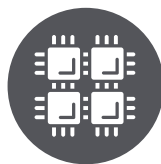
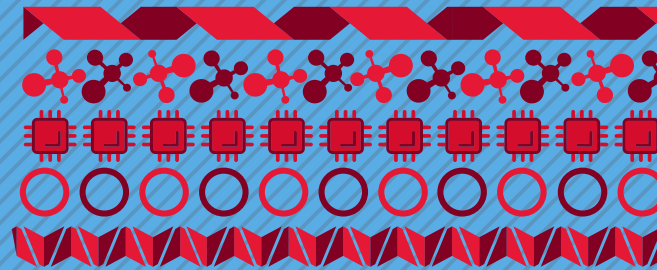
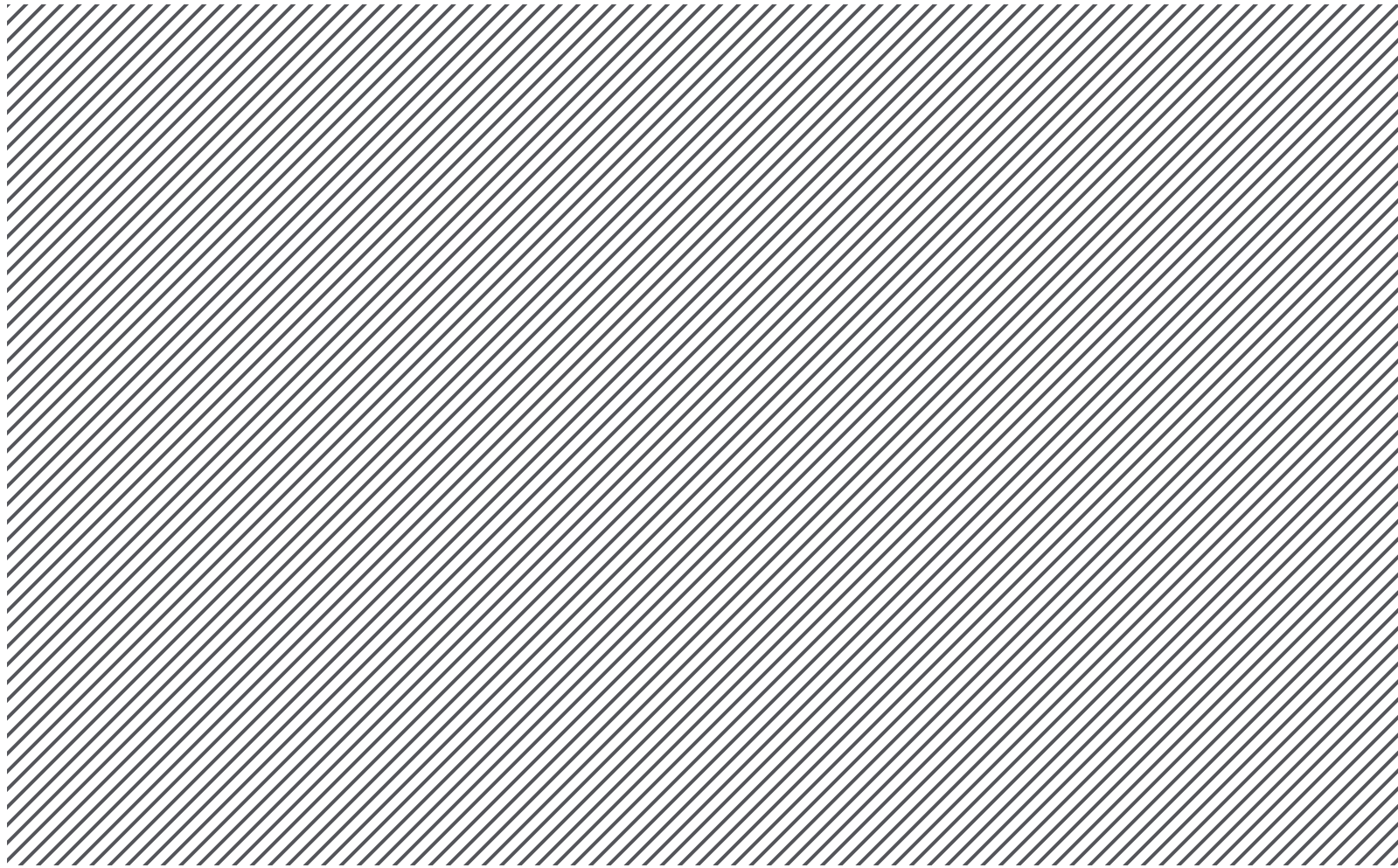
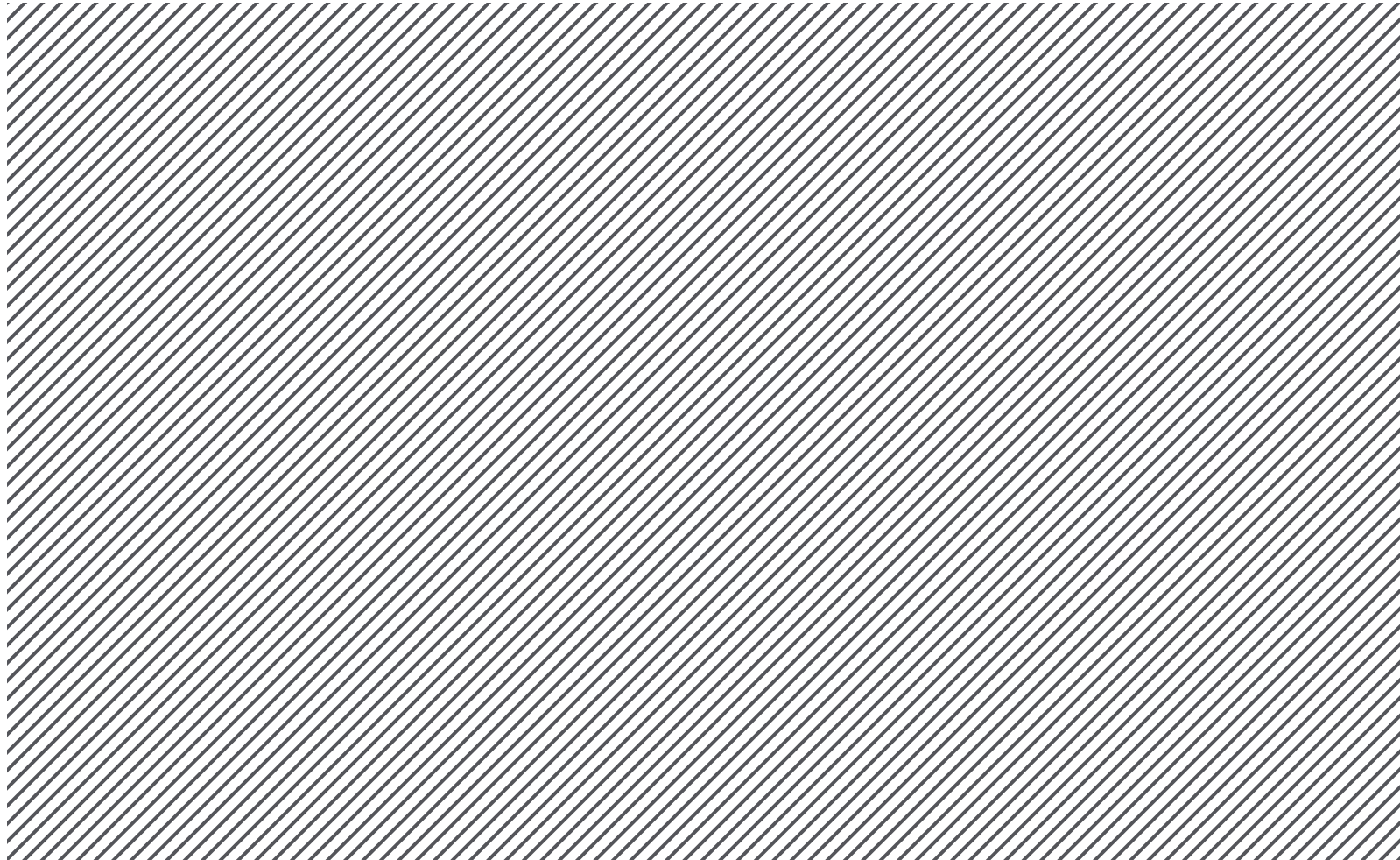


