



TELOS
Classical Academy

Dear Telos Families and Friends,

We're excited to share something the board has been working toward for the past year. Telos Classical Academy has a new visual identity.

Our mission hasn't changed. But Telos has outgrown the brand we launched with in 2021, and it was time to build one that fits.

Over the coming months, you'll see this new identity come to life across our communications, website, and more. We'll share more details on timing soon.

This rebrand isn't about a new logo. It's about the world seeing Telos the way we already know it.

What follows is the new identity — the mark, the colors, and the direction. We look forward to bringing it to life with you this year.

With gratitude,
Katherine Bathgate
Chair, Board of Trustees

The Telos logo brings together classical symbolism, typographic heritage, and local identity to visually express the school’s commitment to wisdom, formation, and enduring truth.

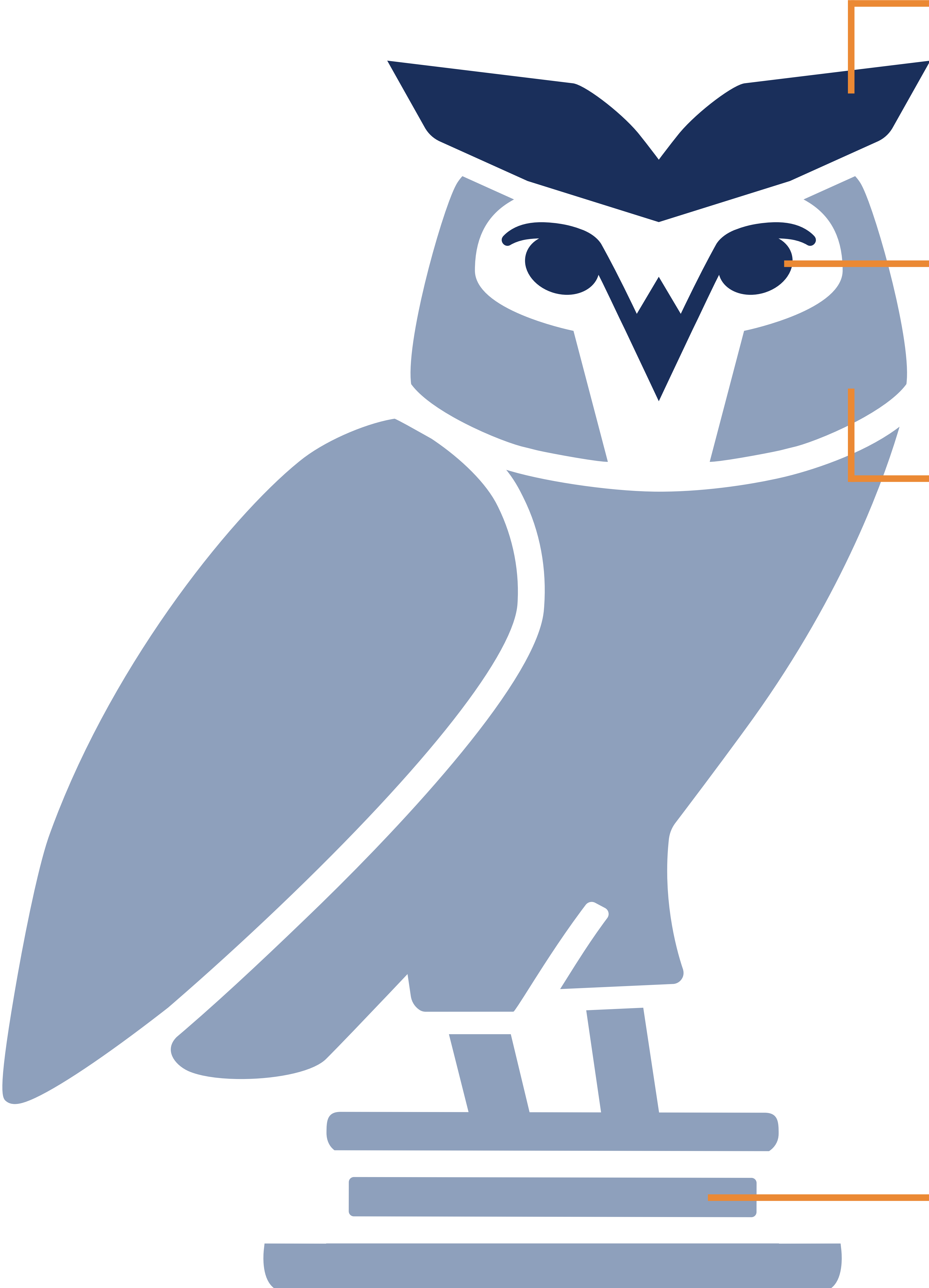


The Type

The wordmark is set in Guyot Text, a modern interpretation of a typeface originally cut in the 16th century by French-Flemish punchcutter François Guyot. Its classical proportions and restrained elegance reflect Telos’ commitment to tradition, clarity, and enduring academic standards.

The Owl

A historic symbol of wisdom and native species to Park City, the owl reflects Telos’ devotion to careful thought, discernment, and learning ordered toward truth. Its subtle reference to a Greek helmet and column nods to being firmly rooted in Classical Christian pedagogy.



Great Horned Owl
Native to Park City

Watchful Eyes
Pursue Wisdom, Live With Purpose

Helmet References
An Homage to Where We Began

Greek Column
Foundationally Rooted in
Classical Christian



GRAPHIC MARKS

The owl takes three forms, each built for a different role across the life of the school — from daily use to formal milestones.

