



TAYLOR
UNIVERSITY

**BRAND
STANDARDS**

Brand is about perceiving; it is a person's core feeling about an institution. Simply put, brand is reputation.

Reputation is built on human experiences and interactions. People want to connect with other people. It's in our nature. This is why a brand must come alive, expressing a clear story and discernible personality, just like a human being.

Taylor University takes great pride in the brand it has cultivated since 1846. These brand standards were created to ensure the long-term growth and management of the Taylor University brand for decades to come.

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THE TAYLOR UNIVERSITY BRAND

be opened to you. Matthew 7:7



Taylor University's mission is to develop servant-leaders marked with a passion to minister Christ's redemptive love, grace, and truth to a world in need.

The Taylor brand is anchored in this statement, driving all visual and verbal representations of the institution. Through color, fonts, logos, and photography, the brand identity comes to life. Standards and guidelines are set to ensure consistency of the Taylor brand while communicating the essence of why the institution exists.

COLOR PALETTE



Color is incredibly powerful in its ability to drive human emotion. Harnessing this power is critical in connecting the viewer to the Taylor brand.

Taylor's palette is bold and timeless, balanced by energetic and welcoming tones. Collectively, this color palette communicates Taylor's story of purposeful excellence.

The primary design system encompasses virtually all recruiting and admissions-centric communication and is the front-facing palette for the University.

COLOR PALETTE

Taylor Purple is the predominant element of Taylor's brand and should be the lead and most prominent color, generally 50% or more of any color used. The secondary colors of Legacy Gold and Iron Sharpening Gray are used for support and contrast with Taylor Purple and for conveying a sense of excellence. They should be approximately 25% of all color used. Tertiary colors of Silent Night, Community Plunge, and Indiana Sunset are used to express energy and spirit when appropriate. They should not overwhelm Taylor Purple and generally should not exceed 25% of color usage.

TAYLOR PURPLE
PANTONE 269C
C78 M100 Y0 K38
R82 G45 B114
#522D72



LEGACY GOLD
PANTONE 7753
C26 M33 Y100 K2
R193 G160 B39
#C1A027

SHARPENING IRON
PANTONE COOL GRAY 5
G0 M0 Y0 K29
R178 G180 B190
#B2B4BE

METALLIC PANTONE 8644 C

METALLIC PANTONE 10450 C

SILENT NIGHT
PANTONE 534
C100 M71 Y0 K51
R27 G54 B95
#1B365F

COMMUNITY PLUNGE
PANTONE 3125
C89 M0 Y19 K0
R0 G175 B206
#00AFCE

INDIANA SUNSET
PANTONE 7417
G0 M82 Y82 K0
R222 G79 B61
#E14F3D



FONTS

Consistent and personality-driven fonts are at the basis of all effective brand standards.

The Taylor brand is made up of a select few typefaces, each with its own specified use in print and digital materials. These typefaces must be used in all Taylor materials without substitution. Each typeface is available at a variety of weights, offering flexibility for a wide range of applications.

FONTS

Taylor's chosen typefaces for web, digital, and print applications are Arpona (display copy), Montserrat (secondary headers), and Source Serif (body copy), for reasons of accessibility, readability, and availability.

DISPLAY

Arpona

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * ()

SECONDARY HEADERS

Montserrat

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * ()

BODY COPY

Source Serif

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * ()

A photograph of a crowd of people from behind, with several individuals raising their hands in the air. The image is overlaid with a semi-transparent purple gradient. The word "LOGO" is centered in a large, white, bold, sans-serif font.

LOGO

The Taylor logo honors the history and heritage we're blessed to have while serving as a symbol for the students, staff, and faculty of today.

When a symbol holds that much power, we have a responsibility to ensure its use is consistent and aligned with Taylor's mission, vision, and values.

OVERVIEW

The central theme of the institutional logo is servant-leadership.

T

The *T* unequivocally represents the cross. To quote former Taylor President Dr. Milo Rediger, “It is the greatest symbol and surest guarantee of God’s great love for man.”

U

One plausible explanation for the *U*, especially for someone unfamiliar with Taylor, is simply to stand for *University*. However, the *U* among the Taylor community represents a basin, the symbol of servant-leadership referenced in John 13 when Jesus washed his disciples’ feet.

1846

Founded in 1846, Taylor University remains the oldest nondenominational school in the Council for Christian Colleges and Universities. The University shares a long-standing history storied with academic excellence, robust traditions, and an unwavering commitment to the Christian faith.

SHIELD

The shield, an iconic image for higher education, exemplifies the commitment to truth at Taylor University. We bear witness to the love, grace, and truth of Jesus Christ as an academic community dedicated to the pursuit of truth.



