Central Louisiana's Comprehensive Technical Community College

Graphic Identity Guidelines

How to use the CLTCC brand

A guide for all CLTCC staff, faculty, students, partners, sponsors and vendors

Alexandria	WHN	Ferriday	Rod	Lamar	Natchitoches	Oakdale	Sabine	Huey P.
	Avoyelles		Brady	Salter			Valley	Long
	Cottonport		Jena	Leesville			Many	Winnfield

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Introduction

Central Louisiana Technical Community College (CLTCC) has been a leader in workforce development through post-secondary technical training since the 1930s. While continuing to educate and train students through hands-on learning over several decades, CLTCC has evolved into a comprehensive institution. CLTCC officially changed its name from Central Louisiana Technical College to Central Louisiana Technical Community College after ACT 760 passed during the regular 2012 legislative session. As a technical community college, CLTCC's primary focus is meeting the post-secondary educational needs of its communities by preparing students to go directly into the workforce or transfer to a four-year university.

To communicate CLTCC's new identity and dual purpose, as well as to maintain a strong, consistent image that builds awareness of the college and strengthens its reputation, graphic identity guidelines have been developed. CLTCC's visual identity plays an important role in how the institution is viewed by current students, potential students and the community. These guidelines will ensure CLTCC's identity (i.e., name, logos, colors, seal, etc.) is presented professionally and consistently at all times.

Everyone (staff, faculty, students and vendors) is responsible for applying these guidelines when using CLTCC's identity for various projects. These guidelines apply to projects produced by outside vendors as well as projects created in-house. It's important to use the identity consistently. Every banner, brochure, letter, business card, commercial, video or t-shirt that CLTCC produces and distributes is an opportunity to strengthen our image and build upon our recognition in the community.

Although maintaining a consistent image is a priority for CLTCC, it is understandable that exceptions to these guidelines may be needed from time to time for various projects. All exceptions to these guidelines must be approved by the Chancellor.

Marketing

The Marketing Department is responsible for managing and communicating CLTCC's brand. The brand is the college's name, logo, tagline, seal, and anything else that identifies CLTCC or communicates its purpose.

Responsibilities include the following:

- Marketing and advertising (coordinating the design/printing of promotional materials, etc.)
- Media relations (contacting media, establishing media policies/procedures)
- Internal and external communications
- Publicity and special community events
- Graphic identity guidelines
- Logo, tagline, seal
- Radio, photography and TV productions
- Website content
- Issues management
- Crisis communication

Marketing Department
Email: marketing@cltcc.edu

All requests to use the CLTCC logo must be approved by the Strategic Outreach/Marketing Department. To request permission to use the logo, please complete a Logo Request & Usage Form and email it to marketing@cltcc.edu.

The logo should not be lifted off the website or scanned from a printed document. Additionally, to prohibit the logo from being copied and used without approval, it should not be a part of employee email signatures. Email signatures can include department names, physical addresses, telephone numbers, CLTCC's website address, etc.

Permission to use a logo is granted on a case-by-case basis. Approvals are for one-time use only. Subsequent uses of a logo on additional communications will need to be requested separately.

Additionally, all artwork with a CLTCC logo must be approved by the Marketing Department prior to final printing.
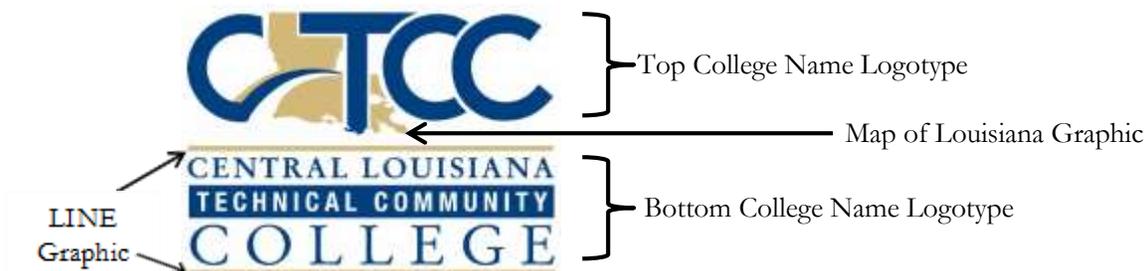
Official CLTCC Logo

Logo graphics and college name logotype
CLTCC's official logo (vertical and horizontal) consists of graphics (map, text box and lines) and the college name logotype. The top and bottom college name logotype should not be separated. **Do not rearrange or separate any elements of the logo**.

