



ARLINGTON TIGERS
BRAND GUIDELINES

SPRING 2026
VERSION 2.0

INDEX

03

WELCOME

05

LOGO ELEMENTS

06

ELEMENT LOCKUPS

07

CLEAR SPACE

08

PROPER USAGE

10

COLOR PALETTE

11

ACCESSIBILITY

13

TYPOGRAPHY

14

TYPE HIERARCHY

16

SPIRIT WEAR
GUIDELINES

17

SPIRIT WEAR
FAQS

18

CONTACT

WELCOME



**THE ACS TIGER MASCOT, "A" MARK, AND APPROVED WORDMARKS
HAVE BEEN TRADEMARKED™ WITH THE TN SECRETARY OF STATE.**

Arlington Community Schools has established a unified brand system that includes one official Tiger mascot, one official "A" mark, official Arlington wordmarks and the Tigers script.

These elements represent ACS across all schools, teams and programs and must remain consistent in all applications.

Official brand elements may not be altered or recreated. All uses of the ACS brand must follow these guidelines to ensure consistency and recognition across the district.

Guidelines for booster clubs and PTAs spirit wear are referenced on Page 16.

FOR INTERNAL USE

(ACS Clubs & Orgs, Booster Clubs, Sports Teams & Schools)

All final designs that incorporate the Tiger brand must be approved by the school's athletic director and/or ACS Communications before production or public use. This ensures consistency, quality and alignment with ACS brand standards across all schools and programs.

FOR EXTERNAL USE

(Outside Organizations or Entities)

Any organization or individual not directly affiliated with Arlington Community Schools and not working on behalf of a district-sponsored club, organization, school or sports team must obtain prior written approval from ACS Communications before using the Tiger mascot for any purpose. Unauthorized use of the mascot is prohibited.

LOGO



ACS approved brand elements include the Tiger mascot, the standalone “A” letterform, official Arlington wordmarks and the Tigers script. These elements work together to create a unified visual identity that represents Arlington Community Schools across all campuses and programs. Each element has been intentionally designed while ensuring consistency in how the district is presented.

These elements are custom designed, meaning each has been uniquely created with specific graphic treatments and details that cannot be replicated, recreated or substituted using standard fonts or design tools.

When used correctly, these elements make Arlington instantly recognizable in the stands, in the community and across all athletic communications.



MASCOT



ARLINGTON WORDMARK WITH BORDER



LETTERFORM



SCRIPTED LOGOTYPE

LOGO

1. The tiger mascot
2. The logotype

Our Tiger brand consists of two main elements: the tiger mascot and the logotype.

If a tiger graphic is used to represent ACS, it must be the official ACS Tiger. **No alternate or substitute tiger graphics are permitted, including but not limited to: clip art, AI-generated tigers, custom illustrations, alternate tiger logos or any modified or recreated versions of the ACS Tiger.**

In the vertical lockup, the logotype is always located below the tiger mascot.

In the horizontal lockup, the logotype is always located to the right of the tiger mascot.

The vertical lockup is the preferred version and should be used whenever possible.

ELEMENTS OF LOCKUP



VERTICAL LOCKUP



HORIZONTAL LOCKUP



LOGO

VERTICAL CLEAR SPACE



Whenever you use any element of the brand, it should have adequate clear space to ensure visibility and impact.

Maintain at least approximately one capital letter "T" (from the "TIGERS" logotype) amount of clear space on all sides of the brand element in every usage case.



MINIMUM SIZE RECOMMENDATION

PRINT – 1 inch tall

DIGITAL – 72 px tall



The following actions are strictly prohibited and will not be approved. These rules apply to all uses of ACS brand elements, including spirit wear and merchandise.



Do not rotate logo



Do not add a shadow



Do not add a stroke



Do not add a gradient



Do not stretch or skew



Do not change color of elements



Do not use different typgraphy



Do not use different tiger mascot



Do not change orientation of lockup

COLORS

COLORS



When a design references “Arlington,” “Tigers,” or any ACS school, only official ACS colors may be used, including Navy, Tech Gold, Black or White.