TAYLOR
UNIVERSITY

INSTITUTIONAL LOGOS

Taylor's logo offers a variety of formats that offer flexibility in usage. In every use case, seek excellence, elegance, strength, and clarity.

HORIZONTAL LOGO (PREFERRED PRIMARY)

The horizontal logo is the preferred format and should be used whenever possible.

VERTICAL LOGO

The vertical logo offers versatility for contexts in which space is insufficient for the horizontal logo.

WORDMARK

The Taylor wordmark is available when size, spacing, or other limitations require a simplified expression of Taylor's identity.

SHIELD ICON WITH WORDMARK

The shield icon with wordmark may be used in instances that require a space-efficient expression of the Taylor brand.

SHIELD ICON

The shield icon should be used only in collateral or expressions already associated with Taylor. This icon is a less widely known component of the Taylor brand and should not be used in isolation.

HORIZONTAL LOGO (PREFERRED PRIMARY)



VERTICAL LOGO



WORDMARK



SHIELD ICON WITH WORDMARK



SHIELD ICON

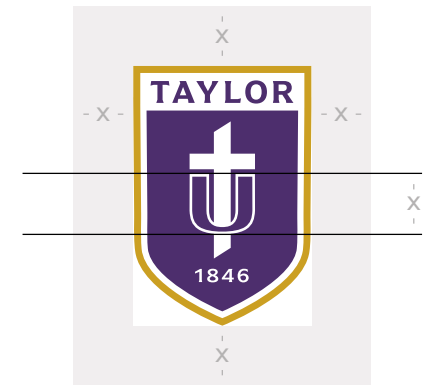
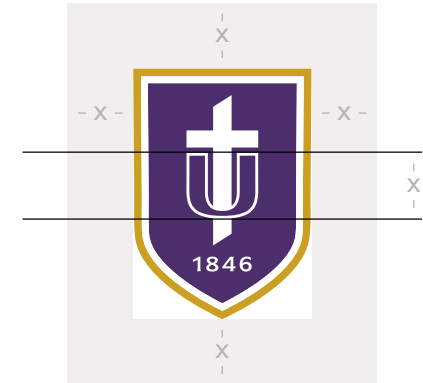


CLEAR ZONE

The clear zone is the area around a logo that no other elements may enter. This space should be kept free of any text or graphics.

The clear zone also acts as a buffer against the edges of a document. To calculate the clear space needed for the Taylor logo at any size, take the height of the *T* in the wordmark.

For the shield icon on its own, the clear space should be equal to the height of the basin, or *U*.



MINIMUM SIZING

There is a minimum size requirement for print, digital, and embroidered applications of the logo to ensure it is always clear and legible. The minimum size requirement is based on the width of the design and applies to all variations of the logo aside from the stand-alone social media mark.

PRINT

For print applications, the minimum width of the design is 1.5". Vertical logos are the exception, requiring a minimum of 1" width.

DIGITAL

For digital applications, the minimum width is 108 pixels at 72 ppi. Vertical logos are the exception, requiring a minimum of 72 pixels.

EMBROIDERY

For embroidered applications, the minimum width of the shield icon itself is 1.5", regardless of wordmark use.

PRINT MINIMUM SIZE



1.5"



1"



108px



72px

EMBROIDERY MINIMUM SIZE



1.5"

DEPARTMENT LOGOS

Taylor University has a specific set of logos for a select number of departments. It is imperative that departments not construct their own logos, so as to maintain consistency across the brand.

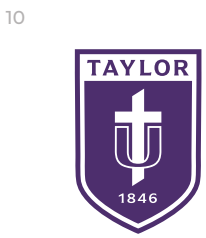
Contact Marketing at marketing@taylor.edu to request a customized logo for your department.

OPTION 1



OPTION 2





PURPLE BACKGROUND

Shield + Text

2-Color

14



Horizontal

16



Vertical

17



Metallic Accent

18



15



19



GRAY BACKGROUND

Shield + Text

2-Color

27



Horizontal

29



Vertical

30



1-Color

31



28



32



Horizontal

20



Vertical

21



1-Color

22



Horizontal

24



Vertical

25



Wordmark

26



23



Horizontal

33



Vertical

34



Wordmark

35



BLACK BACKGROUND

Shield + Text

36 1-Color



37



38 Horizontal



39 Vertical



40 Wordmark



BASIC BLACK ON WHITE

Shield + Text

49 1-Color



50



51 Horizontal



52 Vertical



53 Wordmark



3-Color

41



Horizontal

43



Vertical

44



Metallic Accent

45



Horizontal

47



Vertical

48



42



46



2-Color

54



Horizontal

56



Vertical

57



Metallic Accent

58



Horizontal

60



Vertical

61



55



59



SOCIAL MEDIA MARK

All official social media profiles for Taylor should use the shield icon as their profile image. The icon should be optically centered within the profile as demonstrated.

