



## **Branding Guidelines**

**Approval date:** August 2021

### **Institutional Name**

When referencing Central Seminary on any public communications including but not limited to documents, brochures, email, presentation slides, media stories or when referencing a place of employment or school, the name “Central Seminary” should be used.

The only permitted use of another name is when you need to reference Central Seminary within text (not as headings or titles). Within text you can reference as:

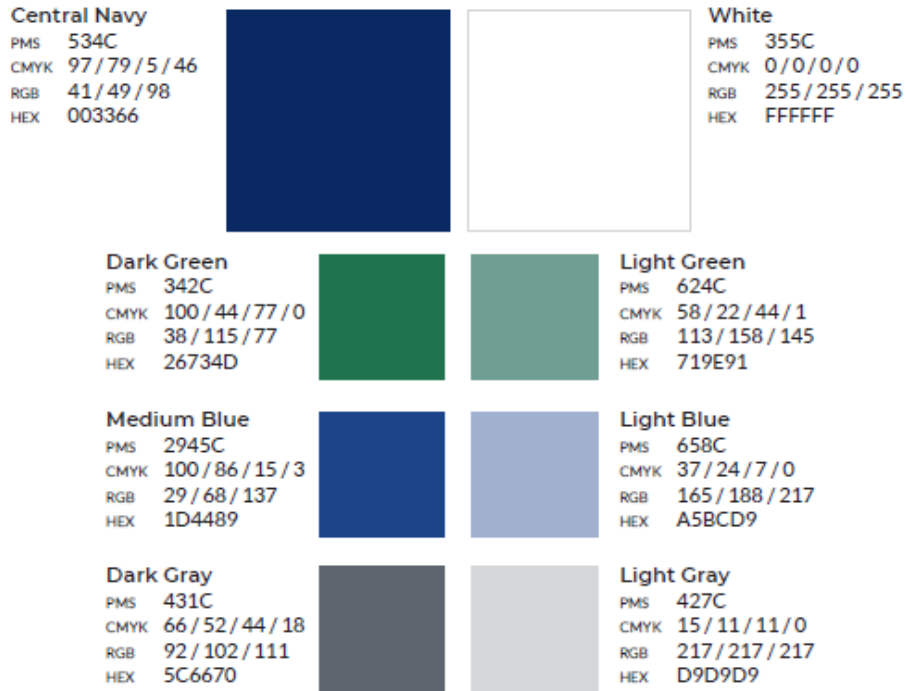
- Central (only after you have referenced full name of Central Seminary prior to the first use of Central on the document).
- Central Baptist Theological Seminary (only when required full name such as financial documents, accreditation reports, etc.).

“CBTS” should not be used on any public-facing communication (except when referenced as part of website, email address or OneLogin systems)

### **Colors**

Central has an approved (July 2021) set of brand colors that will be implemented across all electronic channels, platforms and on all official printed correspondence, promotional materials, etc.

Central Navy and White are the primary colors and will be used most often. The greens and other shades of blues will be used sparingly, most often for design reasons such as needing an accent color.



## Fonts

For design purposes, outside of the font used in the logo and in special circumstances for certain special events or initiatives, the only approved fonts for design use will be Noto Serif and Noto Sans. Noto is a font created by Google to be an accessible and readable font available for computers that are translating into different languages and for persons with impairments that may need assistive devices. In addition, Noto has designed fonts specifically for different languages so that the line weight and font style appears the same, including with languages that have characters.

There are hundreds of variations of Noto. The most commonly used styles are:

### **Noto Sans Blk**

Noto Sans

### **Noto Serif Blk**

Noto Serif

You can download Google Noto fonts for free here: <https://www.google.com/get/noto/>

For Korean language, download Noto Sans CKJ and Serif CKJ. Many other languages are also available.

## Logos

The logo has been refreshed in August 2021 with the inclusion of both English and Korean and with a new font.



The following logos are also permitted for use in special circumstances with permission.



If only the icon above is used, it should be used near something that has the seminary name or website address.