

TBS

The TBS logo is rendered in a large, white, serif typeface. Below the letters is a horizontal line that begins with a small, white, teardrop-shaped graphic on the left and continues as a straight line to the right.

BRAND STANDARDS GUIDE

INTRODUCTION



Tau Beta Sigma has developed this graphic standards manual to help all members, volunteers, designers, and licensed vendors to manage and implement Tau Beta Sigma's brand identity.

The Sorority has outlined, in this manual, its primary visual elements as well as instructions on how to use them properly across multiple platforms.

These guidelines and brand elements will be regularly reviewed over time, changes being made when necessary. Check the National website at www.tbsigma.org to make sure you have the most recent version of this standards manual.

If you have any questions, need to confirm acceptable usage or need to obtain an authorized graphic, please contact the Publications Manager at National Headquarters at **(405) 372-2333** or email podium@kkytbs.org.

BRAND PRESENCE

MISSION

We provide exceptional service to collegiate bands and promote equality and diversity, including empowering women in the band profession. We cultivate leadership, educational achievement, music appreciation and community development.

VISION

Tau Beta Sigma is a highly respected pre-eminent music organization comprised of over 160 collegiate chapters and more than 3,800 collegiate members with a balanced representation of women and men. Strong leadership thrives throughout our organization and we have a solid financial foundation. We cultivate and sponsor a variety of music education programs for our diverse membership and work closely with collegiate band directors. Our alumni association is an integral part of Tau Beta Sigma, promoting diversity efforts, social networking and assisting members in enhancing their professional leadership and employment possibilities after graduation from college. We are actively engaged in the community through music.

MOTTO

“Tau Beta Sigma For Greater Bands”

BRAND PERSONALITY

- Sisterhood
- Leadership
- Diverse
- Energetic
- Intelligent
- Courage
- Loyalty
- Lifelong
- Values
- Engaging
- Respected
- Community

COAT OF ARMS

The *coat-of-arms*, or crest, of Tau Beta Sigma is one of the most distinguished, official marks of the Sorority. The crest maintains the history & heritage of the Sorority.

The crest is not to be reduced smaller than 1 inch in width, as the Tau Beta Sigma full color crest becomes difficult to read.

The crest should be surrounded by clear space that is 25% of the total width in all visual communications.

Official (full color) Crest

The Tau Beta Sigma crest is one of our trademarked items. Its proportions, line weight, and colors are not to be altered. This is the standard crest and is the **ONLY** crest used for Ritual activities. The colors within should always be the color set detailed in this guide.

Line-art Crest

The Tau Beta Sigma crest without the official colors, showcasing only the line-art makeup of the crest itself. This crest is to be used when color is unavailable or a single color will be used. Solid colors only. Use the same height and weight standards as the Official Crest.

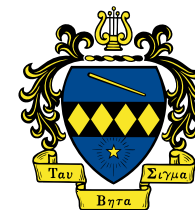
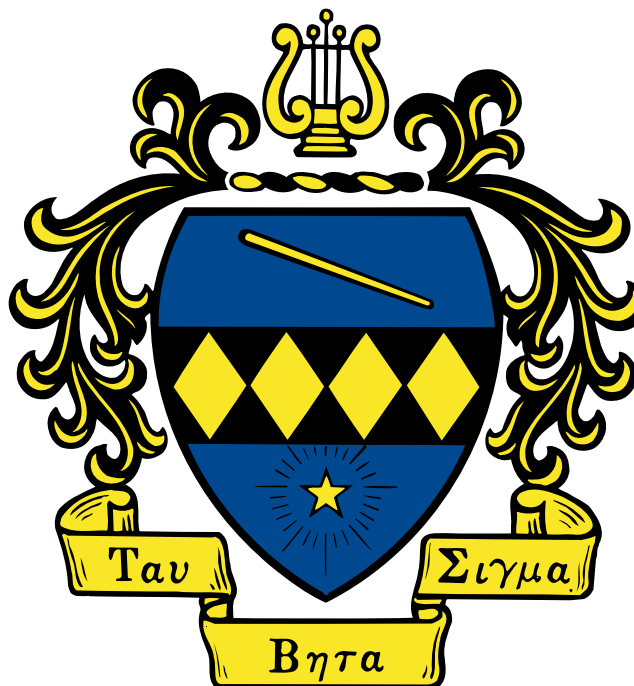
Silhouette Crest