**OH·TECH**

Ohio Technology Consortium  
A Division of the Ohio Board of Regents

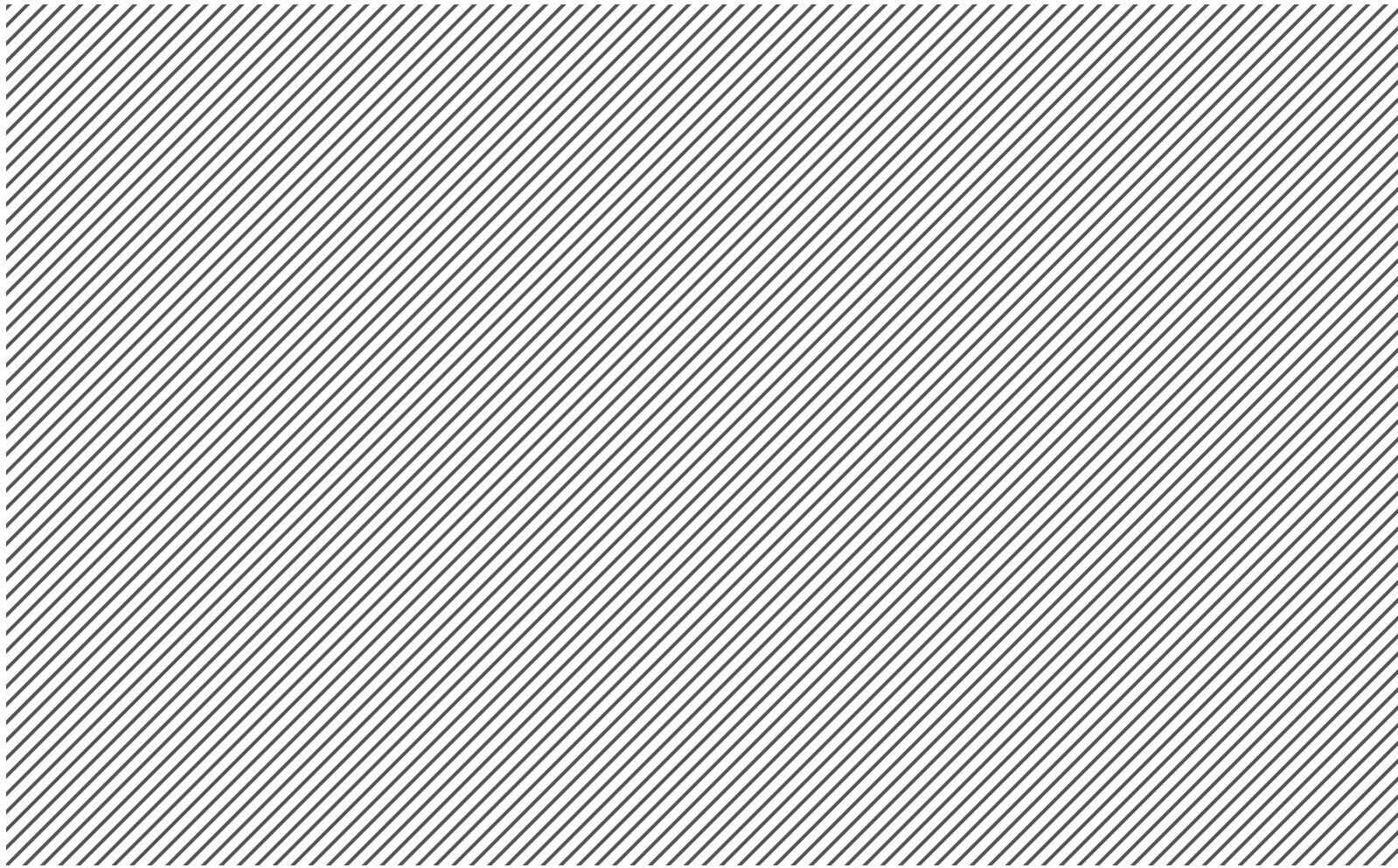
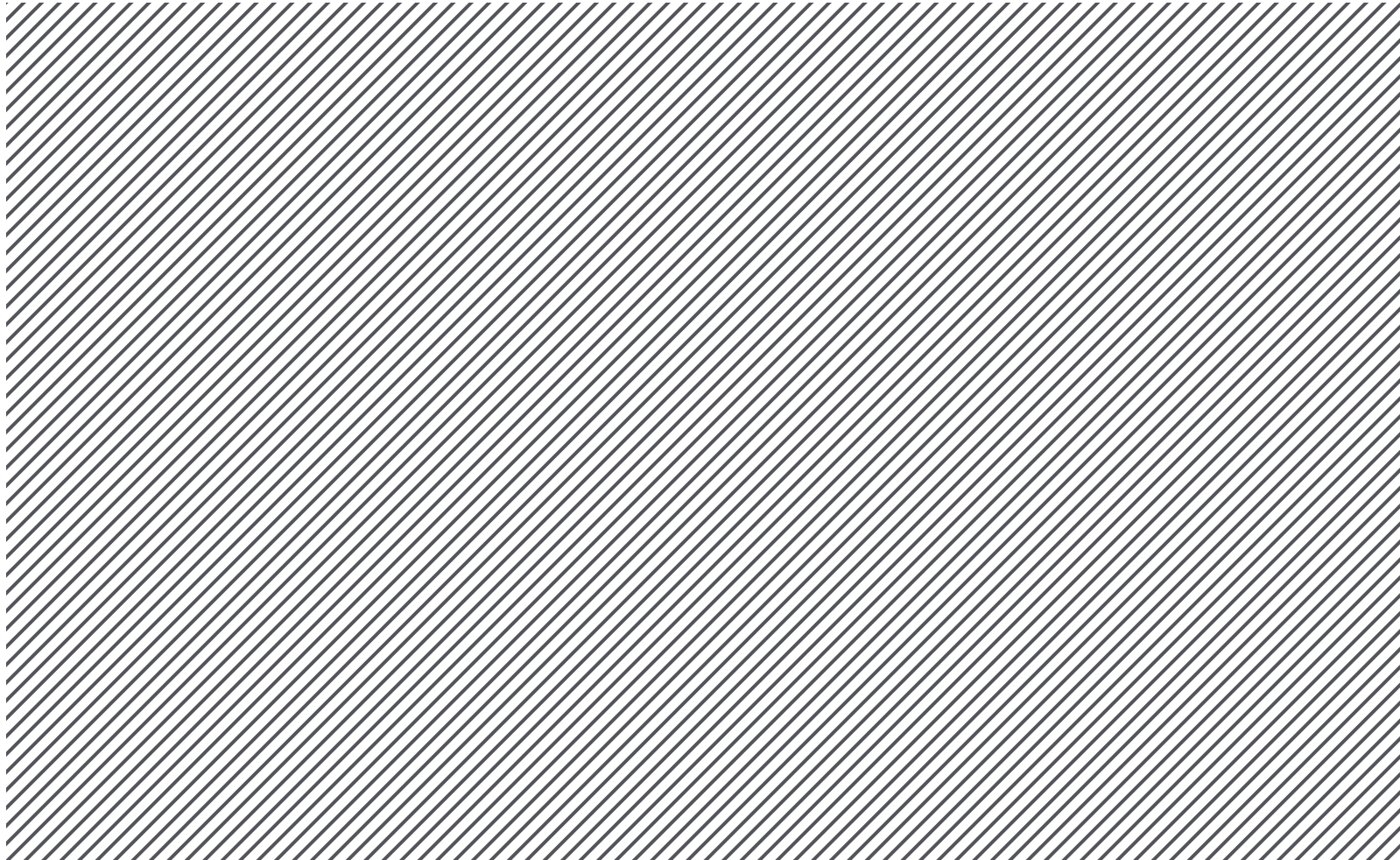
# BRANDING & IDENTITY STANDARDS





