Why bother with branding and graphic standards?

Branding

Branding the Oklahoma CareerTech System ensures universal understanding and recognition of high-quality, competency-based training and education for youth, adults and companies.

Graphic Standards

Graphic standardization ensures consistent use of graphics supporting brand recognition for the Oklahoma CareerTech System. Implementing these guidelines is critical to protecting the image of Oklahoma CareerTech.
Introduction

Branding
Graphic Standards

Resources

Logos
Use for Word/PowerPoint
Red/Black Logo
Black Logo
White Logo
Use on the Web
Red/Black Logo
Black Logo
White Logo
Professional Use:
Four-Color Print
PMS 711 Red/Black Logo
Black Logo
White Logo
Logo Colors

Agency Division Logos
Use for Word/PowerPoint
Use on the Web
Professional Use:
Four-Color Print

CTSO Logos
Use for Word/PowerPoint
Use on the Web
Professional Use:
Four-Color Print

CareerTech Email Signature

CareerTech Photos

CareerTech Presentations and Video

CareerTech QR Codes

CareerTech Templates

CareerTech Website Banners

Oklahoma Works Logo
Use for Word/PowerPoint
Use on the Web
Professional Use:
Four-Color Print

Technology Center Partner Logo
Use for Word/PowerPoint
Use on the Web
Professional Use:
Four-Color Print
CareerTech Logo
The CareerTech logo is the system’s graphic symbol and basis for the brand. This logo should be perceived as a mark of quality and used to represent the Oklahoma Department of Career and Technology Education and CareerTech System services and products and used on websites, printed materials and products representing the system.

Agency Division Logos
Creative Services has developed divisional logos to link the high quality of ODCTE divisional services to the Oklahoma CareerTech System brand. These are to be used on all divisional websites and materials.

CTSO Logos
Each of the seven Oklahoma CareerTech student organizations are integral to the Oklahoma CareerTech System. Help make the connection! Brand Oklahoma CareerTech Student Organizations with the Oklahoma CareerTech System by consistently pairing organizational logos on all materials.

CareerTech Email Signature
A customizable template is available for use in your Outlook email messages.

CareerTech Photos
All photos are taken by the CareerTech agency’s official photographer, Tom Fields, unless noted. For comments or questions or to use images, please email Tom.Fields@careertech.ok.gov.

CareerTech Presentations and Videos
Find resources to help you customize a presentation with Oklahoma CareerTech PowerPoint templates, Prezi and PowToon examples and the Oklahoma CareerTech YouTube playlist.

CareerTech QR Codes
The official Oklahoma CareerTech QR code and those for the CTSOs and other areas at the CareerTech agency are ready to add to your materials.

CareerTech Templates
The official CareerTech letterhead is ready for downloading.

CareerTech Website Banners
Here you will find banner collage examples. Contact Creative Services for assistance in creating your banner.

Oklahoma Works Logo
Gov. Mary Fallin asks that all state agencies incorporate Oklahoma Works branding materials into all of education and workforce materials. Here you will find the Oklahoma Works logos to be used on websites, printed materials and products representing the system.

Technology Center Partner Logo
CareerTech logo with “A Proud Partner of Oklahoma’s CareerTech System” tagline
Please Note
Do not attempt to recreate this artwork. This logo should always remain in the exact proportion. Do not stretch.
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Use on the Web

Red/Black Logo (png)

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CareerTech Logo Red
Print Red
PMS: 711 C
C: 0 %
M: 100 %
Y: 80 %
K: 2 %
HEX: bb0000
R: 231
G: 25
B: 57
Web Red

CareerTech Logo Black
Print Black
PMS: Black C
C: 0 %
M: 0 %
Y: 0 %
K: 100 %
HEX: 000000
R: 0
G: 0
B: 0
Web Black
Examples:

**career tech**

**BMITE** Business, Marketing and Information Technology Education

**FACSED** Family and Consumer Sciences Education

**ACADEM** Academic Enhancement

**ADMIN** Administration

**AG** Agricultural Education

**FFA**

**BMITE** Business, Marketing and Information Technology Education

**BPA** Business Professionals of America

**DECA**

**BPA/DECA**

**FACSED** Family and Consumer Sciences Education

**FCCLA** Family, Career and Community Leaders of America

**CAC** Career and Academic Connections

**CARPAD** Career Prep Administration

**CARRP** Career Readiness Program

**COMM** Communications and Marketing

**CREAT** Creative Services

**CIMC** Curriculum

**CADC** Curriculum and Assessment Distribution Center

**CYBERS** Cyber Security

**EDUCPA** Education Partnerships

**ETR** Educational Technology Resources

**FACILI** Facility Services

**FACSED** Family and Consumer Sciences Education

**FIN** Financial Services

**GEDP** Government and Economic Development Partnerships

**HLTH** Health Careers Education

**HOSA**

**HR** Human Resources

**IT** Information Technology

**IRQ** Innovation, Research and Quality

**IIS** Innovative Initiatives and Services

**LIFEO** Lifelong Learning

**MAVCC** MAVCC

**PERKAD** Perkins Administration

**STEM** Science, Technology, Engineering and Mathematics

**TSA** Technology Student Association

**SERCN** Service Center

**SBD** Small Business Development

**S&A** Standards and Assessments

**S&A-SP** Standards and Assessments-Special Projects

**WTW** TANF/Welfare-to-Work

**T&I** Trade and Industrial Education

**SkillsUSA**

**WORKDE** Workforce Development

**WRA-FO** Workforce Recovery and Advancement-Field Operations

**WRA-SS** Workforce Recovery and Advancement-State Supervision
Examples:

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