SQUARE PROFILE

180X180



40 px

30 px

CIRCLE PROFILE

180X180



40 px

30 px

OFFICIAL SEAL

PURPOSE OF A SEAL

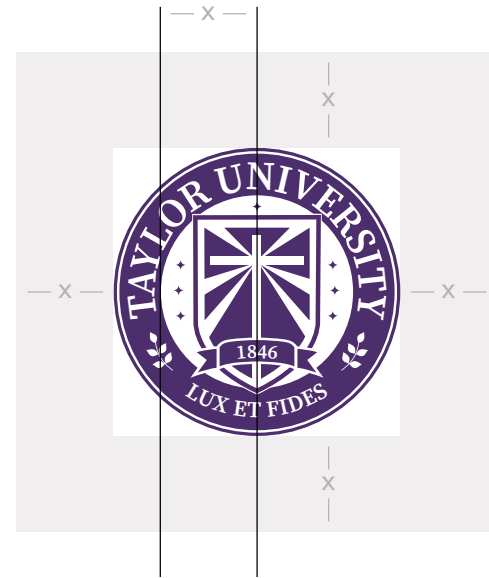
A seal is a device for authenticating a document and providing evidence of its legitimacy. Over time, the meaning and purpose of the University seal have changed, and yet the use of the seal remains the same—to convey a sense of authority and authenticity. Taylor University’s seal is meant to be used exclusively in the most formal applications and expressions of the University’s identity, reserved as a formal insignia for documents of institutional and legal importance: diplomas, transcripts, certificates, Commencement, academic-related communications, invitations, and banners.

CLEAR ZONE

For the Taylor seal at any size, the clear space should be equal to half the width of the inner circle.



CLEAR ZONE



OFFICIAL SEAL

The central theme of the academic seal is **Light and Faith**.

CENTRAL CROSS

The most prominent feature of the seal is the cross, central to Taylor's mission, community, and ethos. Taylor is, and remains, Christ-centered. The cross is the most recognized image of the Christian faith, reminding us of Christ's life, teachings, and ultimate sacrifice. This part of the seal underscores our commitment to faith.

RAYS OF LIGHT

Next, the rays of light emanating from the cross remind the viewer that the source of all truth is God Himself. The rays shine boldly beyond the constraints of the shield, just as light eradicates darkness and reveals truth. These rays represent Taylor's calling to reflect Christ's light to the world.

LUX ET FIDES

Lux et fides, Latin for *Light and Faith*, is the official University motto. Our Christian faith and the light of learning are core to who we are. Our academic pursuits are not separate from our Christian faith. As we endeavor in our academic pursuits, we bring glory to God because this is an act of worship.



1846

The 1846 represents our rich history and heritage, underscored by resiliency and strength. Taylor remains the oldest nondenominational school in the Council for Christian Colleges and Universities, and we're proud of our long-standing history storied with academic excellence, robust traditions, and an unwavering commitment to the Christian faith.

SEVEN STARS

The seven stars represent Taylor's seven anchor points, listed below. They also point to the light and faith of Jesus Christ, as we are reminded in Philippians 2.

The top, center star represents the fourth and central anchor point of the seven: Christ-centered.

- 1. Whole-Person Focused:** We involve students in learning experiences imbued with a vital Christian interpretation of truth and life which foster their intellectual, emotional, physical, vocational, social, and spiritual development.
- 2. Biblically Anchored:** We believe that all truth has its source in God and His Word. We are committed individually and collectively to the prayerful study and application of Scripture.
- 3. Liberal Arts Grounded:** We prepare students to adapt to a fast-changing world, equipped with critical thinking skills, a lifelong love of learning, and an appreciation for God's creation.
- 4. Christ-Centered:** Our Christian faith should permeate all learning—leading to a consistent life of worship, servant-leadership, stewardship, and world outreach.
- 5. Faith and Learning Integrated:** We strive to create specific experiences where the integrative focus of a Christian liberal arts education is clarified, personalized, and applied.
- 6. World Engaging:** We contribute to the advancement of human knowledge and understanding and serve the evangelical Christian church and the larger public community for the glory of God.
- 7. Servant-Leader Motivated:** We foster a biblical model of relationships, acknowledging both unity and diversity of the followers of Christ within a covenant community, which can be evidenced in a continuing lifestyle of service to and concern for others.