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## 1.0 Introduction

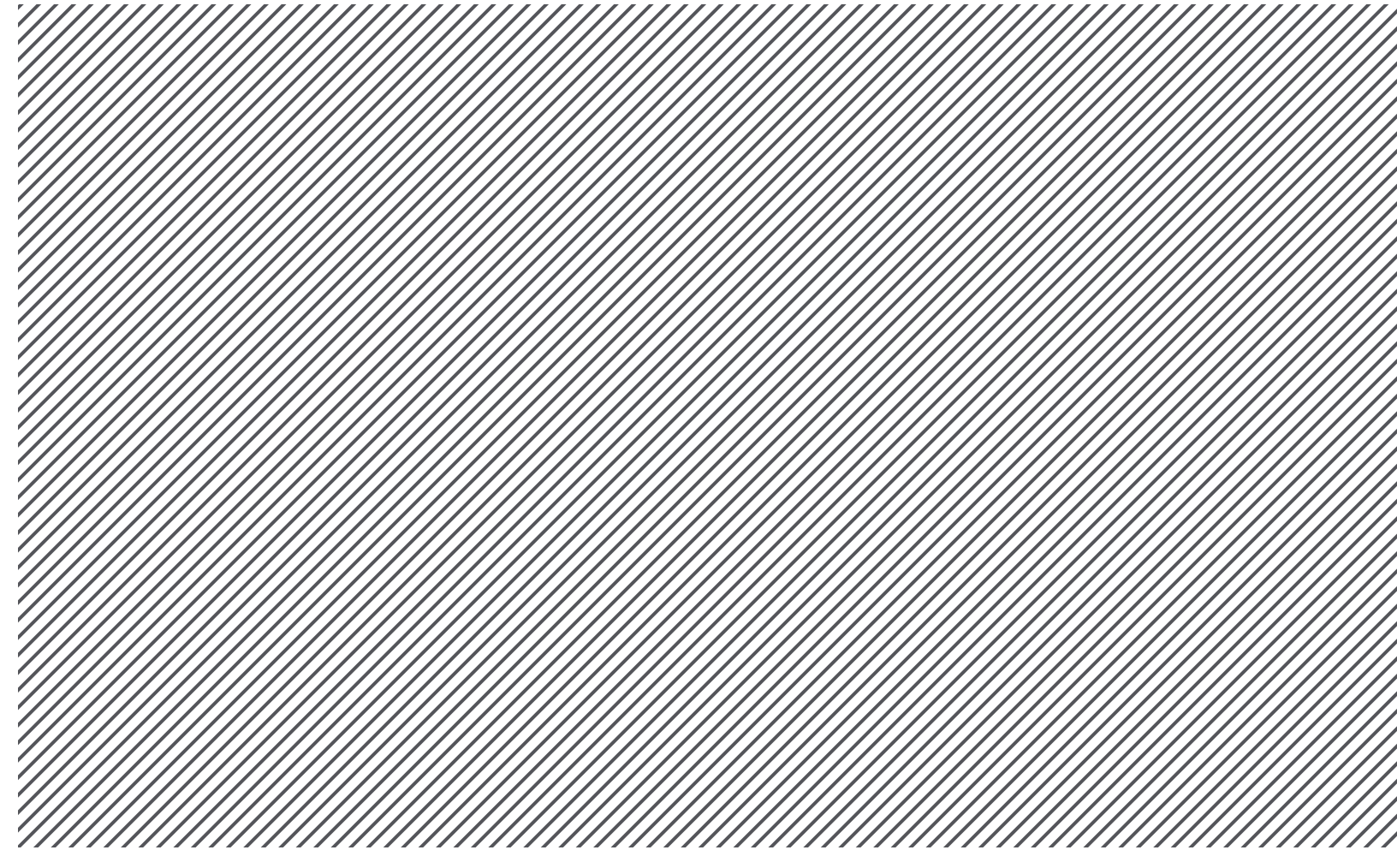
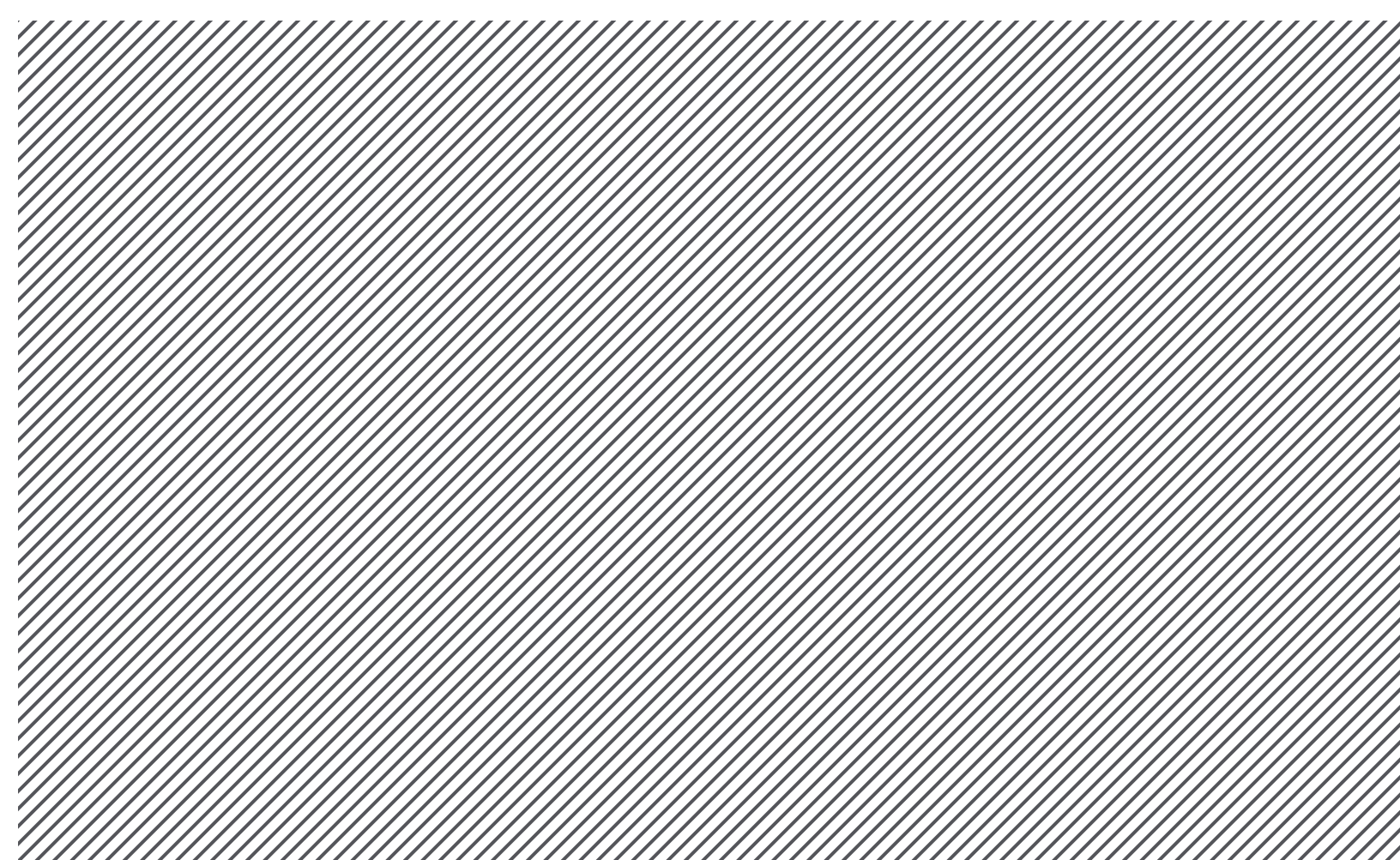
---

The visual standards in this manual represent the Ohio Technology Consortium (OH-TECH) brand strategy. The OH-TECH logo should appear on all materials produced for any OH-TECH unit.

A company's identity is one of its most valuable assets. With proper usage, these standards ensure that the OH-TECH identity is consistently and effectively applied so that all visual communications reinforce and convey a uniform image. By using and adhering to the standards in this guide the OH-TECH can maintain the integrity of its organizational identity. These standards have been modified and adapted from similar graphic standard guides used frequently in marketing activities.

*Note:*

The organization's legal name is the Ohio Technology Consortium. The first reference to the "Ohio Technology Consortium" in body copy must always be spelled out. After its first reference, it is permissible to use the acronym "OH-TECH" in body copy, tables or other less prominent uses.



## 2.0 The Ohio Technology Consortium Identity

---

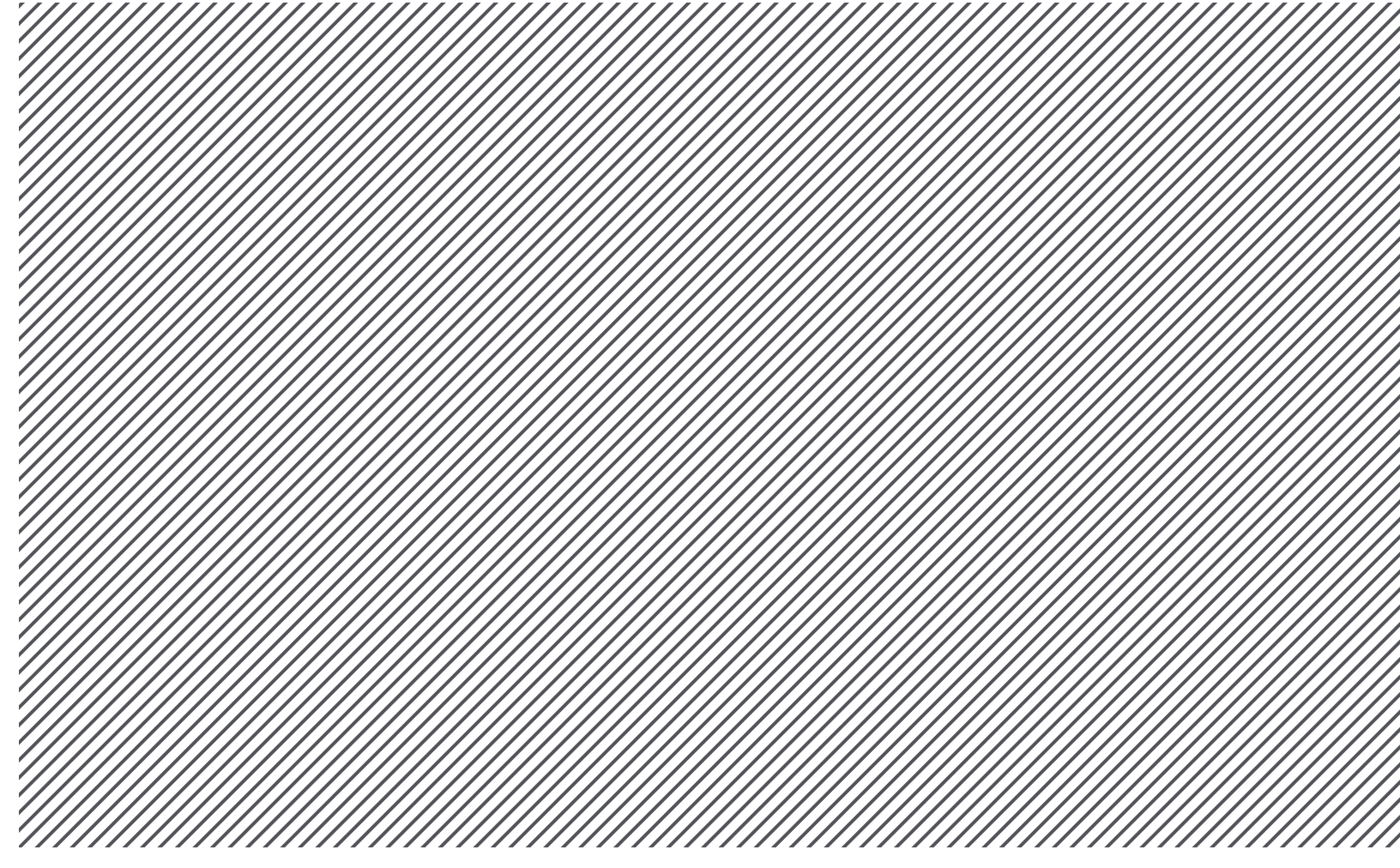
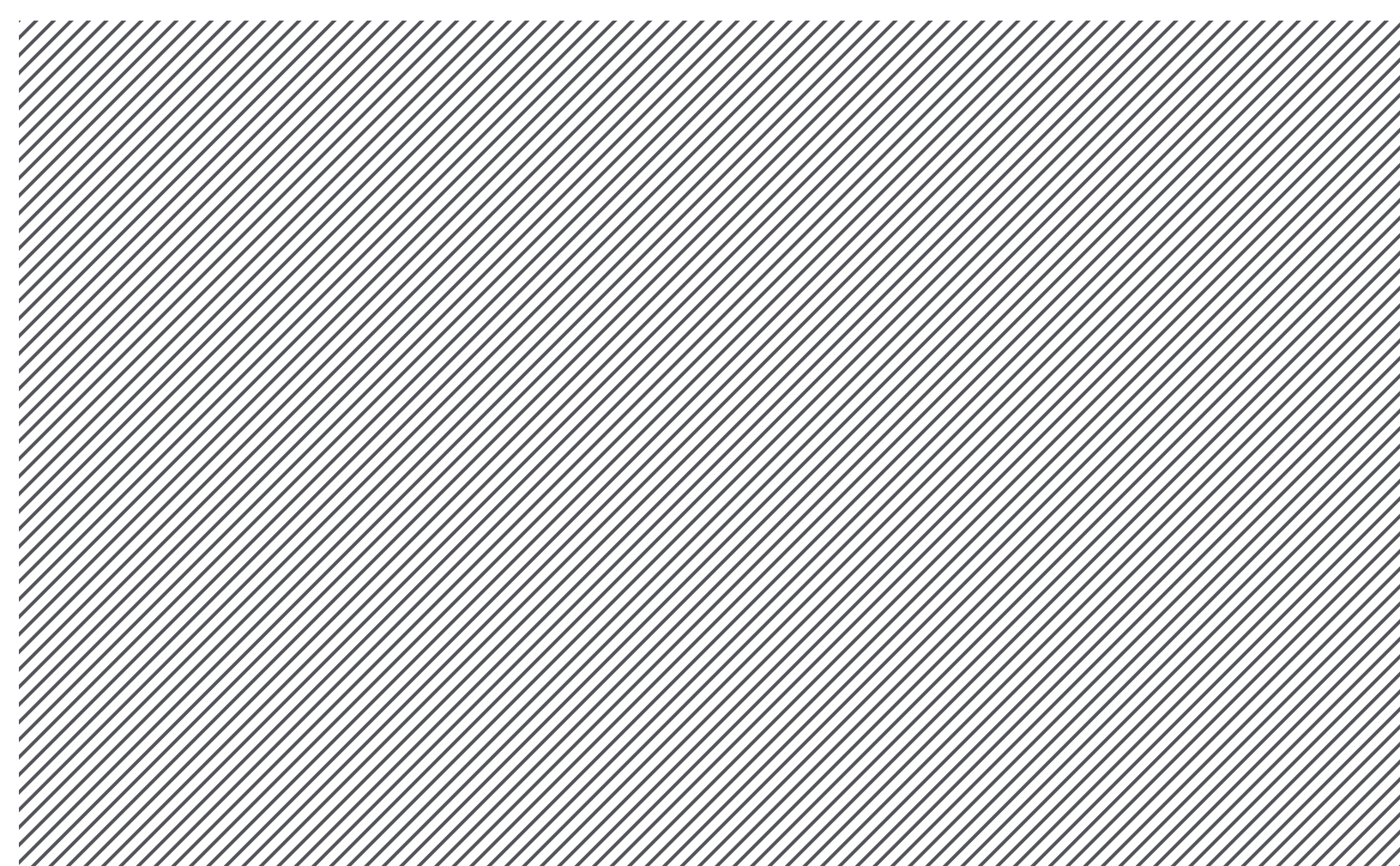
The OH-TECH identity is based on the State of Ohio's branding guidelines and is consistent with the Ohio Board of Regents branding. The OH-TECH identity consists of many elements and has many applications. It is used and seen daily. It is the primary means of visual identification for the OH-TECH organization.

