



# Our Brand

Educating in Truth

**Tree of Life**  
CHRISTIAN SCHOOLS

**Branding Guide**  
Spring 2019

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THIS IS WHO WE ARE



# Our Brand Overview

Tree of Life Christian School's brand is deeply rooted in both history and truth. Since being founded in 1978, the traditions and community of Tree of Life have helped build a brand centered on the truths found in the Word of God and the love of His people.

Truly, our brand is the definition of all we represent and it is a reflection of everything we say and do. It is what promises the type of experience families can expect from our school; and what distinguishes us from other schools.

Tree of Life's brand, like others, is much more than a collection of graphics and slogans. And though marketing and logos can be the most prominent representations of our brand, the visitors we talk with, the students we assist, the phone calls we answer, and the facilities we maintain are all interactions that help form our school's reputation.

One of Tree of Life's core values is "Pursuing Excellence." Our goal is to establish a well-defined brand that helps others easily connect the Tree of Life name with that excellence. By utilizing these guidelines, you are doing your part to strengthen our brand and unify the message of Tree of Life Christian Schools for generations to come.

**Todd Marrah**  
Superintendent

# Our Foundation



## *Educating in Truth*

The Tree of Life brand is present in our history, our identity, and our people. But while conditions, buildings, and logos may change, the eternal truths that are fundamental to Tree of Life stay constant.

# Our Audience

## It's all about people.

Tree of Life has a rich history of dedicated staff, supportive churches, and faithful families. Our brand has been built by and continues to flow through these relationships . It is all about connecting with people. By understanding our core audiences we can deliver the right message to the right group of people.

## WHO DOES OUR BRAND IMPACT?

Our core audiences serve as a filter for the messaging to ensure we deliver the right message to the right group of people.

### FACULTY/STAFF, STAKEHOLDERS

This is our rooted audience. This audience is already familiar with and loyal to the Tree of Life brand and can be positive brand ambassadors. It is critical for our brand to resonate with this audience.

**GOAL:** Unify employees and stakeholders with a consistent look and message

### STUDENTS/ FAMILIES

They are the key audience of Tree of Life—though they may not have a history with the brand. It is important for us to attract more of this audience, and subtle messaging will help them understand who we are.

**GOAL:** Present Tree of Life's mission consistently with pride and excellence to the community

# Our Voice

## WHAT WE SAY, AND HOW WE SAY IT

A strong and consistent voice creates an engaging, recognizable style that helps our message break through. Tree of Life should always sound like a trusted partner and gracious host.



### Voice Tips

Our message needs to be quick, simple, and easy to understand – both in headlines and in body copy. If there is a lot of information for a reader to digest, break it up into smaller portions so it's easier to read.

# Logo Explanation: Name

**The Tree of Life wordmark is the visual representation of the Tree of Life Christian Schools name.**

The school should always be known by its proper name — Tree of Life Christian Schools — as a first reference. The full name, Tree of Life Christian Schools, should appear prominently on the front cover of all marketing materials or publications.

Tree of Life is acceptable for second and subsequent references. Tree of Life may be abbreviated TOLCS or TOL when the audience is internal. Abbreviations should not be used for external communications or marketing.

## **Spiritual Location**

The name Tree of Life Christian Schools draws us away from a geographical identity. We have a spiritual identity that goes beyond buildings and locations.

**Tree of Life**  
**CHRISTIAN SCHOOLS**

## **Abundant with Life**

Our school is a community abundant with life that loves and serves with joy.

## **Identity in Christ**

Above all else, we are a Christian school. Our identity in Christ is central to our identity as a school, and it is through Him that we educate students and partner with families.

# Logo Explanation: Shield

The Tree of Life Shield is the official logo of Tree of Life Christian Schools and Tree of Life Athletics.

## Key Verses

### HEBREWS 4:12

For the word of God is alive and active. Sharper than any double-edged sword, it penetrates even to dividing soul and spirit, joints and marrow; it judges the thoughts and attitudes of the heart.

