

# TBS

The letters 'TBS' are rendered in a bold, white, serif font. Below the letters is a white horizontal line that starts with a small, rounded, teardrop-shaped element on the left side, resembling a stylized underline or a decorative flourish.

**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](http://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](mailto: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 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.

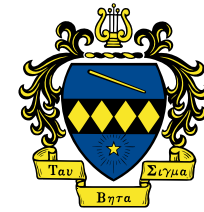
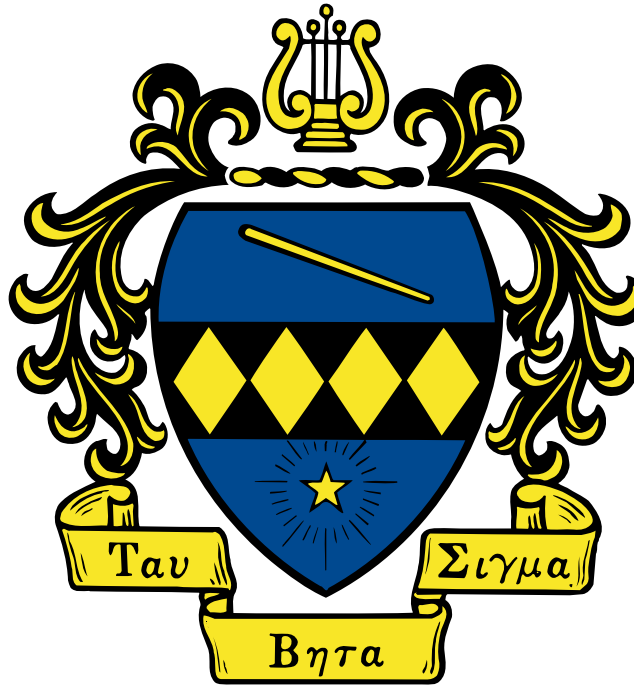
### Silhouette Crest