The OH-TECH logo should appear on all stationery materials. Every letterhead, envelope, fax, mailing label and business form should represent the OH-TECH brand.

Each subordinate organization will have a unique brand that shares a color scheme and style similar to the OH-TECH brand and, at the same time, possesses a visual tie to the history and strength of the individual organization. Guidelines for the branding of each OH-TECH subordinate organization are available on page 16 of this guide.

*Note:*

The OH-TECH acronym should never be allowed to be displayed as a break on the **OH-TECH** hyphen, as seen in this example. Always use the OH-TECH acronym in its entirety. The OH-TECH acronym must always be used in all caps.





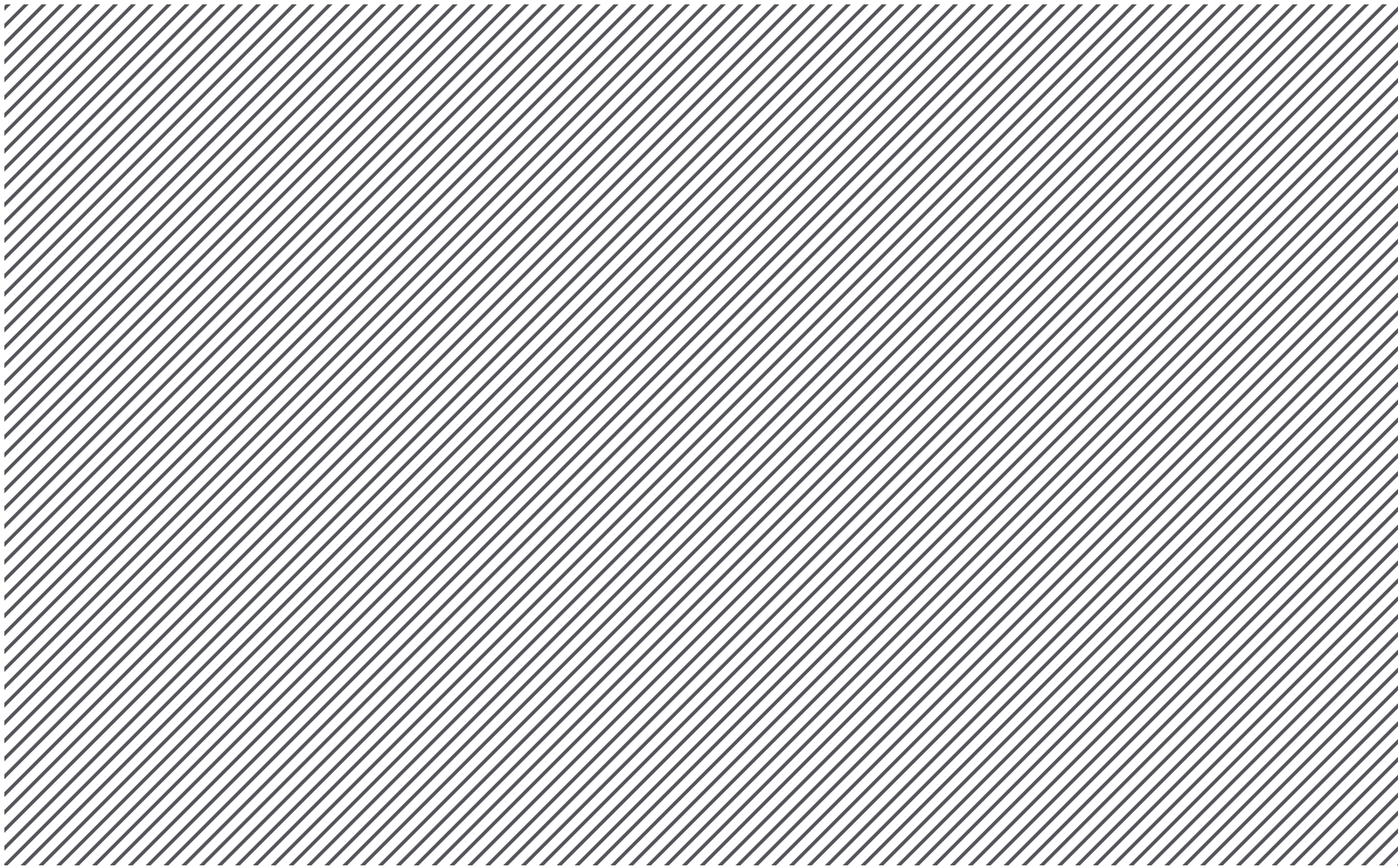
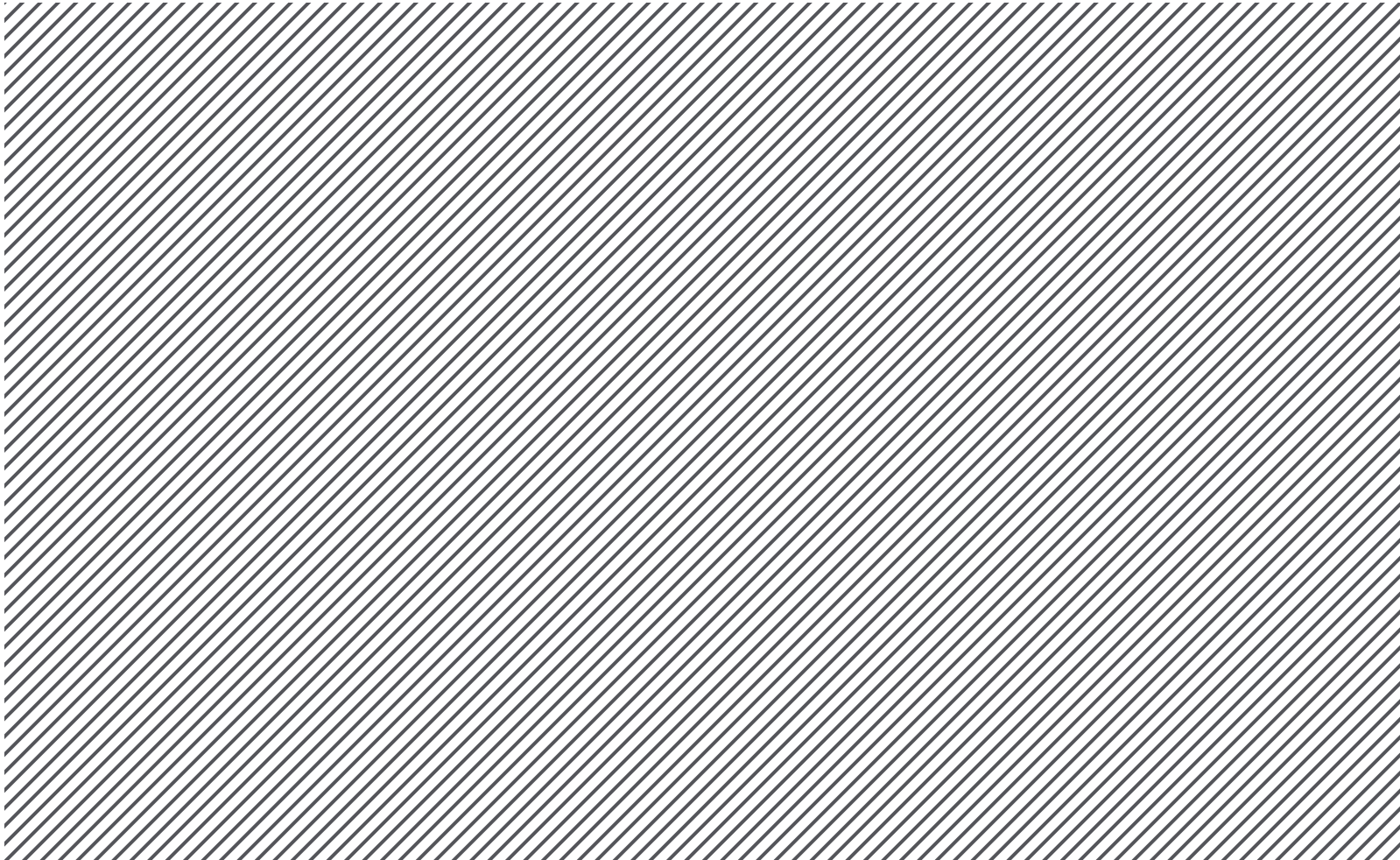
### 3.0 **The OH-TECH Story**

