

TEXAS ACADEMY LEAGUE

Primary Logo Style Guide



Primary Logo Usage

The Texas Academy League primary crest should always appear in its official approved form. The logo should maintain its original proportions, spacing, and color integrity across all digital and print applications.

Approved Usage Scale proportionally without distortion
Use official vector or high-resolution PNG assets
Maintain strong contrast between the logo and background
Use the full-color logo whenever possible

Clear Space

Maintain a minimum protected clear space around the logo equal to the width of the diagonal accent stroke. No text, graphics, or page elements should enter this space.

Brand Color Palette

Color	Usage	HEX
Cyan	Primary Accent / Outline	#39DCE3
Black	Primary Crest Background	#000000
White	Typography & Supporting Elements	#FFFFFF
Light Gray	Alternate Neutral Background	#E6E6E6

Incorrect Usage Do not stretch, skew, or rotate the logo
Do not alter or replace official brand colors
Do not apply drop shadows, gradients, or effects
Do not separate or rearrange logo components
Do not place the logo over busy or low-contrast imagery