



TYNDALE
UNIVERSITY

BRAND GUIDELINES

JULY 2025



Tyndale is dedicated to the pursuit of truth, to excellence in teaching, learning and research, for the enriching of mind, heart and character, to serve the church and the world **for the glory of God.**

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BRAND STORY

5 Tyndale University

TYNDALE UNIVERSITY

Established in 1894, Tyndale is a university known for its dynamic and innovative programs that maintain high academic standards. Among Canadian university students, Tyndale's undergraduates have the highest satisfaction rate for quality of teaching. Small classes foster a strong sense of community and meaningful relationships between students and professors.

Tyndale offers a unique university experience where academic studies are interwoven with faith. Students develop a deep understanding of their field while framing it in broader academic, professional, and spiritual contexts. A Tyndale education goes beyond earning a degree; it equips students with analytical skills to address contemporary issues and challenges.

At Tyndale, you are a part of a community that encourages authentic living, following Christ, and engaging with cultures. Tyndale graduates are transforming their communities worldwide by living out their faith.

Tyndale remains committed to equipping people to be the light of Jesus Christ. Today, it is recognized for innovation and creativity, preparing individuals to lead from a vibrant Christian faith in a postmodern, pluralistic society.

The Seminary provides a comprehensive theological foundation and offers one of the largest selections of specializations in North America. Through academic rigor and practical application, students develop skills to examine their beliefs and tackle current and future challenges. Classroom dialogues with diverse individuals help students understand and live out their faith. Tyndale alumni serve in various roles, including churches, inner-city work, counseling, teaching, and business, impacting their communities and exploring what it means to follow Christ in the 21st century.

Tyndale is an academic community focused on developing passionate followers of Jesus Christ who, by discerning God's calling and engaging in His mission, live out their faith and shape their culture.



COLOURS

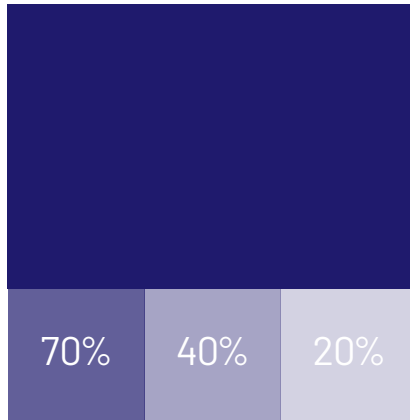
- 8 Primary Colours
- 9 Secondary Colours
- 10 Combining Colours for Print
- 11 Combining Colours for Screen

TYNDALE COLOURS

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, look and feel of Tyndale University and must be used to increase brand recognition and impact.

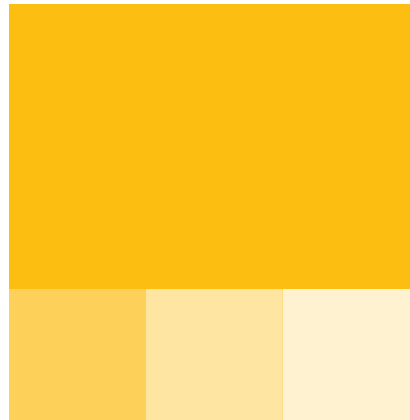
PANTONE 274 C

C:100 M:100 Y:0 K:32
R:34 G:17 B:85
HEX: #221155



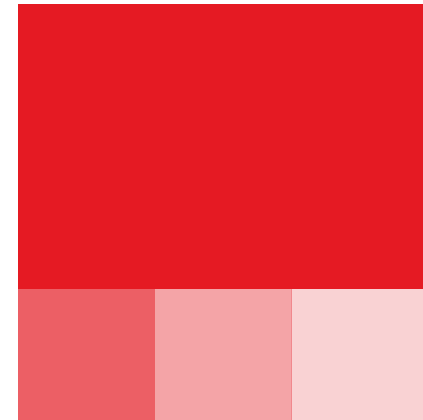
PANTONE 124 C

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

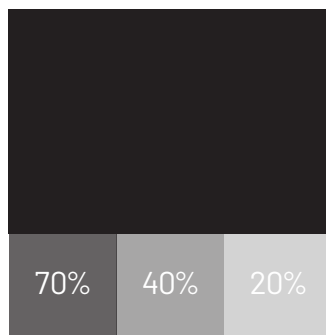


For printing use Pantone or CMYK only.
For video or screen use RGB only.
For web use HEX only.

