



THE  
COVENANT  
SCHOOL  
Be Transformed

OFFICIAL VISUAL IDENTITY & STYLE GUIDE



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Our visual identity encompasses  
what The Covenant School is all about.

**VIBRANCE** **CREATIVITY** **FRIENDSHIP** **FAITH**  
**GROWTH** **LEARNING** **VALUES** **SUCCESS**  
**DISCOVERY** **KNOWLEDGE** **COMMUNITY**

## Welcome

to the official visual identity guide for The Covenant School. This document provides a foundation for clear and consistent communication of Covenant's brand. By presenting our brand consistently, we can positively influence how people think and feel about Covenant. And that means we can amplify our potential impact, whether by raising more money to support student scholarships and programs or recruiting high-achieving students and top faculty. Our brand is very much alive, and it is in your hands. Everything you say and do on behalf of Covenant is part of that living brand. By using a consistent visual style and voice, we can convey our messages more clearly, ultimately positioning ourselves as a leader within our educational community.

## Mission

Covenant exists to glorify God by equipping students with the tools necessary to pursue a lifetime of learning so that they may discern, reason and defend truth in service to our Lord, Jesus Christ.

## History

Our school continues the traditions of two former schools whose founding families were visionary pioneers. *Covenant Christian Family School* (Kindergarten through Grade 6) was founded in 1993 by parents who desired a Christ-centered, classical education for their elementary-aged children. In 1996, several of these Covenant families joined a small group of other interested parents to start *Logos Academy* (Grades 7 through 12) so that their children could continue their education within a classical, college-preparatory and Christ-centered framework. These two schools merged in 2001 to form The Covenant School.

## Values

We maintain the core values of those founding families, to include:

- Honoring God through humility, sacrifice, and service.
- Teaching from a Christ-centered worldview with all subjects integrated around the revealed Word of God.
- Recognizing the primacy of parents in their child's education.
- Employing outstanding teachers and administrators who confess and demonstrate the saving work of Jesus Christ in their lives.
- Encouraging each student to grow in his or her personal relationship with Jesus Christ.
- Setting high academic standards in an encouraging and orderly environment.
- Emphasizing the Trivium - *Grammar, Logic, and Rhetoric*.

# LOGO: OVERVIEW



THE  
COVENANT  
SCHOOL  
Be Transformed

CLASSICAL LEARNING IN LIKE-HEARTED COMMUNITY

3 inches  
Minimum Size

THE  
COVENANT  
SCHOOL  
Be Transformed

1.5 inches  
Minimum Size

## Sizing

There is no maximum size for Covenant's logo and logotype, however, the logo cannot be smaller than 1.5 inches. If the endorser is used, the minimum size is 3 inches.

# LOGO: VARIATIONS

You have been introduced to the primary version of Covenant's visual identity. However, there may be times when the primary logo doesn't quite fit in. Flexibility and versatility are key elements to all logos. Here is how we can accommodate our logo to various exceptional situations.

NOTE: When the logo must appear on a colored background that is not the primary red (Pantone 187 C) or white, you must use the white version of the logo. (see version 3 below).



2 – Reversed, color



3 – White on navy



4 – Grayscale



5 – White on image



6 – Black on white



7 – White on black

## A guide to help you choose the right logo

- 1 – the primary logo; it should be used when possible
- 2 – color logo on red Pantone 187 C background only
- 3 – white logo on any colored background, ideal for tshirts/jerseys that can only be printed one color
- 4 – grayscale logo for documents that are being photocopied/faxed
- 5 – transparent white logo on an image when the primary version doesn't work (i.e. image is too dark)
- 6 – black logo on white background, used for 1 color black and white documents
- 7 – white logo on black background, used for 1 color black and white documents

# LOGO: ATHLETICS

This Athletics logo may be used for the promotion and branding of the athletic department. It may also appear on selected wearing apparel and gift items upon proper approval.



