

# Tabor College

## VISUAL IDENTITY GUIDE

### Official Logos

The institutional logo is shown below. The logo may be used separately or together with the logotype. The tagline may be modified for various uses.



The athletic logo is the PowerJay. It should be used for all athletic events, uniforms, signage, promotions, etc. **This logo must never be flipped, stretched or otherwise modified.**



The Arts logo is used on all performing arts materials and event promotions.



Various versions of the Tabor mascot "JJ" are available for use in less formal situations

The college seal and interlocking TC logos should be used only on formal and official communications, such as diplomas, communications from the president or registrar, graduation materials, ceremonial recognition gifts, etc. Special permission is required to use these logos.



### Official Colors

The primary Tabor colors are blue and gold.



Pantone 288  
CMYK: 100-87-27-19  
RGB: 0-45-116  
Hex: 002D72



Pantone 116  
CMYK: 1-18-100-0  
RGB: 255-205-0  
Hex: FFCD00



Pantone 126  
CMYK: 0-25-100-37  
RGB: 173-133-5  
Hex: 9A7611



Pantone 872  
Metalic

### Secondary colors



Pantone 285  
CMYK: 91-52-0-0  
RGB: 0-133-206  
Hex: 0072CE



Pantone Cyan  
CMYK: Cyan  
RGB: 0-174-239  
Hex: 009DD8



Pantone 283  
CMYK: 40-14-0-0  
RGB: 146-192-233  
Hex: 92C1E9

### Official Fonts

Tabor's logotype is Stone Serif Semibold with Myriad Pro taglines.

Athletic materials use Serpentine as the display face with Gill Sans for body copy.

Admissions materials use Myriad Pro in various weights for headlines and body copy.

### Official Photo Style

Photos are typically in a "face-forward" style that feature students in natural environments.

### Official Text

Tabor adheres to the Associated Press Stylebook in written materials.

Buildings and venues should be referenced by their formal names.

The word "Bluejay" is one word, with a capital "B" and lowercase "j."