

Ogden-Weber Technical College
200 N Washington Blvd
Ogden, UT 84404
United States

02. Creating Guidelines
04. Logo
05. Logo Variations
06. Dept. Logos

07. Logo Usage
10. Fonts
12. Colors
14. Photo and Video

16. Writing Style
17. Writing Style Tips



Ogden-Weber Technical College

CREATING GUIDELINES

Creating Guidelines

02

Creating Guidelines

This style guide will assist you in understanding the brand for Ogden-Weber Technical College.

This guide will give you the tools you need to be effective in adhering to OTECH's brand in your visual communication efforts.

The OTECH brand is more than just the flying-T or the color red! It's who we are, what we stand for, and how our students and community recognize us. It's critical that you use these guidelines so you can help maintain the OTECH brand and ensure our presence throughout the community is consistent and professional.

To do this, correctly use OTECH's approved fonts, colors, media, and logos in all your materials, to advance the college's mission of creating a prosperous community one student at a time. Please reach out to the Marketing Department if you have any questions.

The logo is the primary identifier for the college. It reinforces our position as a leading provider of technical education in Utah.

Logo

Accurate, consistent and appropriate use of the Ogden-Weber Technical College logo is a powerful way to identify the college and represent it well.

An official version of the logo must appear on all publications that will be distributed outside of the college. It is strongly recommended that it also appear on all internal publications.

Visit otech.edu/marketing and click on "College Logo Page" to download acceptable logos.



The preferred way to use the logo is in full color. Every attempt should be made to enforce this.

The OTECH logo should be easily recognizable, legible, and consistent.

All materials containing the logo are required to have a review by the Marketing Department prior to print or distribution.

To protect the strength and integrity of the logo, a clear white spaced area free of competing visual elements should be maintained around the entire logo.

Stacked



Usage
This variation of the logo helps to preserve white space around the logo, maximizing visual effectiveness.

Letter



One Color



Usage for “One Color”
If the logo must be placed on a dark colored background then this logo should be tried (showing the Lettered Logo in full color) before using a full white out version of the logo.

Individual department logos are available. The department name must be paired with the Ogden-Weber Technical College logo and be placed underneath of it. This allows the piece to represent the college along with the individual department.

Department logos can only be created by the Marketing Department.

Stacked Logo



Horizontal Logo





Correct usage of the logo is important for building consistency and recognition. This page shows typical mistakes to avoid.

Give the logo space to breathe (and room to shine). The logo should be surrounded by generous space so it can be easily recognized. Clear space protects the mark from distraction, leveraging the power of our brand.

Nothing should overlap with the symbol or interfere with its legibility. Make sure the logo is proportionally sized to command attention confidently.

Has the font been changed?



The text within the logo should never be altered.

Should the department name be placed above the OTECH logo?



The department name should always be placed under the Ogdgen-Weber Technical College logo.

Are other elements too close to the logo?



To ensure the logo has optimal legibility and prominence, a clear white space should be maintained around the entire logo.

Has the 'T' been removed from the word mark?



Do not use the 'T' to replace a letter in a word. It should only be used with the ellipses attached (as seen above in the correct model). No other uses are allowed.

The choice of fonts and how you make them work in your design will make the difference between a good, bad, and great design.

OTECH's brand identity is not only communicated through the words you choose but also how the words themselves appear. Use college-approved fonts to create recognizable, professional, and uniform messaging in your materials.

These can be downloaded at otech.edu/marketing.

Various weights of the typeface should be used for headlines, body copy, captions, etc.

Primary Typeface

Avenir
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Avenir Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Avenir Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Secondary Typeface

BEBAS NEUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

BEBAS NEUE LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

BEBAS NEUE BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Brands and color are inextricably linked because color offers an instantaneous method for conveying meaning and message without words.

Colors

The use of color is a key element in the college’s visual identity. Whenever possible, the official college colors should be used.

Accent colors can be used but should not dominate a page.

Use the OTECH color palette to keep your colors consistent across all platforms. Don’t just use any red or gray!



Red

CMYK: 6 / 97 / 99 / 0
RGB#: 224 / 43 / 39
PANTONE 200C



Black

CMYK: 0 / 0 / 0 / 100
RGB#: 0 / 0 / 0
PANTONE DARK GRAY: 10 C



Grey

CMYK: 64 / 56 / 53 / 29
RGB#: 88 / 87 / 89
PANTONE LIGHT GRAY: 420 C

Acceptable Color Use of Logo

White Background



Colored Background



Dark Background



When creating your designs, use photos to increase engagement, tell stories, and enhance visual appeal.

