TYNDALE'S BRAND STORY

Established in 1894, Tyndale today is a university whose dynamic and innovative programs continue to be relevant while maintaining high academic standards. Among Canadian university students, Tyndale's undergraduates have the highest satisfaction rate for quality of teaching. Small classes nurture a strong sense of community and meaningful relationships between students and professors.

Tyndale offers a distinctly different university experience, where your academic studies are interwoven with faith. You will develop a deep understanding of your own field of study while learning to frame it in the broader academic, professional, and spiritual contexts. A Tyndale education goes far beyond earning a degree: you will acquire the skills to think analytically and to respond to the issues and challenges of today and the future.

At Tyndale, you will be part of a community whose members challenge each other to live authentic lives, follow Christ, and actively engage their cultures. Around the world, Tyndale graduates are living out their faith and transforming their cultures.

Tyndale Seminary holds true to the original purpose set in 1894 to equip people to be the light of Jesus Christ in the world. Today, Tyndale Seminary is recognized for innovation and creativity, preparing people to lead and live from the core of a vibrant Christian faith in a postmodern, post Christendom, pluralistic, and multicultural society.

Tyndale Seminary provides a comprehensive theological foundation and has one of the largest selections of specialization in theological studies in North America. Tyndale students, through academic rigour and practical application, develop the skills needed to examine their beliefs and work through the issues and challenges they face today and in the future. Engaging in classroom dialogue with people across cultures, denominations, professions and even generations, students begin a new chapter in their journey to understand and appropriate their own faith and how to radically live it out. Tyndale Seminary alumni are found serving churches of all sizes, in inner cities working with the marginalized, in counselling, teaching, business and around the world. They are impacting their communities and figuring out what it means to follow Christ in the 21st century.

Tyndale Seminary is a community of faith and learning focused on developing and equipping passionate followers of Jesus Christ who in discerning God's calling and engaging in God's mission, live out their faith, shaping the culture they live in.

COLOURS

1.0   Primary colours

1.1   Secondary colours

PANTONE 274 C

C:100 M:100 Y:0 K:32

R:34 G:17 B:85

HEX: #221155

PANTONE 124 C

C:0 M:27 Y:100 K:0
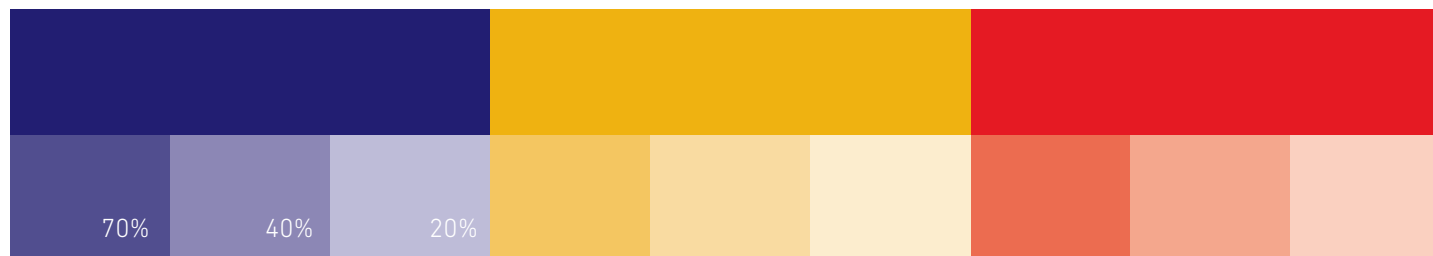
R:238 G:170 B:0

HEX: #EEAA00

PANTONE PC 1797 C

C:0 M:100 Y:99 K:4

R:187 G:34 B:34

HEX: #BB2222

70%   40%   20%

The primary colours for Tyndale are Pantone 274 (royal blue), Pantone 124 (gold yellow) and Pantone PC 1797 (red). These colours are important in establishing the tone and look and feel of Tyndale and must be used to increase brand recognition and impact.

INFO: For printing use Pantone or CMYK only. For video or screen use RBG only. For web use HEX only.