1 – Primary athletics logo



2 – Secondary athletics logo

# LOGO: POSITIONING



## Clear Zone

To avoid crowding the logo and give it the breathing space it deserves, here are the guidelines for measuring the “no-go” zone around the logo. Use the height of the word “THE” from within the logo to determine a clear zone.

## Tagline

The tagline is a positioning statement to enhance our brand’s power further, and it embodies who we are.

The tagline should always appear beneath the logo (where appropriate), aligned with the “S” in SCHOOL and red, except in exceptional cases upon proper approval.

## Tagline Alone

The tagline should remain red unless on a red background.

**Be Transformed**

## Endorser Alone

When using the endorser text in white on a dark background, an effort should be made to keep the “LIKE-HEARTED” in red.

CLASSICAL LEARNING IN LIKE-HEARTED COMMUNITY

CLASSICAL LEARNING IN LIKE-HEARTED COMMUNITY



# LOGO: POSITIONING

## Things to avoid



Do not stretch the logo (vertically or horizontally). It must be scaled proportionately.



The logo and logotype should not be repositioned or moved away from the other and should not be scaled as two separate elements.



The colored versions should only appear on either Pantone 187 C (for reversed) or white (for primary).



Do not use any color, but official school colors.



Do not invert colors.

# CREST: OVERVIEW



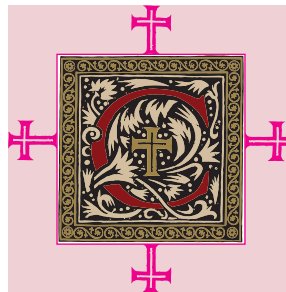
1 – Positive, color



1 inch  
Minimum Size

## Sizing

There is no maximum size for Covenant's crest. However the crest cannot be smaller than 1 inch.



## Clear Zone

To avoid crowding the crest and give it the breathing space it deserves, here are the guidelines for measuring the "no-go" zone around the crest. Use the height of the Cross from the center of the crest to determine the clear zone.

# CREST: VARIATIONS

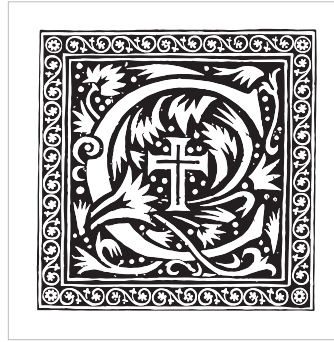
The crest may only be used on official documents such as transcripts, report covers, diplomas, contracts, formal invitations, and stationery. It may also appear on selected wearing apparel and gift items upon proper approval.



2 – White on red



3 – Red on white



4 – Black on white



5 – White on black



6 – White on image



7 – Watermark on white

## A guide to help you choose the right crest

- 1 – the primary crest should be used when possible
- 2 – white crest on any colored background, ideal for tshirts/jerseys that can only be printed one color
- 3 – red crest on white background, used for 2 color black and red documents
- 4 – black crest on white background, used for 1 color black and white documents
- 5 – white crest on black background, used for 1 color black and white documents
- 6 – transparent white crest on an image when the primary version doesn't work (i.e. image is too dark)
- 7 – watermark crest on white background, used for 1 color black and white documents

# TYPOGRAPHY

## WORKING WITH TYPE

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### Do

- Use fonts from The Covenant School’s identity guide
- Use clean and classic faces
- Use italicized styles sparingly
- Make sure type is legible and large enough when it prints
- Test to make sure text is readable on multiple screens or devices (if online)
- Have calls to action that pop
- Ensure that the page is scannable
- Have a clear hierarchy

### Do Not

- Use fonts that are overly stylized
- Use type with drop shadows
- Stretch type—always scale proportionately
- Outline type
- Condense text, use excessive tracking or horizontal scaling

### Things to avoid

*Covenant*

..... Use stretched type

body copy body copy

body copy body copy

..... Use excessive tracking

body copy body copy

*sample text here.*

..... Use overly stylized text

Covenant School

..... Use drop shadows

# TYPEFACES

Our easy-to-read typefaces provide communication that is clear and effective. **Adobe Garamond Pro** is the font used within the logotype and should be carried across all communication mediums. **Adobe Garamond Pro** can be used as body text or when italics are preferable.