RE-BRAND



**Primary
Mark**



**Secondary
Mark**

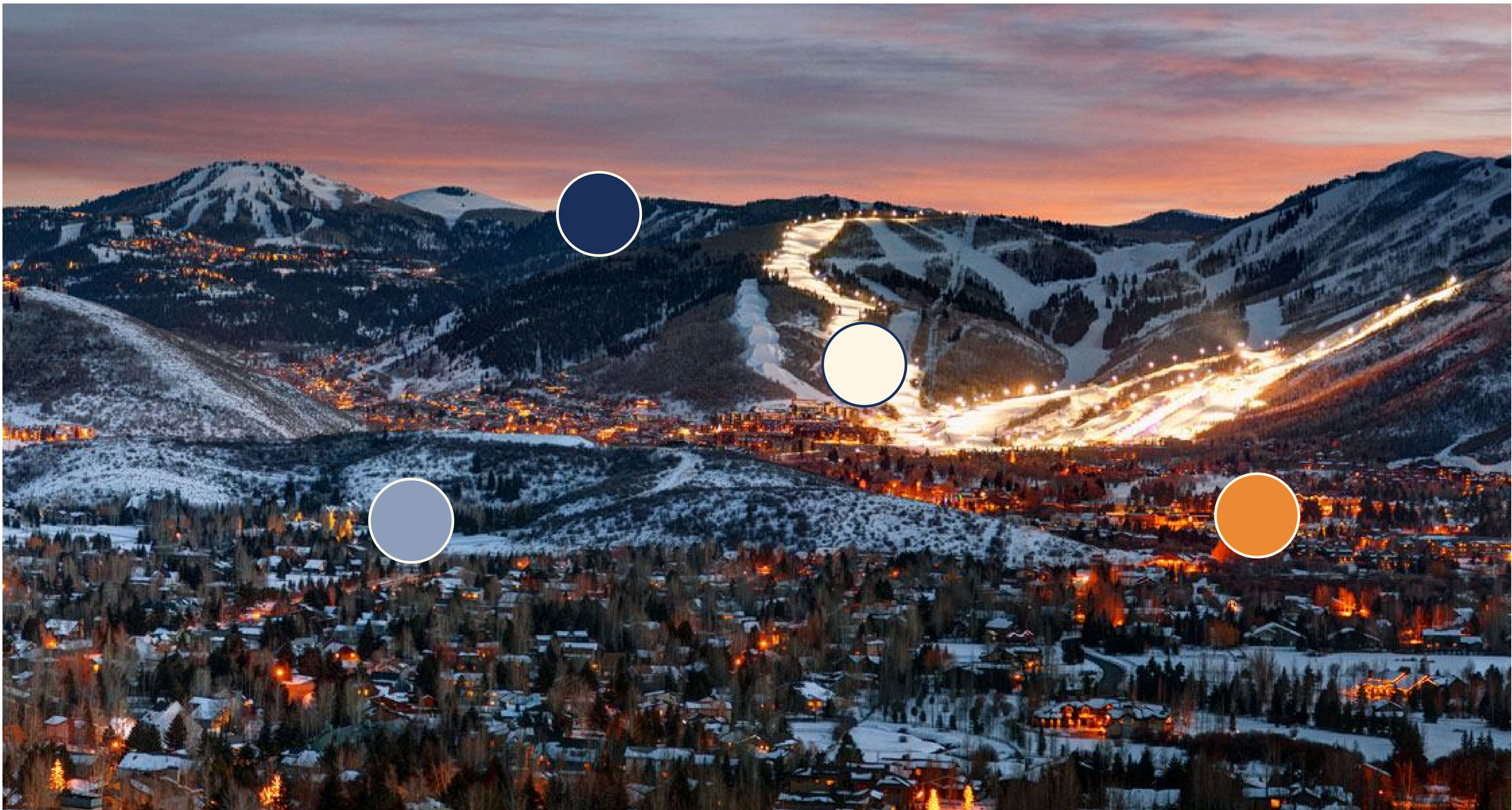


**Ceremonial
Mark**

Pursue Wisdom.
Live With Purpose.

COLOR

The Telos color palette is inspired by the natural landscape of Park City and grounded