



OUR BRAND

LOGO & TAGLINE

“Logos” are the representative symbols of an organization. All promotional materials must include the Central Tech logo on the front cover in a prominent size. Whenever possible, the logo should be reproduced as shown in three colors: Central Tech blue, green and orange. It may also be printed all black or reverse (white). Central Tech’s tagline is Elevate Educate Empower. The tagline should be used as a complete line, not broken up and/or separated and remain in the original order. In certain situations, elements within the logo, such as the swoosh and the 3E tagline may be removed if objects or text will become illegible once printed. *If design issues require a different layout, it must be approved by the marketing department.* Anakeim Display is the font used to create the “Central Tech” logo using a modified “e”. Myriad Pro is used to create the 3E tagline.



LOGO TREATMENTS - WITH APPROVAL FROM MARKETING DEPARTMENT

- Departments - The tagline may be replaced with departmental names.
- Apparel - Monograms may appear in blue, black, reverse (white) or shades of black (gray).
 - Hats are the exception - logo may appear in orange or neon orange on neon mesh or camo.
- Different formats of the logo for varied print purposes can be obtained from the marketing office.



IMPROPER LOGO USE

Always use the official logo. Do not attempt to:

- Recreate, alter, distort, stretch, compress, crop, angle/rotate, or pixelate the logo,
- Place the logo over a texture, pattern, or photograph with a confusing background,
- Reduce the logo smaller than 1/4” in height,
- Use the official logo in a sentence instead of the words “Central Tech”.



CT OWL

The CT Owl is:

- Available in full color, black, and white.
- Available as the body, full, or wing only.
- Requires marketing department approval.



Body



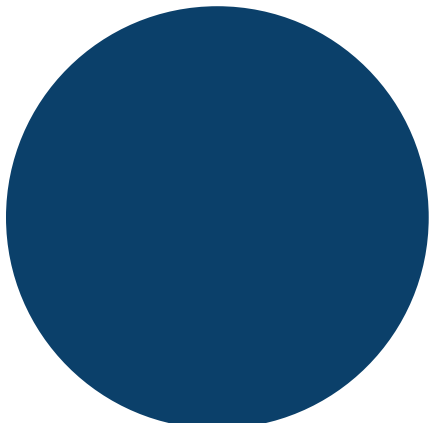

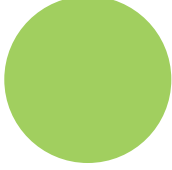
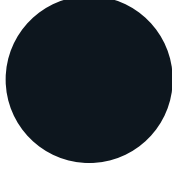



Full



Wing

COLORS

Color is as significant to graphic identity as images, symbols and marks. The official colors of Central Tech are blue, green and orange.

| | | | |
|---|--|---|---|
| <p>Primary</p>  <p>Pantone 541 C C 100% M 78% Y 32% K 22% R 14 G 64 B 106 HEX #0e406a ISA Cord 3732</p> | <p>Secondary</p>  <p>Pantone 021 C C 0% M 82% Y 100% K 0% R 240 G 85 B 35 HEX #f05523 ISA Cord 1300 & Neon 1106</p> |  <p>Pantone 367 C C 41% M 0% Y 82% K 0% R 162 G 207 B 95 HEX #a2cf5f ISA Cord 5822</p> |  <p>Pantone Black 6 C C 82% M 71% Y 59% K 75% R 17 G 25 B 33 HEX #111921 ISA Cord Black 0020, Dark Grey 0111, Medium Grey 0142, Light Grey 3971</p> |
| <hr/> | | | |
| <p>Accents</p> | | | |
|  | | | |
| <p>Pantone 298 C C 65% M 10% Y 1% K 0% R 61 G 179 B 227 HEX #3db3e3</p> |  <p>Pantone 7690 C C 93% M 47% Y 15% K 1% R 0 G 118 B 170 HEX #0076aa</p> |  <p>Pantone 322 C C 100% M 35% Y 50% K 13% R 0 G 114 B 120 HEX #007278</p> | |

TYPOGRAPHY

To match our brand image we chose a primary font that carries a simple, yet timeless look. Its varied number of weights and cuts allow for versatility. Complementing the primary font are typefaces that coexist comfortably together, as to not distract the reader. Website fonts include Barlow Semi Condensed, PlayFair, and Open Sans.

Myriad Pro - Primary

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

Barlow Semi Condensed - Sans Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

Walbaum - Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

Myriad Pro is installed on all Central Tech computers. If fonts are not available, please use Arial or Times New Roman.

Statewide Marketing

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

DIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

CONSISTENCY GUIDELINES

All public marketing and promotional material must be approved by the marketing office prior to printing.

Date

- Abbreviating days for publication
 - M – Monday
 - T – Tuesday
 - W – Wednesday
 - Th – Thursday
 - F – Friday
 - S – Saturday
 - Su – Sunday

Start and end times

- 6:00p-9:00p
- 11:00a-3:30p

Dates

- mm/dd/yy

Asterisk

- Asterisks "*" denote more information below. If more than one is needed, use two asterisks, not another character or symbol.

Capitalize

- Headlines
- Clusters
- Class Name
- "Campus" when used as proper noun

Disclaimer

- Ask marketing if your marketing piece requires the non-discrimination notice.
- Use 4-6 point font.
- Obtain the disclaimer through the marketing office or website.

CONTACT INFO

When including addresses and phone numbers in promotional materials, use the addresses shown below. Use campus main phone numbers and extension numbers. If applicable, department #'s can be used when materials are specific to the department (ex: ACD).

Addresses

Drumright: 3 CT Circle, Drumright, OK 74030
Sapulpa: 1720 S Main, Sapulpa, OK 74066

Phone

Drumright: 918.352.2551
Sapulpa: 918.224.9300

Website

CentralTech.edu