The secondary colours for Tyndale are Pantone 377 (green), Pantone 179 (orange), and Pantone 7465 C (aqua/teal). These colours are important to support the tone, look and feel of Tyndale University. They must only be used in combination with the primary colours.

PANTONE 274 C

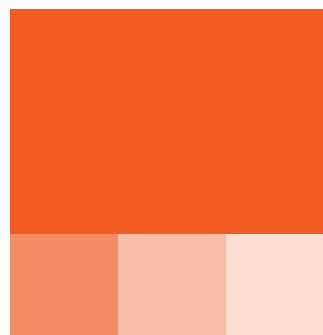
C: 0 M: 0 Y: 0 K: 100
R: 34 G: 34 B: 34
HEX: #222222

**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



For printing use Pantone or CMYK only.
For video or screen use RGB only.
For web use HEX only.

COLOUR COMBINATIONS FOR PRINT

<div>TYNDALE UNIVERSITY</div> <div>TYNDALE UNIVERSITY</div>	<div>TYNDALE UNIVERSITY</div> <div>TYNDALE UNIVERSITY</div> <div>TYNDALE UNIVERSITY</div>
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COLOUR COMBINATIONS FOR SCREEN

<div>TYNDALE UNIVERSITY</div> <div>TYNDALE UNIVERSITY</div>	<div>TYNDALE UNIVERSITY</div> <div>TYNDALE UNIVERSITY</div>
<div>TYNDALE UNIVERSITY</div> <div>TYNDALE UNIVERSITY</div>	<div>TYNDALE UNIVERSITY</div> <div>TYNDALE UNIVERSITY</div> <div>TYNDALE UNIVERSITY</div>
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TYPOGRAPHY

13 Design & Internal Use

FONTS - DESIGN & INTERNAL USE

Barlow is the primary font for Tyndale University designs. It is also used for internal communications. It is a regular font that can be found in Microsoft Office Word, Excel, Powerpoint, and Outlook.

Barlow - Regular

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

Barlow - Medium

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

Barlow - Bold

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

Barlow - Black

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

LOGO

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16	Guidance
17	Logo Elements: Wordmark and Crest
20	Tyndale Crest
21	Tyndale Logo A: Colour & Grayscale
23	Tyndale Logo B: Colour & Grayscale
25	Tyndale Crest - Stand Alone
26	Clearance
27	Background environments

IMPORTANCE OF PROPER LOGO USE

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 every- thing 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.



GUIDANCE FOR USING LOGOS

The Tyndale Logos should never be altered in any manner, including modifying the official colours swapping the colours, skewing the shape, adding or subtracting any elements. Always use the supplied artwork – never try to recreate it.



Do not apply unauthorized colors or modify any colours.



Do not add a drop shadow.



Do not rotate, skew or distort.



Do not add any elements, image, or graphics on top of or as part of the logo.



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



WORDMARK EXPLAINED



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

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

WORDMARK

The Tyndale wordmark can stand alone as a design element in print or web material.

TYNDALE

WORDMARK EXPLAINED

The word "TYNDALE" is rendered in a bold, white, sans-serif typeface against a dark grey background. The letters are cut out, creating a negative space effect. The wordmark is centered horizontally.

MODIFIED

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

The word "TYNDALE" is rendered in a bold, white, sans-serif typeface against a dark grey background. The letters are solid white. The wordmark is centered horizontally.

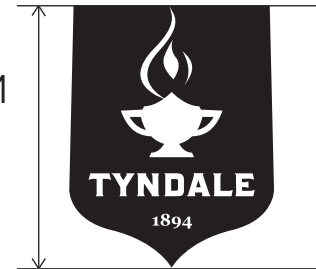
UNALTERED

THE CREST

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 that can be used creatively for usage on signs banners, clothing, etc.