in classical restraint. Deep, enduring tones are balanced with warmth and light to create a system that feels both timeless and alive.



Core 1



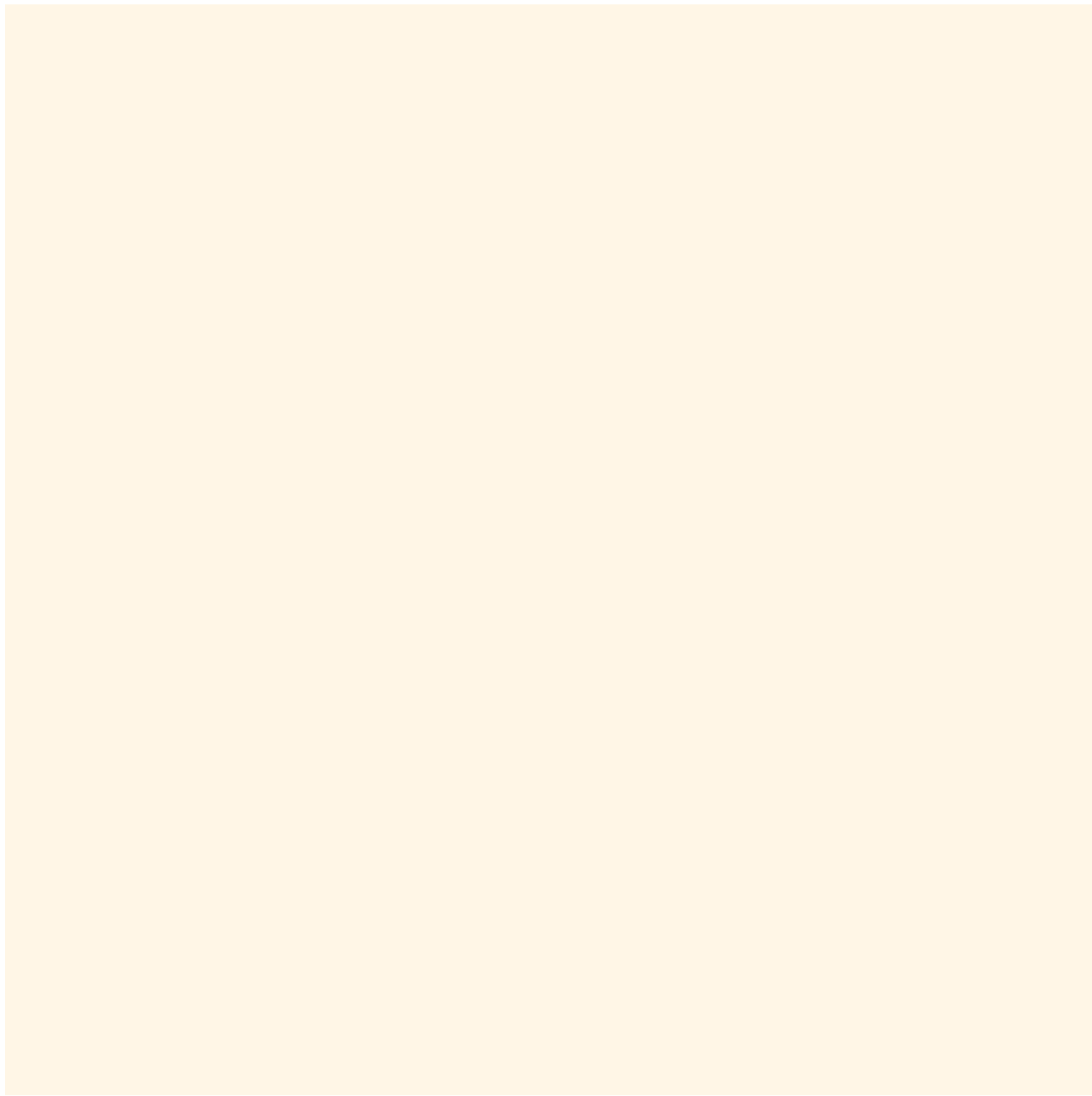
Telos Navy
HEX: #1a305b
CMYK: 100, 88, 36, 29
PMS: 295C

