





Columbus Torah Academy Athletics & Spiritwear Logo Usage Guide

Columbus Torah Academy is proud to introduce a secondary logo which highlights the school's mascot - the Lion - and can be used on athletic and spirit apparel, promotional and print items. ***This logo is not a replacement for the logo used for the daily Uniform and Dress Code policy and its application on apparel does not meet the Uniform and Dress Code policy.***

These guidelines have been developed to ensure the Lion and coordinating text is managed with consistency and accuracy in all communication materials.

Official Athletic Logos

The official athletics logo has many variations due to generic or sport-specific branding under the Columbus Torah Academy wordmark but the four main components are:

<p>1) Lion inside the Columbus Torah Academy approved circle</p>	 <p>Secondary options include one color imprints and versions on dark (dark circle) and light (white circle) materials.</p> 
<p>2) Stylized Lion head used alone</p>	
<p>3) Lion head used with the CTA, Lion or Torah wordmark</p>	

	
4) CTA, Lion, or Torah graphic alone	

Font: The coordinating font when needed is College Heavy Outline Medium.

Guidelines:

- a. These images above are the only approved Columbus Torah Academy athletic and spirit wear marks.
- b. Logos can be printed on navy, white, black, gray, and royal apparel. No other colors are allowed without prior approval.
- c. Sub-branding logo ideas can be submitted for individual sports to the marketing department for approval.

Limitations: No altering of these logos is permissible. Always use the artwork files as provided by Columbus Torah Academy. NEVER recreate the logos or wordmarks, or use low resolution versions of the logo obtained from the Web or from scanning previously printed materials. Each logo should only be used as an independent and isolated stand-alone graphic. Never group logos or individual graphic elements together as a reconfiguration of the logo. Do not screen or watermark the logo, or place text over the logo. Reproduction of any athletics logos or wordmarks without the approval of Columbus Torah Academy is prohibited.

For additional information regarding the use of Columbus Torah Academy trademarks, please contact: Shari Herszage, Marketing Coordinator at sherszage@torahacademy.org or 614-864-0299, ext 218.

Student groups or individuals who want to design their own apparel or have questions about usage, should contact Shari Herszage.