BRAND QUICKSTART GUIDE

Our brand is the narrative that defines us.

Ogeechee Technical College's diamond is immediately recognized among those in our community. This visual identity encompasses more than just a logo or slogan; it embodies the College's culture, mission, and commitment to service.

This quickstart guide is designed to uphold the essence of Ogeechee Technical College's narrative and guarantee a cohesive and unified visual experience.
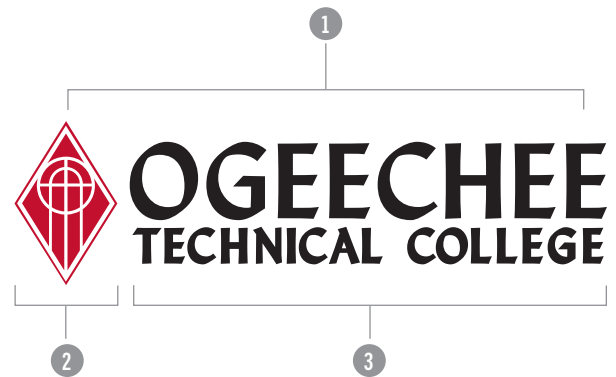
OUR LOGO

1. Full Logo
Logo symbol and the logo type placed together.

2. Logo Symbol
Logo symbol is the diamond only. The interior details of the diamond were inspired by the arch in the front doorway of the Joseph E. Kennedy Building.

3. Logo Type
Logo type was designed using the font Lynda. This font use is restricted to the logo only.

LOGO VARIATIONS

Full Logo Horizontal:

Full Color	Black	White

Full Logo Vertical:

Full Color	Black	White

To download these logo variations as an EPS, JPG, PNG, or PDF — visit www.ogeecheetech.edu/brand.

ogeecheetech.edu   @ogeecheetech   @ogeecheetech   @ogeecheetech

PRIMARY COLORS

When choosing color elements for your Ogeechee Technical College project, prioritize these primary colors as they are specific to our brand.

* Pantone color use should be reserved only for vendors using the Pantone color system. CMYK configuration should be used for all other printing needs. RGB and HEX configurations are for digital use only.

Pantone 187*
CMYK: 0/100/80/20 | RGB: 196/18/47 | Hex: #C4122F

55% Black/Silver
CMYK: 0/0/0/55 | RGB: 138/140/142 | Hex: #898B8E

Black
CMYK: 0/0/0/100 | RGB: 0/0/0 | Hex: #000000

White
CMYK: 0/0/0/0 | RGB: 255/255/255 | Hex: #FFFFFF

SECONDARY COLORS

Secondary colors should be used as accent colors in design to add visual interest and enhance the overall composition without overpowering the primary color scheme.

OTC Legacy Teal
CMYK: 85/31/33/20 | RGB: 0/117/135 | Hex: #007586

Yellow
CMYK: 3/26/100/0 | RGB: 246/190/23 | Hex: #F5BD16

FONTS

Apart from logos and colors, typography plays a crucial role in identifying materials that represent the OTC brand. We aim to uphold a consistent standard in managing and maintaining our brand message through the use of type.

PRIMARY

Trade Gothic Next Condensed
Trade Gothic Next Condensed Italic

Trade Gothic Bold Condensed
Trade Gothic Bold Condensed Italic

TRADE GOTHIC NEXT HEAVY COMPRESSED

PRIMARY USE

Paragraph | Body Copy | 11 pt
Paragraph | Body Copy | 11 pt

Subheader | 15 pt
Subheader | 15 pt

HEADER | 20 PT | ALL CAPS

SECONDARY

These fonts can allow the brand to have more flexibility in design. Different fonts can be used for various purposes, such as headlines, body text, or call-to-action elements, ensuring a more balanced and harmonious visual appeal.

LEMON MILK | Calvert | Billion Dreams | AVALANCHE | Fontjek

Alternative Fonts: Arial Narrow or Helvetica Narrow are acceptable substitues for Trade Gothic.