### EPHESIANS 6:16-17

In addition to all this, take up the shield of faith, with which you can extinguish all the flaming arrows of the evil one. Take the helmet of salvation and the sword of the Spirit, which is the word of God.

**The Sword of the Spirit** represents the living and written Word of God as the Truth that anchors the school's mission.



**The Curve** represents the spiritual transformation of a child and our desire for Tree of Life to be a conduit through which the Holy Spirit works to transform students.

**The Dual Shield of Faith** represents both God's faithfulness to the school and the faithfulness of the school staff and families to God.

**The Double Edged Sword** represents the power of God's "living and active" Word in spiritual transformation.

# Logo Explanation: Seal

The Tree of Life Seal is the official ceremonial mark of the institution. As such, it is reserved for more limited use than the logo.

*See page 18 for usage details.*

## **COLOSSIANS 1:17**

He [Christ] is before all things, and in Him all things hold together.

## **PROVERBS 3:18**

Wisdom is a tree of life to those who take hold of her.

### **Concentric Circles**

The Tree of Life Seal is contained in concentric circles—representing Christ being before all things and all things being held together in Him.



### **The Tree of Life**

Centered in the seal is the “Tree of Life” mentioned in the very beginning and very end of God’s Word.

### **Wisdom and Life**

The crown of the tree is abundant with life, displaying individual leaves representing all the students who have embraced wisdom—which is a tree of life.

### **Rooted in Truth**

The base of the tree contains roots that are digging deep into the school’s simplified mission of “Educating in Truth”—which is God’s living and active Word.

# VISUAL GUIDELINES



# Brand Colors

## Primary Colors

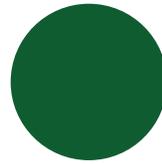
The dark green, light green, and white make up the primary brand colors. They should be used in most applications such as headline treatments, subheads, quotes, etc.

## Secondary Colors

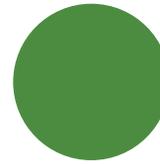
Our secondary color palette represents the wide range of vibrant colors found within the district. The colors in this palette should be used to complement the primary colors or in scenarios where additional colors are needed. These colors should never be used on the logo.

ACADEMIC

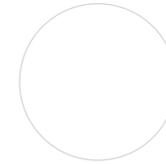
### Primary Colors



CMYK 91, 37, 99, 34  
 RGB 0, 93, 49  
 HEX #005D30  
 PMS 3425 C



CMYK 74, 24, 100, 8  
 RGB 77, 140, 64  
 HEX #4D8C40  
 PMS 7741 C

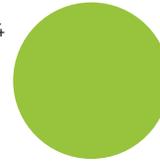


CMYK 0, 0, 0, 0  
 RGB 255, 255, 255  
 HEX #FFFFFF  
 PMS White 000 C

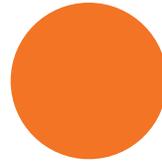
### Secondary Colors



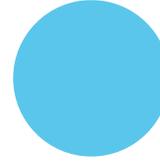
CMYK 100, 78, 48, 54  
 RGB 0, 38, 62  
 HEX #00263E  
 PMS 2965 C



CMYK 46, 4, 100, 0  
 RGB 152, 194, 61  
 HEX #98C23D  
 PMS 367 C



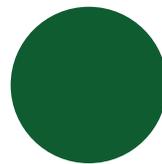
CMYK 3, 66, 99, 0  
 RGB 238, 118, 35  
 HEX #EE7623  
 PMS 158 C



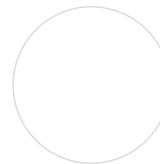
CMYK 55, 3, 3, 0  
 RGB 99, 196, 233  
 HEX #62C5E9  
 PMS 297 C