---

In 2011 the Ohio Board of Regents created OH-TECH to bring under the umbrella of a single consortium several statewide technology-focused organizations: the Ohio Academic Resources Network (OARnet), Ohio Supercomputer Center (OSC), Ohio Library and Information Network (OhioLINK), Ohio Learning Network (now eStudent Services) and the Research & Innovation Center. This decision allows the Chancellor to leverage the existing strengths of each organization and improve efficiency.

OH-TECH and its supporting members are national leaders in their respective areas of service and are helping to propel Ohio onto the international stage of technological innovation.

While these subordinate organizations will continue their distinct missions, their branding is being unified to promote the synergy and cohesiveness of these highly regarded organizations.



## 4.0 **How To Use This Manual**

---

Within this manual are guidelines and basic samples which relate to commonly used branding formats. This information is to be followed whenever the OH-TECH organization name is used.

Attaining consistency in the appearance is critical to achieving the positive name recognition desired. Any new documents, digital assets or marketing materials should be created using these guidelines. Many existing documents do not comply with these standards; please review them as they are reproduced and make the necessary changes.

## 4.1 OH-TECH Brand

---

The corporate symbol of OH-TECH consists of the stylized OH-TECH name combined with a red line, the full name "Ohio Technology Consortium" and the "A Division of the Ohio Board of Regents" reference.

The stylized OH-TECH text is called the logomark. The logomark together with the red line, full name and reference to the Board of Regents forms the logo.

When displaying OH-TECH as a mark, always use it in its entirety. The OH-TECH stylized text is not to be used without the full name and the connection to the Ohio Board of Regents.

No other graphic elements, patterns or colors should be used in the logo or in combination with the logo.

Apply the logo on every piece of external communications and all formal internal communications. The logo is available for download at the OH-TECH website.  
<https://oh-tech.org/branding>

*Note:*

The OH-TECH communications staff will use the OH-TECH brand in design related materials (eg: the cover of this guide). Do not attempt to use the OH-TECH brand in design, for your personal safety please leave the design to the professionals.



## 4.2 Primary Logo

---

### OH-TECH Primary Logo:

The OH-TECH primary logo may only be printed using OH-TECH Red or 100% Black. The logo should never appear as a shade of Gray. The logo must be printed in its entirety with no part being omitted or altered.

Two primary logos are provided for either a horizontal or vertical use. The correct logo usage is based on the required application and the space provided.

### *Horizontal Logo*



### *Vertical Logo*



  
Pantone 186 C

  
Pantone Cool Gray 11 C

## 4.3 Logo Usage

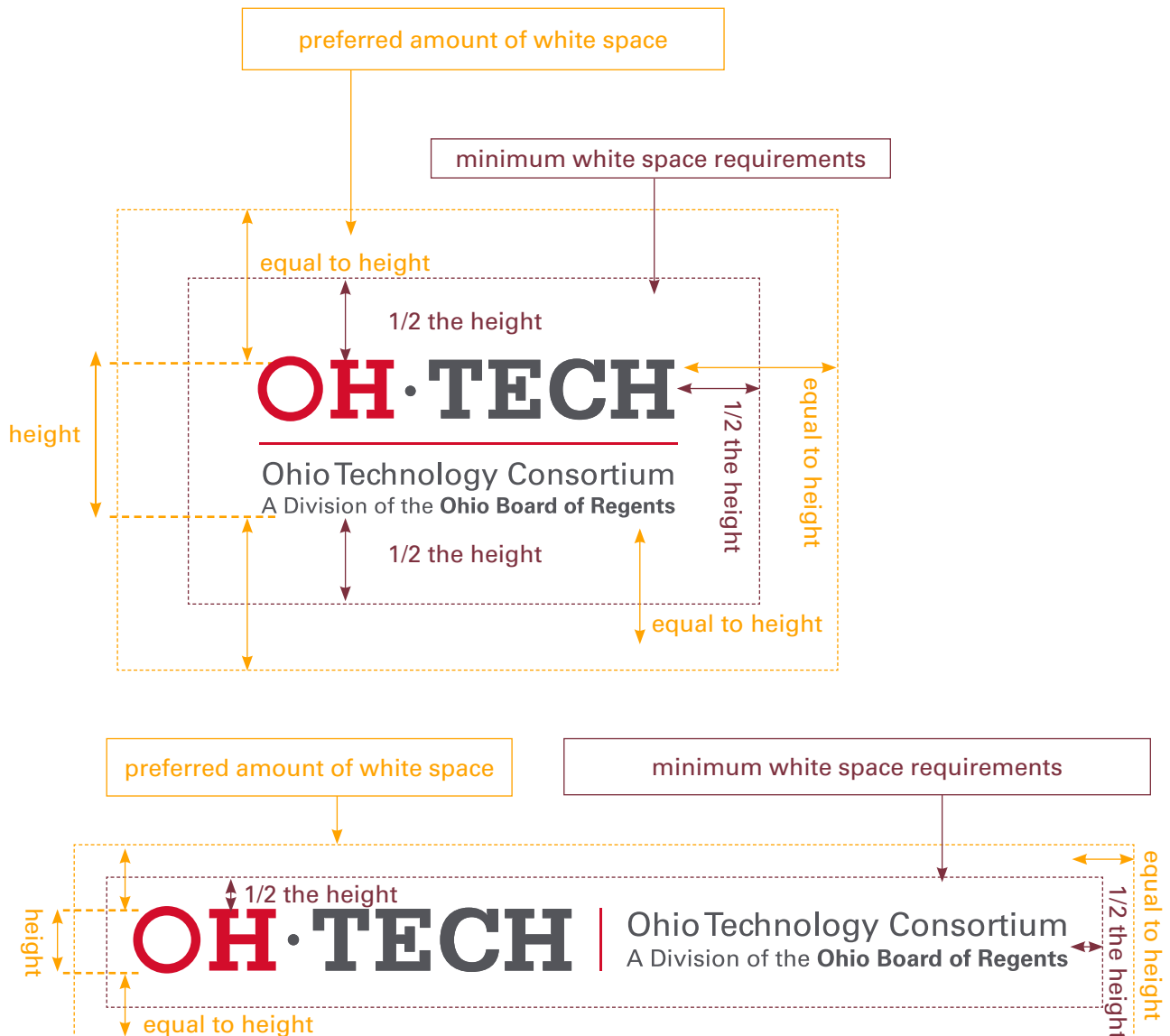
---

The logo versions developed and specified here for your use are as follows:

- 4.3a Stationery Logo
- 4.3b Signage Logo
- 4.3c Address Logos

The amount of space needed above, below, to the right and to the left of the logo is dependent upon the height of the logo being used.

Do not use the name "OH-TECH" more than once in a single logo. Do not combine the OH-TECH logos with other logos, symbols or copy. Allow the logos to stand alone within their specified space. Avoid cluttering the logos with type, photos or any other illustrative material.



### 4.3a Stationery Logo

---

The OH-TECH stationery logo is the approved logo for OH-TECH letterhead, business cards, envelopes and business forms. The OH-TECH stationery logo also may be used on other printed materials.

*Stationery Logo*



### 4.3b Signage Logos

---

The signage logo is the approved logo for OH-TECH signage. This logo is based on the vertical logo and allows the OH-TECH logotype to be displayed at a larger size. The secondary tagline and URL logos may also be used.

*Signage Logo*



*Signage Boxed Logo*



Use OH-TECH Secondary Boxed Logo on a dark background, a patterned background or when necessary.

