

## OH-TECH Branding Guidelines

The visual standards in these Guidelines represent the OH-TECH brand strategy. The OH-TECH logo should appear on all materials produced for any OH-TECH unit. Individual units within the OH-TECH—OARnet, Ohio Supercomputer Center, and eStudent Services—comprise secondary brand identities.

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, 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.

## Core Mark Variations

The OH-TECH core mark is available for use in two variations.

A. The horizontal mark



B. The vertical mark



The minimum size is determined by the height of the logotype. The minimum size for the OH-TECH horizontal core mark is 1/4" high. The minimum size of the vertical mark is 5/8" high.

## Core Elements Typography

Typography is a strong extension of our brand's personality. Two typefaces are used for OH-TECH: Serifa (bold and Roman) and Univers (bold and Roman). Serifa is used primarily for display and headline copy, while Univers is used primarily as body copy. Only these typefaces may be used for OH-TECH materials. Serifa and Univers can be purchased from Fontshop at [www.fontshop.com](http://www.fontshop.com).

## Core Elements

The OH-TECH core mark consists of two elements: the logotype and the full name and Ohio Board of Regents (OBR) affiliation.



The position, size, color, spatial and proportional relationships of the elements of the mark have been carefully determined and may not be altered.

### A. Logotype

The logotype is a carefully typeset version of the name "Ohio." The logotype should never be altered.

### B. Full Name and OBR Affiliation

The full name and OBR Affiliation has been carefully typeset and should not be altered.

## OH-TECH Usage

The term OH-TECH is to be used in all caps wherever represented in print. In first usage it should be referenced as "OH-TECH, the Ohio Technology Consortium"; and all following usage as "OH-TECH".

When used as a first reference with unit name, it should be used as follows:

- A. Ohio Supercomputer Center, an OH-TECH Consortium member
- B. OARnet, an OH-TECH Consortium member
- C. eStudent Services, an OH-TECH Consortium member

**Please see the reverse side for the OH-TECH Color Palette.**

	PANTONE	CMYK	RGB	WEB
1	 Pantone 186	C: 000 M: 100 Y: 081 K: 004	R: 242 G: 000 B: 023	EF1217
2	 Pantone 195	C: 000 M: 100 Y: 060 K: 055	R: 112 G: 000 B: 023	700017
3	 Pantone Cool Gray 7	C: 00 M: 00 Y: 00 K: 37	R: 161 G: 161 B: 161	A1A1A1
4	 Pantone Cool Gray 11	C: 00 M: 02 Y: 00 K: 68	R: 82 G: 80 B: 81	525051
Primary				
Secondary				
5	 Pantone 284 C	C: 055 M: 019 Y: 000 K: 000	R: 115 G: 165 B: 204	73A5CC
6	 Pantone 7404 C	C: 000 M: 007 Y: 084 K: 000	R: 244 G: 218 B: 064	F4DA40
7	 Pantone 381 C	C: 011 M: 000 Y: 100 K: 000	R: 206 G: 220 B: 000	CEDC00
8	 Pantone Process Black	C: 00 M: 00 Y: 00 K: 100	R: 000 G: 000 B: 000	000000
9	 White	C: 00 M: 00 Y: 00 K: 00	R: 255 G: 255 B: 255	FFFFFF

## Core Elements Color Palette

### Print Specifications Chart

To ensure that the OH-TECH brand communicates consistently and true to brand equity, an extensive 9-color palette has been developed for use in all applications. Only these colors should be used for OH-TECH materials.

The core colors for OH-TECH are Pantone 186 red and Pantone Cool Gray 11. These colors are warm, energetic and straightforward; they reinforce the distinctiveness of the brand. These core colors are strong tools to effectively communicate the brand in advertising and collateral materials. A range of other colors has been chosen to complement the core colors, adding personality and flexibility to the palette.

## About OH-TECH

The Ohio Technology Consortium (OH-TECH) was established in 2011 to serve as the research and technology arm of the Ohio Board of Regents (OBR), offering innovative technology resources and services for Ohio higher education, K-12 schools and state and local government. OH-TECH, comprised of the Ohio Academic Resources Network (OARnet), the Ohio Supercomputer Center (OSC) and eStudent Services, leverages the strengths and increases operational efficiency of each organization. For more, visit [www.oh-tech.org](http://www.oh-tech.org).

### If you have questions about OH-TECH branding, please contact:

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