EXPRESSION

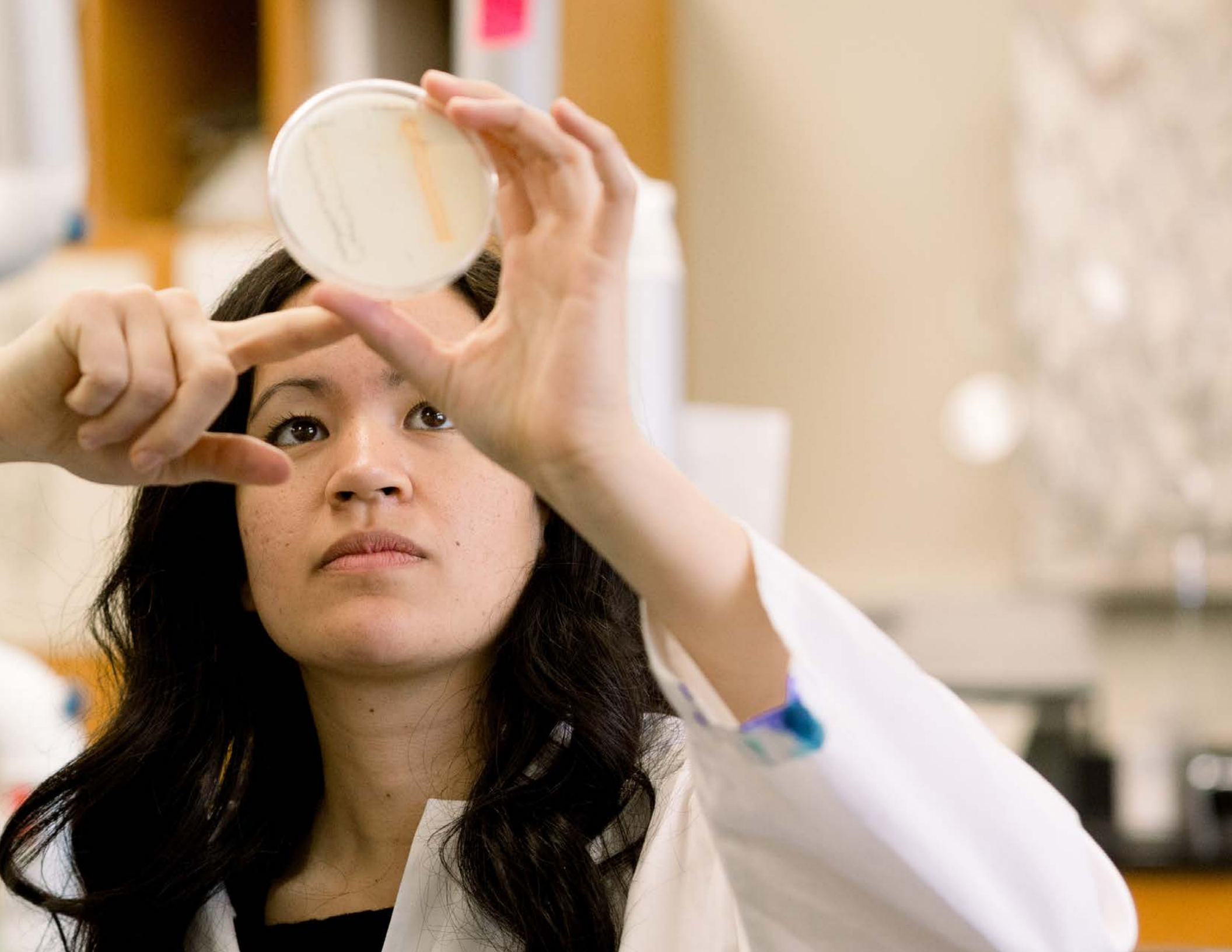
The Taylor University story features three primary expressions of personality: The Purposeful Leader, The Committed Connector, and The Joyful Devotee.

In both internal and external communication, whether in person, print, or digital, every message should reflect our unique personality and voice. When we communicate on Taylor's behalf, we tell Taylor's story with on-personality messaging. Harness the three dimensions to confidently and consistently craft your message; choose a storyline or characteristic that would resonate best with your message and audience.

View additional messaging inspiration at taylor.edu/brand.

A woman with long dark hair, wearing a white lab coat, is pointing her right hand towards the right side of the frame. She has a focused expression. The background is blurred, showing other people in white lab coats. The entire image is overlaid with a semi-transparent purple color. The text 'PURPOSEFUL LEADER' is written in large, bold, white, sans-serif capital letters on the left side of the image.

PURPOSEFUL LEADER



PURPOSEFUL LEADER

STORYLINE

We honor God by giving nothing short of our best

Taylor University is a place of excellence. Because high standards are our standard, we pursue scholarship with unending energy, we pursue formation with genuine enthusiasm, and we pursue faith with heartfelt passion. And we don't just see outcomes, we bear fruit. Through an abiding commitment to our mission we send out world-shaping alumni, are blessed to have nationally-influential faculty across a range of disciplines, and maintain a student-centric vision that sets the framework others follow.

