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**Tahir Academy USA**  
Home of Atfal and Nasirat

# Tahir Academy Brand Guidelines



The Tahir Academy Brand Guidelines standardize the usage of Tahir Academy logos, fonts and colors, and all Tahir Academy print and electronic content.

For brand consistency, these guidelines are mandatory.

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# Logo

Use the Tahir Academy logo on all printed and electronic materials.

Most Tahir Academy materials should have a light background. The dark logo is the primary logo and should be used the majority of the time. The light logo should only be used on dark backgrounds. The one-color logo should only be used for promotional items when the printer requires a one-color logo (e.g., backpacks).

Download logo files at  
[www.tahiracademy.org/brand](http://www.tahiracademy.org/brand)



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## Tahir Academy USA

Home of Atfal and Nasirat

Dark Logo (Primary)



Light Logo



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## Tahir Academy USA

Home of Atfal and Nasirat

One Color Logo

# Logo Clearspace

The clearspace surrounding the logo must be at least the space a double “T” occupies on all four sides.



# Logo Variations

Never modify the logo, including - but not limited to - the examples below.



Do not use the old logo.



Do not change the logo typeface.



Do not rearrange the logo's placement of elements or text.



Do not remove any logo elements.



Do not rotate the logo.



Do not stretch, distort, or change the logo's proportions.



Do not recolor the logo.



Do not use a blurry or low resolution logo.

# Typeface

The Roboto Slab font is Tahir Academy's primary font. Only use Roboto Light for large paragraphs of text. Do not use any other font.

Download Roboto Slab and Roboto at [www.tahiracademy.org/brand](http://www.tahiracademy.org/brand)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

Roboto Slab

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Roboto Light

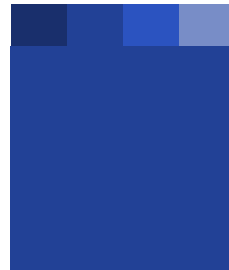
# Color Palette

The Tahir Academy color palette includes the following four colors. Use the hex or CMYK values below to print the correct colors.



**Black**  
#2e2e2e  
C70 M63 Y63 K63

Darker #151515  
Lighter #484848  
Lightest #7b7b7b



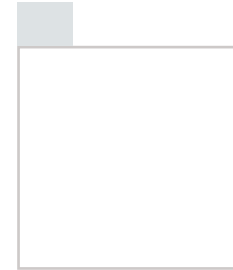
**Blue**  
#224196  
C100 M87 Y6 K0

Darker #192f6c  
Lighter #2b53c0  
Lightest #728fdf



**Green**  
#6dc198  
C57 M1 Y52 K0

Darker #4bb07f  
Lighter #91d0b1  
Lightest #d8efe4



**White**  
#ffffff  
C0 M0 Y0 K0

Darker #e6e6e6



# Workbook Color Palette

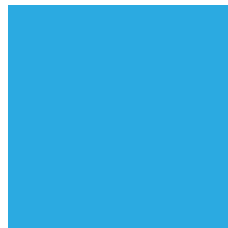
The Tahir Academy workbook includes the following colors. Use only the corresponding colors for each section. Use the hex or CMYK values below to print the correct colors.



## Basics of Islam

### Pink

#ee2a7b  
C0 M95 Y20 K0



## Quran

### Cyan

#2aace2  
C69 M15 Y0 K0



## History

### Lime

#72bf44  
C60 M0 Y100 K0



## Salat & Prayers

### Yellow

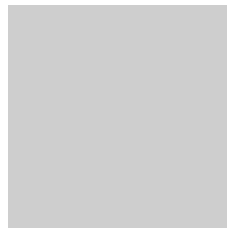
#fbb019  
C0 M35 Y99 K0



## Poetry

### Purple

#8d64aa  
C50 M70 Y0 K0



## Other Sections

### Gray

#d6d4d2  
C18 M14 Y14 K0



## Parents' Sections

### Dark Gray

#5c5a58  
C62 M54 Y53 K27



# Border Design

Use the border (on the edge of this page) for any printed material.

Use the border on the top for pages in portrait and either side for pages in landscape.

Only use the border color shown in #e6e6e6.

Download the border at  
[www.tahiracademy.org/brand](http://www.tahiracademy.org/brand)



Download templates for various materials  
(e.g., classroom signs, report cards,  
certificates, uniforms, etc.) at  
**[www.tahiracademy.org/brand](http://www.tahiracademy.org/brand)**