PANTONE PC BLACK
C:0 M:0 Y:0 K:100
R:34 G:34 B:34
HEX: ##222222

PANTONE 377 C
C:45 M:0 Y:100 K:24
R:119 G:153 B:0
HEX: ##779900

PANTONE 179 C
C:0 M:79 Y:100 K:0
R:204 G:51 B:17
HEX: ##CC3311

PANTONE 7465 C
C:47 M:0 Y:24 K:0
R:51 G:187 B:187
HEX: ##33BBBB

PANTONE 461 C
C:3 M:3 Y:35 K:0
R:234 G:228 B:169
HEX: ##EAE4A9

Secondary colours are used to reinforce and enhance the primary Tyndale colours. They can be used to broaden the visual spectrum and used freely to compliment the primary colours.

INFO: For printing use Pantone or CMYK only.
For video or screen use RBG only.
For web use HEX only.

TYPOGRAPHY

DIN industrial heritage makes it surprisingly functional in just about any application. A sans serif font that is legible, straightforward, and easy to reproduce. DIN font became familiar enough to make its way to the palettes of graphic designers and advertising art directors for signage, magazine layouts, book covers, or flyers.

For designer use.

DIN-Light
01234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
!@#$%&*()_+{}":;>/?

DIN-Medium
01234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
!@#$%&*()_+{}":;>/?

DIN-Bold
01234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
!@#$%&*()_+{}":;>/?

Calibri is a substitute for DIN. This is a regular font that can be found in Microsoft Office Word, Excel, PowerPoint and Outlook.

For internal communications.

Calibri – Regular
01234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
!@#$%&*()_+{}":;>/?

Calibri – Bold
01234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
!@#$%&*()_+{}":;>/?

LOGO

Tyndale University holds true to the original purpose set in 1894 to equip people to be the light of Jesus Christ in the world. Today, Tyndale University is recognized for innovation and creativity, preparing people to lead and live from the core of a vibrant Christian faith in a postmodern, post Christendom, pluralistic, and multicultural society.

Tyndale has a long history and although its logo has been updated to suit the necessary needs of today, its history and importance has not changed. A brand is not just a logo. A logo represents the brand. It is everything someone experiences, sees, reads, hears, and tastes as well as the emotions that they feel from the holistic experience. Tyndale's academic departments are passionate about excellence and providing a high quality academic experience. This is a cornerstone of our brand. Our goal is to reflect this in our brand and use of the logo.

This updated logo is constructed in this way so that it is balanced visually, while maximizing its ability in large and small applications. Therefore, it is extremely important the logo not be tampered with in colour, proportion or in any other way that is presented here in order to maintain Tyndale's integrity and establish recognition.

TYNDALE

TYNDALE

(ORIGINAL)

TYNDALE

(MODIFIED)

The Tyndale Wordmark (Correo font) has been slightly modified to soften and bring out the characteristic of the typeface.

INFO: Correo font is not to be used in any other circumstance. It is specifically for the Tyndale wordmark only.

TYNDALE

The Tyndale wordmark can stand alone as a
design element in print or web material, but
cannot be used alone as a representation of
the Tyndale Brand.

TYNDALE

The Tyndale wordmark in it's negative form has a subtle modification to the line thickness to optically match its positive form.

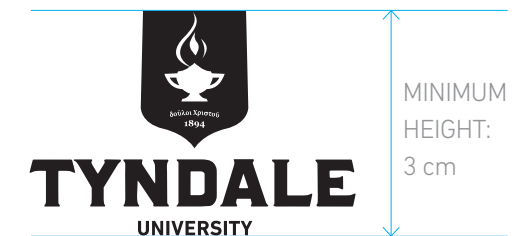# TYNDALE

δοῦλοι Χριστοῦ
1894

The components that make up the crest are the lamp, douloi Cristou and the founding year of Tyndale. These components cannot be altered or manipulated or separated from each other. A stand alone crest has been developed (see 3.4) that can be used creatively for usage on signs banners, clothing, etc.