VOICE

Purposeful Leaders demonstrate the confidence, poise, and strength that arise from Taylor's legacy and culture of seeking excellence in all things. When expressing this character type, use language that is clear, assured, and infused with stability. Focus on the tangible achievements of the Taylor community to convey excellence balanced by humility and servant-leadership. The goal is to make audiences feel empowered, influential, and prepared.

**We honor
God by giving
nothing short
of our best**

PHOTOGRAPHY

The Taylor community seeks excellence in every arena of life, offering a breadth of possibility for portraying Purposeful Leaders. Portray subjects demonstrating impact in action—teaching, speaking to groups, and influencing others through their achievements. Through photo compositions, use symmetry and environmental elements to show figures in command of their space. Capture facial expressions and body language that exude confidence, strength, and empowerment.



A woman with a braid, wearing a striped shirt, is sitting on a stone ledge. The background shows a blurred cityscape. The entire image is overlaid with a semi-transparent purple color. The text 'COMMITTED CONNECTOR' is written in large, bold, white capital letters on the left side of the image.

COMMITTED CONNECTOR



COMMITTED CONNECTOR

STORYLINE

Through interconnected relationships, we amplify purpose

At Taylor University, the love of Christ is made tangible through a posture of hospitality and the genuine compassion that is given and received through being known and pursued. We see mutual connectedness as an essential and treasured part of the Taylor learning experience. Through interactions big and small, we are dedicated to offering extraordinary support and an uncommon sense of community life. Students, staff, and faculty alike—we all participate in the shared goal of uplifting each other daily and stewarding our unique individual gifts to the glory of God.

VOICE

Committed Connectors are selfless, compassionate, and others-first. They are natural community builders whose instinct for hospitality brings nurture and growth to the people and places around them. When expressing this character type, use a warm and approachable tone, with the goal of creating a personal feel. Be honest and relatable, genuine and intimate when telling stories of connection and support. The goal is to encourage the audience and cause them to feel safe and supported.

**Through
interconnected
relationships,
we amplify
purpose**

PHOTOGRAPHY

Taylor students, faculty, staff, and alumni demonstrate generous hospitality and compassion in countless ways. These traits come alive in facial expressions that exude care and enthusiasm. Capture these moments with tight crops, blurred backgrounds, and compositions that give a sense of spontaneity and warmth. Use multiple figures to fill frames, and portray them embracing, laughing, and demonstrating the connected life of the Taylor community.



A woman with long hair is shown in profile, smiling broadly and clapping her hands. The image is overlaid with a semi-transparent purple filter. The text 'JOYFUL DEVOTEE' is written in large, white, bold, sans-serif capital letters on the left side of the image.

**JOYFUL
DEVOTEE**



JOYFUL DEVOTEE

STORYLINE

Our enthusiasm and joy spark inspired lives to the full

Living out our shared commitment to whole-person development is core to who we are. The immersive experience of our Christian community, equipping students for kingdom impact, evokes at Taylor a profound spirit of anticipation and joy. Students are invited to wrestle with the world's heavy issues and are equipped to engage with real challenges—and still, there remains a contagious delight and an uplifting spirit of vibrant togetherness that characterizes the Taylor experience.

VOICE

Joyful Devotees are passionate, engaging, and infused with warmhearted energy. They bring motivation, enthusiasm, and gladness to those around them. When expressing this character type, use energetic, optimistic, and playful language to tell stories of the shared passion that characterizes the Taylor community. Messages of togetherness and vivid experiences bring this character to life. The goal is to inspire and entertain the audience and make them feel exhilarated and happy.

**Our enthusiasm
and joy spark
inspired lives
to the full**

PHOTOGRAPHY

Joyful Devotees bring enthusiasm and motivation to every activity. Highlight these traits by capturing figures in motion—competing, playing, performing, and living out the shared experience of life at Taylor. Use close crops and candid expressions to give a sense of spontaneous energy. Use subjects who are not camera-aware and who are expressing a sense of entertaining enthusiasm to capture the spirit of Joyful Devotees.



The background features a large, stylized graphic of a sun rising over a mountain range. The sun is depicted with a semi-circle of rays, and the mountains are represented by several curved, layered shapes. The entire graphic is rendered in a light purple color against a dark purple background.

TAYLOR ATHLETIC BRAND STANDARDS



53

OVERVIEW

The Taylor University athletic logo is a unique and powerful symbol that represents the past, present, and future of Taylor's athletic legacy. The University has a responsibility to use it consistently and correctly, positioning the logo as a representation of Taylor's full, authentic athletic brand.