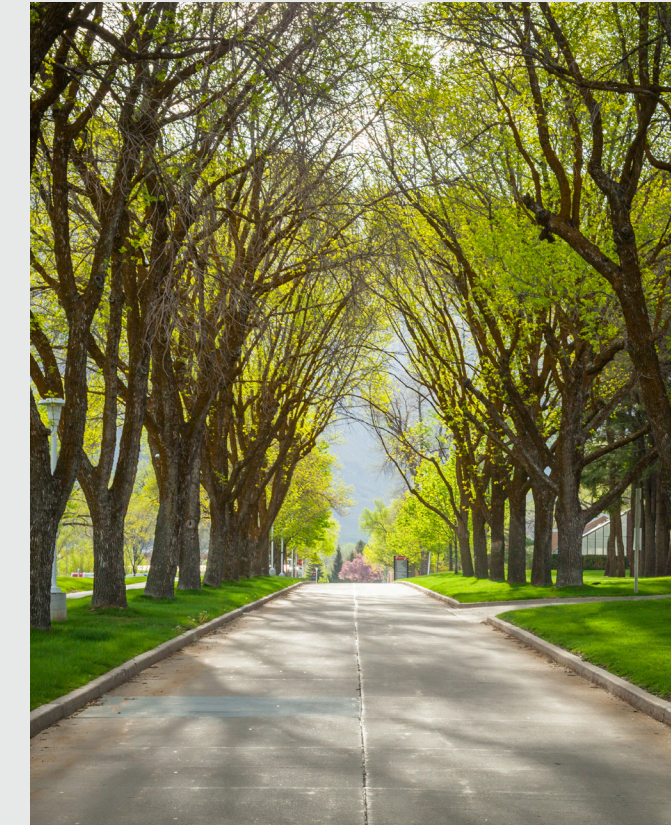
Photo and Video

You have access to a variety of in-house stock photographs and videos featuring OTECH students, faculty, and campus buildings.

Take every opportunity to use these photos and videos! Photos should be a central part of your designs.

Why? Because it's a great way to engage your audience, tell a student story without words, and allow you to show off OTECH's beautiful campus and program areas.

In-house media can be downloaded at otech.edu/marketing by clicking on "OTECH Media."



Sizing

When placing photographs, do not stretch or distort the image in any way.

Tip: Hold the shift key down while resizing images to size proportionately.



Stock Images

Stock photos are available for programs that in-house photographs are lacking.

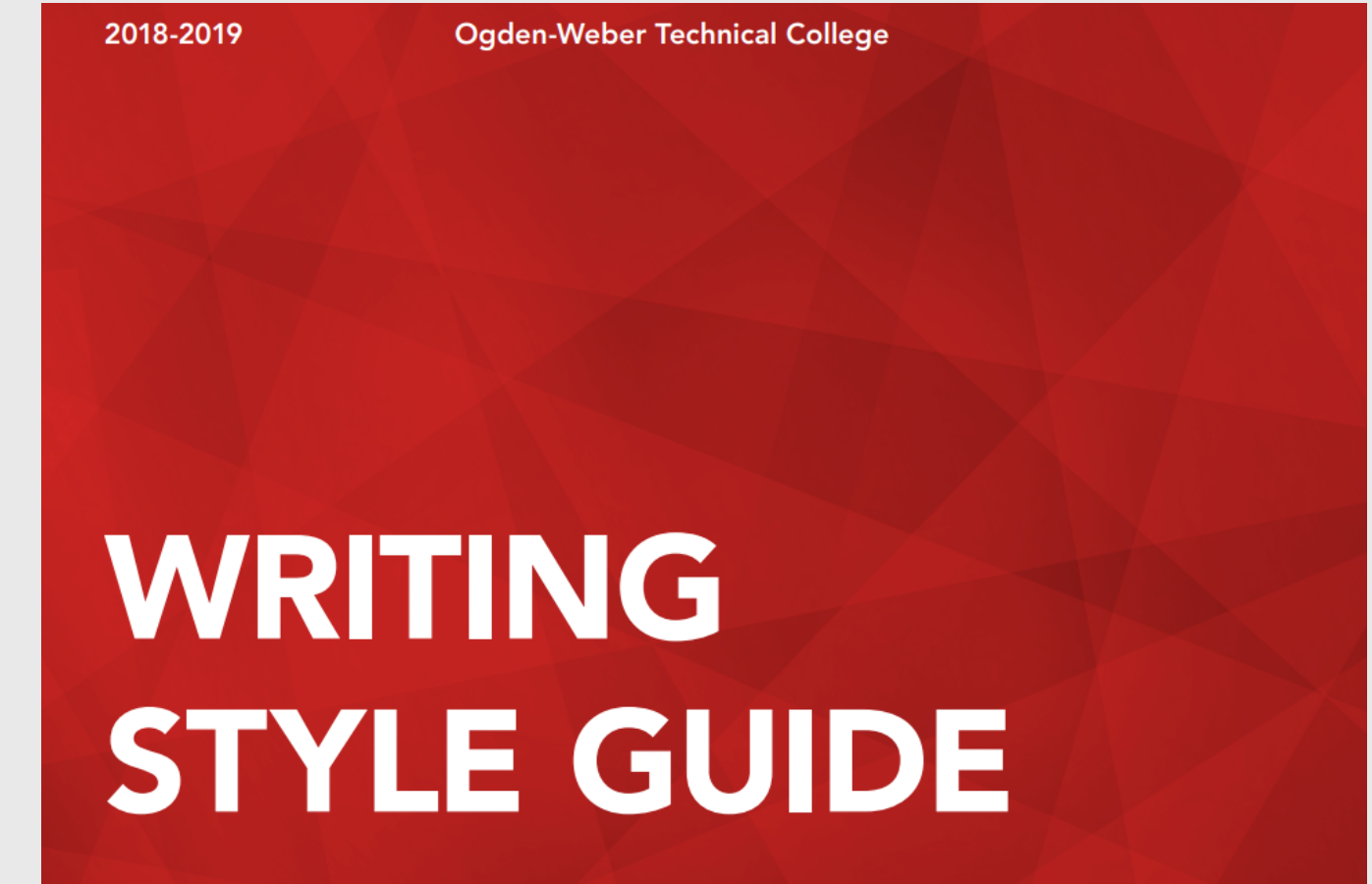
The quality of your writing will help articulate professionalism and authenticity in your materials, and ensure you're best representing the college.