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

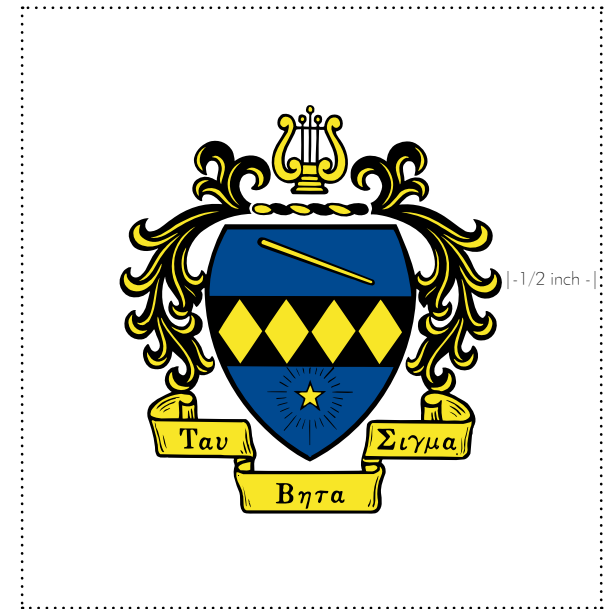
### Blue & White Crest

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

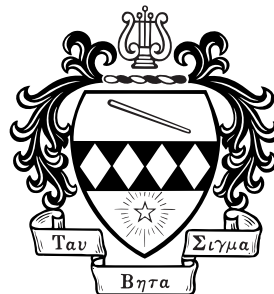


|----- 1 inch -----|

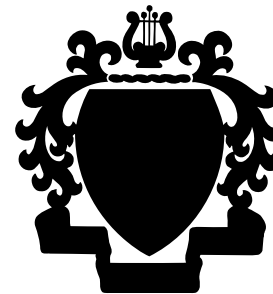


|----- 2 inches -----|

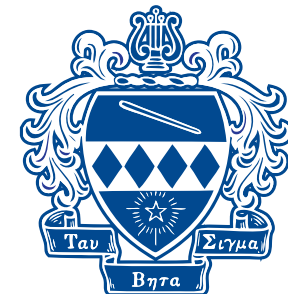
LINE-ART CREST



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

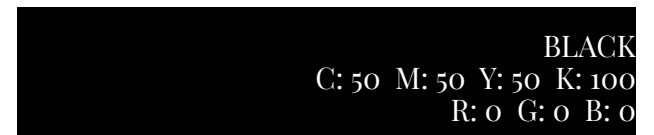
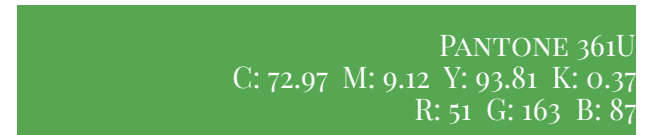
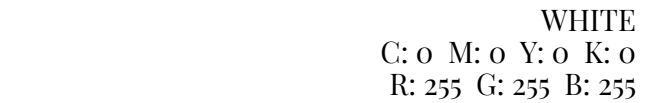
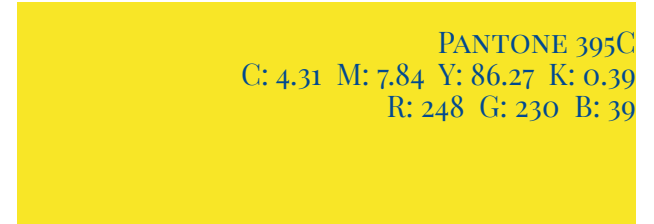
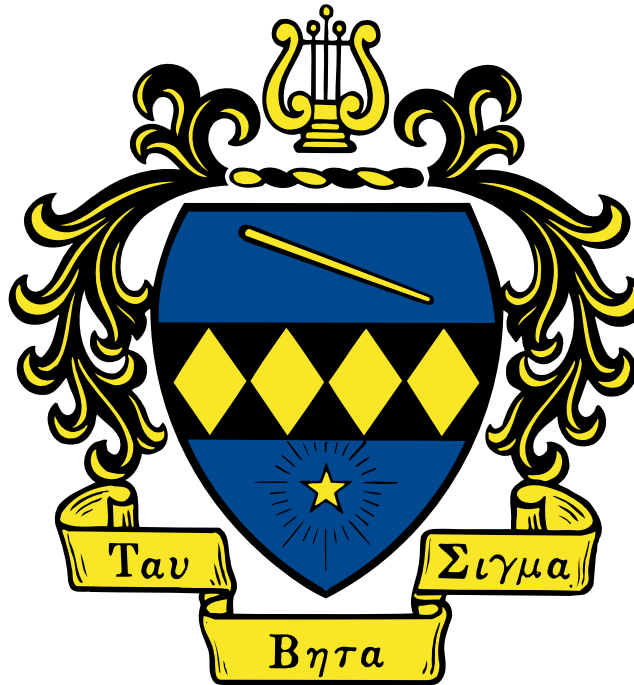
Shade of blue specific to the official flag of the Sorority.

### TBS Flag Green

Official flag color.

### Black

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



## 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

The formal logomark features the text "TAU BETA SIGMA" in a large, blue, serif font, with "FOR GREATER BANDS" in a smaller, blue, serif font below it. A horizontal blue line is positioned above the text, and a light blue lyre illustration is centered behind the text.



### GREEK LOGOMARK



TBS

The Greek logomark features the letters "TBS" in a large, blue, serif font. A horizontal blue line is positioned below the text, and a light blue lyre illustration is centered behind the text.



## 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

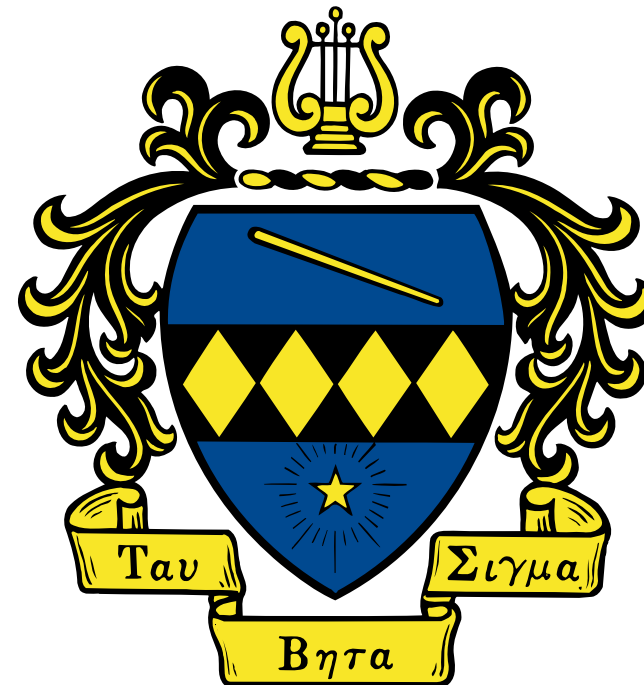
On blue and other color backgrounds, a reversed version of the logo should be used. The reversed version should never be used over busy images or patterns.