The two-color logo is the preferred version of the CLTCC logo. To keep our identity flexible and practical for a wide range of uses, a horizontal and vertical design is available for each version of the CLTCC logo. The logo options below and the logos on pages 6 and 7 are the only acceptable versions of the CLTCC logo.

Two-color vertical logo

Two-color horizontal logo
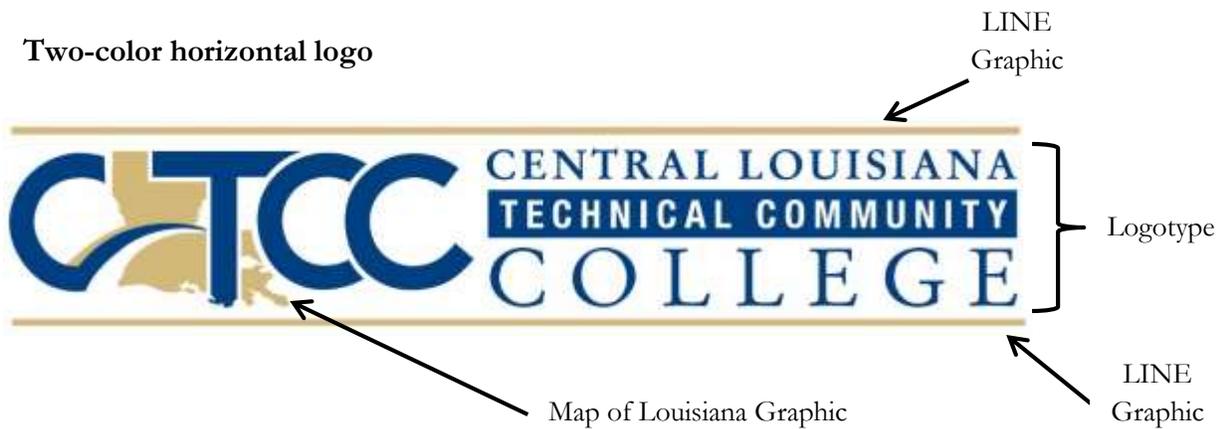
Official CLTCC Logo (continued)

When the two-color logo doesn't work for your particular project, you have four other logo options: 100 percent blue logo (PMS 287), 100 percent gold logo (PMS 7502), 100 percent black logo and reversed out white logo.

100 percent blue vertical logo

100 percent blue horizontal logo

100 percent gold vertical logo

100 percent gold horizontal logo

Official CLTCC Logo (continued)

100 percent black vertical logo

100 percent black horizontal logo

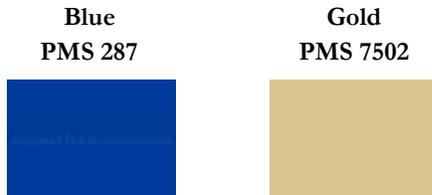**White reversed vertical logo**

White reversed horizontal logo

Official CLTCC Logo Colors

Use the correct colors and backgrounds

The official logo colors are blue and gold. The ink colors are based on the PANTONE® Matching System (PMS). Matching the colors will help create a consistent look when using the CLTCC identity. The ink designations for CLTCC's logo colors are PMS 287 blue (CMYK equivalent is C100, M71, Y0, K31) and PMS 7502 gold (CMYK equivalent is C5, M16, Y53, K14). Commercial printers use these numbers to match the colors in the logo.

Blue
PMS 287

Gold
PMS 7502

Two-color printing

When printing or using the two-color logo (vertical or horizontal), the logo should be blue and gold with the "CTCC" logotype in blue, the map of Louisiana in gold, the "CENTRAL LOUISIANA" logotype in blue, the "TECHNICAL COMMUNITY" logotype reversed out in a blue box, and the "COLLEGE" logotype in blue. The line above and below the school name should be gold (see logos below). *The two-color logo should be used whenever possible on a white or light-colored background.*