THE .....	Adobe Garamond Pro Regular
COVENANT .....	Adobe Garamond Pro Bold
SCHOOL .....	Adobe Garamond Pro Regular
Be Transformed .....	Adobe Garamond Pro Bold
CLASSICAL LEARNING IN LIKE-HEARTED COMMUNITY .....	Avenir Heavy

**Adobe Garamond Pro** and the **Avenir** font work well as a font pairing. Because these fonts are a great combination, complimenting one another, **Avenir** is used as Covenant's secondary font.

# TYPEFACES

For brand consistency, the same typefaces should be used in all print and online materials. When the preferred typefaces are not available for use, use the recommended substitutions.

## Where to Get Fonts

The typefaces can be purchased from [MyFonts.com](https://www.myfonts.com)

### Avenir Pro

<https://www.myfonts.com/fonts/linotype/avenir/>

### Adobe Garamond Pro

<https://www.myfonts.com/fonts/adobe/garamond/>

## SERIF

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### Primary Font - Adobe Garamond Pro

Adobe Garamond Pro Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890(,.;!@#\$\$%^&\*)

*Adobe Garamond Pro Semibold Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz1234567890(,.;!@#\$\$%^&\*)*

**Adobe Garamond Pro Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz1234567890(,.;!@#\$\$%^&\*)**

## SANS SERIF

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### Secondary Font - AVENIR

Avenir Roman  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890(,.;!@#\$\$%^&\*)

Avenir Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890(,.;!@#\$\$%^&\*)

**Avenir Heavy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz1234567890(,.;!@#\$\$%^&\*)**

# COLOR

## HOW TO WORK WITH COLOR IN PRINT AND ONLINE

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It is always recommended that you work with a designer in selecting color for your projects. However, there are a few guiding principles of which to be aware.

### Do

- Use colors only from the Drury Landscapes color palette
- Select the proper color for your media
  - Online – Use HEX or RGB colors
  - Print – use CMYK or Pantone colors
- Keep it simple and remember usability
- Test to make sure the text is readable on multiple screens or devices
- Have calls to action that pop
- Ensure that the page is scannable
- Have enough contrast between the background and typography

### Do Not

- Use too many colors
- Use multiple colors for body copy
- Use gradient color for text
- Use colored drop shadows

### Spot colors vs. four-color process

The four-color process color mixes are close matches to the Pantone colors. However, because these colors are built colors, they are unable to be an exact match to the spot colors.

Spot colors can be reproduced with more vibrancy than most four-color process colors.

### Coated vs. uncoated color variations

There are different colors specified based on the type of paper being used for printing. The spot color numbers and CMYK values are close matches to each other but not exact.

On coated paper, colors will be more vibrant because the ink sits on top of the paper.

On uncoated paper, colors appear a little duller or darker because the ink is absorbed into the paper.

The finish and brightness level of these types of papers will also vary.

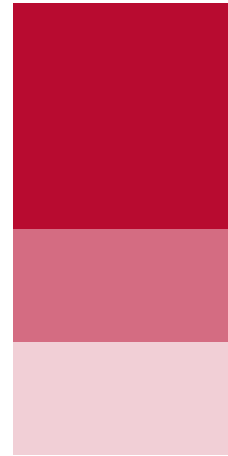
### Web colors

Colors on screen may vary among monitors, web browsers, and even platforms (Mac vs. PC).

# COVENANT SCHOOL COLOR PALETTE

Colors play an essential role in reinforcing our brand. The two primary colors represent red and black. Only colors from our brand color palette should be used.

NOTE: you may use tints of these colors for more variation. However, it is recommended to use these tints in increments of 10%.