ATHLETIC

### Primary Colors

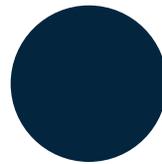


CMYK 91, 37, 99, 34  
 RGB 0, 93, 49  
 HEX #005D30  
 PMS 3425 C

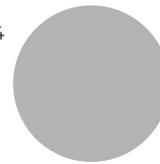


CMYK 0, 0, 0, 0  
 RGB 255, 255, 255  
 HEX #FFFFFF  
 PMS White 000 C

### Secondary Colors



CMYK 100, 78, 48, 54  
 RGB 0, 38, 62  
 HEX #00263E  
 PMS 2965 C



CMYK 32, 24, 26, 0  
 RGB 176, 179, 178  
 HEX #B0B3B2  
 PMS 421 C

## Primary Serif Typeface

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### Archer

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOSTUVWXYZ

1234567890 !@%&\*?

AaBc

Alternate font available for download at [fonts.google.com/specimen/Sanchez](https://fonts.google.com/specimen/Sanchez)

## Primary Sans Serif Typeface

---

### Montserrat

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOSTUVWXYZ

1234567890 !@%&\*?

AaBc

Available for download at [fonts.google.com/specimen/Montserrat](https://fonts.google.com/specimen/Montserrat)

# Primary Logo Usage



## Primary Logo

Use the primary logos to represent the brand whenever possible. The logo is designed in two different formats: horizontal stacked and horizontal. Depending on an application's layout, you may find that one format of the logo works better than another. Please exercise good judgment in all creative executions. Logo in Primary use must use color #005D30 for the shield's main color and 'Christian Schools' and #4D8C40 for the shield's accent color and 'Tree of Life'.



## Clearspace

The minimum clearspace around all sides of the logo is demonstrated above. As shown above, the "T" in 'Tree of Life' has been selected as the measurement of minimum clearspace required. In order to preserve the integrity of the logo, it is important that no other logos, text, graphical elements, or artwork infringe on its space.

The visual guidelines describe the various components of the visual Tree of Life Christian Schools brand and the ways in which they should (and should not) be used. Visual consistency ensures that the Tree of Life Christian Schools identity is presented cohesively and coherently across all applications.

These are the tools we use to tell our story in the most excellent and effective manner possible.

## Logo Usage: Wordmark

# Tree of Life

## CHRISTIAN SCHOOLS

### Wordmark Logo

Use the wordmark logo to represent the brand whenever a simplified logo name is needed. Text is created using Archer Semibold typeface. Logo in wordmark use must use color #4D8C40 for 'Tree of Life' and #005D30 for 'Christian Schools'. Both lines of text may be used as same color if one-color logo is needed.



### Clearspace

The minimum clearspace around all sides of the logo is demonstrated above. As shown above, the "T" in 'Tree of Life' has been selected as the measurement of minimum clearspace required. In order to preserve the integrity of the logo, it is important that no other logos, text, graphical elements, or artwork infringe on its space.

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These are the tools we use to tell our story in the most excellent and effective manner possible.

# Secondary Logo Usage

Lighter Backgrounds



Darker Backgrounds



To compensate for proper contrast, there are two versions of the logo that have been optimized for darker and lighter backgrounds.

## Lighter Backgrounds

For lighter backgrounds, use the logo with a dark green or black shield and text.

## Darker Backgrounds

For darker backgrounds, use the logo with a white shield and text.

# Secondary Wordmark Usage

Lighter Backgrounds



Darker Backgrounds



To compensate for proper contrast, there are two versions of the wordmark that have been optimized for darker and lighter backgrounds.

## Lighter Backgrounds

For lighter backgrounds, use the wordmark with full color or black text.

## Darker Backgrounds

For darker backgrounds, use the wordmark with white text.

# Logo Usage: Icon and Seal

To compensate for proper contrast, there are two versions of the logo that have been optimized for darker and lighter backgrounds.

## Shield Usage

The Shield icon is unique, quickly identifiable and can easily stand alone to represent the brand.

## Tree of Life Seal Usage

The Tree of Life Seal is the official ceremonial mark of the institution. As such, it is reserved for more limited use than the logo. The Tree of Life Seal is reserved for usages such as official documents, diplomas, citations and special signature items. It should not be used routinely or in place of the school shield.