Two-color vertical logo

Top College Name Logotype

Map of Louisiana Graphic

LINE Graphic

Bottom College Name Logotype

LINE Graphic

Two-color horizontal logo

LINE Graphic

Logotype

LINE Graphic

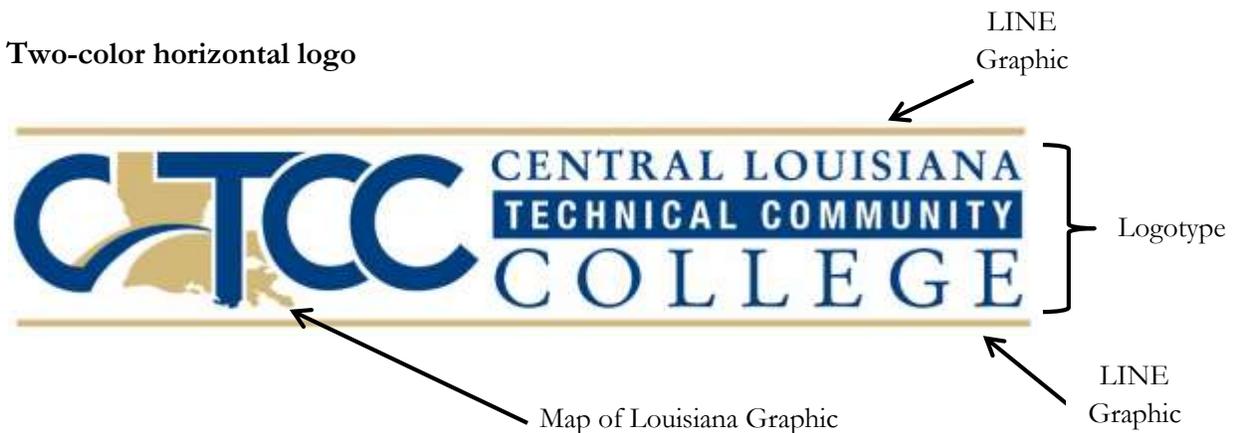Map of Louisiana Graphic

Official CLTCC Colors (continued)

One-color printing
When printing or using the one-color blue logo (vertical or horizontal), the logo should be blue with the "CTCC" logotype in blue, the map of Louisiana in blue, the "CENTRAL LOUISIANA" logotype in blue, the "TECHNICAL COMMUNITY" logotype reversed out in a blue box, and the "COLLEGE" logotype in blue. The line above and below the school name should be blue (see logos below). *The one-color blue logo should be printed or used on a white background. It also can be printed or used on a light-colored background that blends with the blue.*

When printing or using the one-color gold logo (vertical or horizontal), the logo should be gold with the "CTCC" logotype in gold, the map of Louisiana in gold, the "CENTRAL LOUISIANA" logotype in gold, the "TECHNICAL COMMUNITY" logotype reversed out in a gold box, and the "COLLEGE" logotype in gold. The line above and below the school name should be gold (see logos below). *The one-color gold logo should be printed or used on a white background. It also can be printed or used on a light-colored background that blends with the gold.*

Official CLTCC Colors (continued)

When printing or using the one-color black logo (vertical or horizontal), the logo should be black with the "CTCC" logotype in black, the map of Louisiana should be a shade lighter than black, the "CENTRAL LOUISIANA" logotype in black, the "TECHNICAL COMMUNITY" logotype reversed out in a black box, and the "COLLEGE" logotype in black. The line above and below the school name should be black (see logos below). *The one-color black logo should be printed or used on a white background. It also can be printed or used on a light-colored background that blends with black.*

When printing or using the one-color white (reversed out) logo (vertical or horizontal), the logo should be white with the "CTCC" logotype in white, the map of Louisiana in white, the "CENTRAL LOUISIANA" logotype in white, the "TECHNICAL COMMUNITY" logotype reversed out in a white box, and the "COLLEGE" logotype in white. The line above and below the school name should be white (see logos below). *The one-color white logo should be printed or used on a dark background.*

Official CLTCC Colors (continued)

The CLTCC identity should not be used in any other colors than those specified in these guidelines. This rule applies to all visual aids and marketing material that display CLTCC's logo such as banners, brochures, flyers, ads, t-shirts, polo shirts, table cloths, giveaways, letterhead, envelopes, note cards, business cards, etc.