Writing Style

Your writing style will influence how effectively your materials, publications, or social media posts connects and resonates with your audience.

Using clear and simple language, keeping things brief and engaging, and using proper grammar and punctuation, is crucial for clarity and engagement.

If you ever need to know what the correct abbreviation or capitalization is for a term, reference our writing style guide at otech.edu/marketing.





It’s important that you follow correct spelling, syntax, grammar, and punctuation when you’re writing text. Your design may look great, but a writing error can throw off the whole thing!

Reference the college’s writing guide to ensure you’re using correct spelling, grammar, punctuation, capitalization, and abbreviations.

There’s always something a second pair of eyes can catch; that’s why your materials need to be sent to Marketing for approval before you can start using them.

We’ll make sure the logo is used correctly, that colors used in your design don’t break accessibility rules, and check for spelling and grammar errors.

Don’t overuse exclamation marks



Join us for a Lunch n’ Learn with the Student Success Center! Get ready for tax season by attending this workshop! Enhance your knowledge this season by gaining practical tips to ensure you’re making the most of your returns!

When? April 27th!

Where? Cross Hall!

Time? 12-1 pm and 5-6 pm!

See you there!



Join us for a Lunch n’ Learn with the Student Success Center!
Get ready for tax season by attending this workshop. Enhance your knowledge this season by gaining practical tips to ensure you’re making the most of your returns.

When? April 27th

Where? Cross Hall

Time? 12-1 pm and 5-6 pm

See you there!

If you read through your text and see back-to-back exclamation marks, it’s best to remove some.
Exclamation marks are best used for hooks, in the headline of a design, intro sentence of a paragraph, or for call to actions at the end of a paragraph.

Keep things short and sweet



Tuition will be charged up-front, by the course, and as a single cost. The tuition rate is \$95.00 per credit hour and is due on the first scheduled day. Tuition does not cover the cost of books and supplies.
A full-time student is defined as one who attempts 30 credits per academic year of 30 weeks. A part-time student is defined as one who attempts 15 credits per academic year of 30 weeks. A Veterans Affairs student must be scheduled full-time.



Tuition will be charged up-front, by the course, and as a single cost:
-Tuition rate is \$95.00 per credit hour and is due on the first scheduled day
-Tuition does not cover the cost of books or supplies
-Full-Time Student = enrolled in 30 credits per academic year of 30 weeks
-Part-Time Student = enrolled in 15 credits per academic year of 30 weeks
**A Veterans Affairs student must be scheduled full-time.*

We often feel like we need to over-explain and provide all the details! But a person is not going to read all that text.
Opt to use bullet points instead of paragraphs, and when you use paragraphs, keep them to three sentences. Use brief phrases instead of long sentences.

Use a consistent, active voice



We’re holding 9th Grade Exploration. This event is for 9th graders and is for them to come and check out campus. During the event, they’ll visit program areas at the college and participate in hands-on activities.
CTE counselors can help students sign up.



You are invited to 9th Grade Exploration
OTEC is your pathway to reaching your future goals!
Explore our high-tech programs by touring lab spaces, meeting instructors and participating in exciting activities.
Areas to explore: Business, I.T., Construction, Health, Manufacturing, and Service Industries.
Interested in attending? Talk to your counselor to save your spot!

Maintain a consistent, professional, and active tone in your writing. Write as though you are speaking directly to your audience and end your writing with a call-to-action. Don’t switch POVs.
Be exciting! Use “you” to address your audience so it gets their attention and engages them to stay.

Make links accessible



Inserting a link? Add a QR code beside it. These are more accessible and it’s unlikely a person will type in your long, complex link.
QR codes are quick and fast to use.
There are many websites that can help you create a QR code for free. Reach out to Marketing if you need help.



Address

Ogden-Weber Technical College
200 N Washington Blvd
Ogden, UT 84404
United States

Online

otech.edu
facebook.com/ogdenwebertech
youtube.com/ogdenwebertech
instagram.com/ogdenwebertech

Phone

801.627.8300
info@otech.edu