δοῦλοι Χριστοῦ
1894

TYNDALE
UNIVERSITY

TYNDALE
UNIVERSITY

MINIMUM
HEIGHT:
3 cm

This version of the Tyndale logo is intended for usage in more design focused materials. The symmetrical nature of crest and wordmark allows for greater flexibility regarding placement and balance when used along with text and imagery. It also allows for the Tyndale logo to be used independently for its other divisions (see top right).

The only two colours used for the Tyndale logo are **PANTONE 274**, a rich, distinguished purple that denotes a timeless sense of commitment and loyalty and **PANTONE 124**, a bold yellow gold colour, that represents value, purity and dedication of Tyndale to its students.

TYNDALE
UNIVERSITY

TYNDALE
UNIVERSITY

MINIMUM HEIGHT: 1 cm

TYNDALE
UNIVERSITY

This version of the Tyndale logo is intended for usage in more traditional design materials (i.e., letterhead, business cards, internal stationary) but is not restricted to being used in creative pieces.
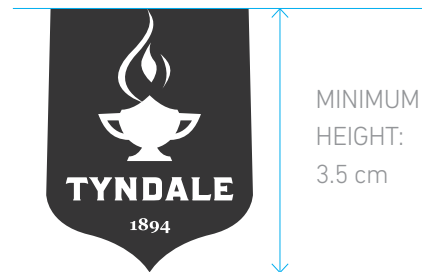
TYNDALE
UNIVERSITY

MINIMUM HEIGHT: 1 cm

TYNDALE
UNIVERSITY

MINIMUM
HEIGHT:
3.5 cm

A stand alone crest developed for specific use as a graphic icon for applications such as billboards, banners, posters, pens, clothing. Clean and simple, this crest sees the removal of the small script font of douloi Cristou and incorprates the word Tyndale so the wordmark is not needed. This crest should NOT be use in conjunction with the wordmark, but rather in circumstances where only one element is desired.
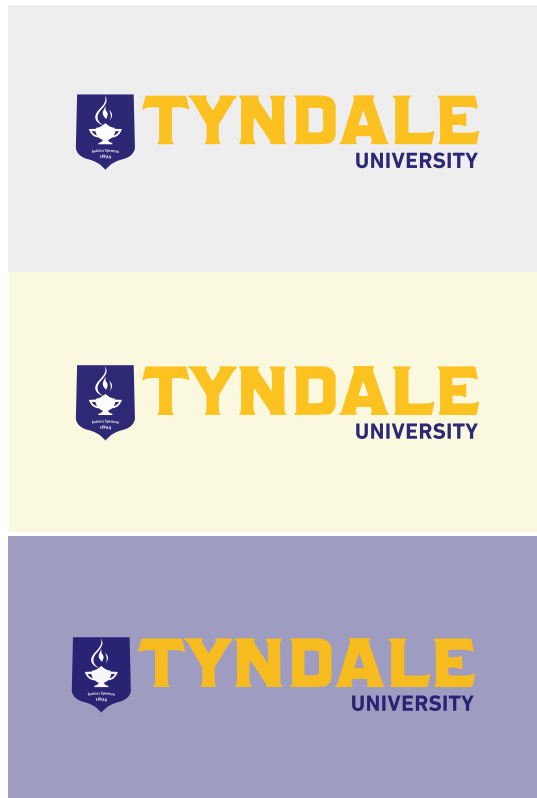
The Tyndale logo must be positioned in its own clear space, standing apart from design elements and text. It must therefore be surrounded by a minimum clear zone as shown. The clear zone helps protect the trademark status of the brand and ensures it is always displayed to best effect.
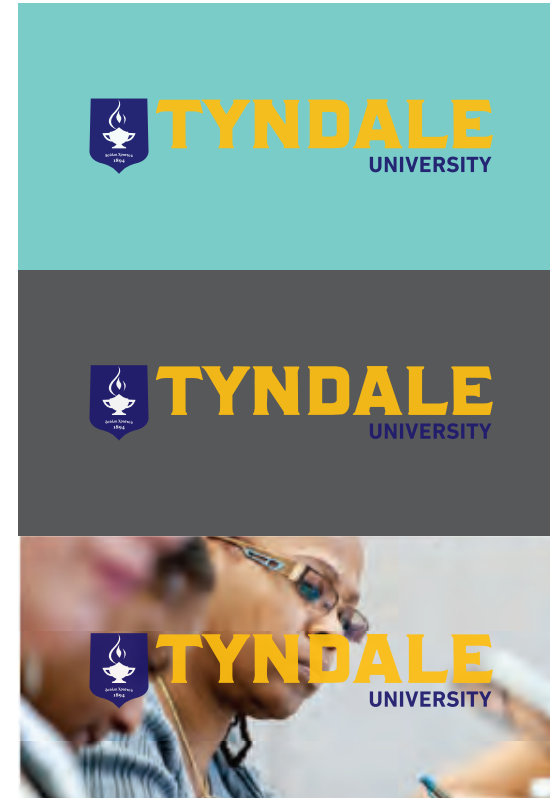
ACCEPTABLE