MINIMUM
HEIGHT:
3.5 cm



LOGO A - GRAYSCALE

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.



MINIMUM
HEIGHT:
3 cm



LOGO A - COLOUR

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.



MINIMUM
HEIGHT:
3 cm



LOGO B - GRAYSCALE

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.



MINIMUM HEIGHT: 1 cm



LOGO B - COLOUR

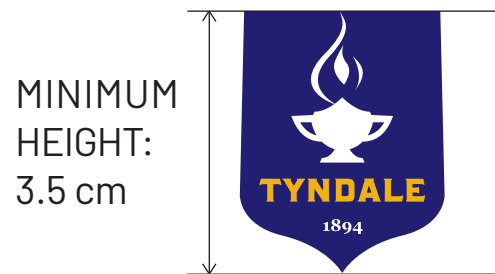


MINIMUM HEIGHT: 1 cm



CREST - STAND ALONE

A stand alone crest developed for specific use as a graphic icon for applications such as billboards, banners, posters, and clothing. Clean and simple, this crest sees the removal of the small script font of douloi Cristou and incorporates 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.

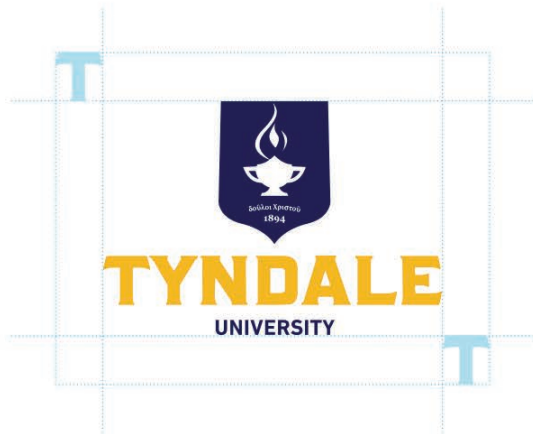


Do not use this crest with the wordmark.



CLEARANCE

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.



BACKGROUNDS

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.

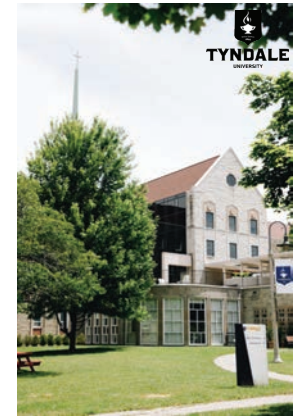


TYNDALE LOGO ON PHOTOGRAPHS

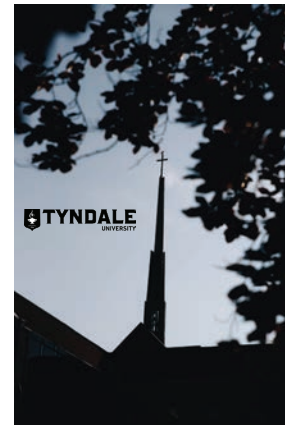
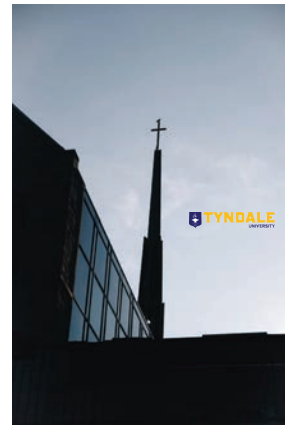
When placing the logo on photographs, make sure legibility is maintained. Do not modify any colours. Ensure that the background to the logo is uncluttered and provides enough contrast to ensure clarity. White logos must be placed on dark or colour backgrounds. Black or full colour logos should be placed on light backgrounds. Logos should only be placed in the corners, centre top, or centre bottom of photographs.



When placing the logo on photographs, ensure that the background to the logo is uncluttered and provides enough contrast to ensure clarity. Avoid placing logos over distracting patterns, cluttered spaces, and sparse foliage.