## CHAPTER CRESTS

---

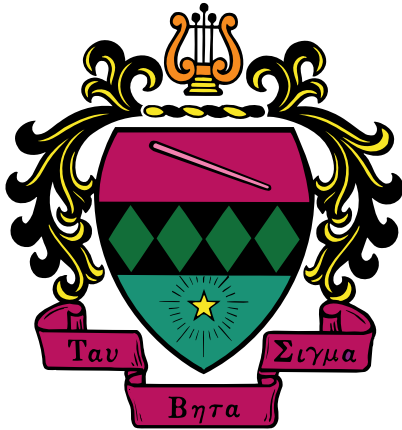
Chapters are **NOT** to design their own chapter crest, but can use the official crest with their chapter designation underneath. For example:



**Zeta Nu**



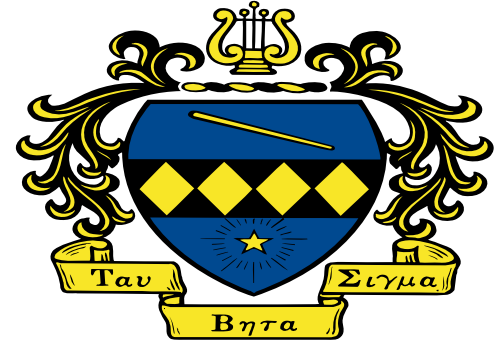
# UNACCEPTABLE USES



**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

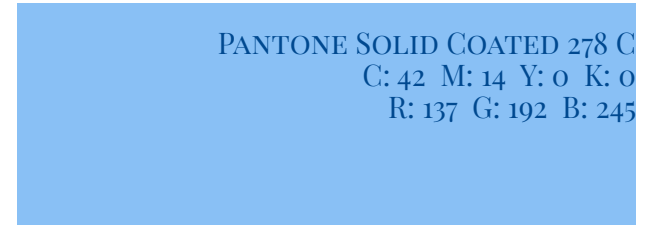
## OTHER LOGOMARKS

### Tau Beta Sigma Alumni Association

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

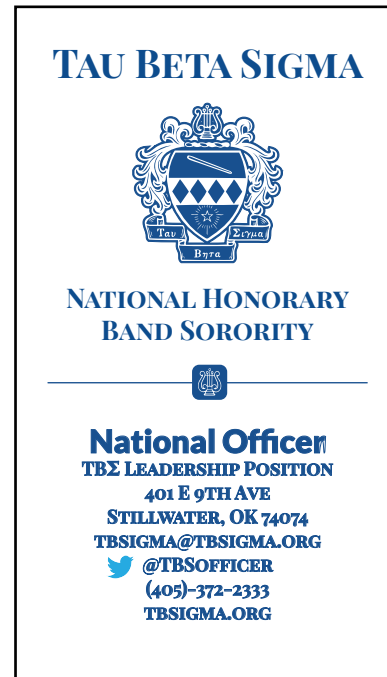
### Tau Beta Sigma Board of Trustees

This mark can be used in communication from the Board.



## 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.

 <b>TAU BETA SIGMA</b> FOR GREATER BANDS		<b>NATIONAL HONORARY BAND SORORITY</b>
<small>P.O. BOX 849   STILLWATER, OK   74076-0849   405.372.2333   TBS@TBSIGMA.ORG   TBSIGMA.ORG</small>		
<p><b>KATHRYN GARRETT KELLY, MD</b> NATIONAL PRESIDENT KATHRYNKELLYMD@TBSIGMA.ORG</p> <p><b>JONATHAN L. MARKOWSKI</b> VP FOR COLONIZATION &amp; MEMBERSHIP JONATHANMARKOWSKI@TBSIGMA.ORG</p> <p><b>ADRIENNE RALL</b> VP FOR SPECIAL PROJECTS ADRIENNE@TBSIGMA.ORG</p> <p><b>ERIKA L. POPE</b> VP FOR COMMUNICATION &amp; RECOGNITION ERIKAPOPE@TBSIGMA.ORG</p> <p><b>BETH BRONK</b> VP FOR PROFESSIONAL RELATIONS BETHBRONK@TBSIGMA.ORG</p> <p><b>DOLLIE McDONALD O'NEILL</b> CHAIR, BOARD OF TRUSTEES DOLLIE@TBSIGMA.ORG</p> <p><b>JUSTIN BRADY</b> CHAIR, TBS ALUMNI ASSOCIATION JBRADY@TBSIGMA.ORG</p> <p><b>STEVE NELSON</b> NATIONAL EXECUTIVE DIRECTOR NELSON@KKYTBS.ORG</p>		