**PANTONE 187 C**

C 0

M 100

Y 74

K 26

RGB: 147 26 29

HEX: #931A1D



**PANTONE PROCESS BLACK C**

C 0

M 0

Y 0

K 100

RGB: 44 42 41

HEX: #2C2A29



# COVENANT CREST COLORS



PANTONE 187 C

C 0  
M 100  
Y 74  
K 26

RGB: 147 26 29

HEX: #931A1D

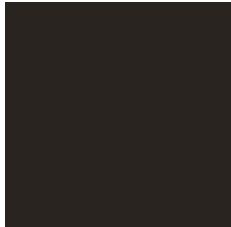


PANTONE 4505 C

C 20  
M 27  
Y 75  
K 26

RGB: 154 135 73

HEX: #9A8749

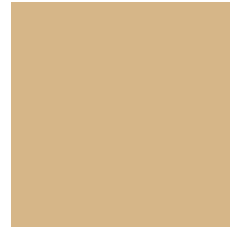


PANTONE PROCESS BLACK C

C 0  
M 0  
Y 0  
K 100

RGB: 44 42 41

HEX: #2C2A29



PANTONE 7502 C

C 13  
M 20  
Y 45  
K 3

RGB: 207 185 145

HEX: #CFB991

# COVENANT SCHOOL COLOR SCHEME 1

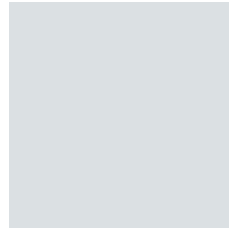
This color scheme should be used in addition to, not instead of, our brand colors. This palette should be used minimally as needed for highlighting events/items or when additional colors are needed for branding and usability. When selecting colors from this palette, consider the colors that appear in any accompanying photos. Choose colors that would complement those in the image.



**PANTONE 187 C**

C 0  
M 100  
Y 74  
K 26

RGB: 147 26 29  
HEX: #931A1D



**PANTONE 7541 C**

C 10  
M 3  
Y 0  
K 0

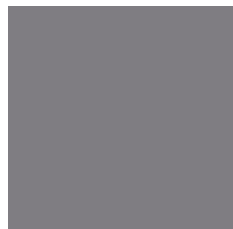
RGB: 217 225 226  
HEX: #D9E1E2



**PANTONE Black 6 C**

C 100  
M 61  
Y 32  
K 96

RGB: 16 24 32  
HEX: #101820



**PANTONE 4278 C**

C 47  
M 39  
Y 31  
K 14

RGB: 126 126 130  
HEX: #7E7E82



**PANTONE 7622 C**

C 0  
M 98  
Y 77  
K 37

RGB: 147 40 44  
HEX: #93282C



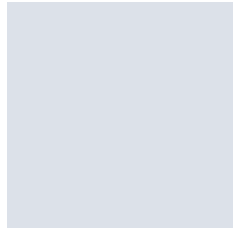
**PANTONE 4274 C**

C 29  
M 19  
Y 15  
K 20

RGB: 176 183 185  
HEX: #B0B7B9

# COVENANT SCHOOL COLOR SCHEME 2

This color scheme should be used in addition to, not instead of, our brand colors. This palette should be used minimally as needed for highlighting events/items or when additional colors are needed for branding and usability. When selecting colors from this palette, consider the colors that appear in any accompanying photos. Choose colors that would complement those in the image.