Logos should be placed in any of the four corners of a photograph, or the centre bottom or centre top. They must not be placed in the centre sides or centred.



Black or full colour logos should be placed on light backgrounds only. White logos should be placed on dark backgrounds only.



PHOTOGRAPHY

- 31 Tone
- 32 People
- 33 Environments
- 34 Objects

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. We prioritize the use of original Tyndale photography over stock images whenever possible. This strategy enhances our brand recognition, as our unique imagery is exclusive to us, and adds a personal touch to our visual content.



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

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

PEOPLE IN PHOTOGRAPHS

Since its the people that are at 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 thme into the Tyndale environment. Portraits should be friendly and approachable. They can be singular or in a group of diverse people. Photographs should show an element of where the subjects are or what they are doing. Use only Tyndale photos. Stock photos are not to be used.

We require all subjects to agree to and sign a consent form in order to use their photograph in any way, including social media and advertizing purposes. The consent form is found at: <https://tyndale.tfaforms.net/f/mediarelease>



PHOTOGRAPH ENVIRONMENTS

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.



OBJECTS IN PHOTOGRAPHS

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

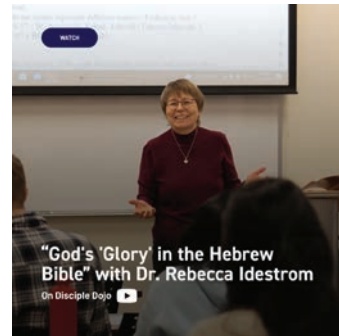


SOCIAL MEDIA

- 36 General Designs
- 37 Vertical Designs

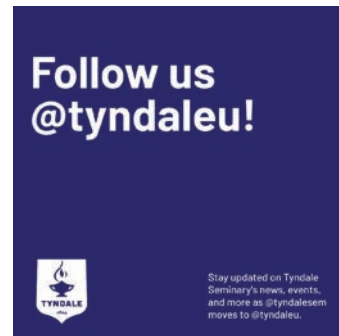
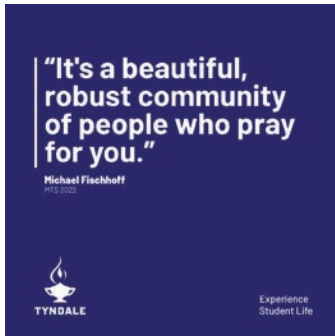
GENERAL DESIGNS

Like photography, social media posts are to be people-centric. Text posts should be used sparingly. Please see the Social Media Training guidelines for more details.



For article and events posts:

A clear image of the subject, in context with good lighting. If text is needed, for added contrast and legibility, a black feathered overlay may be placed towards the bottom of the image with white text on top.



For announcements, quotes, and text posts:

Blue, white, or yellow background, font colour as white, royal blue or black, respectively. A crest or lamp and wordmark combo can be placed in the bottom left corner. Additional words (limited) may be placed in the bottom right corner.



For general posts:

Photos of happy, friendly students. Younger students for undergraduate studies. Mature students for seminary and graduate studies.

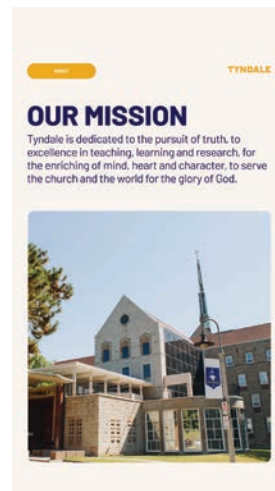
VERTICAL DESIGNS

Vertical designs are for social media platforms that include “stories” and vertical videos. See the Social Media Training for more details.