This crest can be used as a watermark or as a back drop to a larger logo. The Silhouette Crest is used to associate a program with the sorority while not being a part of any formal symbolism. It can incorporate any solid color or slight gradient. Can be used in an area

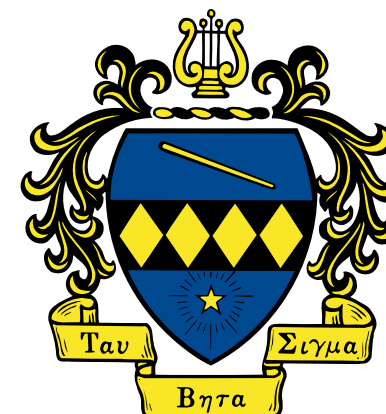
Blue & White Crest

This crest is used for notifications, forms, signage, and other informational materials of an informal nature. Used the same height and weight standards as the Official Crest

OFFICIAL CREST



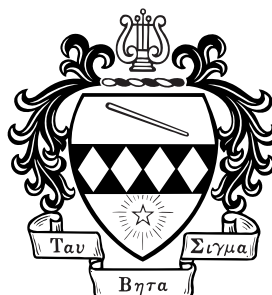
| ----- 1 inch ----- |



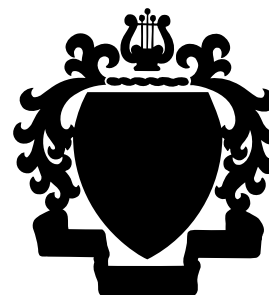
| -1/2 inch - |

| ----- 2 inches ----- |

LINE-ART CREST



SILHOUETTE CREST



BLUE & WHITE CREST



COLOR PALETTE

The primary color palette of Tau Beta Sigma draws from the Sorority's traditional, trademarked official crest. Follow these guidelines as accurately as possible in all digital and print applications.

TBS Blue

One of the official colors of the Sorority.

TBS Gold

Color that accompanies the official Sorority blue on the full color crest.

Bright Rose Red

Official flag color.

White

One of the official colors of the Sorority.

TBS Flag Blue

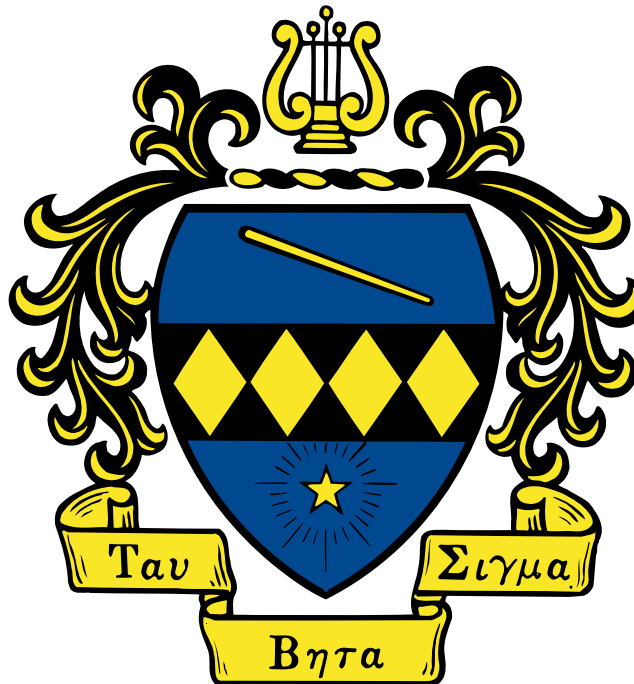
Shade of blue specific to the official flag of the Sorority.

TBS Flag Green

Official flag color.

Black

Final official flag color and accompanying color within the official crest of the Sorority.



PANTONE 280U
C: 100 M: 72 Y: 0 K: 18
R: 0 G: 73 B: 144

PANTONE 395C
C: 4.31 M: 7.84 Y: 86.27 K: 0.39
R: 248 G: 230 B: 39

PANTONE 185C
C: 0 M: 100 Y: 100 K: 0
R: 254 G: 0 B: 0

WHITE
C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255

PANTONE REFLEX BLUE
C: 88 M: 78 Y: 0 K: 0
R: 6 G: 7 B: 248

PANTONE 361U
C: 72.97 M: 9.12 Y: 93.81 K: 0.37
R: 51 G: 163 B: 87

BLACK
C: 50 M: 50 Y: 50 K: 100
R: 0 G: 0 B: 0

LOGOMARKS

Tau Beta Sigma has a formal and an informal logomark. These marks were created as a means to unify the brand and designs of the Sorority. These are the preferred primary brand marks of the Sorority.