### 4.3c Address Logo

---

The OH-TECH address logo uses a stationery logo in combination with a primary brand name and address on mailing labels, post-cards, brochure backs and envelopes.

Place the primary brand name aligned flush left and above the address.

*Address Logo*



## 4.4 OH-TECH Logotype

---

The OH-TECH logo visually serves as an indication of consistency and quality.

*Note:*

The OH-TECH logotype is in the font “Serifa” and the full name “Ohio Technology Consortium” and “A Division of the Ohio Board of Regents” are in the font “Univers”. The logo is never to be displayed in a different font.

Do not alter the logotype by redrawing, reshaping, tracing or manipulating it photographically or digitally. Specifically spaced letters comprise the logotype.

The approved OH-TECH logotype colors are Red for the “OH” and Cool Gray 11 for the “-TECH” —or Black for the “OH” and Cool Gray 11 for the “-TECH” if the logo is to be printed in Black and White.

Do not screen back logotypes, build them out of five-color process screens or break them into multiple colors.

To prevent logotype letter counters and spaces filling in, do not use logotypes below the minimum type size. The smallest type in the logo should be a minimum size of 8 point.

~~OH·TECH~~

~~Ohio Technology Consortium  
A Division of the Ohio Board of Regents~~

~~OH·TECH~~

~~Ohio Technology Consortium  
A Division of the Ohio Board of Regents~~

~~OH·TECH~~

~~OH·TECH | Ohio Technology Consortium  
A Division of the Ohio Board of Regents~~

~~OH·TECH | Ohio Technology Consortium  
A Division of the Ohio Board of Regents~~

~~OH·TECH~~

**OH·TECH** | Ohio Technology Consortium  
A Division of the Ohio Board of Regents

**OH·TECH** | Ohio Technology Consortium  
A Division of the Ohio Board of Regents

  
Pantone 186 C

  
Pantone Cool Gray 11 C

  
Black



## 4.5 **Boxed Logo**

---

The OH-TECH secondary boxed logo is used when the logo is shown on a dark or patterned background. It may only be printed using OH-TECH Red and Gray —or Black for the “OH” and Cool Gray 11 for the “-TECH” if the logo is to be printed in Black and White.

The logo should never appear as a shade of Gray. The logo must be printed in its entirety with no part being omitted or altered.



Pantone 186 C



Pantone Cool Gray 11 C



Black

## 4.6 Organizational Logos

---

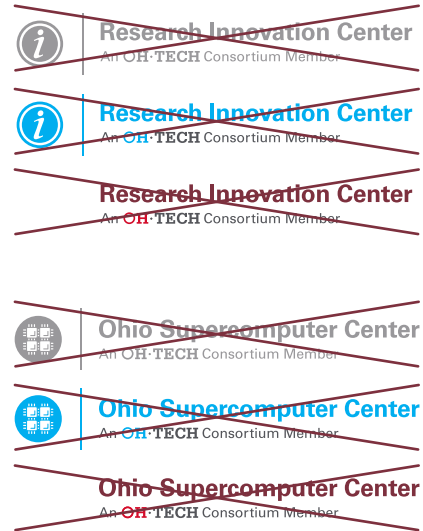
There are five OH-TECH subordinate-organization logos, representing: OARnet, OSC, OhioLINK, eStudent Services and the Research & Innovation Center.

Each subordinate-organization brand shares a unifying color scheme and style similar to the OH-TECH brand and, at the same time, possesses a visual tie to the history and strength of the individual organization.

Subordinate-organization logo usage guidelines are available for download at the OH-TECH website.  
<https://oh-tech.org/branding>

*Note:*

Subordinate-organization logos are to be used in conjunction with the primary OH-TECH brand wherever possible. Examples include the organizational letterheads, brochures and presentation templates. If you have a question regarding how to use the subordinate-organization logos, please check with the OH-TECH Creative Director.



**OhioLINK**

An **OH·TECH** Consortium Member



**OARnet**

An **OH·TECH** Consortium Member



**Ohio Supercomputer Center**

An **OH·TECH** Consortium Member



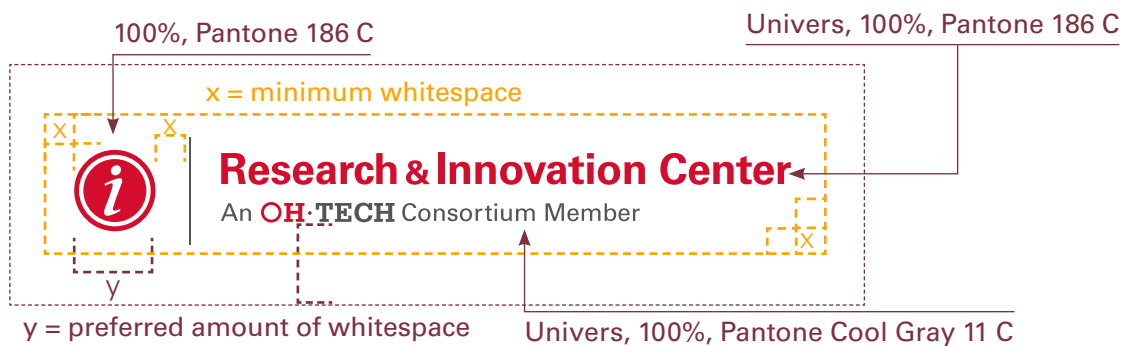
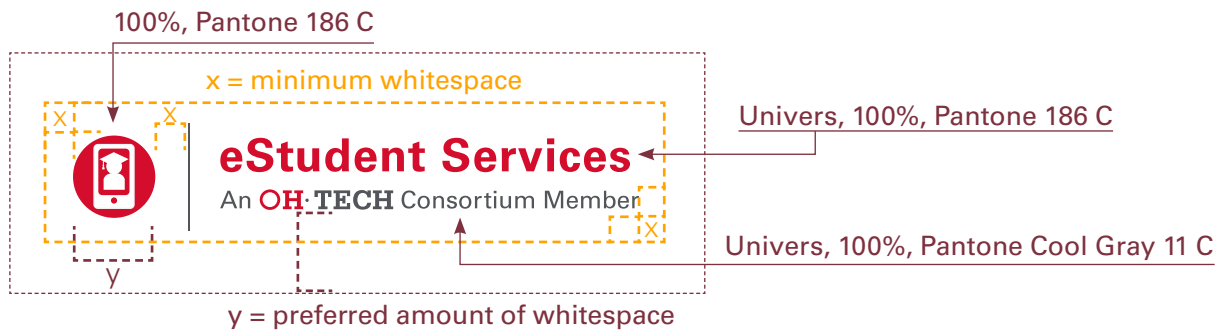
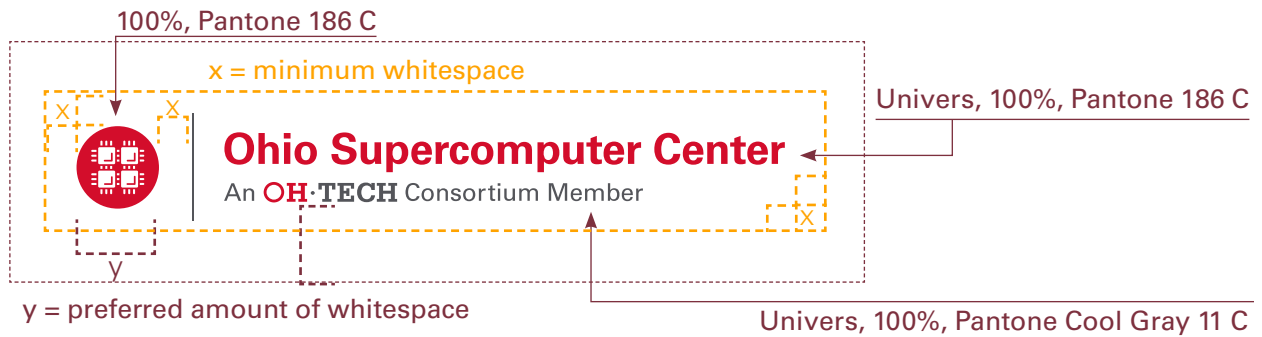
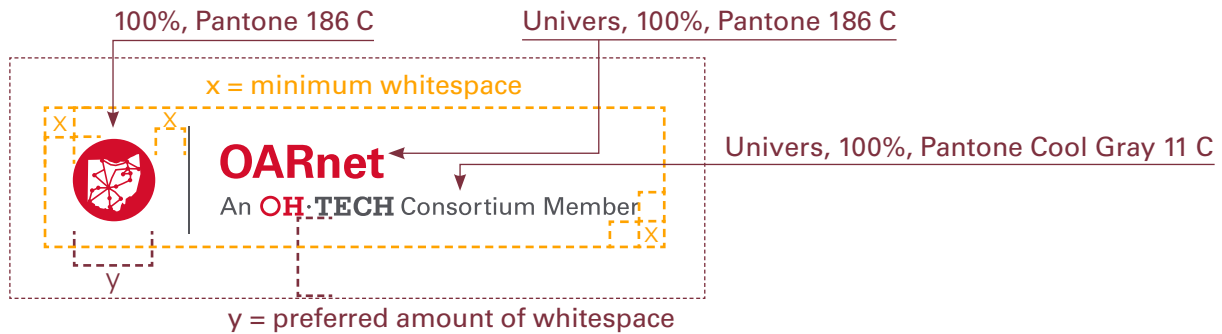
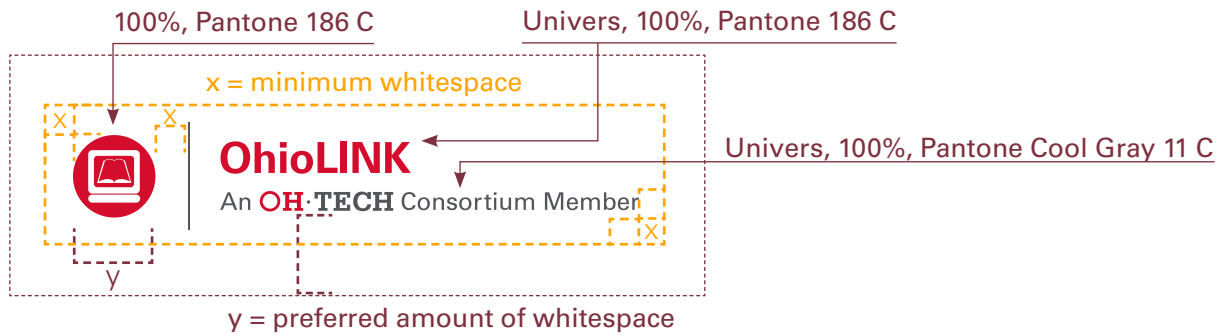
**eStudent Services**

An **OH·TECH** Consortium Member



**Research & Innovation Center**

An **OH·TECH** Consortium Member



## 4.7 Secondary Tagline Logo

---

The OH-TECH secondary tagline logo is to be used wherever possible to project each organization's areas of expertise and focus, and where there is not enough space to include the URL.