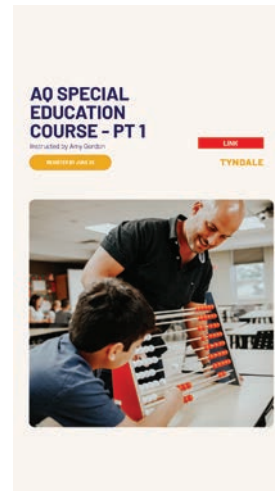
For articles & faculty announcements



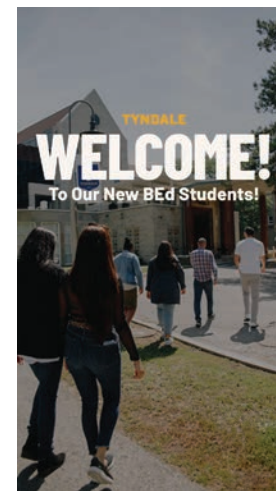
For general posts



For general posts that require links



For in-the-moment posts in need of a title



For official messages

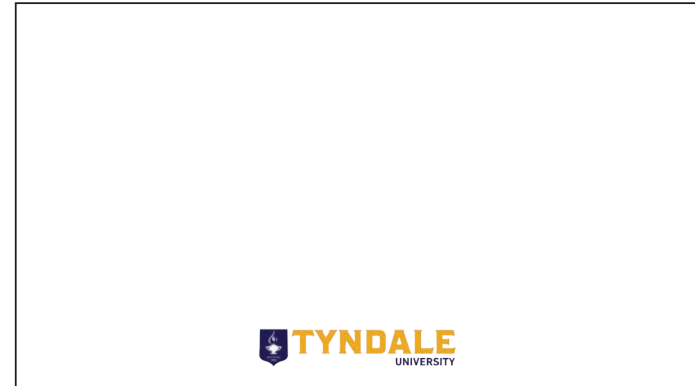


PRESENTATIONS

39	Logo Use
42	Backgrounds
43	Elements and Graphics

LOGOS IN PRESENTATIONS

Logos in presentations should follow the same guidelines under logo use. Logos should be placed only on uncluttered backgrounds or solid colour backgrounds with enough contrast to suit the logo. Logos should follow the same composition as with photographs, and should only be placed in either the corners, centre top, centre bottom, or centred in the screen. Logos should not be placed centred-sides or randomly. Customizable, ready-made presentations can be found here: <https://www2.tyndale.ca/marketing/templates>



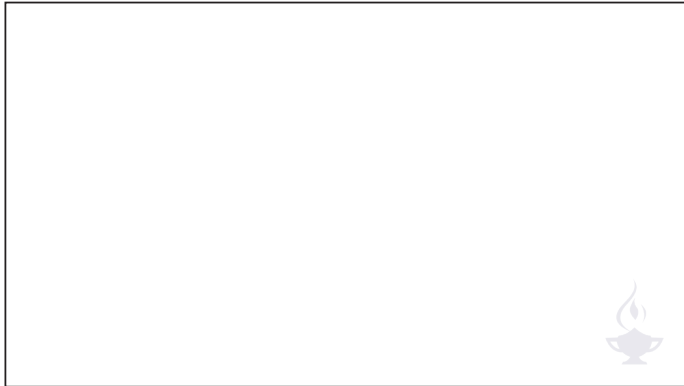
LOGOS AS WATERMARKS

Logos should not be used as watermarks in the background of presentations. Logo visibility should not be decreased or impeded in any way. However, the crest lamp can be used as a stand alone background watermark.



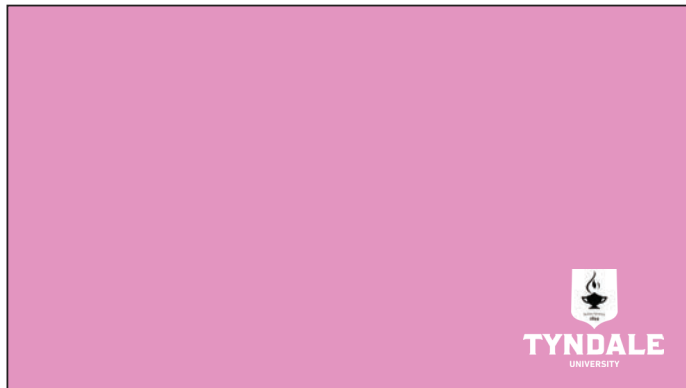
THE LAMP IN PRESENTATIONS

The Tyndale Lamp may be used as a watermark in medium and large sizes. The small size lamp may only be used in full opacity. Only one lamp may be used per slide. The lamp must not be skewed or rotated.



