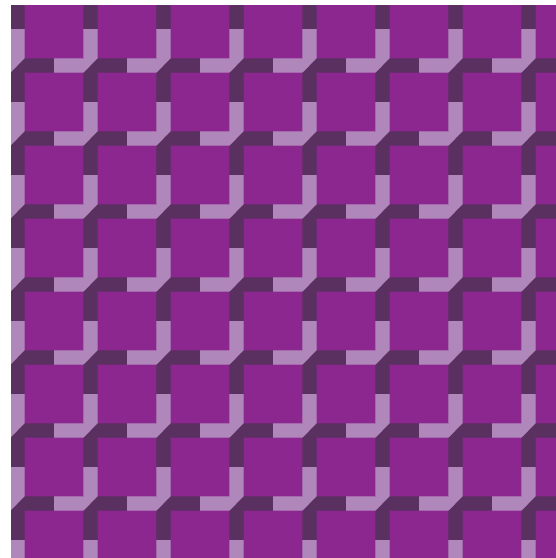
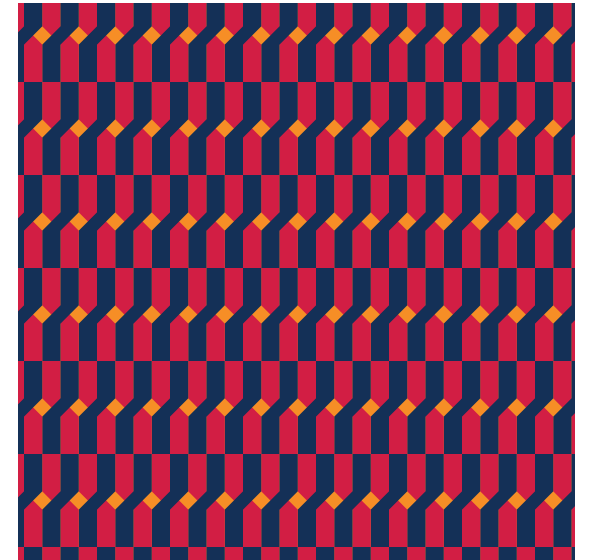
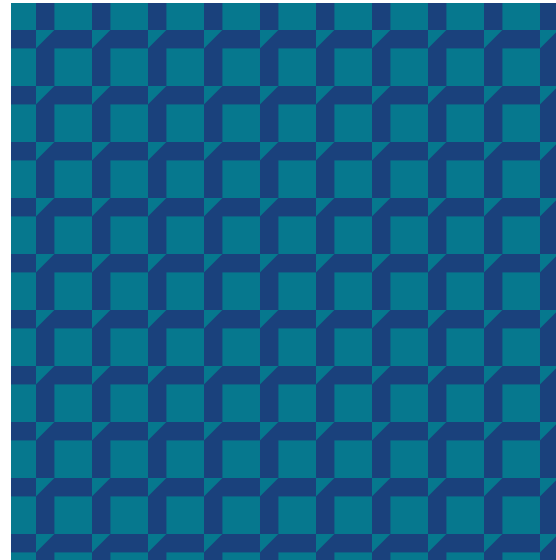
Brand patterns can be used to add visual interest. All of the patterns are rooted in the plus symbol and/or the concepts of boldness and creativity.

Patterns may be used at a variety of scale, color, and opacity within materials. The color palette should be simple and low-contrast.

Patterns should always compliment the materials, never be the main focus. They should enhance, not distract.

Appropriate uses for patterns include: backgrounds for simple text pieces on social media, stationery, and slide presentations.

Do not place photographs on top of patterns.