Navy Blue is the primary color used in the brand for Arlington Tigers. It is the primary color used in the full-color version of the tiger mascot.

Generally, Navy Blue should be used as the primary color in all designs unless an alternate color is required to maintain proper contrast and readability.

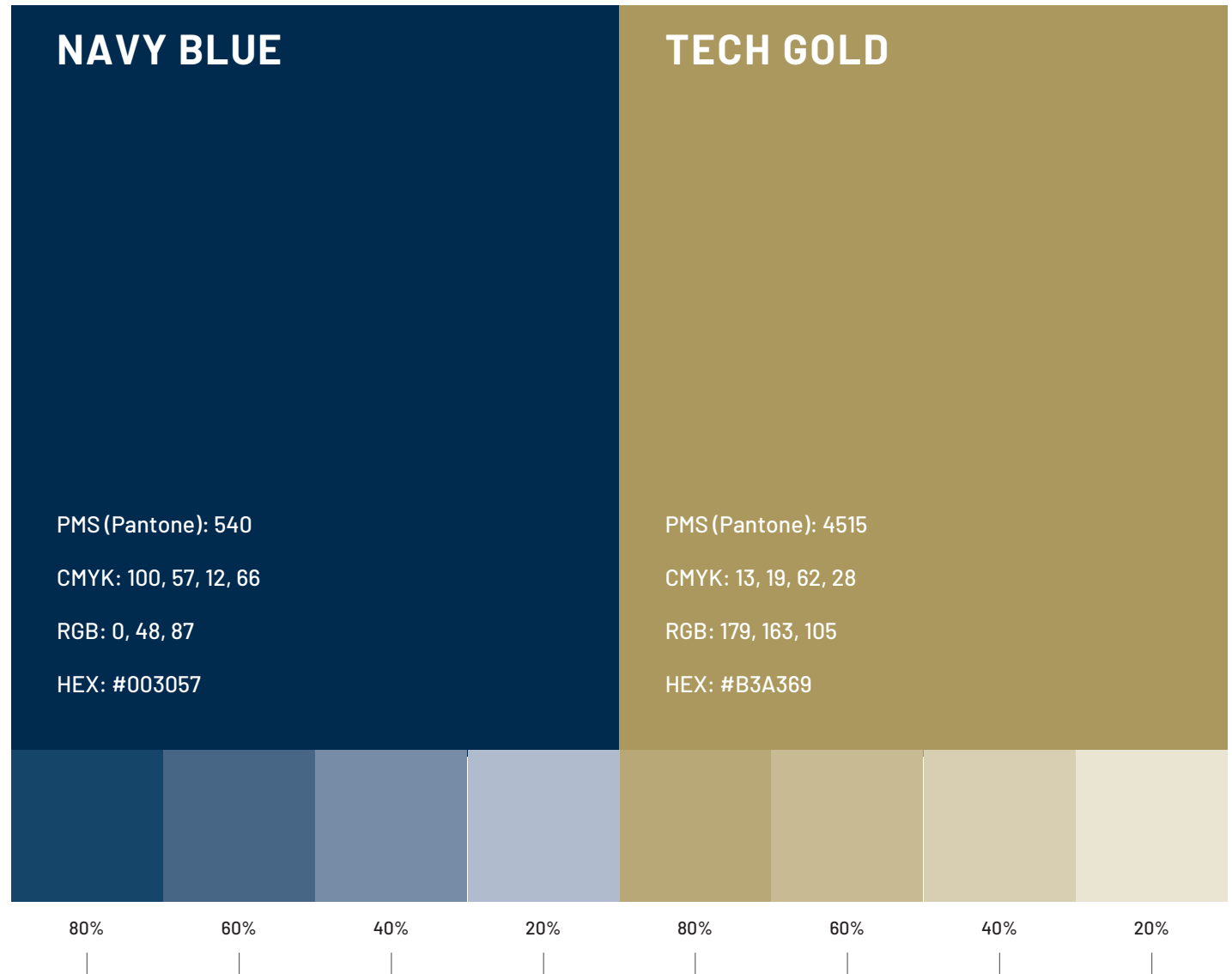
Tech Gold is the secondary color used in the brand. For the full-color tiger mascot, it is always used specifically for the eyes and the tongue areas of the mascot.