THE TROJAN

The Taylor Trojan represents the passion and dedication of Taylor athletes and the entire Taylor community. Through streamlined imagery that refreshes our longstanding Trojan mascot, the logo demonstrates our determined spirit, our call to servant-leadership, and our unwavering sense of who we are.

TAYLOR ATHLETIC WORDMARK

Taylor is set in a customized typeface. The prominent, bold lettering indicates established strength and leadership, while the silver border represents our commitment to excellence.

ATHLETIC SUBHEADING

The athletic subheading clarifies the name of our athletic teams and is centered to demonstrate prestige and strength. As a default, use *Trojans* unless a specific team is being referenced.



TAYLOR
TROJANS

A horizontal arrow points from the left towards the word "TAYLOR". Another horizontal arrow points from the left towards the word "TROJANS".

ATHLETIC LOGOS

The Taylor athletic logo includes vertical and horizontal layouts, Taylor wordmark, and Trojan icon. These variations allow the logo to be compatible with an array of applications.

VERTICAL LOGO (PREFERRED PRIMARY)

Prominent and established, this layout places the Trojan icon above the wordmark. This is the preferred logo and should be used whenever possible.

HORIZONTAL LOGO

Maintaining its strength and elegance, this format arranges the Trojan beside the Taylor wordmark. This is an alternate option to the preferred vertical logo.

ATHLETIC WORDMARK

The Taylor athletic wordmark may be used without *Trojans* or the Trojan but must include an athletic team subheading. This option works best when size and color are limiting factors for its use.

TROJAN ICON

The Trojan icon may be used alone when other Taylor branding is apparent. The only exception for this is apparel. Please contact the Athletic Department for permission to use this variant.

VERTICAL LOGO (PREFERRED PRIMARY)



HORIZONTAL LOGO



ATHLETIC WORDMARK



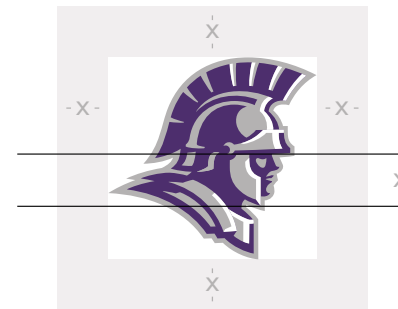
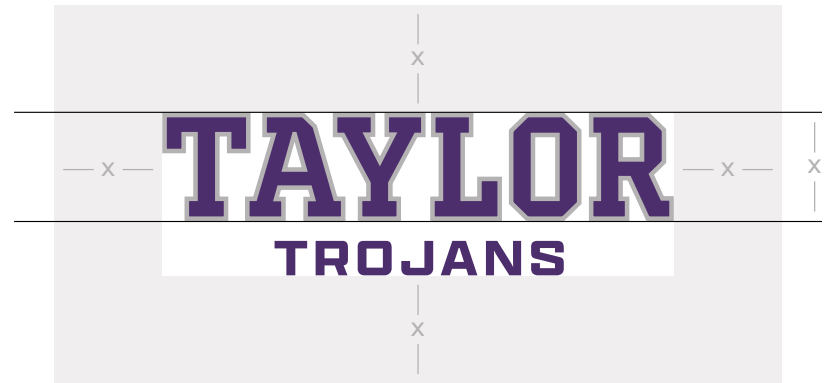
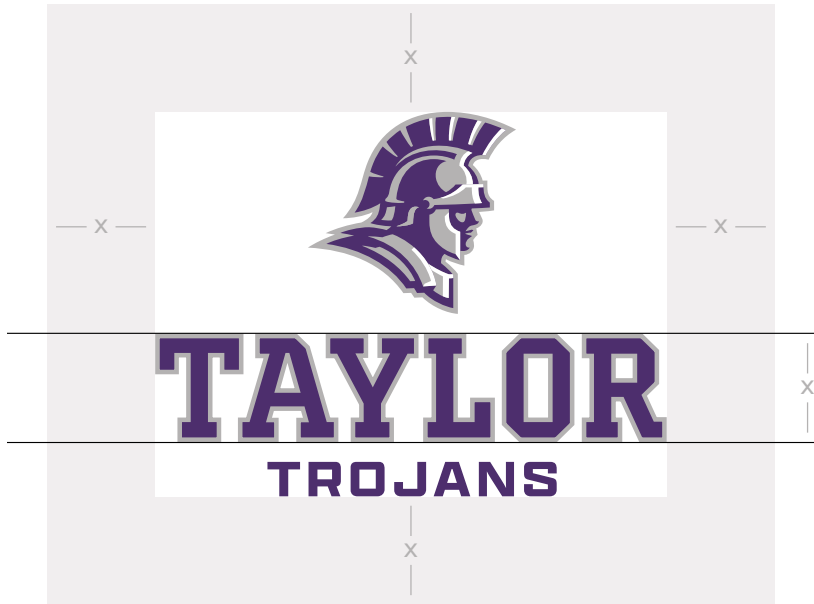
TROJAN ICON



CLEAR ZONE

The clear zone is the area around a logo that no other elements may enter. This space should be kept free of any text or graphics. The clear zone also acts as a buffer against the edges of a document. To calculate the clear space needed for the Taylor athletic logo at any size, take the height of the letters in the wordmark.