The logomarks are not to be reduced smaller than 1/2 inch in height.

The clear space is equal to 1/2 the width of the lyre illustration in the logomarks.

Formal Logomark

The formal logomark is made up of Tau Beta Sigma wordmark, the baton, the lyre, and the tagline. All of these components should be used together whenever achievable. The formal logomark is used as the main logo for sorority documents and media.

Greek Logomark

The informal (greek) logomark is similar to the formal. The greek letters replace the full wordmark and the tagline is absent. This logomark can be used in instances where the larger long logo may not fit or be appropriate, or for specific Greek letter designs on t-shirts.

DO NOT ALTER SPACING BETWEEN ELEMENTS IN EITHER LOGO

FORMAL LOGOMARK

TAU BETA SIGMA
FOR GREATER BANDS



GREEK LOGOMARK

TBS



ALTERNATE VERSIONS

The Tau Beta Sigma brand will be applied across a variety of mediums. While the primary logomarks (in their default colors) are always preferred, alternative colors can be used when necessary.

Black and white

When printing in black and white, only the approved logo should be used in 100 percent black or 100 percent white on black.

Reversed

On blue and other color backgrounds, a reversed version of the logo should be used. The reversed version should never be used over busy images or patterns.



BADGE OF MOURNING

An official recognition ribbon worn in remembrance of members who have passed away. It consists of Sorority jewelry pinned through a black ribbon, 5/8 inch wide and two inches long. The recognition bar is pinned through the full length of the ribbon, whereas the ribbon for all other pins is folded into an inverted V-shape, then pinned through the middle.

The badge of mourning may be worn up to 30 days after the passing of a member.

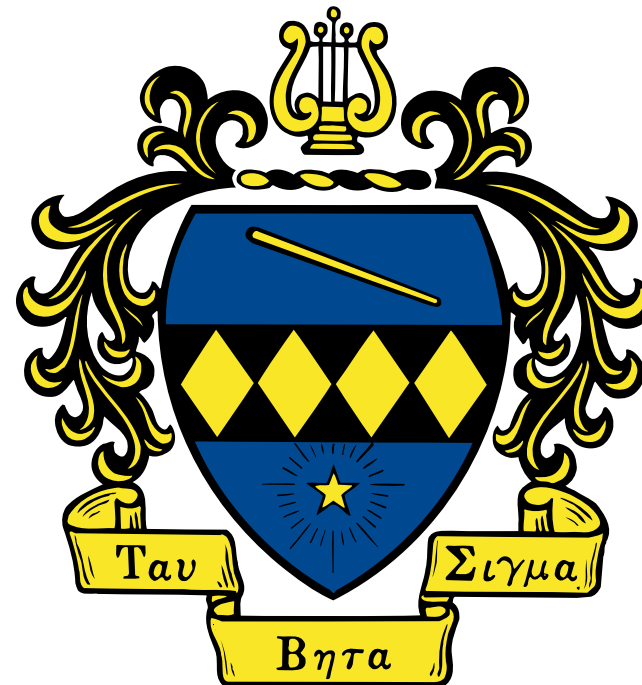
This is the Sorority's official badge of mourning graphic.

- The badge of mourning graphic may be used on social media posts or as one's social media profile picture should a Membership Candidate, Active, Alumni, Honorary and/or Life Member of the Sorority pass away.
- The badge of mourning graphic is only to be used by a Membership Candidate, Active, Alumni, Honorary and/or Life Members of the Sorority.
- If used as a profile picture on social media, the badge of mourning graphic may be used up to 30 days.
- If a brother of Kappa Kappa Psi passes away, members of Tau Beta Sigma who are also Honorary Brothers may use the Kappa Kappa Psi Badge of Mourning.



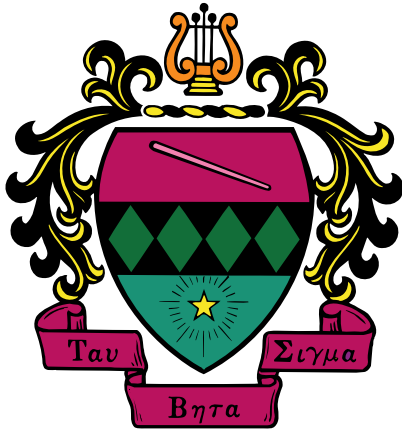
CHAPTER CRESTS

Chapters are **NOT** to design their own chapter crest, but can use the official crest with their chapter designation underneath. For example:



Zeta Nu

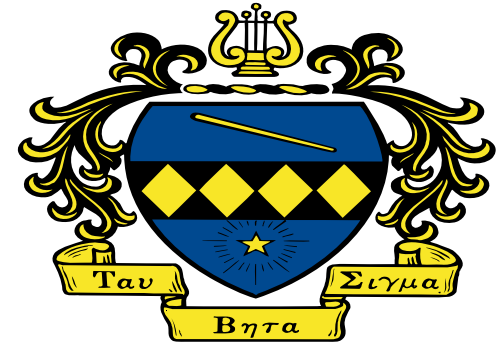
UNACCEPTABLE USES



DO NOT crests or logos in unauthorized colors and/or color combinations



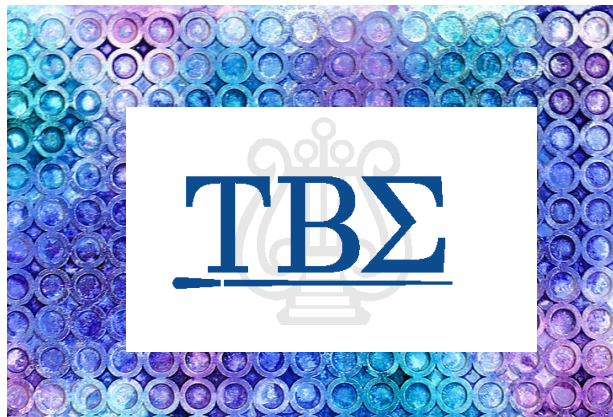
DO NOT eliminate or cover any part of any crest (other than the Silhouette Crest) or our logos in a design



DO NOT stretch, alter, or distort any crest or logo out of its proper proportions or spacing



DO NOT publish any crest or logo in a reverse on any background that doesn't provide enough contrast



DO NOT place any logo or crest on a patterned or complicated background image



DO NOT display any logo or crest in anyway that is not right-side up and respectful in placement

TYPOGRAPHY

The primary sans serif font family for Tau Beta Sigma's marketing materials is **Lato**.

The primary serif font for Tau Beta Sigma's marketing materials is **Playfair Display**, which is used in the brand marks.

Lato Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Lato Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Lato Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Lato Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Lato Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Lato Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Lato Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Lato Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Playfair Display Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Playfair Display Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Playfair Display Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Playfair Display Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PLAYFAIR DISPLAY SC REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

PLAYFAIR DISPLAY SC BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

PLAYFAIR DISPLAY SC BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

OTHER LOGOMARKS

Tau Beta Sigma Alumni Association

These marks are the official formal and informal marks of the TBSAA.

Tau Beta Sigma Board of Trustees

This mark can be used in communication from the Board.

TAU BETA SIGMA



ALUMNI ASSOCIATION

TBΣ AA



TBΣ
ALUMNI
ASSOCIATION



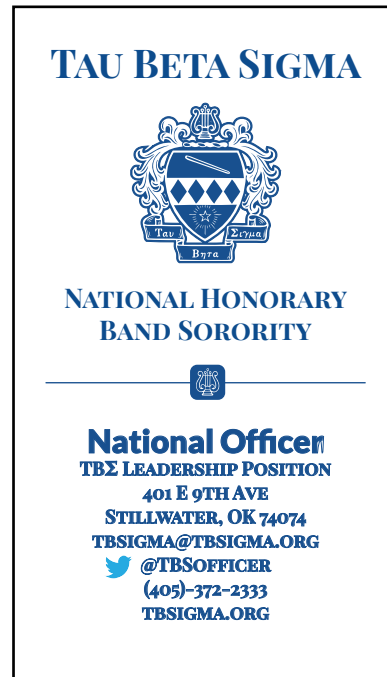
PANTONE 280U
C: 100 M: 72 Y: 0 K: 18
R: 0 G: 73 B: 144

PANTONE SOLID COATED 278 C
C: 42 M: 14 Y: 0 K: 0
R: 137 G: 192 B: 245

TAU BETA SIGMA
BOARD OF TRUSTEES

BUSINESS CARD

The official business card of Tau Beta Sigma leadership features the blue crest and the name of the sorority spelled out with the individual's information below the line. The back is blank so it can be written on.



OFFICIAL LETTERHEAD

The official letterhead of Tau Beta Sigma features the official logotype and contact information at the top.

TAU BETA SIGMA

FOR GREATER BANDS

NATIONAL
HONORARY
BAND
SORORITY

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