



**Truett
McConnell**
U N I V E R S I T Y[®]

2025-2026

TMU BRAND STANDARDS

Gotham Family

Gotham Book

ABCDEFGHIJKLM
abcdefghijklmnpqr
stuvwxyz 0123456789

Gotham Bold

**ABCDEFGHIJKLM
abcdefghijklmnpqr
stuvwxyz 0123456789**

Gotham Light

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Gotham Condensed Family

Gotham Condensed Book

ABCDEFGHIJKLM
abcdefghijklmnpqr
stuvwxyz 0123456789

Gotham Condensed Black

ABCDEFGHIJKLM
abcdefghijklmnpqr
stuvwxyz 0123456789

Gotham Condensed Light

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United Sans / + Condensed Families

United Sans Medium

ABCDEFGHIJKLM
abcdefghijklmnpqr
stuvwxyz 0123456789

Gotham Semi Condensed Bold

ABCDEFGHIJKLM
abcdefghijklmnpqr
stuvwxyz 0123456789

United Sans Light

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United Sans / + Condensed Families

United Sans Medium

ABCDEFGHIJKLM
abcdefghijklmnpqr
stuvwxyz 0123456789

Gotham Semi Condensed Bold

ABCDEFGHIJKLM
abcdefghijklmnpqr
stuvwxyz 0123456789

United Sans Light

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Primary Palette

	SPOT PROC HEX# CMYK RGB	Pantone 123 C Pantone 7404 U FFC61E c0 22m 95y 0k r255 g199 b44
	SPOT PROC HEX# CMYK RGB	Pantone 539 C Pantone 540 U 00263A c98 m76 y51 k57 r0 g38 b58
	SPOT PROC HEX# CMYK RGB	Pantone 536 C Pantone P108-9 A1B1C8 c22 m11 y0 k13 r161 g177 b200



Black, White, and Gray

Black is never used as a substitute for TMU Blue

	HEX# CMYK RGB	01000B 40c 30m 20y 100k (Rich) r1 g0 b11
	Full Spectrum of Cool Gray is acceptable for use so long as trim color guides and proper contrast is used.	
	HEX# CMYK RGB	FFFFFF c0 m0 y0 k0 r255 g255 b255

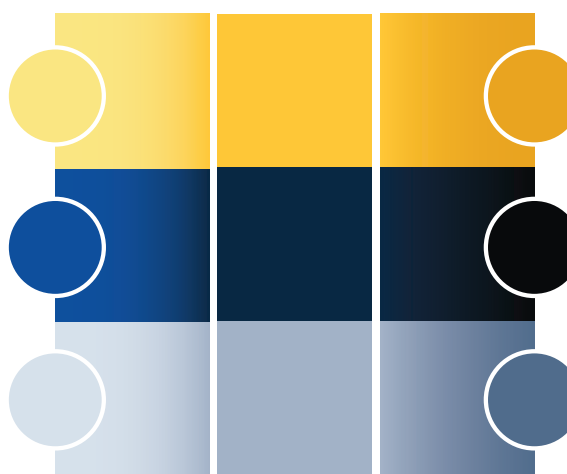
Supporting Palette

	HEX# CMYK RGB	FCE482 c2 m7 y60 k0 r252 g228 b130x
	HEX# CMYK RGB	0C509D c99 m79 y4 k0 r12 g80 b157
	HEX# CMYK RGB	D6E0EA c14 m7 y3 k0 r214 g224 b234

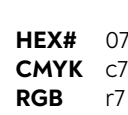
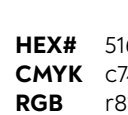
See “Use of Illumination”

Highlights

Shadows



Supporting Palette

	HEX# CMYK RGB	E9A422 c7 m39 y100 0k r233 g164 b34
	HEX# CMYK RGB	070C0F c77 m68 y64 k85 r7 g12 b15
	HEX# CMYK RGB	516C8C c74 m54 y29 k6 r81 g108 b140



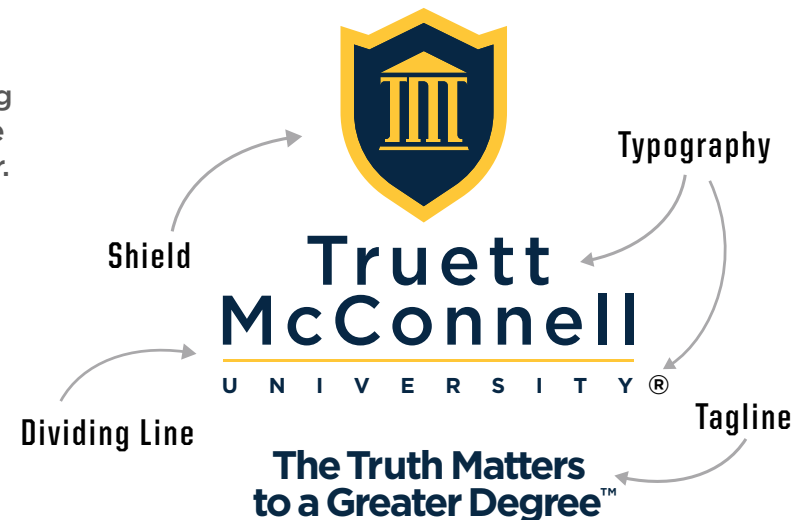


U N I V E R S I T Y Brand Standards

01 | 01

Identity Elements / Construction ▼

There are **four elements** that make up the TMU Logo. (1) the Shield, (2) the Typography, (3) the Dividing Line, and (4) the Tagline when the application calls for the juxtaposition of that element. Please follow the following construction guidelines if there is a need to recreate the logo while servicing TMU's brand as a vendor or partner.



