

COTC Visual Identity Guidelines

Colors:

PMS 288 Blue PMS 021 Orange (Pantone Matching System)

Fonts:

Body Copy: Rockwell Plain

Spring Quarter Classes begin March 28th.

When using the name of the school without the logo/mark: **Rockwell Bold**

Central Ohio Technical College

*If the space allows, please use the name with 4 locations under it:
(This is an image file that can be found on the shared drive in the marketing folder)*

Central Ohio Technical College
Newark • Coshocton • Knox • Pataskala

Acceptable use of Logo:

Logo is used in black and white or in a PMS 288 blue (match) in the formats shown below, as a positive or reverse.

Logo can also be used listing all 4 campus locations or one location as shown.

The logo can be used alone, without locations listed, when space or other factors dictate.

These acceptable versions of the logo can be found on the shared drive, in the marketing folder.

Positive

Negative (positive preferred)



Newark • Coshocton • Knox • Pataskala



Pataskala Campus



Newark • Coshocton • Knox • Pataskala



Knox Campus



COTC Visual Identity Guidelines

Unacceptable use of Logo:



Placing the logo on another shape

Using a tagline or location with the Logo



Discover Your Potential

Manipulating the background of the logo



Newark



Reproportioning or distorting the logo.

Please note:

If you are developing any materials to be published on or off campus, especially those for external communication, please forward to marketing for prior approval. This will help us to ensure consistency in our images and messages.