ASSOCIATION LOGO USAGE
The TCEA Association logo is the main identifier of the TCEA brand. It should be used in conjunction with all TCEA communications that TCEA produces (with the exception of special cases dealing with the TCEA Convention & Exposition branding). The blue and gold logo should be used whenever possible.

The logo consists of two major elements: (1) the swoosh and (2) the lowercase logotype, “tcea” that are set in GOTHAM medium.

The (1) swoosh may be used as a separate branding element. When the swoosh and logotype are used together, they must always be shown in the same position and proportion to one another.

If it is not possible to use the gold and blue logo due to the printing methods, graphic backgrounds, background colors, etc, the logo may be used as a solid color in one of the options to the right. No other colors may be used.
In order to maintain the brand integrity of TCEA and its visual identity, the TCEA logo must not be altered, changed, or distorted in any way.

Do not change any of the colors of the separate elements of the logo. The must remain consistent.

No grayscale. Use only the color configurations listed in this document.

Do not add drop shadows to the logo.

Do not add an outline to the logo.

Do not change the scale of any of the elements of the logo in relation to one another.
The TCEA logo was created with an asymmetrical design. So, when the logo is centered mathematically in a layout, it does not look visually centered.

Instead, the logo needs to be centered visually. This means you can't use the alignment tools to center the logo. It will never look centered if you do this.

Use the guidelines to the left to ensure that the TCEA logo is visually-centered.
The primary colors that are used in the branding of the TCEA logo are TCEA Navy, TCEA Gold, Black, and White. For primary and accent colors that are used in the branding of TCEA collateral and marketing materials, please see page 7.
These are the primary and accent colors that are used in the marketing and communication materials and collateral.

**ACCENT COLORS:**

Accent Red - This color is used more than the blue and yellow. After the TCEA Navy and TCEA Gold, the Accent Red would be the third color option before the blue or yellow.

Accent Blue - This color is used as an accent with the TCEA Navy.

Accent Yellow - This color is listed because it is used in a gradient that is prominently used in a lot of TCEA branding. (See the swatch below.)
# TCEA BRANDING FONT USAGE

**GOTHAM - MARKETING/BRAND COPY**

1. **Main Heading**
   **SUB-HEAD/PARAGRAPH HEADING**


**LinoLetter Std - EDITORIAL COPY**


**Montserrat - WEB COPY**

4. **Main Heading**
   **SUB-HEAD/PARAGRAPH HEADING**

5. Montserrat is the font that is used primarily for TCEA’s Internet presence. Do not use this for any print application. This is a free Google font and may be downloaded here: https://fonts.google.com/specimen/Montserrat
   **THIS IS ONLY FOR WEB-BASED COPY, DO NOT USE FOR PRINT.**

The official font of TCEA is GOTHAM. This should be used for headlines, subheads, body copy, and any other copy that appears as part of the TCEA brand. Font weights and styles are variable, depending on the current marketing campaign.

LinoLetter Std may be used as body copy in editorial instances only. This is primarily used in the TCEA publication, *TechEdge*. LinoLetter may also be used in cases where a serif font is necessary.

Montserrat is the font that is used primarily for TCEA’s Internet presence. Do not use this for any print application. This is a free Google font and may be downloaded here: https://fonts.google.com/specimen/Montserrat
   **THIS IS ONLY FOR WEB-BASED COPY, DO NOT USE FOR PRINT.**
TCEA CONVENTION & EXPOSITION LOGO TEMPLATE
This is the master logo for the TCEA Convention & Exposition. Each year it changes based on the theme determined by the VP of Convention. The TCEA Convention & Exposition logo has its own branding and usage guidelines separate from this document.

TOTS AND TECHNOLOGY LOGO
Tots and Technology is TCEA’s summer conference geared towards the elementary school teacher. The Tots and Technology Summer Conference logo has its own branding and usage guidelines separate from this document.

SYSTEM ADMIN LOGO
System Admin is TCEA’s fall conference geared toward System Administrators and Technical Support personnel.
<table>
<thead>
<tr>
<th>Logo</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TCEA ACADEMY SERIES LOGO</strong></td>
<td>The TCEA Academies are a series of specialized, two-day events that focus on singular topics like Adobe, Chromebooks, and Computer Science. This logo is consistently used for all TCEA Academies.</td>
</tr>
<tr>
<td><strong>TCEA MAKERS LOGO</strong></td>
<td>This is the logo for TCEA’s professional developments focusing on the maker movement. This logo has a lot of detail in it, so if it is to be presented smaller than 1.5&quot; then there is a smaller, simplified version of the logo available.</td>
</tr>
<tr>
<td><strong>TCEA LUNCH AND LEARN LOGO</strong></td>
<td>This is the logomark and logotype for the TCEA Lunch and Learn webinars that are held every Wednesday during lunch time.</td>
</tr>
<tr>
<td><strong>GET YOUR GOOGLE ON LOGO</strong></td>
<td>This the logo for TCEA’s Get Your Google On webinar that is broadcasted every first Thursday of the month for a power Google webinar customized for experienced Googlers. Although these are discontinued, this logo can be used in association with the archived webinars.</td>
</tr>
</tbody>
</table>
TCEA ADVOCACY LOGO

TCEA advocates for students and educators at the Capitol, SBOE, or anywhere education laws and funding are decided. This is the logo that accompanies anything that is created expressly for the TCEA Advocacy outreach.
Each year, TCEA provides its members with the opportunity to engage students and build STEM interest with robotics. Participating students from elementary and secondary schools design, collaborate, plan, redesign, construct, create, assemble, invent, reinvent, write, present, and compete in Area and State Contests.
TCEA CHAMPION LOGO

TCEA Champions are members that elect to go above and beyond in spreading membership information and materials in order to increase TCEA membership. This logo is used in any materials used to communicate with, or in the recruitment of, TCEA Champions.

TCEA EDUCATOR AWARDS AND SCHOLARSHIPS LOGO AND GOLDEN APPLE GRAPHIC

Every year TCEA awards educators and students for their excellence. The logo and “Golden Apple” graphic are used in any materials used to promote the Educator Awards and Scholarships.

WITH TCEA YOU’VE GOT THIS LOGO

This is the slogan used on the most current marketing materials. This is the approved lock-up of the slogan, any time the slogan is used, it must appear like this.
TECHEDGE LOGO

TechEdge is TCEA’s quarterly print publication. The logo is used on the cover of the magazine and email communication regarding the eZine version of the logo.

TECHNOTES BLOG

TechNotes is TCEA’s regularly updated blog. The logo and branding are used to support the blog and the bi-monthly email recap newsletter sent out to all subscribers.
Each TCEA Special Interest Group (SIG) has its own logo that is used to support and market each SIG. The elements of each logo must always be used consistently and never altered in any way.

In instances where the logo can’t be used, then the SIG must be written out as CAMP-SIG, FORE-SIG, LIB-SIG, ROBO-SIG, TA/CS-SIG, TEC-SIG, and VL-SIG.