NOT ACCEPTABLE

The brand may be used on colours or even photographic imagery. Where photography is used ensure that the background to the logo is uncluttered and provides enough contrast to ensure clarity. DO NOT place Tyndale logos or stand alone crest on a dark background where the visibility of either wordmark or crest is compromised. DO NOT print the mark on a cluttered background.

NOT ACCEPTABLE

Never change the proportion or the placement of the logo to its division.

Do not change the logo colours or place any effects on the logo.

Do not distort the logo or any of its components. Always maintain the correct proportion.
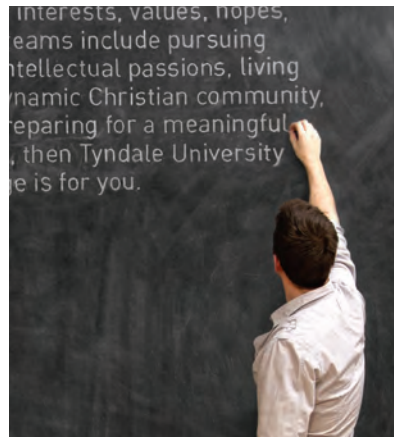
Do not add or change elements of the logo.

PHOTOGRAPHY

Photography is an important part of Tyndale's brand and therefore we should use it with great consideration. Imagery is used to reveal Tyndale's environment and the people in it. We want to represent a tone of friendliness, academia, warmth and welcomeness.

We use photography that looks into the life of Tyndale, be it its people, environments or objects in it.

Be mindful not to over-populate the page with too many images as it dilutes the effectiveness of the images and clutters the layout.

INFO: When overlaying text on images, ensure that the contrast is enough so that the text is easily readable.

Since its the people that are the heart of Tyndale, the majority of the images are focused on the people of Tyndale. Whether they are inside the building or out in their day-to-day lives, they help engage the viewer and bring them into the Tyndale environment.

Portraits should be friendly and approachable. They can be singular or in a group and should show an element of where they are or what they are doing.
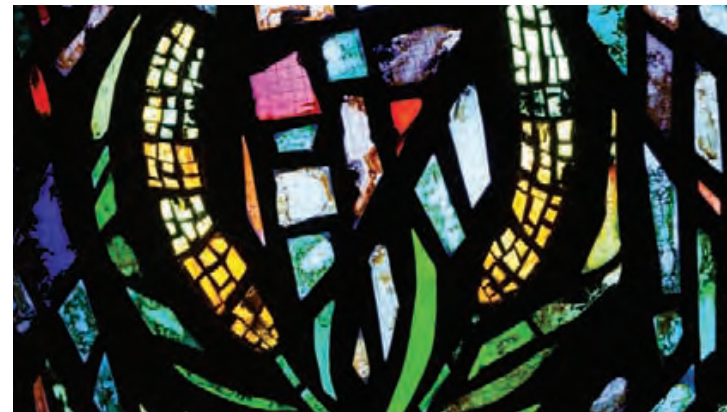
In order to give context to people and objects, being able to see an environment gives it context and further aids in telling the story of Tyndale. Wider shots to give an overall feel as well as close-up, detail shots are allowable in the Tyndale brand.

Like environments, using a wider shot or a close-up, detail visual of an object is allowable within the Tyndale visual brand.