



Central Ohio Technical College's visual identity is in place so that the college is easily identified and to promote our specific and distinctive brand assets. The guidelines depicted below are the official visual identity marks of COTC. They promote strength and consistency—and all identity standards should be adhered to as outlined in this guideline.



Official logo

## The official college logo

The COTC logo is the primary visual identifier of the institution and is to be used on all external facing and recruitment collateral. **Marketing approval is needed anytime the logo is used for print, digital or internal/external communications.**



Minimum size to be used.

## Logo usage

The official logo for COTC appears as white text on a blue rectangle (as shown). The logo can also be used with white text on a black background when necessary. Colors other than blue or black are not permitted to be used. The logo is used at 100% value of the color, screens of a color are not permitted. Stretching the logo is not acceptable. One-half (1/2") inch wide is the minimum size that the logo can be reduced to and still be considered readable. Smaller sizes are not permitted.

## Incorrect logo usage



This version of the logo is retired and not to be used.



Screening of any color is not permitted.



Colors other than PMS 289 blue and black are not permitted.



Distorting and stretching the logo are not permitted.



**Coshocton Campus**  
Adding one specific campus location is not preferred.



## The official college seal

The COTC seal is a formal and ceremonial designation of the college and is reserved for **limited use with approval from the marketing department**. The seal should not be used routinely to promote the college and all previous versions of the seal should be retired from use.

## Fonts

**text**  
**text**

**Mundo Serif** With designs drawn specifically for comfortable reading in everything from on-screen digital content to print in periodicals and books, Mundo Serif is ready to take on just about any project. While primarily designed for text copy in print and on screen, Mundo Serif becomes a powerful display type tool in the lightest and boldest weights. Headlines, navigational links and banners are naturals for this versatile collection of typefaces.

**text**  
**text**

**Libertad Sans** Libertad is a sans-serif typeface that mixes humanist and Grotesk models - its most interesting feature is the combination of balanced regulars with dynamic italics, which makes it a very versatile font for different uses. This typeface has seven specially calculated weights plus their matching italics, from thin to extra bold. This allows it to be useful in big headlines and also small texts. It has more than 800 characters per weight and support for more than 70 languages.

**Arial** Can be used when Mundo and Libertad families are unavailable.

## Tagline

The COTC tagline is a positioning statement used to broadly support the college's overall message strategy and brand. It is used with recruitment collateral, but is encompassing enough to be used in collateral for all COTC activities and engagements. The tagline should not be used individually; it should always appear in conjunction with the COTC logo. The tagline is stylized using specific colors and fonts. It should not be recreated in other fonts or colors. Like the logo, use of the tagline requires marketing approval anytime the tagline is used for print, digital or internal/external communications. The tagline can be supplied by marketing or by download from the COTC portal.

**redefine what's**  
**POSSIBLE**

**Color palette** The COTC color palette is built on the personality archetypes that support our storyline of being an institution that is supportive, resilient and transformative. Our primary color is blue, which conveys strength and reliability.

## COTC's personality archetypes

**sup•port•ive**

1. providing encouragement or emotional help

**re•sil•ient**

2. able to withstand or recover quickly from difficult conditions

**trans•form•a•tive**

3. causing a marked change in someone or something

## Primary colors



PMS 289  
RGB 10, 34, 64  
CMYK 98, 84, 45, 51  
HEX 0a2240



PMS 7467  
RGB 0, 161, 176  
CMYK 79, 16, 30, 0  
HEX 00a1b0



PMS 431  
RGB 91, 103, 112  
CMYK 66, 52, 44, 17  
HEX 5b6770

**HEADLINE**

**Body copy** Central Ohio Technical College was founded in the year 1971.....

**PMS 431 (gray)** is typically used for body copy... Central Ohio Technical College was founded in the year...

## Secondary colors (used in conjunction with and to support the primary colors)



PMS 512  
RGB 133, 51, 118  
CMYK 53, 94, 23, 6  
HEX 853376



PMS 717  
RGB 214, 95, 0  
CMYK 12, 74, 100, 2  
HEX d65f00



PMS 109  
RGB 255, 210, 0  
CMYK 1, 16, 100, 0  
HEX ffd200



PMS 5757  
RGB 108, 112, 47  
CMYK 56, 40, 100, 22  
HEX 6c702f



PMS 5493  
RGB 126, 168, 174  
CMYK 53, 22, 29, 0  
HEX 7ea8ae

# COTC: BRAND & VISUAL GUIDELINES



**Downloads** The COTC logo and tagline can be used with marketing approval:

## Logo



## Tagline

**redefine what's  
POSSIBLE**

*redefine what's possible*

## COTC email signature template

### Firstname Lastname

Pronouns: She/Her/Hers

Pronouns: He/Him/His

Pronouns: They/Them/Theirs

### Executive Assistant

Marketing and Public Relations

Hopewell Hall 148, 1179 University Dr.

Newark, OH 43055

740.366.0000 | 740.555.8921 Cell

doe.34@mail.cotc.edu



*redefine what's possible*

Email is our most common form of day-to-day communication and therefore one of the most visible ways we communicate with our audiences. Clear, consistent email identification strengthens the COTC brand.

**The use of other colors or fonts is not permitted.** Additions such as inspirational quotes and graphics are not permitted.

College or department promotional messages must be approved by area leadership and marketing. These promotional messages must be submitted with proposed text and/or graphic representation and a plan for distribution and expiration of the promotion. Each addition must meet visual and editorial brand guidelines and have a hard expiration date before being considered. **No ongoing additions will be considered.**