**PANTONE 649 C**

C 11  
M 3  
Y 0  
K 0

RGB: 219 226 233  
HEX: #DBE2E9



**PANTONE 187 C**

C 0  
M 100  
Y 74  
K 26

RGB: 147 26 29  
HEX: #931A1D



**PANTONE 5395 C**

C 100  
M 44  
Y 10  
K 91

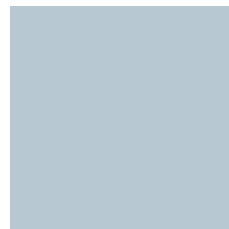
RGB: 9 31 44  
HEX: #091F2C



**PANTONE 2158 C**

C 65  
M 35  
Y 10  
K 8

RGB: 92 130 165  
HEX: #5C82A5



**PANTONE 5445 C**

C 23  
M 8  
Y 2  
K 0

RGB: 183 201 211  
HEX: #B7C9D3



**PANTONE 5115 C**

C 48  
M 91  
Y 17  
K 59

RGB: 81 42 68  
HEX: #512A44

# COVENANT SCHOOL COLOR SCHEME 3

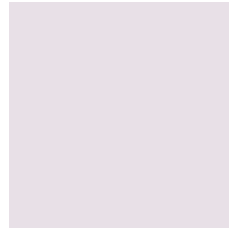
This color scheme should be used in addition to, not instead of, our brand colors. This palette should be used minimally as needed for highlighting events/items or when additional colors are needed for branding and usability. When selecting colors from this palette, consider the colors that appear in any accompanying photos. Choose colors that would complement those in the image.



**PANTONE 187 C**

C 0  
M 100  
Y 74  
K 26

RGB: 147 26 29  
HEX: #931A1D



**PANTONE 663 C**

C 5  
M 6  
Y 0  
K 0

RGB: 229 225 230  
HEX: #E5E1E6



**PANTONE 1815 C**

C 2  
M 97  
Y 72  
K 52

RGB: 124 38 41  
HEX: #7C2629



**PANTONE 7417 C**

C 0  
M 82  
Y 82  
K 0

RGB: 224 79 57  
HEX: #E04F39



**PANTONE 7622 C**

C 0  
M 98  
Y 77  
K 37

RGB: 147 40 44  
HEX: #93282C



**PANTONE 713 C**

C 0  
M 25  
Y 49  
K 0

RGB: 253 190 135  
HEX: #FDBE87

# COVENANT SCHOOL COLOR SCHEME 4

This color scheme should be used in addition to, not instead of, our brand colors. This palette should be used minimally as needed for highlighting events/items or when additional colors are needed for branding and usability. When selecting colors from this palette, consider the colors that appear in any accompanying photos. Choose colors that would complement those in the image.



**PANTONE 187 C**

C 0  
M 100  
Y 74  
K 26

RGB: 147 26 29  
HEX: #931A1D



**PANTONE 4101 C**

C 4  
M 100  
Y 59  
K 67

RGB: 98 33 40  
HEX: #622128



**PANTONE 4025 C**

C 3  
M 33  
Y 75  
K 6

RGB: 215 160 72  
HEX: #D7A048



**PANTONE 7416 C**

C 0  
M 69  
Y 65  
K 0

RGB: 229 106 84  
HEX: #E56A54



**PANTONE 7622 C**

C 0  
M 98  
Y 77  
K 37

RGB: 147 40 44  
HEX: #93282C



**PANTONE 7597 C**

C 0  
M 85  
Y 95  
K 2

RGB: 209 65 36  
HEX: #D14124

# COVENANT SCHOOL COLOR SCHEME 5

This color scheme should be used in addition to, not instead of, our brand colors. This palette should be used minimally as needed for highlighting events/items or when additional colors are needed for branding and usability. When selecting colors from this palette, consider the colors that appear in any accompanying photos. Choose colors that would complement those in the image.



**PANTONE 7547 C**

C 100  
M 58  
Y 21  
K 92

RGB: 19 30 41  
HEX: #131E29



**PANTONE 1935 C**

C 0  
M 100  
Y 59  
K 8

RGB: 197 0 62  
HEX: #C5003E



**PANTONE 2425 C**

C 36  
M 100  
Y 0  
K 23

RGB: 131 0 101  
HEX: #830065



**PANTONE 7479 C**

C 64  
M 0  
Y 71  
K 0

RGB: 38 208 124  
HEX: #26D07C



**PANTONE 2007 C**

C 1  
M 31  
Y 91  
K 5

RGB: 244 165 38  
HEX: #E0A526



**PANTONE 2391 C**

C 85  
M 21  
Y 11  
K 13

RGB: 0 129 166  
HEX: #0081A6

# STATIONERY SYSTEM

Here is how we are carrying the visual identity across all forms of communication. Our stationery has been designed to ensure a consistent approach when communicating with internal and external individuals or groups.

NOTE: body text should be in our fonts (mentioned on pages 14) for letters, envelope labels, etc.

