Since its earliest days, Dallas Theological Seminary has established an unwavering mission to, as L.S. Chafer put it, be “centered about the Bible.” Over the decades we have earned a reputation for quality and excellence that few graduate theological schools can rival. Our academic mission and positioning, as well as our brand platform, reflect that heritage.

We must maintain our role as a genuine, trustworthy communicator of Biblical Truth. We must project these personality characteristics at every touch point with our constituency (students, alumni, and donors) consistently and continually. The brand “personality” portrays the tone and manner of Dallas Theological Seminary.

The DTS logo is the most immediate representation of our school, our people, and our brand to the world. It is a valuable school-wide asset that must be used consistently across all communications platforms.

A BRIEF HISTORY

From the original academic “seal” to the “flame” the brand of Dallas Theological Seminary spans the decades. In 1979 a team made up of Jim Killion, David MacCorkle, Keith Yates, and Paul Lewis devised the now familiar “flame and Bible” logo mark. The two books (the Old and New Testaments) are illuminated by the three-part flame (representing the Father, Son, and Holy Spirit).

Over the years the font changed as did the colors. President Campbell liked the blue, President Swindoll preferred purple (officially the school “colors” are purple and gold). The placement of the name varied.

Today we use the DTS flame and initials as the primary visual identity, much like other academic institutions (SMU, DBU, RTS). Although many may still refer to the school as “Dallas Seminary” it is important that the full name be recognized as our brand.

This publication serves to outline the approved usages of the brand of Dallas Theological Seminary.

May, 2013
The flame icon and the initials, comprise the primary brand. The file name is “DTS.logo.2013.ai” as it is in native Adobe Illustrator format. There is an additional “DTS.logo.2013.jpg” file available.

This DTS LOGO is the preferred logo for seminary recruitment, public relations and fund-raising materials.

In some cases the logo will have to be reversed to white (on a photo or on colored backgrounds) or printed in solid black (one color forms). See more explanations and samples on the following pages.

In cases where the name needs to be spelled out (signage, formal documents, materials to readers not familiar with DTS, etc.) the three words appear to the right of the flame. This logo (“DTS.logo.type.2013.ai”) is the secondary visual brand for the seminary.

Do NOT try to create any of these DTS LOGOS yourself (see the very specific specs above). Use ONLY approved files provided by Creative Services.
The Dallas Theological Seminary logo and brand

Our logo is the most immediate representation of our institution, our people, and our brand to the world. It is a valuable asset that must be used consistently in the proper, approved formats. The logo must appear on all communications from the Seminary.

- The “DTS.logo” is the approved branding for all Seminary communications. However it is important that unless the “DTS.logo.type” (which uses the full name) also appears, the entire name “Dallas Theological Seminary” must be spelled out (remember, just “Dallas Seminary” is not acceptable).

  The DTS logo normally appears in purple and gray (see the back of the ThM brochure at right) however it is permissible to be shown reversed to white on a dark or colored background (i.e., the parking stickers) or in all black (on a one-color, black form like the one at lower right).

  It is recommended that the tag line, “Teach Truth. Love Well.” be centered under the logo in Myriad Pro Light Italic with extra letter spacing to align the phrase with the logo edges.

  Extension campuses and departments can also be aligned in Myriad Pro Light all caps (or appearing to the right if too long).
THE FLAME BY ITSELF
It is permissible use just the flame icon. It can appear as a graphic element, such as in a background, or as a stand alone icon (like on Facebook).

THE STACKED VERSION
On rare occasions the logo with name needs to fit on a space that is not horizontal. It is permissible to use the “stacked” version but this is reserved for the Creative Services Department only and should not be used by other departments or outside vendors without permission.

INCORRECT USES
There are NO “sub-logos” that represent the institution. This is confusing to audiences and dilutes our goal of creating a common, mutually reinforcing image.

OUTSIDE VENDORS
Remember to send new logo art to all vendors (or have Creative Services do this for you).
INCORRECT USES continued

In **NO** cases can the flame be printed in anything other than PMS 2627 purple, black, or reversed to solid white.

**NO** other font can be used for the DTS if it appears next to the flame.

Do **not** skew, rotate, or otherwise apply effects to the logo.

**NO** other placement of the name next to the logo.

Do **NOT** use any of the previous versions of the logos. These are no longer acceptable.