For the Trojan icon on its own, the clear space should be equal to the height of the helmet cheek guard.



CROPPING THE TROJAN

The Trojan icon may be used as a large graphic element that bleeds off the page either vertically or horizontally. When enlarged as a graphic element, the standard clear zone need not apply.

VERTICAL CROPPING



HORIZONTAL CROPPING



CENTERING THE TROJAN

When used alone, the Trojan icon should be optically centered, rather than physically centered. The optical center of the icon is based on the left side of the helmet cheek guard.

OPTICALLY CENTERED (PREFERRED)

VS.

PHYSICALLY CENTERED



MINIMUM SIZING

There is a minimum size requirement for print, digital, and embroidered applications of the athletic logo to ensure it is always clear and legible. The minimum size requirement is based on the width of the design and applies to all variations of the athletic logo aside from the stand-alone social media mark.

PRINT

For print applications, the minimum width of the design is 1". Horizontal logos are the exception, requiring a minimum of 1.5" width.

DIGITAL

For digital applications, the minimum width is 72 pixels at 72 ppi. Horizontal logos are the exception, requiring a minimum of 108 pixels.

EMBROIDERY

For embroidered applications, the minimum width of the Trojan icon is 2.5". For the wordmark and subheading, the minimum width is 4.5".

PRINT MINIMUM SIZE



1"



1.5"



72px



108px

DIGITAL MINIMUM SIZE

EMBROIDERY MINIMUM SIZE



2.5"



4.5"

ATHLETIC IDENTIFICATION

The Taylor athletic wordmark, when used without *Trojans*, must include an athletic team subheading. For specific athletics identification, the team name appears beneath the Taylor athletic wordmark. The sport name uses Apotek Extended Bold.

In order to maintain consistency across the brand, departments should not construct their own logos. If you need assistance creating an athletic logo, please contact the Athletic Department to have it made.

TAYLOR
ATHLETICS

TAYLOR
FOOTBALL



TAYLOR
ATHLETICS



TAYLOR
FOOTBALL



TAYLOR
ATHLETICS



TAYLOR
FOOTBALL

FONTS

Taylor's chosen typefaces for web, digital, and print athletic applications are College Block (display copy), Apotek (secondary headers), and Montserrat (body copy), for reasons of accessibility, readability, and availability.

DISPLAY

COLLEGE

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
0123456789!@#\$%^&*()

BLOCK

SECONDARY HEADERS

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * []

APOTEK

BODY COPY

Montserrat

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * ()

COLOR PALETTE

Taylor’s athletic colors are Taylor Purple and Iron Sharpening Gray. Use these striking colors to attract the eye to an important design element or headline.

Neutral colors—from black to white—are essential to any brand identity system. These colors allow a canvas to “breathe” and help highlight and feature the rest of the color palette. Do not overlook the power of white and black space.