Vertical Logo / Construction, Alignment and Proportions

Font = Gotham Medium
Loose Letter Kerning

Font = Gotham Bold Caps
Loose Letter Kerning

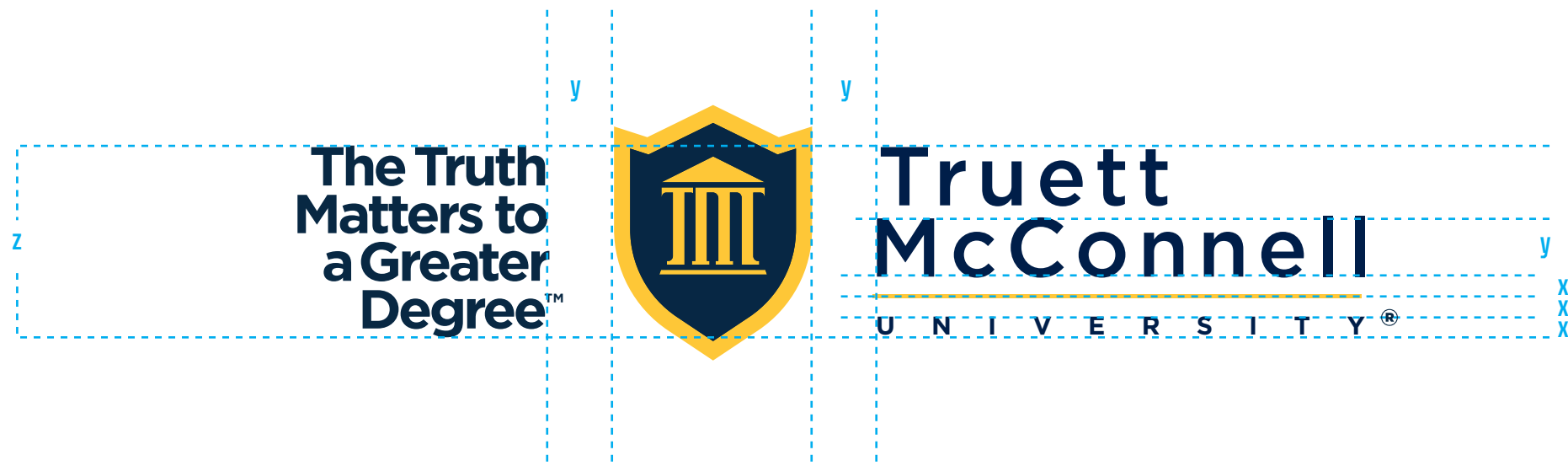
Font = Gotham Bold
Tight Letter Kerning



Horizontal Logo / Construction, Alignment and Proportions



Left Justified Logo / Construction, Alignment and Proportions



Horizontal Logo / Construction, Alignment and Proportions



Truett McConnell
U N I V E R S I T Y[®]

The Truth Matters to a Greater Degree[™]

Vertical Logo / Common Use



Vertical Logo / Larger Shield (Use in tight vertical applications)



Left Justified Logo / Common Use - typically in conjunction with tagline to left of shield)



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Horizontal / Common Use



TMU Shield



TMU Shield / Color Applications





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McConnell

U N I V E R S I T Y ®

**The Truth Matters
to a Greater Degree™**



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**The Truth Matters
to a Greater Degree™**

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**Truett
McConnell**

U N I V E R S I T Y®



Truett McConnell

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**The Truth
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Degree™**



Truett McConnell
UNIVERSITY®

The Truth Matters to a Greater Degree™

The Truth Matters to a Greater Degree™

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to a Greater Degree™**

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TMU Monogram / Full Color



TMU Monogram / Single Color

TMU[®]

TMU Monogram / Construction, Alignment



TMU[®]





TMU Bear Head Logo / Full Color



TMU Bear Head Logo / 1-Color



TMU Monogram Bear Head Logo / Full Color

Full Color University Seal



TMU Social Icons



Banner Ads / Animated GIF

726px x 90px

FRAME 1



Truett McConnell
UNIVERSITY

Truett.edu



11 Graduate Degree Programs at TMU



38 Undergrad Degrees Progrms at TMU



2nd Lowest Net-Tuition (GA) at TMU



#2 Christian College in Georgia is TMU



That's precisely why we want YOU at TMU



**The Truth Matters
to a Greater Degree™**

Truett.edu

FRAME 7

TMU Athletics / Full Color Bear Head Logo



TMU Athletics / Single Color Bear Head Logo



TMU Athletics / Full Color Bear Head Monogram Logo



Illumination in Design

The presence of light is common in TMU design motifs. Light has always been a symbol of holiness, goodness, knowledge, wisdom, grace, hope, God's revelation and the very nature of God Himself. TMU's stance on the sufficiency of scripture to "light our path" warrants the effective use of this subtle but felt design element, especially when the identity is used on a dark navy background.

It is also used as a highlight tool to guide readers to specific content.

Whether constructed by blend or gradient methods in Adobe Illustrator or as a dogde/burn or gradient in Photoshop it is preferred that the designer use the following color targets.

The gradient should never compromise the contrast of typography.

Lighting effects will typically come from above or below depending on application.

SPOT
PROC
HEX#
CMYK
RGB

Pantone 539 C
Pantone 540 U
00263A
c98 m76 y51 k57
r0 g38 b58



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HEX# 0C509D
CMYK c99 m79 y4 k0
RGB r12 g80 b157





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