

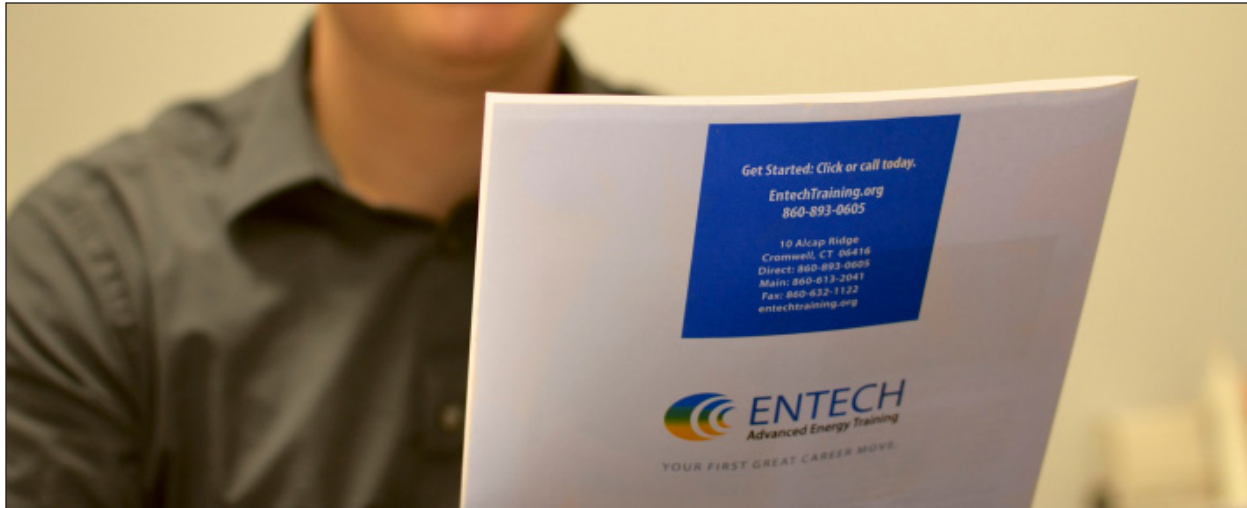


Your first great career move.

BRAND GUIDELINES



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The Entech brand represents an exciting new chapter in the life of the Connecticut Energy Marketing Association's technical education center, formerly known as ITEC. The Entech brand identity has been carefully created to reflect the school's position as an established provider of advanced training for those seeking an exciting career in the energy industry.

As with all brand identities, effective and efficient use of the Entech brand requires consistent application in all media. The following pages are intended to be a helpful guide for those who use the Entech logo and brand elements in print and digital communications. For assistance with specific situations not covered here, please refer to the contact information on page 10 for support.

ENTECH
Advanced Energy Training

MY CART
ABOUT US REQUEST INFORMATION NEWSLETTER CONTACT US

HVACR CETP Propane CDL Training Energy Efficiency/BPI Continuing Ed Seminars Customized Training

SLIDER FPO 3

The shortest distance between you and a great career.

Where do the pros look for the next generation of HVACR technicians? Right here at Entech. Our state-of-the-art [facility](#) offers training with the very latest technologies and equipment. Because Entech is a member of the Connecticut Energy Marketing Association, we have direct relationships with

Learn More

Call us toll-free at 1-800-555-5555 or fill out the form below.



