



Ohio Technology Consortium
A Division of the Ohio Department of Higher Education

BRAND IDENTITY GUIDELINES



OARnet | Ohio Supercomputer Center | OhioLINK



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1 Introduction

1.1 Overview

A company's identity is one of its most valuable assets. The visual standards in this manual represent the Ohio Technology Consortium (OH-TECH) brand strategy. This booklet covers logo usage, the OH-TECH color palette, typography standards and stationary application. 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, OH-TECH can maintain the integrity of its organizational identity. This information is to be followed whenever the OH-TECH organization name is used.

The OH-TECH identity is based upon the State of Ohio's branding guidelines and is consistent with the Ohio Department of Higher Education branding. It is the primary means of visual identification for the OH-TECH organization.

Each member organization within OH-TECH 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 member organization are available on page 15 of this guide.

If you have any questions regarding the information within this branding guide, please contact the OH-TECH creative director.



1.2 The OH-TECH Story

In 2011, the Ohio Department of Higher Education created OH-TECH to function as an umbrella organization for Ohio's statewide technology infrastructure organizations: the Ohio Academic Resources Network (OARnet), the Ohio Supercomputer Center (OSC), and the Ohio Library and Information Network (OhioLINK). This decision allowed the Chancellor to leverage the existing strengths of each organization and improve efficiency.

While these member organizations (or units) will continue their distinct missions, their branding has been unified to promote the synergy and cohesiveness of these highly regarded organizations.

OH-TECH and its supporting members are national leaders in their respective areas of service and are helping to cement Ohio onto the international stage of technological innovation. Internally, OH-TECH provides advanced services to its member organizations through the efforts of staff in the areas of shared infrastructure, fiscal services and communications.

Mission

OH-TECH delivers world-class technologies, information and expertise to provide Ohioans with a strong foundation for education and workforce, scientific research and business innovation.

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.

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

2 Logos



2.1 Overview

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 Department of Higher Education” reference. The stylized OH-TECH text is called the logotype. The logotype together with the red line, full name and reference to the Ohio Department of Higher Education forms the logomark. 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 Department of Higher Education, except as permitted by the OH-TECH communications team.

No other graphic elements, patterns or colors should be used in the logomark or in combination with the logo. Apply the logomark on every piece of external communications and all formal internal communications. The OH-TECH logomark should also appear on all materials produced for any OH-TECH member organization.

The OH-TECH logomark is available for download at oh-tech.org/branding.

Note:

The OH-TECH communications team will design all primary OH-TECH-related materials.



preferred amount of white space

minimum white space requirements



2.2 OH-TECH Primary Logos

The OH-TECH logo visually serves as an indication of consistency and quality. Do not alter the logotype by redrawing, reshaping, tracing or manipulating it photographically or digitally. Specifically spaced letters comprise the logotype.

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.

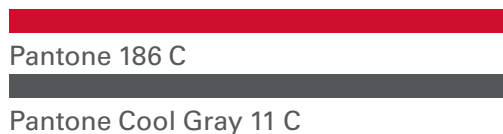
Two primary logos are provided for either a horizontal or vertical use. The correct logo usage is based on the required application and the space provided.

The logo must be printed in its entirety with no part being omitted or altered. Do not use the name "OH-TECH" more than once in a single logomark. Do not combine the OH-TECH logomark with other logos, symbols or copy. Allow the logomark to stand alone within its specified white space. Avoid cluttering the logomark with type, photos or any other illustrative material.

Minimum Size for the vertical OH-TECH logomark is a height of 0.625in and a digital minimum of 75px.