Core 2



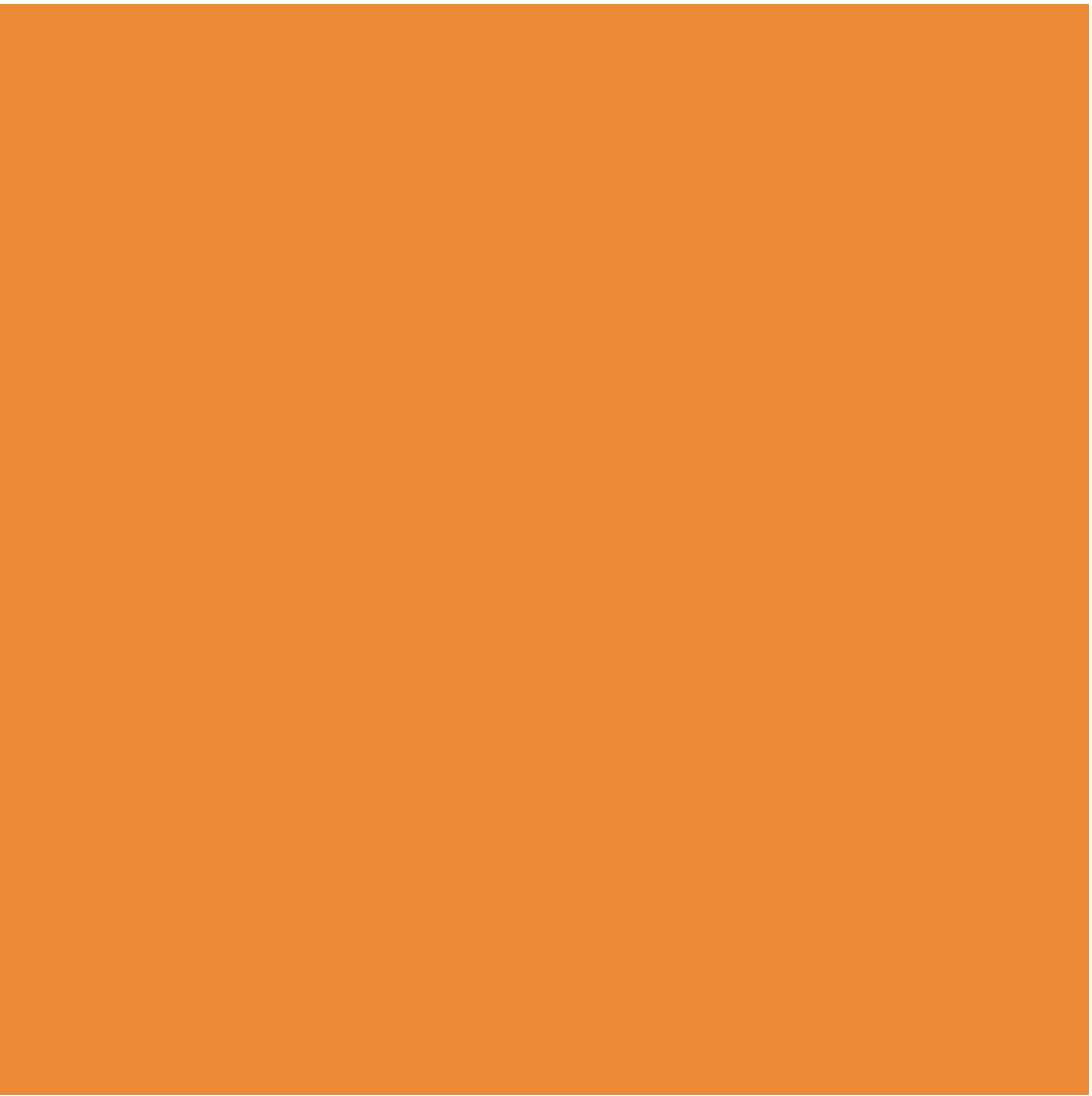
Telos Blue
HEX: #8ea0bc
CMYK: 46, 30, 14, 00
PMS: 535C