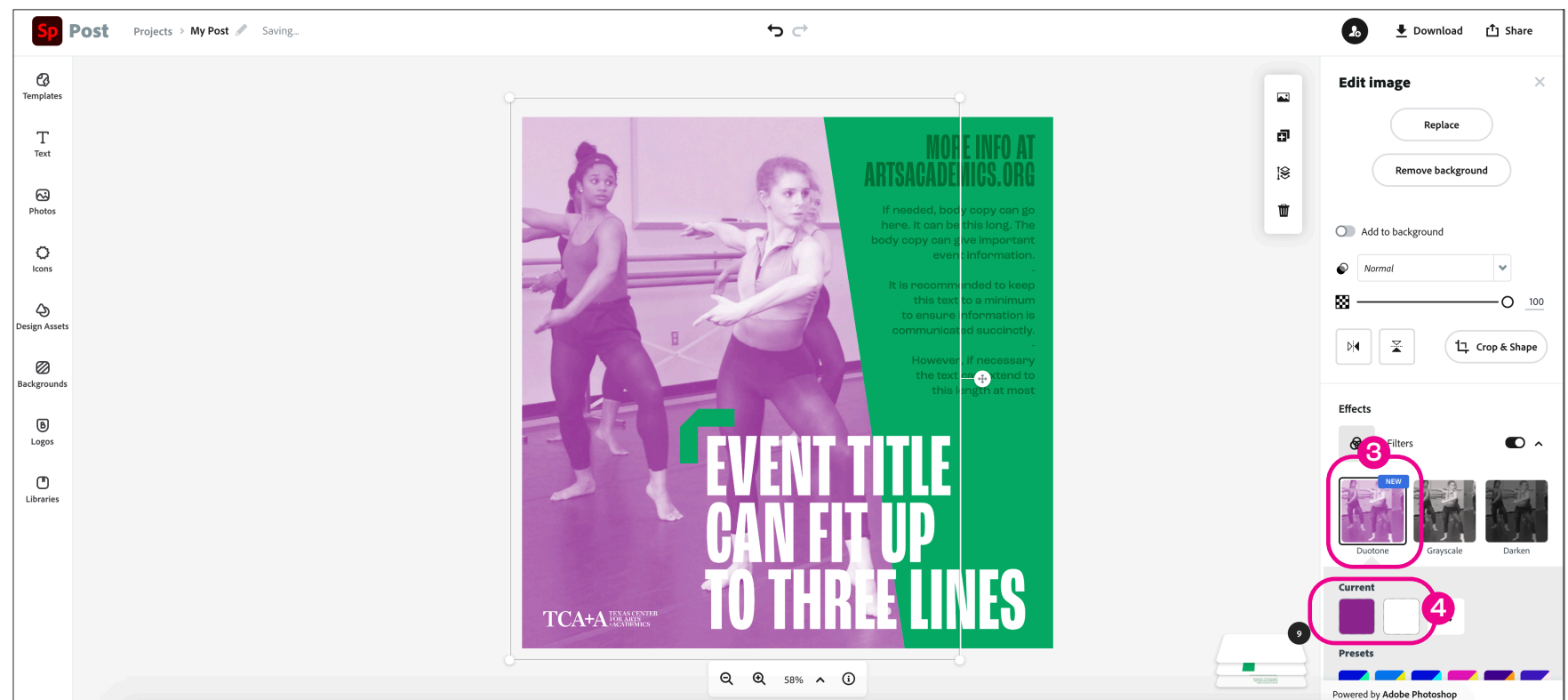
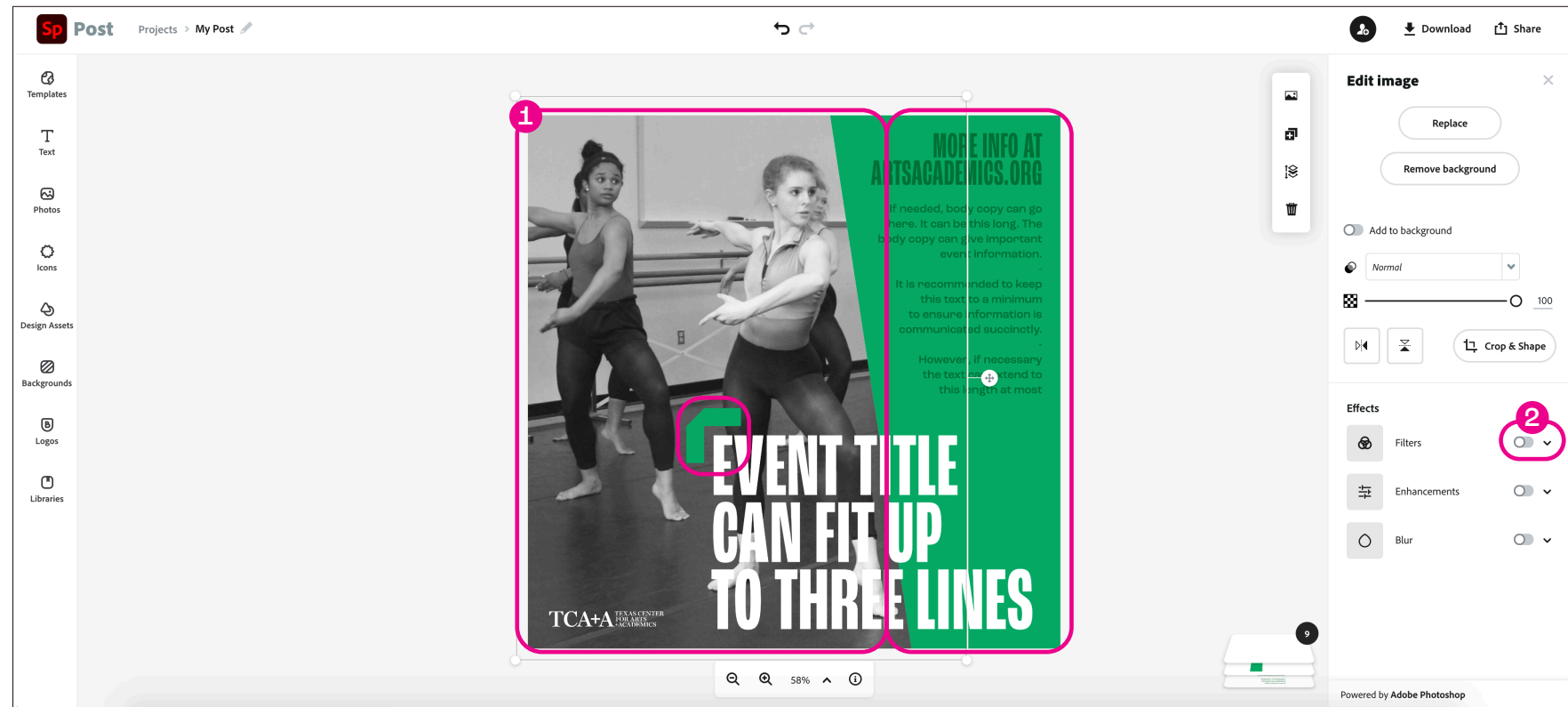
ADOBE SPARK TEMPLATES

Changing colors

Text colors can be changed by simply selecting the text and changing the color on the right-hand panel.

To change the colors of non-text elements:

1. Select what you would like to change
2. Enable filters and open the drop-down by clicking the arrow.
3. Select “Duotone”
4. For **photographs**, the right square should always be white and the left color can be any TCA+A brand color. For **graphic elements**, the left square should always be black and the right square can be any TCA+A brand color. For **patterns**, change both the left and right squares to any TCA+A brand colors. For optimum legibility the two colors should not contrast greatly.



**WE ARE
TCA+A**

TEXAS CENTER FOR
ARTS+
ACADEMICS