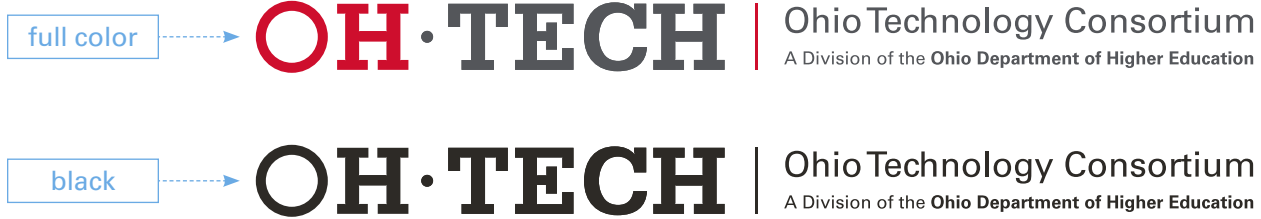
Minimum Size for the horizontal OH-TECH logomark is a height of 0.25in and a digital minimum of 30px.



Note:

The OH-TECH logotype is in the font "Serifa" and the full name "Ohio Technology Consortium" and "A Division of the Ohio Department of Higher Education" are in the font "Univers." The logo is never to be displayed in a different font.

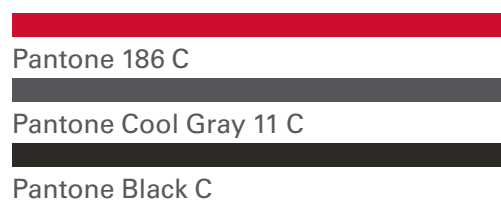
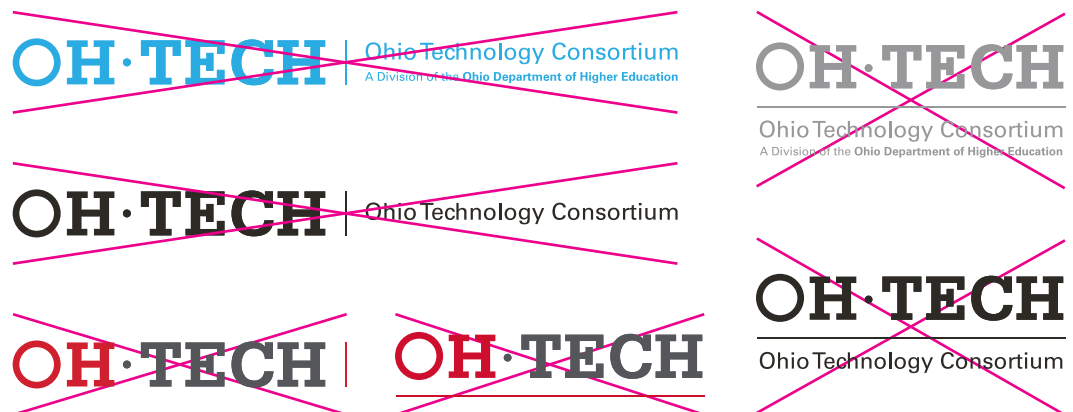
2.2a Horizontal Primary Logo



2.2b Vertical Primary Logo



DO NOT:



2.3 OH-TECH Inverse Logos

The OH-TECH inverse logo is used when the logomark is shown on a dark or patterned background. It may only be printed using white. Do not alter the logotype by redrawing, reshaping, tracing or manipulating it photographically or digitally. Specifically spaced letters comprise the logotype.

2.3a Horizontal Inverse Logo



2.3b Vertical Inverse Logo



DO NOT:



White

2.4

OH-TECH Additional Logos

The following are additional OH-TECH logos used for special purposes as described below. Do not alter these logos by redrawing, reshaping, tracing or manipulating them photographically or digitally. The preferred amount of space needed around each of these logos is the height of two "Os" or 2x.

OH-TECH with Member Organization Logo

The OH-TECH with member organization logo is used in special circumstances and its use is only authorized by the OH-TECH Creative Department. The minimum size for the OH-TECH with member organization logo is a height of 0.5in and a digital minimum of 40px.

OH-TECH Square Logotype

The OH-TECH square logotype is used for social media and for large-scale display purposes.

Tagline Logotype

The tagline logotype is created with Univers 47 Light. This logotype may not be printed below 8 point type, and there should never be a line break in the tagline.