Tertiary 1



Telos Light
HEX: #fff7e7
CMYK: 00, 03, 09, 00

Tertiary 2



Telos Orange
HEX: #f7902a
CMYK: 00, 52, 94, 00
PMS: 715C

MORE TO
COME SOON

RE-BRAND

LOGO

The Telos logo brings together classical symbolism, typographic heritage, and local identity to visually express the school's commitment to wisdom, formation, and enduring truth.

GRAPHICS

The Type

The wordmark is set in Goyet Text, a modern interpretation by Re-Type Foundry of a typesface originally cut in the 18th century by French-Flemish punchcutter François Goyet. Its classical proportions and restrained elegance reflect Telos's commitment to traditions, clarity, and enduring academic standards.

The Owl

A historic symbol of wisdom, the owl reflects Telos's devotion to careful thought, discernment, and learning ordered toward truth. Its subtle reference to a Greek helmet nods to classical education, while its presence in Park City grounds the mark in place.

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LOGO SPACING

To maintain clarity and visual integrity, the Telos logo must always be surrounded by consistent clear space. The guidelines below define minimum spacing and proportions for proper use across all applications.

GRAPHICS

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LOGO SPACING

These guidelines extend the logo spacing system to horizontal configurations, defining proportional relationships between the owl mark and logotype. Consistent application ensures clarity and balance across wide-format uses.

GRAPHICS

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THE TRIVIUM

At the heart of Classical education is the Trivium, a developmental model that organizes learning into three stages. Each stage builds upon the last, leading students who know deeply, think clearly, and communicate well.

GRAPHICS

Rhetoric
Sophists have the reputation of giving grace and beauty to mere words. This is not thoughtless and persuasive expression and mere flattery, but the art of communicating clearly and eloquently through writing and speech.

Logic
Students learn how to order and organize knowledge and to use knowledge to reason about cause and effect. Concepts are categorized and connected into coherent systems of thought.

Grammar
Students learn that foundational knowledge is well-ordered discourse.

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FRAMING

A reference website demonstrating how Classical Christian education is introduced, structured, and visually prioritized in public-facing materials.

DEFINITIONS

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CLASSICAL
HERO LINE

A concise, public-facing definition of Classical Christian education—capturing both its focus and its formative impact on students.

DEFINITIONS

Where students discover
Truth, pursue wisdom, and
lead confident lives of faith,
purpose, and character.

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POLE FLAG

Environmental brand elements extend Telos's identity into shared spaces, reinforcing purpose and continuity through simple, responsible expressions.

TREATMENTS

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LOGO
CEREMONIAL

The ceremonial logo serves as Telos's formal seal, reserved for significant milestones and institutional moments. It conveys tradition, permanence, and the shared life of the school community.

GRAPHICS

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Our Promise Recap

TELOS
Pursue Wisdom. Live With Purpose.

What does it mean to "Pursue Wisdom, Live With Purpose?" Your child discovers that Truth exists and is worth seeking. They are formed through a Classical Christian education that orders knowledge toward wisdom, not information alone. They learn to think clearly, live faithfully, and act with intention for the world they inhabit. Wisdom shapes character; character gives purpose; purpose gives life meaning.