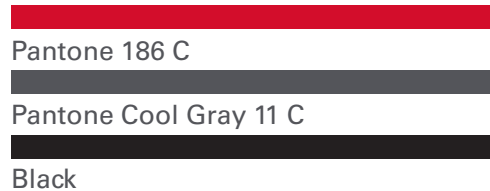
The secondary tagline logo may be printed in Red for the "OH" and the line, in Cool Gray 11 for the "-TECH", the "Ohio Technology Consortium" and the "A Division of the Ohio Board of Regents" and in Black for the tagline and URL.

If printed in Black and White, Black will be used for the "OH" and the line, and Cool Gray 11 for the "-TECH", the "Ohio Technology Consortium" and the "A Division of the Ohio Board of Regents", and Black for the tagline.

### Color OH-TECH Secondary Tagline Logo



### Black & White OH-TECH Secondary Tagline Logo



## 4.8 Secondary Tagline Logotype

---

Please note that the tagline may be used in conjunction with the primary brand for marketing materials and signage. Serifa Light Italic is the only font to be used for the tagline. It is printed using OH-TECH Red or 100% Black. It may not be printed below 8 pt. type or 1 inch. There should never be a line break in the tagline.

*Color Tagline Logotype*

*Research. Innovation. Education.*

*Black and White Tagline Logotype*

*Research. Innovation. Education.*

~~*Research. Innovation. Education.*~~

~~*Research. Innovation.  
Education.*~~

~~*Research. Innovation. Education.*~~

~~*Research. Innovation. Education.*~~

Cool Gray 11 C

Black

## 4.9 Secondary URL Logo

---

The OH-TECH secondary URL logo is to be used when the goal is to provide the web address when it is not going to be available elsewhere in the marketing effort. An example may be when it appears with other partner logos.

The secondary URL logo may be printed in Red for the "OH" and the line, and Cool Gray 11 for the "-TECH", the "Ohio Technology Consortium", and the "A Division of the Ohio Board of Regents", and Black for the tagline and URL.

If printed in Black and White, Black will be used for the "OH" and the line, and Cool Gray 11 for the "-TECH", the "Ohio Technology Consortium" and the "A Division of the Ohio Board of Regents", and Black for the tagline and URL.



### Color URL Logo



### Black and White URL Logo



Pantone 186 C

Pantone Cool Gray 11 C

Black

## 4.10 Secondary Tagline And URL Logo

---

### *Secondary tagline and URL logo:*

The OH-TECH secondary tagline and URL logo is to be used when the goal is to provide the focus of the organizational mission in addition to the web address. This is a preferred logo for use. An example may be when it appears with other partner logos.

The secondary tagline and URL logo may be printed in Red for the "OH" and the line, and Cool Gray 11 for the "-TECH"; the "Ohio Technology Consortium", and the "A Division of the Ohio Board of Regents", and Black for the tagline and URL.

If printed in Black and White, Black will be used for the "OH"; the line, and for the tagline and URL. Cool Gray 11 for the "-TECH"; the "Ohio Technology Consortium" and the "A Division of the Ohio Board of Regents."

### *Vertical Color Tagline & URL Logo*

*Research. Innovation. Education.*

**OH·TECH**

Ohio Technology Consortium  
A Division of the **Ohio Board of Regents**

[www.oh-tech.org](http://www.oh-tech.org)

### *Vertical Black and White Tagline & URL Logo*

*Research. Innovation. Education.*

**OH·TECH**

Ohio Technology Consortium  
A Division of the **Ohio Board of Regents**

[www.oh-tech.org](http://www.oh-tech.org)

### *Horizontal Color Tagline & URL Logo*

*Research. Innovation. Education.*

**OH·TECH** | Ohio Technology Consortium  
A Division of the **Ohio Board of Regents**

[www.oh-tech.org](http://www.oh-tech.org)

### *Horizontal Black and White Tagline & URL Logo*

*Research. Innovation. Education.*

**OH·TECH** | Ohio Technology Consortium  
A Division of the **Ohio Board of Regents**

[www.oh-tech.org](http://www.oh-tech.org)

  
Pantone 186 C

  
Pantone Cool Gray 11 C

  
Black

## 4.11 Secondary Organizational Support Logo

---

### *Secondary Organizational Support Logo*

The OH-TECH organizational support logo is used in special circumstances and its use is only authorized by the OH-TECH Creative Services team.

The secondary URL logo may be printed in Red for the "OH" and the line, and Cool Gray 11 for the "-TECH", and the organizational icons are to be printed in Cool Gray 11 –

If printed in Black and White, Black will be used for the "OH" and the line, and Cool Gray 11 for the "-TECH", and the organizational icons are to be printed in Cool Gray 11.

### *Color Organizational Support Logo*

**OH·TECH**



### *Black and White Organizational Support Logo*

**OH·TECH**



Pantone 186 C

Pantone Cool Gray 11 C

Black

~~OH·TECH~~



~~OH·TECH~~



~~OH·TECH~~



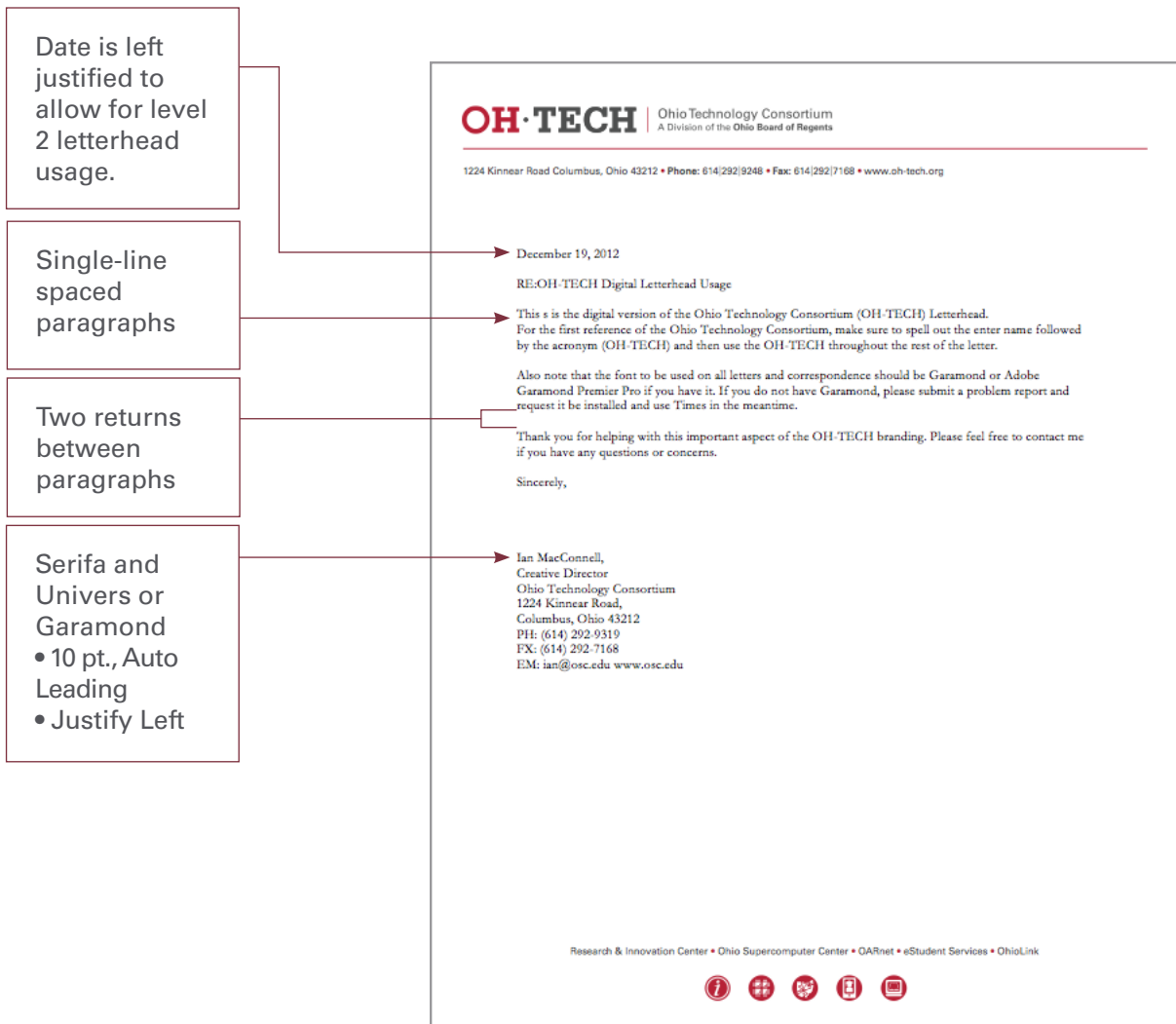


## 4.12 Letterhead Format

---

The typing format for all letters is flush left, ragged right, with single-line spacing. Begin the dateline 2 inches from the top. Place a double-return after the date, address and greeting, as well as between paragraphs. Both the left and right margins are 1.25 inches wide. Second sheets have a 1.25-inch left and right margin, as well as a 2-inch top and 1-inch bottom margin. Typeface should be at least 10 point Garamond Premier Pro or Garamond.