Pantone 186 C

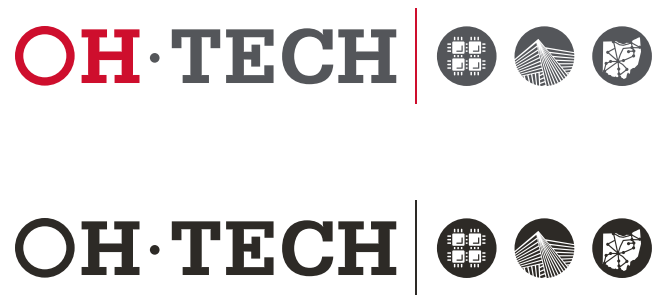


Pantone Cool Gray 11 C



Pantone Black C

2.4a OH-TECH with Member Organization Logo



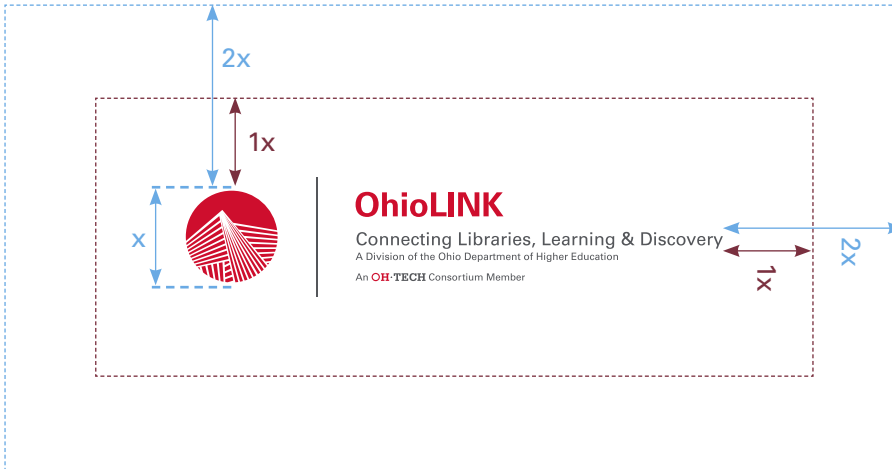
2.4b OH-TECH Square Logotype



2.4c Tagline Logotype

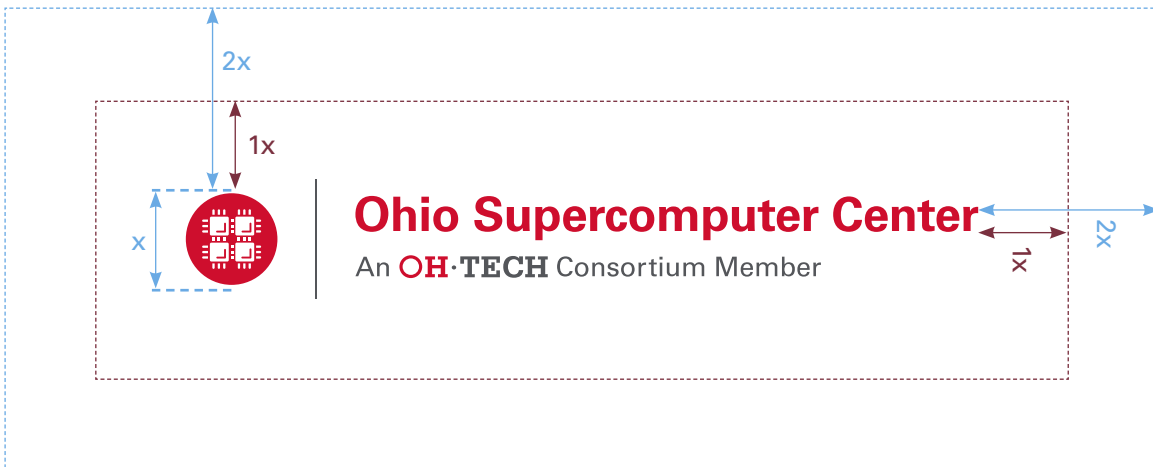
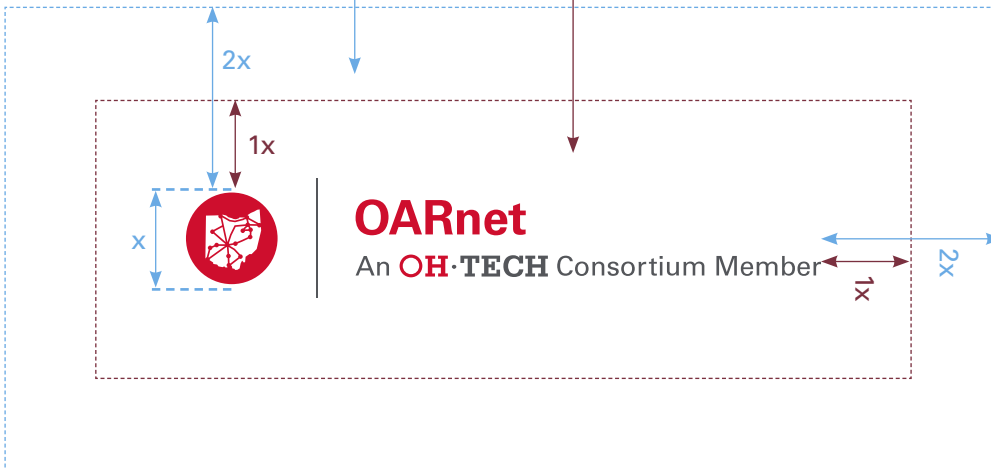
Research. Innovation. Education.

