

# TEXAS EDUCATION FREEDOM ACCOUNTS

## BRAND GUIDELINES

**LOGO USAGE:** To ensure legibility of the Texas Education Freedom Accounts (TEFA) logo on most devices, please follow the recommended sizing, margins and color contrast specifications in this guide. Minimum widths (logo size) and margins (space around the logo) are provided for each variation. Logos should not be stretched, disproportionately resized or cropped. SVG logo files are ideal for web use, as they will preserve the sharpness of the logo. If a PNG file is necessary, matte the background color of the web page before placing the logo.



**TEXAS EDUCATION**  
**FREEDOM ACCOUNTS**

**Primary Logo:** The primary logo should be used whenever possible.

**MINIMUM WIDTH: 200 PX**  
**MARGINS: 20 PX**



**TEXAS EDUCATION**  
**FREEDOM ACCOUNTS**

*Freedom to learn your way.*

**Primary Logo + Tagline:** The primary logo with tagline should only be used when the minimum width of 350 pixels can be achieved.

**MINIMUM WIDTH: 350 PX**  
**MARGINS: 20 PX**



**TEXAS EDUCATION**  
**FREEDOM ACCOUNTS**

**Secondary Logo:** The secondary logo should only be used when the available height will not accommodate the primary logo.

**MINIMUM WIDTH: 250 PX**  
**MARGINS: 20 PX**

# TEXAS EDUCATION FREEDOM ACCOUNTS

## BRAND GUIDELINES

**GRAPHIC ASSETS:** The TEFA book icon and tagline can be used independent of the TEFA logo. Minimum widths and margins are provided below. Assets should not be stretched, disproportionately resized or cropped. SVG files are recommended for web use. If using a PNG file, matte the background color of the web page before placing the logo.



**Icon:** When a TEFA logo or the name of the program has already appeared on a webpage, the icon can be used as a reference.

**MINIMUM WIDTH: 50 PX**  
**MARGINS: 15 PX**

*Freedom to learn your way.*

**Tagline:** When the logo or name has already appeared on a webpage, the TEFA tagline may appear separately from the logo, as an image.

**MINIMUM WIDTH: 210 PX**  
**MARGINS: 20 PX**

**DARK BACKGROUNDS:** On dark backgrounds, use the white variations. For digital or print, the white variation with opacities can be used (left example). For screen printing, the all-white variation is best (right example). A variation of the color icon with a white background and border also is available (not shown).



# TEXAS EDUCATION FREEDOM ACCOUNTS

## BRAND GUIDELINES

**FONTS:** Montserrat ExtraBold is the font used in the logo. All Montserrat font variations will coordinate with the TEFA branding, but it is recommended that nothing thinner than Montserrat Medium be used for body copy to ensure legibility. Montserrat can be found online through Google Fonts.

**COLORS:** TEFA logo colors and complementary colors are shown below. When color or white text is used with a colored background, contrast requirements must be met to ensure accessibility compliance.

**Primary Colors:** The red and blue logo colors are compliant when used as a text color or as a background color with white text.

**Secondary Colors:** The secondary colors are not compliant as text colors, but may be used as background colors with black text.

R27 G89 B151  
HEX 1B5997

R170 G33 B66  
HEX AA2142

R0 G153 B214  
HEX 0099D6

R103 G194 B231  
HEX 67C2E7

R154 G213 B237  
HEX 9AD5ED

**Complementary Colors:** The complementary dark blue color (left) is compliant when used as a text color. It also is compliant as a background color with white text or with a white variation of the logo. The gold and gray complementary colors are not compliant as text colors but can be used as background colors with black text. White text used on top of any of the below gold or gray colors is not compliant.

R32 G37 B98  
HEX 202562

R216 G171 B97  
HEX D8AB61

R236 G213 B176  
HEX ECD5B0

R247 G238 B223  
HEX F7EEDF

R178 G176 B190  
HEX B2B0BE

R217 G216 B223  
HEX D9D8DF

R240 G239 B242  
HEX F0EFF2