For example, a department would like to order pink t-shirts to wear in the annual breast cancer walk. Everyone thinks the logo should be green on the pink t-shirts since pink and green look good together. The department tells the vendor that it's okay to print the logo in green since this is a special occasion. In this scenario, **the department is violating the graphic identity guidelines**. As outlined in the guidelines, the logo can only appear in five colors: 1) blue (PMS 287) and gold (PMS 7502), 2) gold only (PMS 7502), 3) blue only (PMS 287), 4) black only and 5) white only (reversed out).

For a pink t-shirt, you have two logo options – black or white. The two-color logo (blue/gold) would not be appropriate because the shirt is pink. Regardless of the shade of pink, blue/gold will likely not blend well with the color pink. The gold only or blue only logo might work depending on the shade of pink.

All projects involving the CLTCC logo must be approved by the Marketing Department.

- Don't substitute any other colors for CLTCC's official logo colors.

- If logos are needed for outside vendors, the guidelines are available at cltcc.edu.

- The CLTCC logo should not be used by outside vendors, businesses or other entities without permission from the Marketing Department.
  .
- The CLTCC logo is available in several file formats. Digital files with a .jpg extensions (for most applications) or .png extensions (for transparency) should be used for online projects. Digital files with an .eps extension should be used for printed materials such as brochures, annual reports, giveaways, banners, etc.

- Contact the Marketing Department for appropriate CLTCC logo formats.

Size of CLTCC Logo

Do not alter or distort the logo

Resizing, altering or distorting the CLTCC logo is not permitted, visual recognition of a brand increases with consistency and uniformity.

If given permission to resize the logo, please adhere to the following steps:

1. To resize the logo in Microsoft Word, right click on the logo and select Size and Position. A box titled "Layout" appears.
2. Go to the Scale section and make sure the boxes next to "Lock aspect ratio" and "Relative to original picture size" are both checked.
A box titled "Height" and a box titled "Width" appears.
3. Use the up and down arrows in the "Scale" section to resize the logo. The height percentage (e.g., 50%) should be the same as the width percentage (e.g., 50%).
Following these steps will keep the logo from being distorted and ensure that the height and width of the logo are proportioned (the same).
4. The steps to resize the logo in other software programs like Microsoft Power Point are similar – just right click on the image and look for the Size tab.
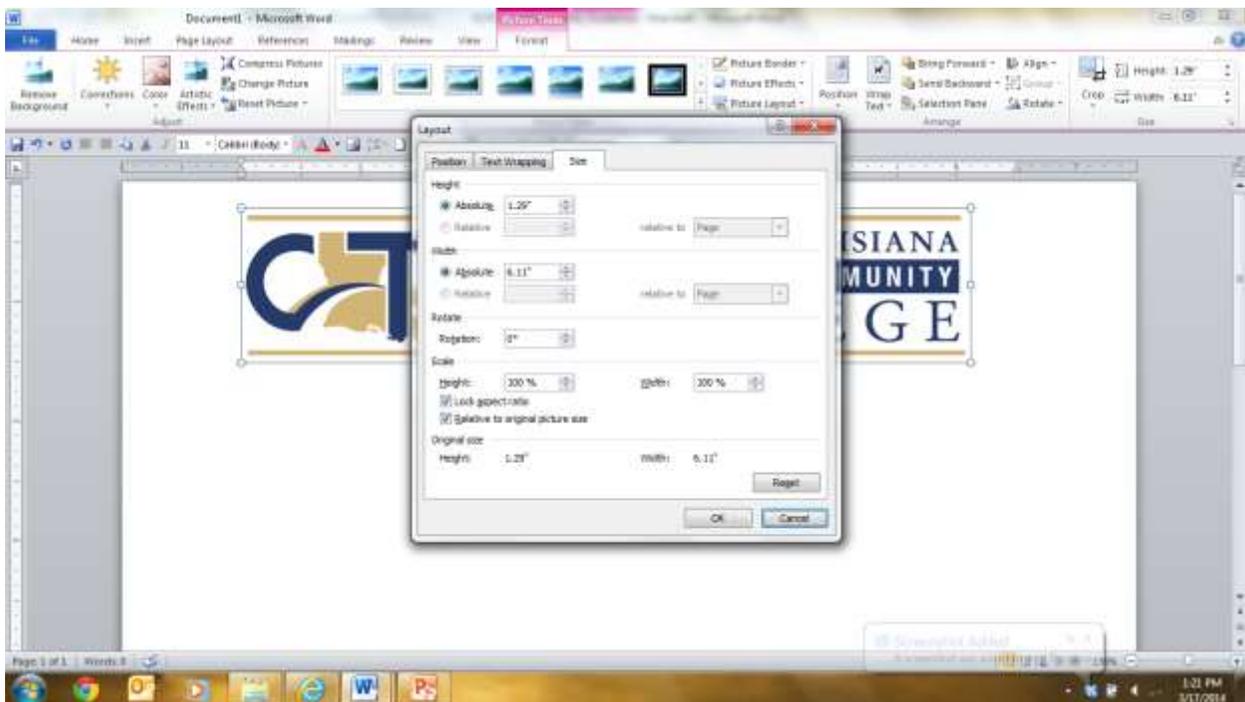
Visibility of CLTCC Logo