Research. Innovation. Education.



preferred amount of white space

minimum white space requirements



2.5

Member Organization Logos

There are three OH-TECH Member Organization logos representing the following organizations: OARnet, OSC, and OhioLINK. Each unit 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. Do not alter the logomarks by redrawing, reshaping, tracing or manipulating it photographically or digitally.

The Member Organization logos should appear on all unit-specific materials along with the primary OH-TECH logo. This includes letterheads, brochures and presentation templates.

Minimum size for the OARnet member organization logomark is a height of 0.375in and a digital minimum of 40px.



OARnet

An OH-TECH Consortium Member

Minimum size for the OSC member organization logomark is a height of 0.375in and a digital minimum of 40px.



Ohio Supercomputer Center

An OH-TECH Consortium Member

Minimum size for the OhioLINK primary logomark is a height of 0.625in and a digital minimum of 85px.



OhioLINK

Connecting Libraries, Learning & Discovery
A Division of the Ohio Department of Higher Education
An OH-TECH Consortium Member

Minimum size for the OhioLINK secondary logomark is a height of 0.5in and a digital minimum of 40px.



OhioLINK

An OH-TECH Consortium Member

Pantone 186 C

Pantone Cool Gray 11 C

Note:

OhioLINK has two logomarks, primary and secondary, with different minimum size requirements.

The OH-TECH logomark should appear on all materials produced for any OH-TECH member organization. Member Organization logos are to be used in conjunction with the primary OH-TECH brand wherever possible. Examples include letterheads, brochures and presentation templates. If you have questions on how to use the unit logos, please check with the OH-TECH creative director.

