Contact
For any questions or concerns regarding the TSA Branding Guide, including modifications or exceptions, please contact the national TSA CommDesign team:

Sudha Kamath
Communications Manager
skamath@tsaweb.org

Cooky Bysura
Graphic Designer
cbysura@tsaweb.org

Table of Contents

TSA Branding Guide
3 Mission and Vision Statements
4 TSA Logo
5 Other Acceptable Uses
6 Incorrect Logo Uses
7 Corporate Colors
8 Secondary Color Palette
9 Typefaces
10 Imagery
11 Identity Applications
12 TSA Toolkit
Mission Statement
The Technology Student Association enhances personal development, leadership, and career opportunities in STEM, whereby members apply and integrate these concepts through intracurricular activities, competitions, and related programs.

Vision Statement
The Technology Student Association is accelerating student achievement and supporting teachers by providing engaging opportunities to develop STEM skills.
**TSA LOGO**

**Formal Logo**
The TSA logo is a rectangular shape with three parts and three colors.

- The top portion of the logo is a blank, red, and rectangular shape and the same size as the bottom area.

- The middle section and largest part of the logo contains the letters TSA in large, bold print. The letters are white on a blue background.

- The bottom portion features the name of the association—Technology Student Association—in white letters on a red background.

Please note, the TSA logo may be used with or without the registered trademark symbol: ®.

**State and Chapter Logos**
The top portion is intentionally left blank for each state or chapter name to appear in the red portion of the TSA logo.

Note: Only state or chapter names should appear in the top red bar. Individual names or other names should not appear on the TSA logo.
OTHER ACCEPTABLE LOGO USES

One-Color Logo
Due to production and budgetary costs, sometimes the use of only one color ink is available. In these instances, the only acceptable colors are black, white, blue, and red. The TSA letters may appear as a transparency.

When choosing metallic colors, gold and silver are acceptable. Likewise, the logo also may be etched in wood or other surfaces.

Informal Logo and Emblem
When full-color printing is available, the entire formal logo must be used. Some exceptions may apply with permission of national TSA.

If the TSA logo is being printed in a very limited space in which the entire association name is too hard to imprint, the association name may be omitted.

In rare cases of promotional materials in which embroidery is employed or the limited use of space makes placing the entire logo too complex or illegible, just the TSA emblem (as shown on the right) may be used.
## INCORRECT LOGO USES

<table>
<thead>
<tr>
<th>DO NOT rotate the logo</th>
<th>DO NOT stretch or distort the logo</th>
<th>DO NOT rearrange elements</th>
</tr>
</thead>
<tbody>
<tr>
<td>DO NOT reverse or alter colors</td>
<td>DO NOT outline the logo</td>
<td>DO NOT remove elements</td>
</tr>
<tr>
<td>DO NOT change the font</td>
<td>DO NOT add other elements besides state or chapter name in the top bar</td>
<td>DO NOT use gradients</td>
</tr>
<tr>
<td>DO NOT change the opacity, use tints, or watermark</td>
<td>DO NOT add a drop shadow or make the logo 3D</td>
<td>DO NOT combine the logo with other graphics</td>
</tr>
</tbody>
</table>
CORPORATE COLORS AND USAGE

Primary Color Palette
The TSA logo is composed of three colors: blue, red, and white. These colors are the main corporate colors to be used with any secondary colors as they play a critical role in defining TSA’s visual identity.

Shown here are the color specifications for the TSA spot (Pantone®), CMYK, RGB, and Hex color builds. Following are general application uses for the various color modes:

- Pantone®: promotional and spot-color printing
- CMYK: digital and process printing
- RGB and Hex colors: web, video, screen, and Microsoft Office® software applications

Pantone® 286
C100, M66, Y0, K2
R0, G93, B170
HEX #005DAA

Pantone® 1795
C0, M94, Y100, K0
R238, G38, B36
HEX #EE2624

White
C0, M0, Y0, K0
R255, G255, B255
HEX #FFFFFF
SECONDARY COLOR PALETTE

There may be times when the primary color palette is not enough and additional colors to either provide contrast or highlight other graphic elements are needed.

Listed are some additional suggested color options that work well with the primary color palette. (These secondary colors are not to be used within the TSA logo.)

- **C48, M0, Y87, K7**
  - R134, G187, B40
  - HEX #86BB50

- **C0, M53, Y100, K4**
  - R236, G136, B29
  - HEX #EC881D

- **C25, M100, Y100, K22**
  - R156, G28, B31
  - HEX #9C1D20

- **C84, M67, Y45, K32**
  - R50, G70, B89
  - HEX #324659

- **C70 M38, Y0, K0**
  - R78, G138, B201
  - HEX #4E8AC9

- **C74, M76, Y7, K10**
  - R87, G78, B143
  - HEX #574E8F

- **C100, M40, Y0, K13**
  - R0, G111, B166
  - HEX #006FA6

- **C0, M0, Y0, K85**
  - R77, G77, B79
  - HEX #4D4D4F

- **C15, M82, Y0, K0**
  - R208, G83, B158
  - HEX #D0539E

- **C0, M24, Y94, K0**
  - R255, G196, B37
  - HEX #FFC425

- **C38, M16, Y30, K0**
  - R161, G186, B178
  - HEX #A2BBB2

- **C30, M0, Y0, K14**
  - R213, G220, B224
  - HEX #D5DCE0
IMAGERY

Photography plays a pivotal role in telling the TSA story and reinforcing the brand. Any photography needs to be professional in its approach and engaging in its content. Look for photos that create emotion and have a distinct personality. Avoid clichés, obvious poses, and clip art.

In General:
1. All photos should be simple, light, and clean.
2. When using multiple photos, make sure they have a similar visual voice as if it was taken by the same photographer.
3. Use the optimal image detail, so that it looks almost zoomed into the picture.
4. When depicting people, use imagery that reflects an interactive, creative, engaging, and enjoyable moment.

Do

Don’t

Too dark
Too zoomed out
Provides little detail
Cluttered
Students disengaged
The TSA typography system consists of two main type families: Source Sans Pro and Proxima Nova.

To maintain consistency in our graphic identity, it is recommended that copy be set in typefaces from these two families.

While the Source Sans typeface works well as body copy in almost all applications, the Proxima Nova typeface is recommended for accents such as heads, subheads, and figures in charts.

Source Sans is a free font from Google that you can download here: fonts.google.com/specimen/Source+Sans+Pro

Proxima Nova is a free Typekit font available with a working license of Adobe Creative Cloud: typekit.com/fonts/proxima-nova

In cases such as Microsoft Applications, where Source Sans Pro or Proxima Nova is unavailable, Franklin Gothic may be used as a substitute. You may also contact the TSA office to request usage of the fonts.
IDENTITY APPLICATIONS

Templates
To maintain visual identity, we have provided a PowerPoint template for presentations that can be downloaded from the TSA website.

We recommend the use of Franklin Gothic for the body copy of the PowerPoint presentation.
TSA TOOLKIT

To help promote the TSA brand, we have provided a toolkit (TSAweb.org/resources/toolkit) of marketing materials that student members, officers, state advisors, chapter advisors, teachers, and administrators can download and share.

Much of the collateral can be customized to include personal contact information.

The TSA toolkit will be updated on the website as necessary.