COLOURS AND PATTERNS

Presentation backgrounds should be clean and simple to ensure word visibility. Acceptable presentation background colours are the official Tyndale colours. Please see acceptable colour pairings for screens. Premade presentation backgrounds are available for download at tyndale.ca/marketing/templates



ELEMENTS AND GRAPHICS

Elements and graphics may not be used.



APPAREL

45	Overview
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49	Design

TYNDALE APPAREL

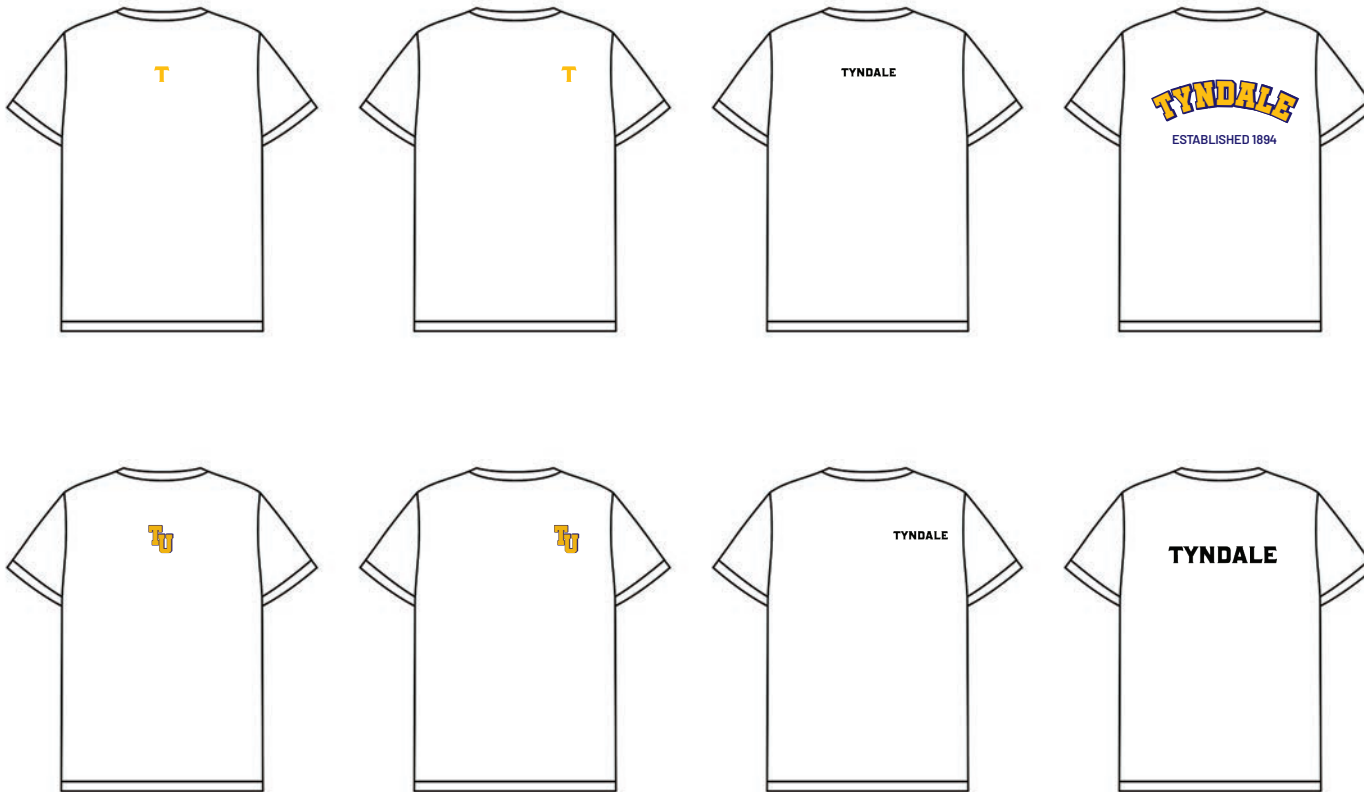
Tyndale University apparel is designed to be aesthetically pleasing and of high quality. The standards outlined in this brand guideline form part of the larger Tyndale “brand experience” and are an important part of how we represent ourselves in the community and to the world.