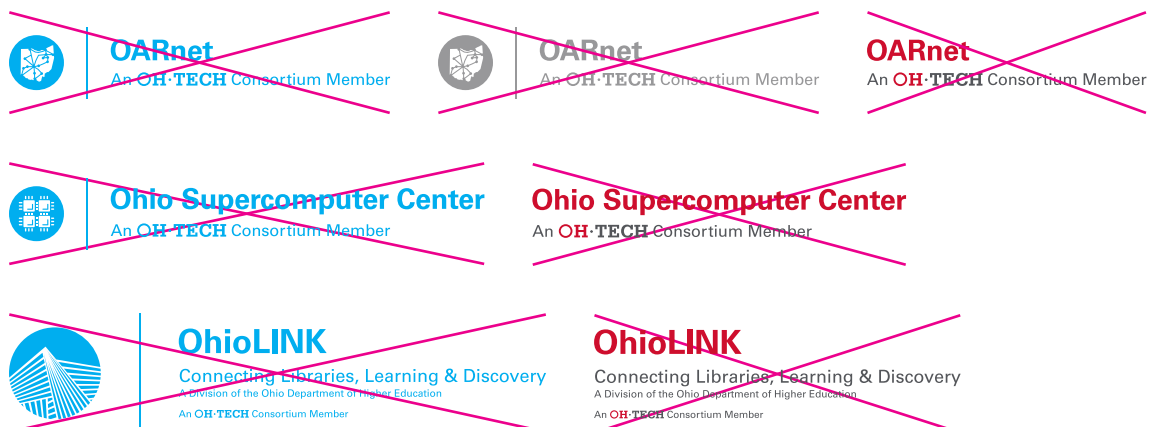
2.5a OARnet Member Organization Logos



2.5b OSC Member Organization Logos



DO NOT:



2.5c

OhioLINK Member Organization Logos

OhioLINK has two different Member Organization logomarks with different minimum size requirements. The first is their primary logomark which should be used as often as possible within the OhioLINK branding. This logomark has a preferred height of 0.75in and a minimum height of 0.625in. The second is their secondary or small scale logomark. This is to be used whenever a logomark smaller than a height of 0.625in is needed. If you have any questions regarding how to use the OhioLINK Member Organization logomarks, please check with the OH-TECH creative director.

Primary Logos



Secondary Logos



Pantone 186 C



Pantone Cool Gray 11 C



Pantone Black C

2.5d OARnet Inverse Member Organization Logo



2.5e OSC Inverse Member Organization Logo



DO NOT:



White

2.5f OhioLINK Inverse Member Organization Logos

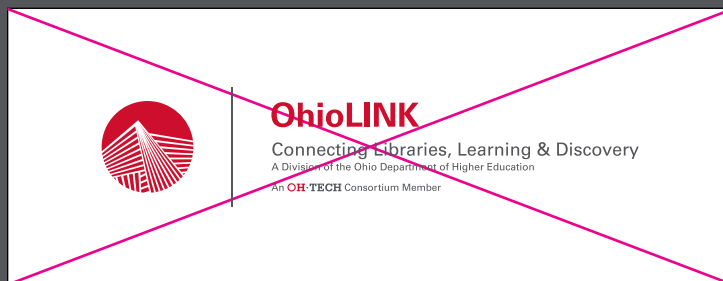
Primary Inverse Logo



Secondary Inverse Logo



DO NOT:



3 Color Palette



3.1 Overview

Color consistency strengthens brand consistency. Only colors within OH-TECH's color palette should be used for marketing material. The primary colors in this palette have been carefully chosen to coordinate with the State of Ohio's color palette. Both the colors in the primary and secondary color palettes have been selected to convey maturity, leadership and diversity. The tertiary color palette has been selected to give vibrancy and relatability to the OH-TECH brand.

All colors referenced are matched with PANTONE formula guide "Solid Coated" and CMYK "Coated." No other colors should be used while designing OH-TECH promotional material. If you have any questions about color usage, please contact the OH-TECH creative director.