## LETTERHEAD & ENVELOPES

All outgoing written communications and press releases should appear on our formal letterhead.

Digital letterhead templates are available for use upon request.



# STATIONERY SYSTEM

## EMAIL SIGNATURES

To ensure that The Covenant School's brand is represented consistently, a standard email signature is used throughout the organization.

### Sample Name

*Director of Development*

**THE COVENANT SCHOOL** | **Be Transformed**

7300 Valley View Lane

Dallas, Texas 75240

(t) 214-358-5818

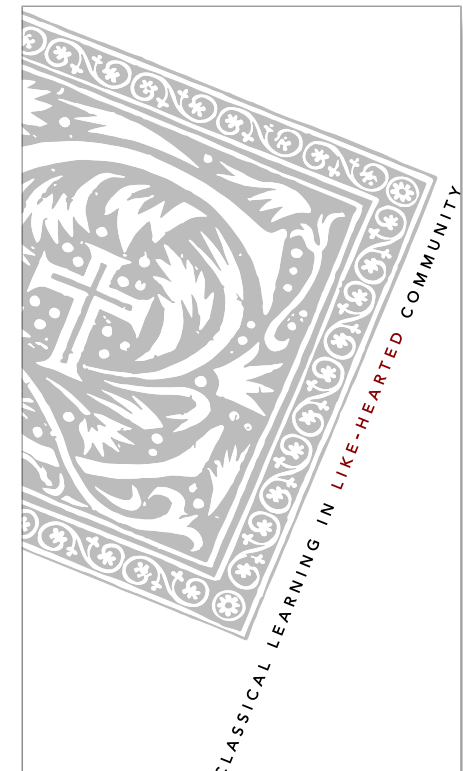
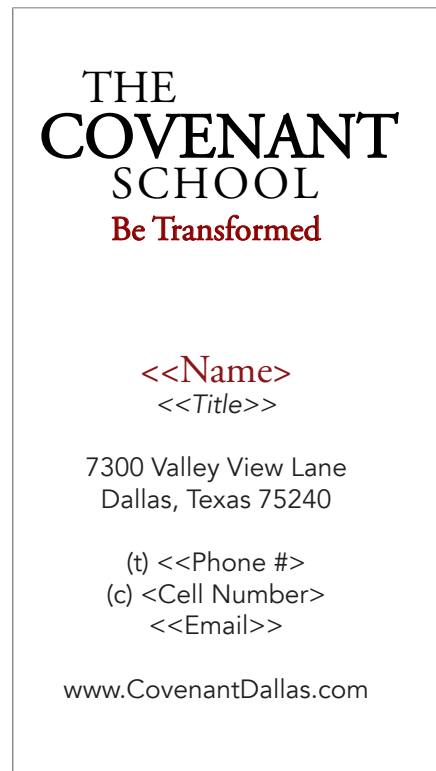
[sname@covenantdallas.com](mailto:sname@covenantdallas.com)

[www.CovenantDallas.com](http://www.CovenantDallas.com)

*Classical Learning in **Like-Hearted** Community*

## BUSINESS CARDS

To ensure that The Covenant School's brand is represented consistently, a standard business card design is to be used throughout the organization.





# PRESENTATION DECK TEMPLATES

The consistent use of templates reinforces brand aesthetics across all channels.

A Google Slides template is available for creating presentations for internal or external audiences.

Click **Here** to access presentation template.

FYI, I will populate this page one we have the template completely designed.

# PROMOTIONAL ITEMS

What better way to show off Covenant's logo and crest than putting it on t-shirts or hats that students will proudly wear?

When creating promotional items, consider the brand first. Be sure that the positioning of the logo stays true to the guidelines, and more importantly, these items should be a way to showcase our logo. Where possible, stick with white, red, or black items to use the primary and reversed color logos.

On items where space or size is an issue, contact Covenant's graphic designer.



