

Graphic Standards Manual

OKLAHOMA DEPARTMENT OF CAREER
AND TECHNOLOGY EDUCATION



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.

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- Use for Word/PowerPoint
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 - Four-Color Print

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

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- Use for Word/PowerPoint
- Use on the Web
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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

**Use for Word/
PowerPoint**

Red/Black Logo (png)

*career*tech 7"
504px

*career*tech 4"
288px

*career*tech 2"
144px

Please Note

Do not attempt to recreate this artwork.
This logo should always remain in the
exact proportion. Do not stretch.

**Use for Word/
PowerPoint**

Black Logo (png)

career **tech** 7"
504px

career **tech** 4"
288px

career **tech** 2"
144px

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**Use for Word/
PowerPoint**

White Logo (png)



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Use on the Web

Red/Black Logo (png)

*career*tech 7"
504px

*career*tech 4"
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White Logo (png)



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PMS 711 Red/Black Logo (vector)

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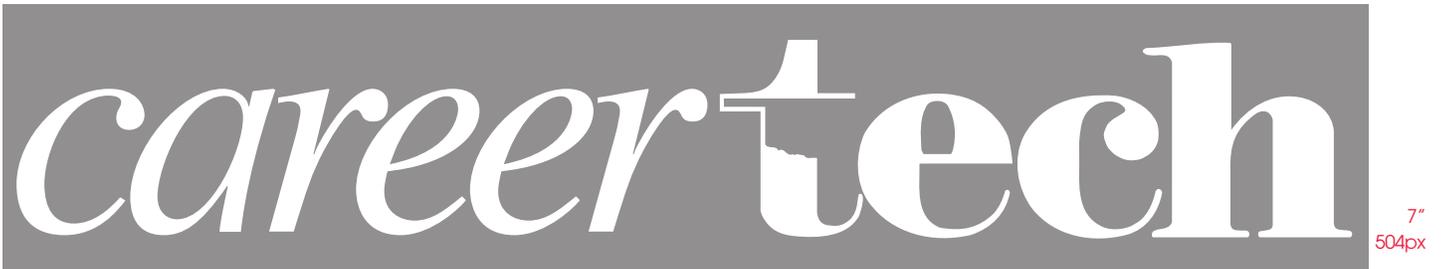
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Logo

Logo Color

CareerTech Logo Red

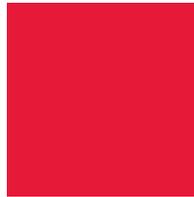
Print Red



PMS: 711 C

C: 0 %
M: 100 %
Y: 80 %
K: 2 %

Web Red

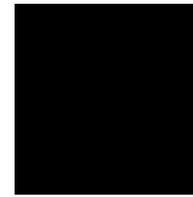


HEX: bb0000

R: 231
G: 25
B: 57

CareerTech Logo Black

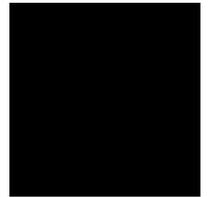
Print Black



PMS: Black C

C: 0 %
M: 0 %
Y: 0 %
K: 100 %

Web Black



HEX: 000000

R: 0
G: 0
B: 0



Examples:

careertech

BMITE Business, Marketing and
Information Technology 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

careertech

FACSED Family and Consumer
Sciences Education

HLTH Health Careers Education

HOSA

HR Human Resources

IT Information Technology

IRQ Innovation, Research and Quality

IIS Innovative Initiatives and Services

LIFELO 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

Use on the Web

Agency Division Logos (png)

Examples:



ACADEM Academic Enhancement

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FFA

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CARRP Career Readiness Program

COMM Communications and Marketing

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CIMC Curriculum

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GEDP Government and Economic Development Partnerships

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HR Human Resources

IT Information Technology

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IIS Innovative Initiatives and Services

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STEM Science, Technology, Engineering and Mathematics
TSA Technology Student Association

SERCN Service Center

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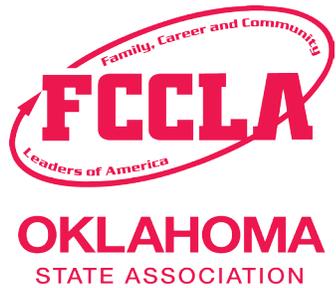
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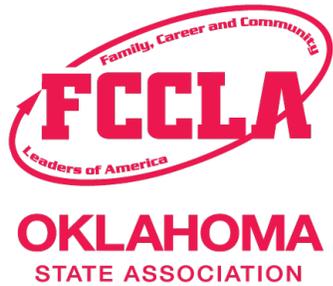
Use for Word/ PowerPoint

CTSO Logos (png)



Use on the Web

CTSO Logos (png)



**Professional Use:
Four-Color Print**

CTSO Logos



**Use for Word/
PowerPoint**

Oklahoma Works Logos (png)



Use on the Web

Oklahoma Works Logos (png)



**Professional Use:
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Oklahoma Works Logos



**Use for Word/
PowerPoint**



Use on the Web



**Professional Use:
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