

TCEA

CONVENTION & EXPOSITION

SAN ANTONIO, TEXAS | JAN. 31 - FEB. 3

Choose Your Own Education Adventure



2027 Logo Usage

Logo



Logo + Date Lockup





2027 Font Selections

Display/Headline

Inria Serif Bold

Download here:
<https://fonts.google.com/specimen/Inria+Serif?preview.script=Latn>

Body Copy (Print and Digital)

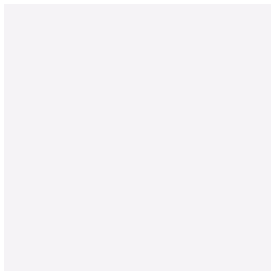
Source Sans 3

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam nec fermentum magna. Vestibulum id sem placerat purus pharetra commodo. Nulla convallis mattis purus, et viverra urna aliquet at. Duis tempus tortor ac venenatis accumsan.

Download here: <https://fonts.google.com/specimen/Source+Sans+3>



2027 Primary Campaign Colors



Urban Off White
HEX **#F4F0F4**
RGB **244, 240, 244**
CMYK **3, 4, 1, 0**
INKTYPE **Spot**



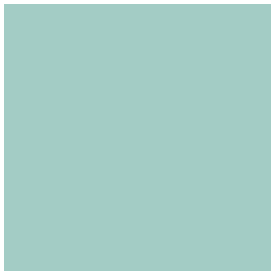
Urban Black
HEX **#313131**
RGB **49, 49, 49**
CMYK **70, 63, 62, 60**
INKTYPE **Spot**



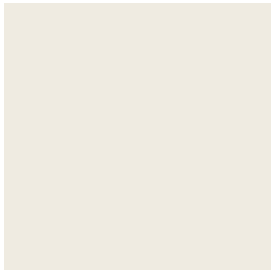
Coastal Blue
HEX **#2D6782**
RGB **45, 103, 130**
CMYK **86, 53, 35, 10**
INKTYPE **Spot**



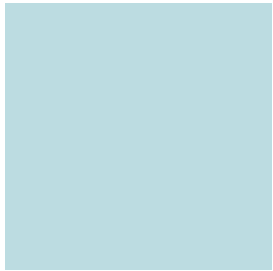
Tropical Peach
HEX **#FABFB1**
RGB **250, 191, 177**
CMYK **0, 30, 24, 0**
INKTYPE **Spot**



Forest Light
HEX **#A4CCC4**
RGB **164, 204, 196**
CMYK **36, 7, 24, 0**
INKTYPE **Spot**



Urban Tan
HEX **#EDEAE1**
RGB **237, 234, 225**
CMYK **6, 5, 10, 0**
INKTYPE **Spot**



Coastal Light Blue
HEX **#BDDBE0**
RGB **189, 219, 224**
CMYK **25, 4, 10, 0**
INKTYPE **Spot**



Coastal Dark Blue
HEX **#063D58**
RGB **6, 61, 88**
CMYK **100, 75, 45, 30**
INKTYPE **Spot**



Desert Yellow
HEX **#FCBA63**
RGB **252, 186, 99**
CMYK **0, 30, 70, 0**
INKTYPE **Spot**



Urban Gray
HEX **#696C6D**
RGB **105, 108, 109**
CMYK **70, 60, 60, 0**
INKTYPE **Spot**



Coastal Mid Blue
HEX **#5898B1**
RGB **88, 152, 177**
CMYK **65, 25, 20, 4**
INKTYPE **Spot**



Tropical Red
HEX **#B44B53**
RGB **180, 75, 83**
CMYK **0, 75, 45, 30**
INKTYPE **Spot**



Grassland Light
HEX **#D5DC97**
RGB **213, 220, 151**
CMYK **18, 4, 50, 0**
INKTYPE **Spot**