TAYLOR PURPLE
PANTONE 269C
C78 M100 Y0 K38
R82 G45 B114
#522D72



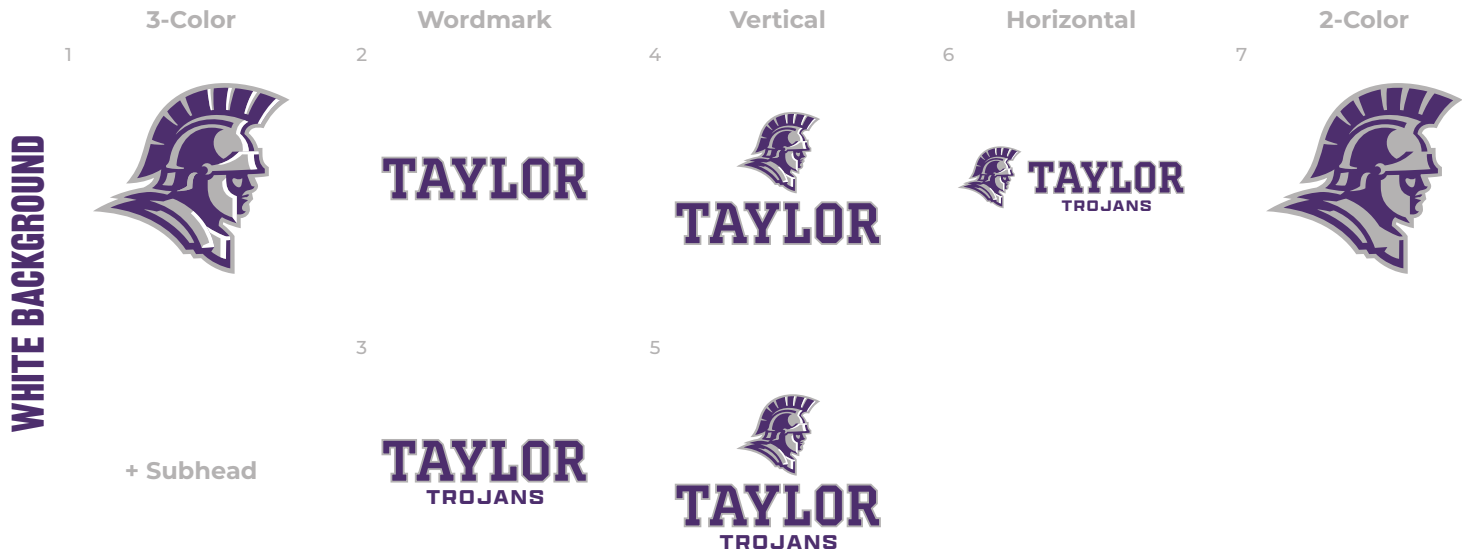
SHARPENING IRON
PANTONE COOL GRAY 5
CO MO YO K29
R178 G180 B190
#B2B4BE

BLACK
CO MO YO K100
RO GO BO
#000000

WHITE
CO MO YO KO
R255 G255 B255
#FFFFFF

COLOR VARIANTS

The Taylor athletic logo allows a variety of color variants that remain consistent in brand and identity. These variations provide options for using the logo on white, purple, gray, and black backgrounds. Please use only this approved set of color options on the backgrounds indicated for their use.





8 Wordmark	10 Vertical	12 Horizontal	13 1-Color	15 Wordmark	17 Vertical
9 	11 	14 Horizontal 	16 	18 	

PURPLE BACKGROUND

19	3-Color	20	Wordmark	22	Vertical	24	Horizontal	25	1-Color (White)
	+ Subhead	21		23					

GRAY BACKGROUND

39	3-Color	40	Wordmark	42	Vertical	44	Horizontal	45	1-Color
	+ Subhead	41		43					

Wordmark

26

TAYLOR

Vertical

28



Horizontal

30



1-Color (Gray)

31



Wordmark

33

TAYLOR

Vertical

35



27

TAYLOR
TROJANS

29



32

Horizontal



34

TAYLOR
TROJANS

36



Wordmark

46

TAYLOR

Vertical

48



Horizontal

50



Wordmark Outline

37

TAYLOR

47

TAYLOR
TROJANS

49



38

+ Subhead

TAYLOR
ATHLETICS

BLACK BACKGROUND

3-Color

51



Wordmark

52

TAYLOR

Vertical

54



Horizontal

56



2-Color

57



+ Subhead

53

TAYLOR
TROJANS

55



1-Color

71



Wordmark

72

TAYLOR

Vertical

74



Horizontal

76



BASIC BLACK ON WHITE

+ Subhead

73

TAYLOR
ATHLETICS

75



Wordmark

58

TAYLOR

Vertical

60



Horizontal

62



1-Color

63



Wordmark

65

TAYLOR

Vertical

67



59

TAYLOR
TROJANS

61



Horizontal

64



66

TAYLOR
TROJANS

68



Wordmark Outline

69

TAYLOR

70

+ Subhead

TAYLOR
ATHLETICS

ATHLETIC MONOGRAM

The athletic monogram adapts the strength and prominence of the Taylor athletic brand into a compact format suitable for uniforms and apparel. The athletic monogram works best when space is a limiting factor.

SOLID

OUTLINED

BLACK OR WHITE

WHITE BACKGROUND



GRAY BACKGROUND



PURPLE BACKGROUND



BLACK BACKGROUND



SOCIAL MEDIA MARK

Official social media profiles for all Taylor athletic teams should use an appropriate variation of the Trojan icon as their profile image. The icon should be optically centered within the profile as demonstrated. Find instructions on how to optically center the icon on page 62.

SQUARE PROFILE



CIRCLE PROFILE



ADDITIONAL WORDMARK

The Taylor athletic wordmark may be used with or without *Trojans*. This option works best when size and color are limiting factors for its use. Please contact the Athletic Department for permission to use this variant.

TAYLOR UNIVERSITY TROJANS



View logo files and additional messaging guidelines at taylor.edu/brand.