Primary Color Palette



PANTONE 186 C
CMYK | 2, 100, 85, 6
RGB | 200, 16, 46
HEX | C8102E



PANTONE 195 C
CMYK | 19, 90, 50, 55
RGB | 120, 47, 64
HEX | 782F40



PANTONE Cool Gray 7
CMYK | 20, 14, 12, 40
RGB | 151, 153, 155
HEX | 97999B



PANTONE Cool Gray 11
CMYK | 44, 34, 22, 77
RGB | 83, 86, 90
HEX | 53565A



PANTONE Black C
CMYK | 63, 62, 59, 94
RGB | 45, 41, 38
HEX | 2D2926



PANTONE White
CMYK | 0, 0, 0, 0
RGB | 255, 255, 255
HEX | FFFFFFFF

Secondary Color Palette



PANTONE 284 C
CMYK | 59, 17, 0, 0
RGB | 108, 172, 228
HEX | 6CACE4



PANTONE 326 C
CMYK | 81, 0, 39, 0
RGB | 0, 178, 169
HEX | 00B2A9



PANTONE 7667 C
CMYK | 64, 47, 16, 0
RGB | 110, 124, 160
HEX | 6E7CA0

Tertiary Color Palette



PANTONE 7690 C
CMYK | 95, 41, 10, 0
RGB | 0, 118, 168
HEX | 0076A8



PANTONE 7717 C
CMYK | 96, 0, 47, 19
RGB | 0, 133, 125
HEX | 00857D



PANTONE 2768 C
CMYK | 100, 90, 13, 71
RGB | 7, 29, 73
HEX | 071D49



PANTONE 7406 C
CMYK | 0, 20, 100, 2
RGB | 241, 196, 0
HEX | F1C400



PANTONE 362 C
CMYK | 78, 0, 100, 2
RGB | 80, 158, 47
HEX | 509E2F



PANTONE 158 C
CMYK | 0, 62, 95, 0
RGB | 232, 119, 34
HEX | E87722



PANTONE 7401 C
CMYK | 0, 4, 27, 0
RGB | 245, 225, 164
HEX | F5E1A4



PANTONE 359 C
CMYK | 40, 0, 50, 0
RGB | 161, 216, 132
HEX | A1D884



PANTONE 156 C
CMYK | 0, 23, 49, 0
RGB | 239, 190, 125
HEX | EFB E7D

3.2 Primary Colors

The primary color palette is used mainly in the OH-TECH logomark and corresponding member organization logomarks. Aside from logo usage, Pantone 186 C should be used sparingly as an accent color. White should be always used for inverse logo variations.

3.3 Secondary Colors

The secondary color palette is primarily used to identify individual units as follows: Pantone 284 C corresponds with the Ohio Supercomputer Center, Pantone 326 C corresponds with OARnet, and Pantone 7667 C corresponds with OhioLINK.

3.4 Tertiary Colors

The tertiary color palette is used to convey vibrancy and relatability with the brand. These colors should be used sparingly as accent colors.

3.5 OhioLINK Add. Colors

The OhioLINK additional color palette is used as supplemental colors in OhioLINK branding. These colors are to be used sparingly and only with OhioLINK materials.

OhioLINK Additional Color Palette



PANTONE 550 C
CMYK | 42, 7, 8, 8
RGB | 141, 185, 202
HEX | 8DB9CA



PANTONE 406 C
CMYK | 5, 8, 10, 16
RGB | 196, 188, 183
HEX | C4BCB7

4 Typography

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

4.1 Overview

Unified typography gives the OH-TECH brand a consistent look and feel. Only the typefaces within this brand guidelines booklet should be used for marketing materials. There are two primary typefaces within the OH-TECH brand. The first is Univers LT Std, and the second is Serifa Std. Both typefaces have been selected for ease of readability and to convey maturity and professionalism.

4.2 Body Copy Typeface

Univers is the primary font for body copy when readability is of the most concern. Body copy should be set to Univers LT Std, 55 Roman, 10 pt, optical, -10 kerning, 80% gray.

Univers LT Std

THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG

the quick brown fox jumps
over the lazy dog

1234567890

45 Light	55 Roman	65 Bold
ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnpqr stuvwxyz 1234567890	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnpqr stuvwxyz 1234567890	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnpqr stuvwxyz 1234567890

4.3 Display Typeface

Serifa is used primarily for display purposes, for headings and for important information needing highlighted. Serifa should most often be displayed in 65 Bold. Occasionally 55 Roman or 45 Light may be used along with all caps.