# IMAGE SPECIFICATIONS

Photography is one of the most powerful elements of any design; therefore, great care should be taken when creating and selecting imagery. Photographs should impart emotion and information, giving the viewer a sense of what The Covenant School is like and what we value.

- Use images of smiling, interacting, and engaged students.
- Make certain uniform is correct: Shirt is not wrinkled, hair color, etc. Students must be in dress code.
- If possible, have students and faculty/staff members remove ID tags for photo.
- Ensure that the focal point of the image is in focus. (Backgrounds can be out of focus to show depth; see example B.)
- Make sure content is appropriate and in-line with the mission of our school.
- Make sure photo(s) are representative of Covenant's student body.
- Check with **(Staff Member Name)** for Do Not Photograph restrictions when using photos of students.

A



Poor Image Quality with low DPI

B



High Image Quality with 300 DPI

## REQUIREMENTS FOR PRINT:

- 300 DPI at 100%
- CMYK (four-color)
- Tiff or JPG file format
- At least 1MB large

## REQUIREMENTS FOR WEB:

- 150 DPI at 100%
- RGB
- JPG or PNG file format

## NOTE:

- Cell phone images may be used only at largest pixel size, at least 1MB. When Emailing image from cell phone send as "Original Size".
- Hi-Resolution images can be downsized; low-res images cannot be enlarged.

# SOCIAL MEDIA

Social media gives The Covenant School the opportunity to engage in ongoing conversations with our students, faculty, staff, parents, alumni, colleagues, prospective students, fans and friends about what is most important to them, extending the community found on the Covenant campus to the world.

On the next pages are guidelines to follow when members of the school community (students, faculty, administrators, and staff) are representing The Covenant School in social media spaces, regardless of whether these are considered professional or personal spaces.

## BE ACCURATE AND APPROPRIATE

- Check all work for correct use of grammar and spelling before posting.

## RESPECT PRIVATE AND PERSONAL INFORMATION

- Never share or transmit personal information of students, parents, faculty, staff, or colleagues online.
- Generally use only the first names of students. There may be exceptional circumstances where a student is widely known for a particular achievement, in which case the use of the full name may be appropriate. If there is any doubt, use only first names or ask the Director of Communication for guidance.

## POST IMAGES WITH CARE

- Respect brand, trademark, copyright information and images of the school.
- Do not caption photos with the names of current students.
- Do not post photos of students who are on the “Do Not Photo” list. (Ask the Director of Communications for details.)

## VOICE AND TONE

Although social media often offers an opportunity to share more light-hearted content, it should all be filtered through a voice and tone consistent with the overall Covenant messaging. When you post from a school or departmental account, you represent the entire school; using correct spelling, grammar, punctuation, and style are important parts of conveying your message.

# SOCIAL MEDIA

If you manage a social media presence for Covenant or are considering starting a social media account for any Covenant school, department, organization, or group, contact **Kyndall Burroughs, Director of Communications/CAO**, for approval.

## OFFICIAL ACCOUNT DESCRIPTION SAMPLE:

**All official Covenant School social media accounts should use the below description where applicable.**

@CovenantDallas is the official account of The Covenant School. Covenant is a classical, Christian, K-12 private school in the heart of Dallas, Texas.

## APPROVED SOCIAL MEDIA ACCOUNTS

### Instagram:

@covenantdallas  
@covenant\_grammar  
@covenant\_logic  
@tcs\_athletics  
@covenantdallasfinearts  
@covenantdallasalumni

### Twitter:

@TCS\_Knights

### Facebook:

The Covenant School of Dallas

### LinkedIn:

The Covenant School of Dallas

### YouTube:

Covenant

## BRANDED HASTAGS

#CovenantDallas  
#CovenantKnights  
#CovenantDallasAlumni  
#CovenantDallas2021!  
#CovenantDallas2025!

## CONTACT

Questions pertaining to the graphic representation of The Covenant School, including web and print graphics, fonts, and access to files for signatures, logos, and seals, should be directed to one of the following individuals.

### **Kyndall Burroughs**

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This Style Guide has been developed for use as a guide for anyone responsible for communication materials.

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