Shield Icon



Tree of Life Seal



# Logo Misuse



Do not change the typeface.



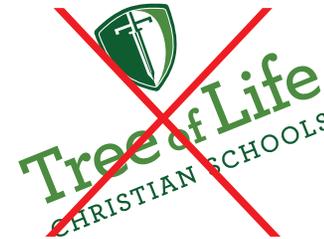
Do not change color of logo to non-primary color.



Do not place logo on busy background.



Do not stretch or distort the logo.



Do not change logo's orientation.



Do not change the opacity of the logo.



Do not outline logo.



Do not apply drop shadow effects to logo.



Do not change the size or placement of any logo elements.

# Athletic Logo



## Athletic Logo

Use the primary athletic logo to represent the brand whenever used for athletic instances. Athletic Logo use must use color #005D30 for shield main color and 'Trojans' typography and #4D8C40 for shield accent color.

The Trojans Athletic Shield is the main logo for Tree of Life Athletics.

It should be used for most athletic uses such as signs and uniforms.

# Athletic Mascot



The Trojan warrior is the official mascot of Tree of Life Athletics.

The Trojan Mascot logo may be used in conjunction with Tree of Life athletic teams, events, and merchandise only.

The Trojan Mascot should not be used in place of the Trojans Shield as the main athletic logo.

## Athletic Mascot Logo

Use the athletic mascot logo to represent the brand with Tree of Life athletic teams, events, and merchandise only. Athletic Mascot Logo use must use color #005D30 for Trojan main color and 'Tree of Life Trojans' typography and #00263E for Trojan accent color.

# Athletic Typography

Athletic typefaces should not be combined with Archer typeface. Athletic typeface may only be used in conjunction with Athletics and should never be used in place of the 'Tree of Life' Archer typeface.

Varsity (outlined font) is preferred for primary typeface, with Collegiate Black FLF (base font) reserved for subheads.

**TREE OF LIFE**  
**TROJANS**

**TROJANS TOL**

Varsity Uppercase Italic Typeface

"TOL" is not presented in Italics

## Primary Athletic Typeface

**VARSIITY**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@#\$%^&\*?

**AABC**

## Secondary Athletic Typeface

**COLLEGIATEBLACKFLF**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@€?

**AABC**

# APPLICATION



# Communication Templates

## Email Signature



**Mr. Yohana Hill**

**Director of Advancement**

yhill@tolcs.org • 614.784.2795  
935 Northridge Road Columbus, Ohio 43224



Name in Sanchez #4D8C40

Title in Montserrat Black

Contact information (email and phone)  
in Montserrat Regular, Address of school campus

Social media icons in #98C23D

## Google Templates



### Our brand overview

Tree of Life Christian school's brand is deeply rooted in both history and truth. Since being founded in 1978, the traditions and community of Tree of Life have helped build a brand centered on the truths found in the Word of God and the love of His people.

Truly, our brand is the definition of all we represent and it is a reflection of everything we say and do. It is what promises the type of experience families can expect from our school, and what distinguishes us from other schools.

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### Who we are

### Educating in Truth

The Tree of Life brand is present in our history, our identity, and our people. But while conditions, buildings, and logos may change, the eternal truths that are fundamental to Tree of Life stay constant.



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# Stationery

## Stationery



# Athletics



# Conclusion

Thank you for your contribution to the consistency of the Tree of Life Christian Schools brand.

Please keep in mind that any deviation from these guidelines must be approved.

## QUESTIONS?

Contact [ADVANCEMENT@TOLCS.ORG](mailto:ADVANCEMENT@TOLCS.ORG)

### *Further Reading*

*A detailed history of Tree of Life Christian Schools may be found in Jeffery and Lelzee Knowles' book "An Eternal Planting: The 40-Year History of Tree of Life Christian Schools."*

*This book is available upon request from the Advancement Office.*