Serifa Std

THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG

the quick brown fox jumps
over the lazy dog

1234567890

45 Light

ABCDEFGHJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
1234567890

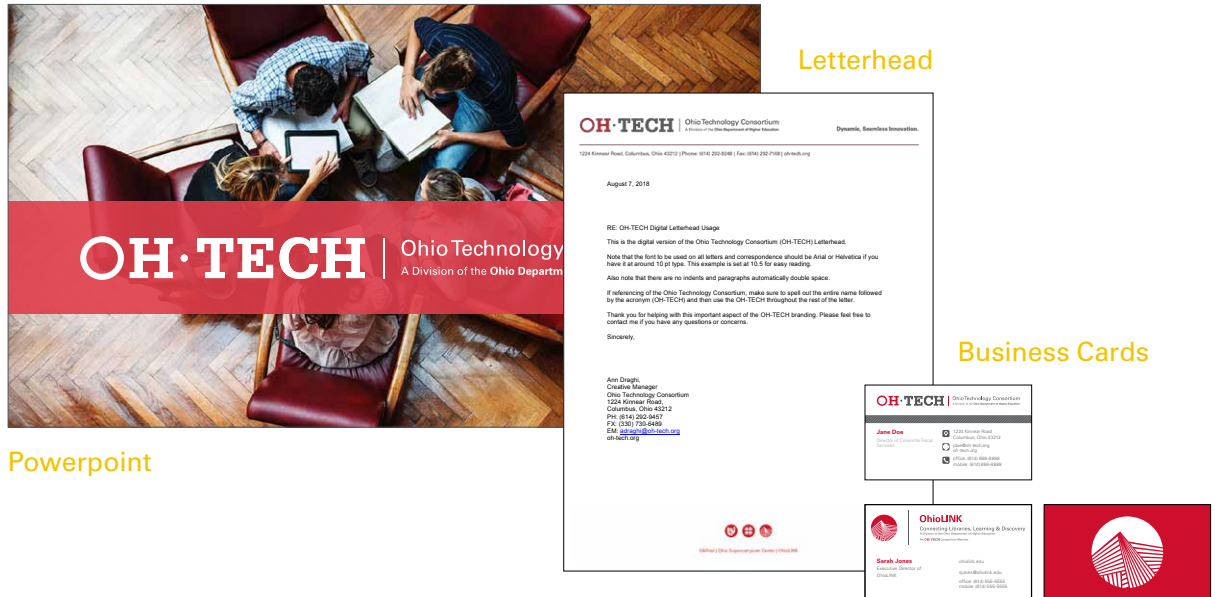
55 Roman

ABCDEFGHJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
1234567890

65 Bold

**ABCDEFGHJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
1234567890**

5 Stationery



5.1 Overview

The following section is provided to give examples of how to use the logos, color palette and typography while following the guidelines discussed previously. Stationery is an important part of providing branded materials to an end user. Business cards, OH-TECH's letterhead and Powerpoint templates will be covered in this section.

Note:

OhioLINK has unique, double-sided business cards with a slightly different design from the other units.

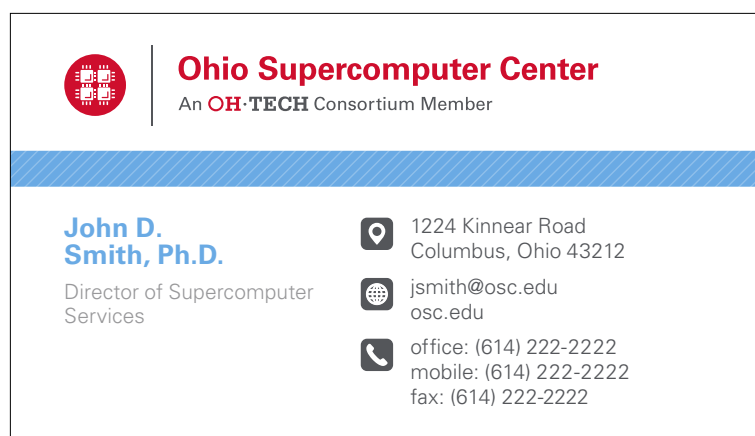
5.2 Business Cards

Business cards have been created for the OH-TECH staff as well as the staff of individual member organizations as shown below. Each business card displays the appropriate unit logo, along with the corresponding brand colors. The staff member's name and title appear on the left side of the business card, while all their contact information is shown on the right.