Letterheads are available for download on the staff website of individual organizations.

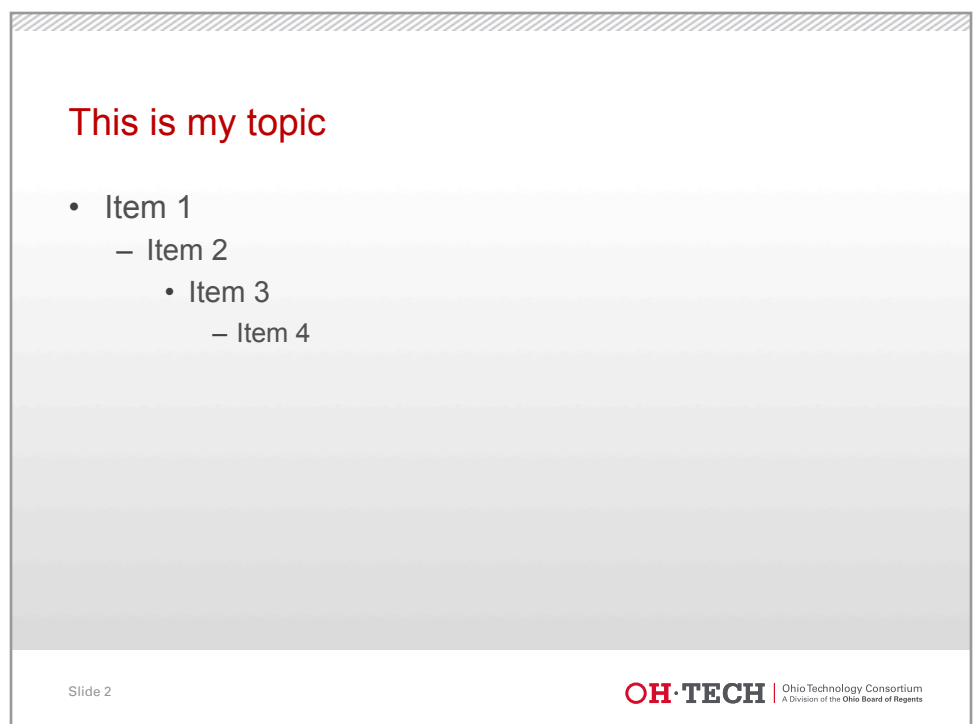


## 4.13 Powerpoint Template

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A powerpoint template is available for download on the staff website of individual organizations.

*Example template:*



## 4.14 Desktop Backgrounds

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Backgrounds are available for download on the staff website of individual organizations.

*Example Background:*



## 4.15 OH-TECH Color Palette

---

Using color consistently strengthens brand consistency. The colors in the primary and secondary color palettes have been selected to convey maturity, leadership and diversity. A range of colors have been created for use.\*

*OH-TECH Primary Color Palette:*



**Burgundy**



**Red**



**White**



**Black**



**Dark Gray**



**Light Gray**

*OH-TECH Secondary Color Palette:*



**Sky Blue**



**Blue**



**Teal**



**Orange**



**Yellow**



**Green**



**Red-Violet**



**Blue-Violet**

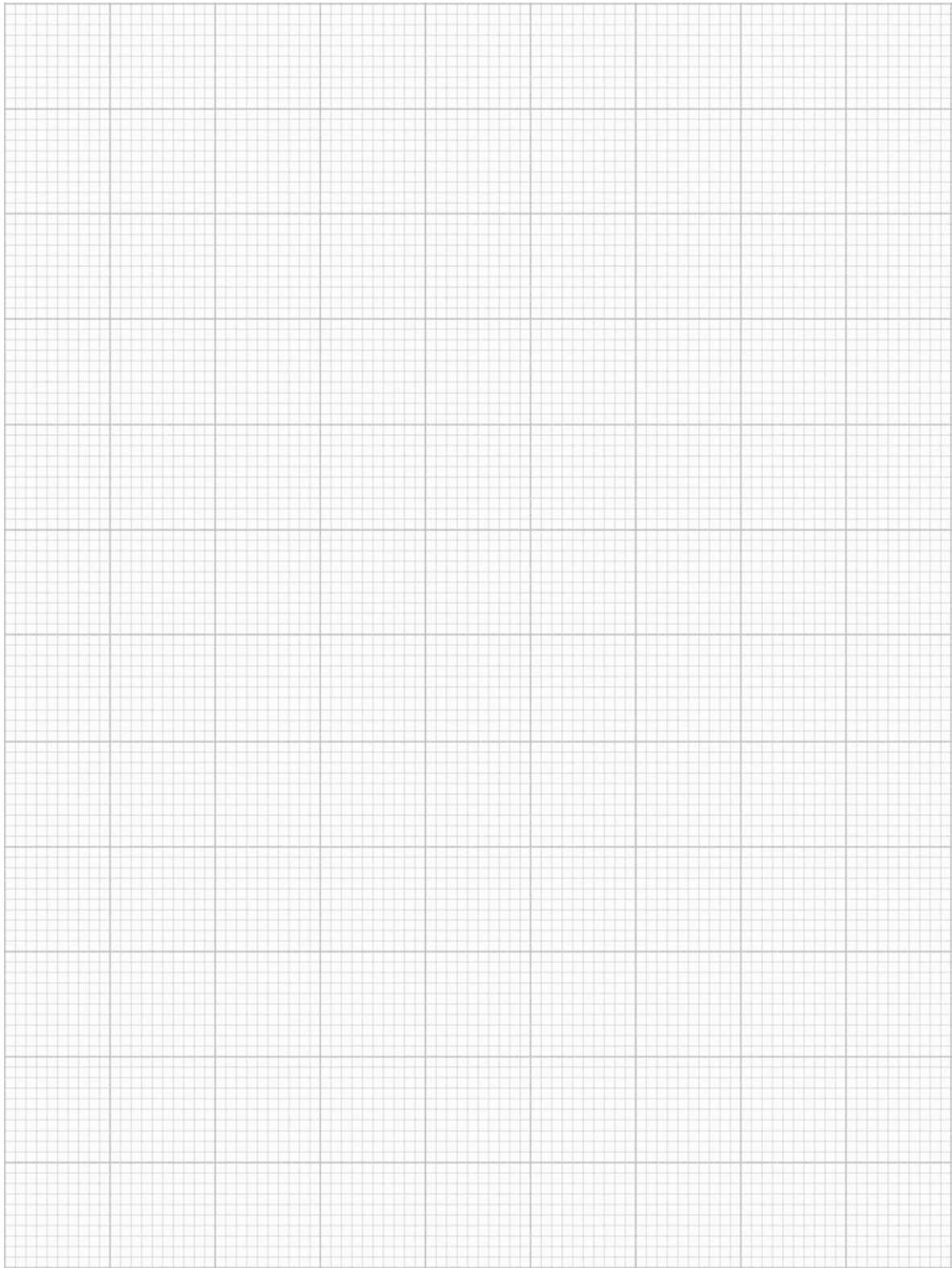
## 4.15 Color Palette

Name	Pantone #	CMYK Values	RGB Values	Hex Values
Burgundy	Pantone 195 C	0C, 100M, 60Y, 55K	112, 0, 23	700017
Red	Pantone 186 C	0C, 100M, 81Y, 4K	242, 0, 23	EF1217
Dark Gray	Pantone Cool Gray 11 C	00C, 2M, 00Y, 68K	82, 80, 81	525051
Light Gray	Pantone Cool Gray 7 C	0C, 0M, 00Y, 37K	161, 161, 161	A1A1A1
Black		0C, 0M, 0Y, 100K	0, 0, 0	000000
White		0C, 0M, 0Y, 0K	255, 255, 255	FFFFFF
Sky Blue	Pantone 284 C	55C, 19M, 0Y, 0K	115, 165, 204	73A5CC
Blue	Pantone 301 C	100C, 72M, 27Y, 11K	0, 75, 135	004B87
Teal	Pantone 326 C	88C, 0M, 36Y, 0K	0, 178, 169	00B2A9
Green	Pantone 381 C	11C, 0M, 100Y, 0K	206, 220, 0	CEDC00
Orange	Pantone 137 C	0C, 36M, 100Y, 0K	255, 163, 0	FFA300
Yellow	Pantone 7404 C	0C, 7M, 84Y, 0K	244, 218, 64	F4DA40
Red-violet	Pantone 2592 C	35C, 100M, 0Y, 0K	155, 38, 182	9B26B6
Blue-violet	Pantone 2617 C	84C, 100M, 0Y, 25K	71, 10, 104	470A68

\*Colors referenced here are matched with PANTONE formula guide Solid Coated & CMYK Coated.

## 4.16 Notes





**OH·TECH** | Ohio Technology Consortium  
A Division of the Ohio Board of Regents

1224 Kinnear Road, Columbus, Ohio 43212  
(614) 292-9248 | [www.oh-tech.org](http://www.oh-tech.org)