Make sure the logo is visible

The CLTCC logo should always have ample clear space on all four sides. It should never be crowded with photographs, text or other content.

When possible, please maintain a minimum clearance equal to the height of the "C" in the logo on the top, bottom and sides of the logo. Using the height of the "C" on all four sides will help ensure adequate space between the logo and other elements

2.54"

3.44"

1.29"

6.11"

Logo Don'ts

- Don't crowd the logo with text or place the logo inside a shape (square, circle, oval, etc.).
- Don't use the graphic elements without the college name logotype. The graphic elements and college name logotype (top/bottom) should always appear together.
- Don't place text or graphics over or behind the logo.
- Don't change the logo to an unauthorized color (see Official CLTCC Logo Colors beginning on page 8 for color options)
- Don't stretch the logo – always keep the proportions equal.
- Don't use the logo against a heavily-textured or patterned background.

Official CLTCC Letterhead

All departments should use official letterhead for official college business. CLTCC has pre-printed letterhead and matching envelopes. The letterhead also is available as a template in Microsoft Word.

The pre-printed letterhead and envelopes are available at the main campus in Alexandria. A limited supply of the pre-printed letterhead is available through the Site Coordinators at each CLTCC extension site.

When using the electronic template, please do not attempt to adjust the placement or size of the logo in the header or the addresses in the footer. The header and footer have been locked to help ensure the letterhead remains consistent.

Below are some examples to assist you in determining when to use the pre-printed letterhead and when to use the electronic template. To request pre-printed letterhead and/or the electronic template, email marketing@cltcc.edu.

Pre-printed letterhead

- Small mailings (8 to 10 people) since it has to be ordered
- Letters to the external advisory committees, governmental agencies, legislators, local businesses, nursing associations, other colleges, etc.

Electronic letterhead

- Large/mass mailings since it's printed on regular office paper
- Letters to current/potential students, members of the community, etc.

Logo Request and Usage Form
(For CLTCC staff, faculty, students, partners, sponsors, vendors, etc.)

If you would like to use the CLTCC logo, you must request permission and adhere to CLTCC's graphic identity guidelines. Approvals are for one-time use only. Subsequent use of the logo will need to be requested on a new form. Please indicate which logo you need for your project. Email the completed form to marketing@cltcc.edu.

Date of Request*: **Please allow two to three days for requests to be filled.*	
CLTCC Department or Company Name:	**Alexandria Main Campus**_____ **Cottonport Campus** _____ **Ferriday Campus** _____ **Jena Campus** _____ **Leesville Campus** _____ **Natchitoches Campus** **Oakdale Campus**_____ **Many Campus** _____ **Winnfield Campus** _____
Name (Individual Making the Request):	**Address:**
Title:	**Phone:**
Email:	**Date Logo is Needed:**
Logo Requested (circle one): 1. Two-color logo (blue/gold) 2. Blue logo 3. Gold logo 4. Black logo 5. White logo **Style (circle one):** 1. Horizontal 2. Vertical **Format:** _____ The CLTCC logo is available in several file formats. Digital files with an .eps extension should be used for printed materials such as brochures, annual reports, giveaways, banners, etc. Digital files with a .jpg extensions or .png extensions should be used for online projects. If you are sending artwork to a vendor, please consult with the vendor for their preferred file format prior to production.	
Explain in detail why a logo is being requested (how it will be used):	