**YES**

DTS.logo

DTS.logo.type
THE NAME BY ITSELF
It IS permissible to write out the name “Dallas Theological Seminary,” (remember, NOT just Dallas Seminary) on any part of the design. It does NOT have to be in the Utopia Standard font if it is a stand-alone or far enough away from the flame that it does not appear to be a single visual “unit.”

The Academic Seal
The Dallas Theological Seminary seal is used for only the most formal occasions, appearing on Seminary diplomas, formal invitations, the academic catalog, stationary, legal, and ceremonial documents deemed appropriate by the Office of the President. It appears as a “watermark” on formal stationary. It may not, for example, appear on publicity flyers or newsletters. It may not be used as a graphic element without permission from Creative Services.
TYPOGRAPHY

For several years the “official” seminary body-text font was Utopia Standard with headings done in Myriad Pro. This follows accepted design practices of using a serif font for body text and a bolder, sans-serif font for headings. With the vast increase in digital fonts many more options are now available. Beginning in 2012 the Creative Services team has used “Apud” as a body font for publications— you are reading it right now. It is a slightly condensed face so more words can be squeezed into less lines. However the “x-height” remains tall so it is a very readable font. The Apud family contains eight different variations so **bolds** stand out distinctly from the standard Roman face. But perhaps best of all, Apud is very close to Utopia so it matches the Utopia Standard that we will continue to use as the “logo type” for the flame logos.

**Primary Typefaces**

<table>
<thead>
<tr>
<th>Apud</th>
<th>Roman</th>
<th>Italic</th>
<th>Medium</th>
<th>M Ital</th>
<th>Bold</th>
<th>Bd Ital</th>
<th>Black</th>
<th>Blk Ital</th>
</tr>
</thead>
<tbody>
<tr>
<td>Myriad Pro</td>
<td>Light Conden</td>
<td>Lt Cond</td>
<td>lt Cond</td>
<td>italic</td>
<td>Cond</td>
<td>SemiBd</td>
<td>Cond</td>
<td>SBdCnd</td>
</tr>
<tr>
<td>Bold Cond</td>
<td>BdCnd</td>
<td>Italic</td>
<td>Black Conden</td>
<td>Cnd</td>
<td>Bd Italic</td>
<td>BlkCnd</td>
<td>Italic</td>
<td></td>
</tr>
<tr>
<td>Light</td>
<td>Lt Italic</td>
<td>Regular</td>
<td>italic</td>
<td>SemiBold</td>
<td>SBd</td>
<td>Italic</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bold</td>
<td>Bd Italic</td>
<td>Black</td>
<td>Blk Italic</td>
<td>SemiBold</td>
<td>SBd</td>
<td>Italic</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Official Seminary publications (*Kindred Spirit, Alumni Connection*, academic brochures, etc.) are set in Apud with Myriad Pro headings and sub-heads. Typical body text size is 10 to 12 points with 20% or more of leading. The Apud body text should not be condensed or minus letter spaced except for specific reasons (to fit text within a required space). Special publications such as invitations to events, or ads for specific purposes CAN use different type treatments. These are reserved for the Creative Services, the Web Development, or the Video Production Departments to determine.

**For the Rest of Campus**

While the Seminary owns a site license for the Apud font, only select departments will qualify for the license. Therefore you MAY find that you need to set type with a different font for your project (it is still HIGHLY recommended that you utilize the services of the Departments designated for these projects, ie Creative Services, Web Development, Video Production).

Font selection is a key component in the creation of any successful communications. Typography should work in concert with the overall design, photography, and editorial writing to help describe and define the Seminary brand. Since our intention is to depict DTS as a twenty-first-century institution that, while maintaining our traditions, is modern, confident, diverse, and dynamic, choosing the right style of type is critical. There are many fonts but generally we recommend that you:

_Do_ use clean and classic faces, with a preference for serif fonts (more readable)

_Don’t_ use fonts that are overly stylized (scripts, outlined, etc.)

_Don’t_ put drop shadows on body text

_Do_ avoid condensing, excessive tracking, or horizontal scaling (these distort the letter shapes)

_Do_ use italicized styles or all caps sparingly (they are hard to read for more than a sentence or two)

For your reference Creative Services has developed an **EDITORIAL STYLE GUIDE** which gives examples of voice and tone that convey the Seminary brand editorially. It also addresses the most common questions that arise at DTS about abbreviations, titles and tricky wording. Although based on the Chicago Manual of Style, the DTS Editorial Style Guide is not meant to be a comprehensive grammar manual or dictionary. [DOWNLOAD THE PDF HERE.](#)