Alternating Brand Colors on Logos

Colors may be alternated when necessary to ensure proper contrast and legibility. However, color swapping should only be made when required for contrast.

Colors should not be alternated due to preference.

If your design requires a color adjustment for legibility and the logo is not currently available for download, please contact ACS Communications for approval before moving forward.



The blocks above show the brand colors displayed at different screen percentages, ranging from 100% (full color) to lighter tints. These variations help illustrate how the color can appear when used at reduced opacity or as background tones. Use these adjusted percentages to maintain visual consistency across digital and print applications while allowing for design flexibility.

COLORS

ACCESSIBILITY



Contrast is vital to the success of a design. Meeting accessibility standards ensures text is legible for the most users. We look at contrast to make sure we're using type and color pairings appropriately. For small text (16pt in size) we look for a contrast ratio of at least 4.5:1. For large text a ratio of 3:1 is desired.

NAVY BLUE



100% SCREEN

✗ 1.56:1

✓ 13.45:1



50% SCREEN

✓ 7.55:1

✗ 2.78:1



25% SCREEN

✓ 13.34:1

✗ 1.57:1

TECH GOLD



100% SCREEN

✓ 8.35:1

✗ 2.51:1



50% SCREEN

✓ 12.97:1

✗ 1.61:1



25% SCREEN

✓ 16.84:1

✗ 1.24:1

TYPOGRAPHY

TYPOGRAPHY

When the words "Arlington" or "Tigers" are used to represent ACS, the entire artwork/design must use official ACS typography only. These words may not be recreated using unapproved fonts.



House of Cards Bold is the primary font used in the logo lockups. The primary font is typically the largest font shown within a design.

For example, "ARLINGTON" shown below is the primary font of House of Cards Bold.

ARLINGTON
TIGERS

Barlow Extra Bold is the secondary font used in the logo lockups. It is the font used for the "TIGERS" uppercase logotype in the logo featured above.

Catchland Regular is another secondary font used in the logo lockups. It's often referred to as the Tigers Script Font.

Note: In the version used for the lockups, the "T" letterform has been heavily modified from its original design.

PRIMARY FONT

Aa

HOUSE OF CARDS

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz**

House of Cards Regular
House of Cards Bold

SECONDARY FONT

Aa

BARLOW

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Barlow Thin Barlow Regular **Barlow Bold**
Barlow ExtraLight Barlow Medium **Barlow ExtraBold**
Barlow Light Barlow SemiBold **Barlow Black**

SECONDARY FONT

Aa

CATCHLAND

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz**

TYPOGRAPHY

House of Cards typeface should be reserved for main headlines and headers. Think of House of Cards as the largest text used in your design.

Barlow typeface should be used for subsequent sub-headings, body copy, and microcopy. Think of Barlow as the smaller text used in your design.

TYPOGRAPHIC HIERARCHY



**BARLOW
SUB-HEADINGS
OR DESCRIPTIONS**

Welcome to Arlington Community Schools Athletics

**HOUSE OF CARDS
HEADLINES**

Meet the Tigers

**BARLOW
BODY COPY**

We offer over 20 sports teams for students in middle and high school, so there's something for everyone. Whether you're looking to compete at the highest level or just have some fun, we have a team for you. Our teams are focused on competition, skill building, and sportsmanship. We believe that athletics can teach valuable life lessons, such as teamwork, leadership, and resilience. Visit our athletics website to learn more about our teams and offerings.

Catchland typeface should also be reserved for main headlines and headers. Again, think of Catchland as the largest text used in your design - the focal point for your text.

Barlow typeface should be used for subsequent sub-headings, body copy, and microcopy. Think of Barlow as the smaller text used in your design.