We do not permit the use of the Tyndale University Visual Identity (including but not limited to all logos) on the following categories of products: alcohol, smoking paraphernalia (lighters, ashtrays, etc.), items of sexual orientation, any goods that include unfavourable references to race, religion, sex, national origins or disabilities, and any items in poor taste, including bathroom products or undergarments.



LOGO USE

The Tyndale logo must be present on every apparel item. One Tyndale logo should be used per apparel design. Multiple logos should not be used in one design, unless as an intentional design choice such as a repeating pattern, and only with permission from the Marketing Department.



LOGO PLACEMENT

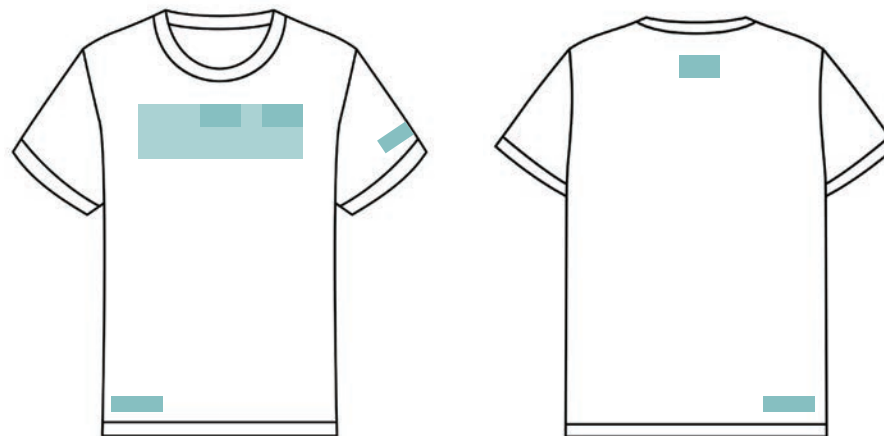
The Tyndale logo must be placed on every apparel item. Proper placement is according to standard design practices for merchandise placement.

Large placement

When used in a large size (5" to 10"), the logo should be centred on the front of the shirt/sweater. It should be placed approximately 4" from the neckline.

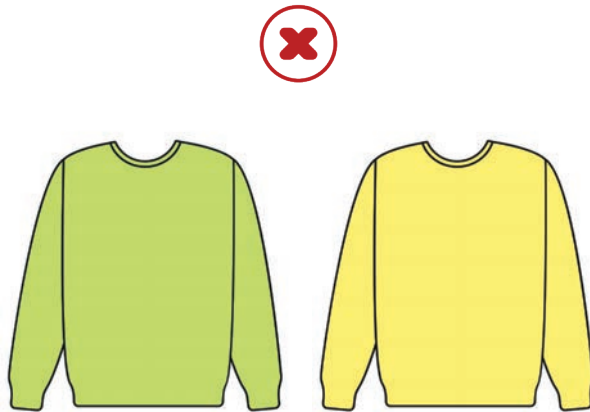
Small Placement

When using a small size, placement is acceptable in the following locations: Left chest, centre chest (approximately 4 inches from neckline), upper or lower left sleeve, bottom of right front or back.



COLOURS AND PATTERNS

Apparel colours and patterns should be clean and simple to ensure good visibility of designs. Colours used should only be the Tyndale brand colours, black, white or gray. Some Tyndale colours are difficult to match in the printing process, so please work with the Marketing Department to ensure the right match.



DESIGN

All apparel designs need to be approved by the marketing department. Designs should be simple, clean, and include the Tyndale wordmark or logos. Colours in designs should be the Tyndale colours only.





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