Reasons to Believe
A coherent, time-tested education model that has formed students intellectually, morally, and spiritually for generations.

Functional Benefits
Classical Christian education rooted in Park City—your child will develop the habits necessary to lead confident lives of faith, purpose, and character.

Emotional Benefits
Peace of mind, confidence, and excitement knowing this education is shaping your student with academic rigor and deep truthful values.

COLOR

The Telos color palette is inspired by the natural landscape of Park City and grounded in classical restraint. Deep, enduring tones are balanced with warmth and light to create a system that feels both timeless and alive.

GRAPHICS

Core

Telos Navy
HEX: #1A3A5A
CMYK: 100, 48, 38, 29
PMS: 289C

Telos Blue
HEX: #4A7C9E
CMYK: 46, 36, 34, 00
PMS: 539C

Accent

Telos Beige
HEX: #E6D8C8
CMYK: 09, 09, 36, 00

Telos Light
HEX: #F5E6D8
CMYK: 00, 01, 09, 00

Telos Orange
HEX: #E67E22
CMYK: 00, 72, 94, 00
PMS: 759C

Telos White
HEX: #FFFFFF
CMYK: 00, 00, 00, 00

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TYPOGRAPHY

Goyet Text: A modern interpretation of the original typeset created by 18th-century French-Flemish punchcutter François Goyet.

GRAPHICS

Guyot Text Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*~

Guyot Text Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*~

Guyot Text Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*~

Guyot Text Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*~

Guyot Text Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*~

Guyot Text Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*~

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TOTE

Tote bags offer a practical, visible expression of the Telos brand—designed for regular use and everyday presence.

TREATMENTS

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SECONDARY
LOGO

The secondary logo distills the core symbolism of the Telos mark into a simplified form for flexible use across digital, print, and merchandise applications.

GRAPHICS

Great Heron Owl
A species native to the Park City region, the great heron and represents strength, watchfulness, and wisdom—qualities central to the Telos vision of education.

Beaming Eyes
The forward gaze reflects attentiveness and discernment, embodying a spirit of thoughtful inquiry and purposeful learning.

Helmet
The shape subtly echoes a classical Greek helmet, referencing the intellectual heritage of Classical education and the formation of disciplined, thoughtful minds.

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Portrait of
a Graduate

A defining image of the intellectual, moral, and spiritual characteristics formed through the education Telos provides.

DEFINITIONS

A Vision of a Graduate
A student who is intellectually curious, morally grounded, and spiritually alive. They are formed through a Classical Christian education that orders knowledge toward wisdom, not information alone. They learn to think clearly, live faithfully, and act with intention for the world they inhabit. Wisdom shapes character; character gives purpose; purpose gives life meaning.

A Portrait of a Graduate
A student who is intellectually curious, morally grounded, and spiritually alive. They are formed through a Classical Christian education that orders knowledge toward wisdom, not information alone. They learn to think clearly, live faithfully, and act with intention for the world they inhabit. Wisdom shapes character; character gives purpose; purpose gives life meaning.

A Portrait of a Graduate
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A Portrait of a Graduate
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QUARTERZIP

Comfortable, familiar garments carry Telos identity into daily life through understated, repeatable design.

TREATMENTS

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COLOR
USAGE

A framework for applying the Telos color palette with consistency and intention, guiding hierarchy, emphasis, and overall visual balance.

GRAPHICS

Telos White is the default color used as background, accent, and neutral design. It should show up in 60% of brand assets.

Telos Light is an additional color used as background and accent. It should show up in 40% of brand assets.

Telos Navy and **Telos Blue** are the core colors of the school. One of these colors should show up in 80% of the core in brand assets.

Telos Orange is the primary accent meant to highlight key information. It is intended for academic, commercial, and digital applications. To avoid confusion, it should show up in 20% of brand assets.

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LETTERHEAD

Used for formal correspondence, the Telos letterhead applies the brand system with clarity and discipline. Its complete essence lies in the message while maintaining

TREATMENTS

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STICKER

Comfortable, familiar garments carry Telos identity into daily life through understated, repeatable design.

TREATMENTS

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