



# DALLAS THEOLOGICAL SEMINARY

## Branding Guidelines

Dallas Theological Seminary has a variety of logos, formatted for screen or print.



# DALLAS THEOLOGICAL SEMINARY



# DTS



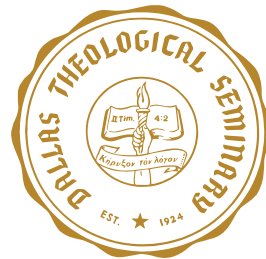
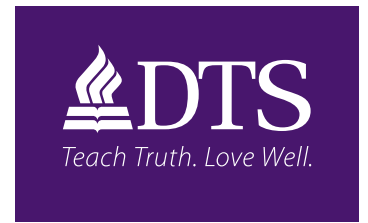
# DTS

DALLAS THEOLOGICAL SEMINARY



# DTS

*Teach Truth. Love Well.*



white logo  
(no box)



DALLAS  
THEOLOGICAL  
SEMINARY



# DTS Logo and Color Guidelines

Use these color formulations for other items that needs to match DTS logo colors. DTS logos cannot be created in other colors or by remixing components of the logos into a new logo.

The white logo may be used over other colors, but if put into a box and then used as a stand-alone logo, use the appropriate DTS purple to fill that box, not another color.

**If you need to use a DTS logo, please request permission and the appropriate logo(s) by contacting [mediarelations@dts.edu](mailto:mediarelations@dts.edu).**

## DTS Colors:

Use PMS and CMYK logos for print projects, and RGB logos for items that will be projected, on web, or viewed on computer screens.

If there is CMYK art in your document, the file will print as a process file. Use the CMYK versions of the logo, not the PMS logos.

PMS files are only for files that will use PMS inks on the press.



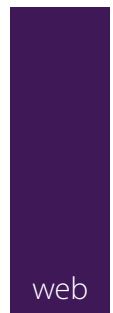
**DTS Purple**  
PMS 2627c  
Pantone book



PMS 2627c CMYK  
Pantone book  
77/100/0/31



PMS 2627c  
Indesign RGB  
65/0/89



web  
410059



**DTS Gold**  
PMS 125c  
Pantone book



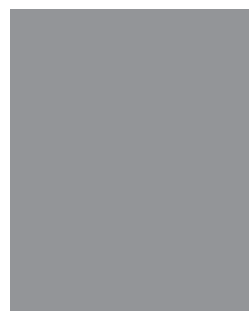
PMS 125 c CMYK  
Pantone book  
0/26/100/26



PMS 287 c  
Indesign RGB  
184/134/44



web  
b68625



**DTS Gray**  
50% black