



Branding Guidelines

Google Font: **Montserrat Family**
 Styles used: Light, Regular, Medium, **Semi-Bold**

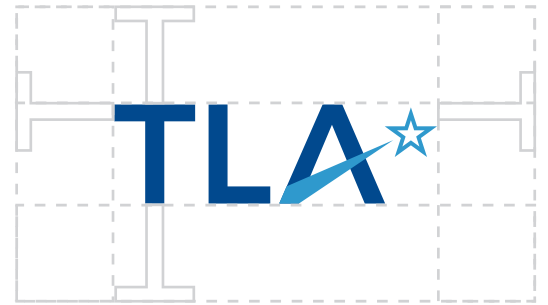
Logo with Text



Logo without Text



Spacing



Primary Navy Blue



C 100
 M 70
 Y 0
 K 20

R 0
 G 74
 B 143

#004A8F

Secondary Starlight Blue



C 73
 M 26
 Y 5
 K 0

R 52
 G 153
 B 204

#3499CC

Using the "T" in TLA create the necessary padding around the logo as so it won't compete with surrounding elements. In the version of the logo with text the "T" will start at the bottom of the text for "TEXAS LIBRARY ASSOCIATION".

Grayscale Version



Black (K) Version



The only acceptable change to the color palette is the use for the TLA Annual Conference. These colors will be determined from year to year. The TLA Annual Conference Logo will not change its colors or form, only the city and date variant of the mark.



C 75
 M 100
 Y 0
 K 0

R 102
 G 45
 B 145

#662D91



C 66
 M 0
 Y 24
 K 0

R 60
 G 193
 B 200

#3CC1C8



C 85
 M 10
 Y 100
 K 10

R 0
 G 148
 B 68

#009444



C 0
 M 50
 Y 100
 K 0

R 247
 G 148
 B 29

#F7941D