5.2a OH-TECH Business Cards



5.2d OSC Business Cards



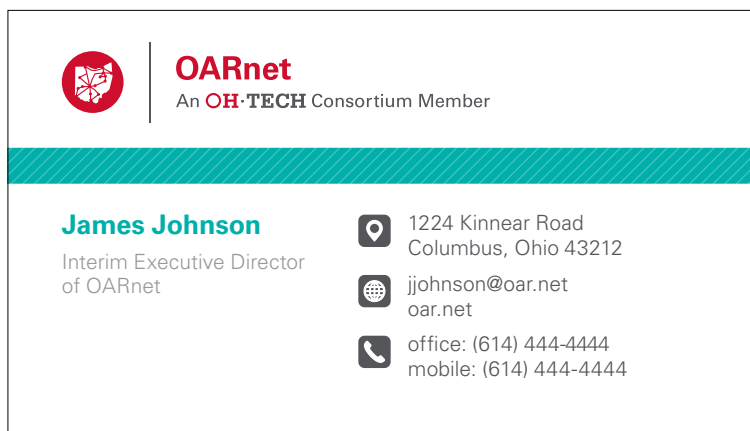
5.2b

OhioLINK Business Cards



5.2c

OARnet Business Cards



5.3 Letterhead

The format for typesetting all letters is flush left, ragged right, with single-line spacing. Begin the dateline two 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 Univers, Arial or similar sans serif font.

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

The diagram illustrates the format for typesetting all letters, with callouts pointing to specific elements in a sample letterhead:

- Date is left justified to allow for level two letterhead usage**: Points to the date "August 7, 2018".
- Two returns between paragraphs**: Points to the double return after the first paragraph.
- Single-line spaced paragraphs**: Points to the single-line spacing between paragraphs.
- Univers, Arial or similar sans serif font**: Points to the font used throughout the letterhead.
- 10 pt., Auto Leading**: Points to the font size and leading.
- Justify Left**: Points to the left-aligned text.

The sample letterhead includes the following content:

OH-TECH | Ohio Technology Consortium
A Division of the Ohio Department of Higher Education
Dynamic, Seamless Innovation.

1224 Kinnear Road, Columbus, Ohio 43212 | Phone: (614) 292-9248 | Fax: (614) 292-7168 | oh-tech.org

August 7, 2018

RE: OH-TECH Digital Letterhead Usage

This is the digital version of the Ohio Technology Consortium (OH-TECH) Letterhead.

Note that the font to be used on all letters and correspondence should be Arial or Helvetica if you have it at around 10 pt type. This example is set at 10.5 for easy reading.

Also note that there are no indents and paragraphs automatically double space.

If referencing of the Ohio Technology Consortium, make sure to spell out the entire name followed by the acronym (OH-TECH) and then use the OH-TECH throughout the rest of the letter.

Thank you for helping with this important aspect of the OH-TECH branding. Please feel free to contact me if you have any questions or concerns.

Sincerely,

Ann Draghi,
Creative Manager
Ohio Technology Consortium
1224 Kinnear Road,
Columbus, Ohio 43212
PH: (614) 292-9457
FX: (330) 730-6489
EM: adraghi@oh-tech.org
oh-tech.org

OH-TECH | Ohio Technology Consortium
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Dynamic, Seamless Innovation.

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Dynamic, Seamless Innovation.

5.4 Powerpoint

Powerpoint templates have been created for each individual unit to use. Each template provides unit specific icons as well as helpful best practices. The templates are available for download on the staff website of individual member organizations.



Type

- Keep it simple
- Fonts should not be smaller than 16pt (This is 28pt.)
- **Talk more; type less**



8

OH·
TECH



1224 Kinnear Road, Columbus, Ohio 43212

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