**BARLOW
SUB-HEADINGS
OR DESCRIPTIONS**

Welcome to Arlington Community Schools Athletics

**HOUSE OF CARDS
HEADLINES**

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BODY COPY**

We offer over 20 sports teams for students in middle and high school, so there's something for everyone. Whether you're looking to compete at the highest level or just have some fun, we have a team for you. Our teams are focused on competition, skill building, and sportsmanship. We believe that athletics can teach valuable life lessons, such as teamwork, leadership, and resilience. Visit our athletics website to learn more about our teams and offerings.

SPIRIT WEAR

LOGO

SPIRIT WEAR & BOOSTER/PTA MERCHANDISE



Spirit wear is encouraged and may include creative designs such as slogans, sport references and decorative graphics. However, the ACS Tiger brand must remain intact and be used exactly as designed, without alteration or modification.

OFFICIAL TIGER STANDARD

- ACS has one official Tiger mascot (as depicted in these guidelines).
- No other tiger graphic is permitted to represent ACS.
- If a tiger graphic is used:
 - it must be the official ACS Tiger
 - it must be used exactly as permitted
 - no substitutions are permitted, including but not limited to: clip art, AI-generated tigers, custom illustrations, alternate tiger logos or any modified or recreated versions of the ACS Tiger.

WHEN "ARLINGTON," "TIGERS" OR AN ACS ORGANIZATION IS REFERENCED:

- The design must follow ACS brand guidelines as shown in this document.
- When the words "Arlington" or "Tigers" are used to represent ACS, the entire artwork/design must use official ACS typography only. Fonts include House of Cards, Barlow & Catchland.
- Only official colors must be used.
- Brand elements may not be altered or recreated, unless approved by the Athletic Director and/or ACS Communications.

WHEN ACS IS NOT REFERENCED

- Designs that do not reference "Arlington," "Tigers" or an ACS organization and do not utilize the ACS Tiger Brand are not required to follow ACS brand guidelines.

DESIGN TEST:

DOES THE DESIGN USE ANY BRAND ELEMENTS OR REFERENCE ACS IN ANYWAY?

YES	NO
YOU MUST FOLLOW BRAND GUIDELINES	ACS GUIDELINES DO NOT APPLY

LOGO

SPIRIT WEAR & BOOSTER/PTA MERCHANDISE



Spirit wear is encouraged and may include creative designs such as slogans, sport references and decorative graphics. However, the ACS Tiger brand must remain intact and be used exactly as designed, without alteration, modification.

SUBMISSION PROCESS

- All spirit shop designs must be submitted to the school's athletic director by a designated deadline.
- For clarity, all spirit shop designs must be submitted to the athletic director in a single, complete submission.
 - Designs will not be reviewed if submitted individually or on a rolling basis.
- The AD will determine deadlines in conjunction with ACS Communications and each head coach.

FREQUENTLY ASKED QUESTIONS:

- **Can other elements outside of this branding guide be used in designs, such as a football, soccer ball, etc.?**
 - Yes, the Tiger mascot may be layered with or overlap other design elements.
 - However, the Tiger must remain intact, unaltered and clearly recognizable at all times. Outside elements may not be added to or combined with the Tiger itself. This includes designs where objects are attached to, extend from or appear to be part of the Tiger.
 - All designs are subject to approval, and the school Athletic Director and ACS Communications reserve the right to deny any design that does not meet ACS brand standards or visual expectations.
- **Can I use multiple fonts within a single design?**
 - Yes, multiple fonts may be used; however, font usage is restricted when referencing ACS.
 - When the words "Arlington" or "Tigers" are used to represent ACS, the entire artwork/design must use official ACS typography only. Fonts include House of Cards, Barlow & Catchland.
 - If a design does not reference ACS and does not include any ACS brand elements, any font may be used.
- **Can I add rhinestones, glitter or other apparel embellishments to the design?**
 - Yes. ACS brand guidelines do not dictate apparel materials or embellishments such as rhinestones, glitter or specialty finishes. However, embellishments may not alter, distort or obscure any ACS brand elements, which must remain intact and clearly recognizable.
 - ACS brand guidelines do not dictate the color of apparel materials; garments may be produced in any color. However, any ACS brand elements used within the design must still follow official color guidelines.



ARLINGTON *Tigers*

Questions?

Contact ACS Communications
communications@acsk-12.org