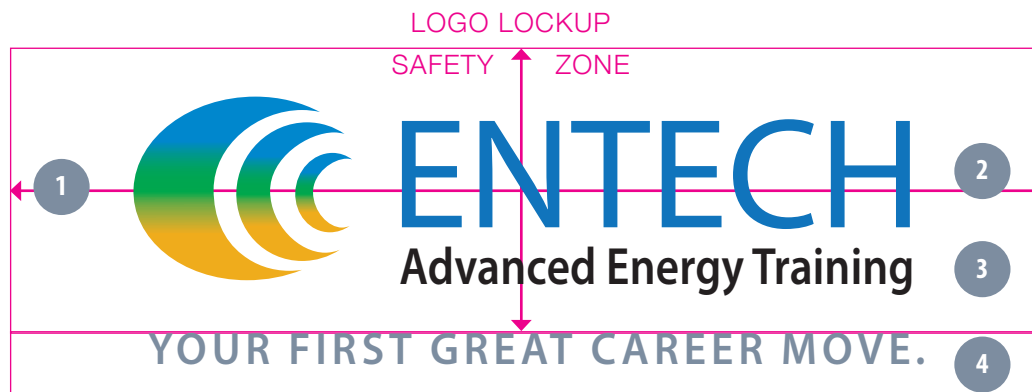
The Entech logo includes a graphic icon, the name, a descriptor, and in most instances, a tagline. With the exception of the tagline, the logo components should remain in a fixed-relationship “lockup” as shown at left.

1. Icon – An abstract graphic sphere representing a focused energy source; the color gradation transitions from cool blue at top, through green, to warm yellow at bottom. The icon should always appear to the left of the name in the logo.

2. Name – “ENTECH” in all capital letters is an essential element of the logo; when used within text, the name should appear in upper & lower case: “Entech”

3. Descriptor – “Advanced Energy Training” describes the core aspect of Entech and is an essential part of the logo and should always appear directly beneath the name.

4. Tagline – “Your First Great Career Move.” The tagline may be used in all caps, as shown, or in upper & lower case depending upon design and message flow considerations. Similarly, it may appear directly under the logo when used as part of the Entech signature, or it may appear elsewhere on a page as a sign-off line.



TAGLINE OPTION: MAY APPEAR ELSEWHERE ON PAGE



The Entech primary color palette is derived from the gradient colors in the sphere icon: Entech Blue, Entech Green, and Entech Yellow.

Entech Blue should be used as the dominant accent color in communication pieces and signage.

The secondary accent colors should be used sparingly: Entech Gray and Entech Red.

In printed pieces, text copy should generally be set in black with accent colors used judiciously to highlight headlines and subheads.

Color formulas for CMYK, RGB and Pantone solid color equivalents are noted at left.

Entech Blue

CMYK: 100/32/0/0
 RGB: 0/135/205
 Pantone 3005C

Entech Green

CMYK: 98/0/100/0
 RGB: 0/167/80
 Pantone 355C

Entech Yellow

CMYK: 5/35/100/0
 RGB: 239/172/31
 Pantone 124C

Entech Gray

CMYK: 55/39/27/1
 RGB: 125/141/160
 Pantone Cool Gray 9C

Entech Red

CMYK: 15/100/100/0
 RGB: 210/35/42
 Pantone 1797C

6. LOGO VARIATIONS



Standard 4-color logo

Use against a white background, a light solid color or a simple light photographic background

The primary presentation of the Entech logo is the 4-color logo against a white background.

Alternate approved versions of the Entech logo are available for applications where a white background is not appropriate or when 4-color printing is not practical.



4-color logo with white descriptor

Use against a black background, a dark solid color or a simple dark photographic background

In printed applications, the minimum size at which the Entech logo should be reproduced is 1" wide.



Grayscale logo

In black & white applications, use against a white background, a light solid background, or a simple light photographic background



Grayscale logo/reverse

In black & white applications, use against a black background, a dark solid background, or a simple dark photographic background

Print and Digital – The Myriad Pro font family should be used for Entech printed materials and digital applications such as banner ads in which fonts are embedded.

Myriad Pro Regular

abcdefghijklmnopqrstuvwxyABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Myriad Pro Italic

abcdefghijklmnopqrstuvwxyABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Myriad Pro Light

abcdefghijklmnopqrstuvwxyABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Myriad Pro Semibold

abcdefghijklmnopqrstuvwxyABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Myriad Pro Bold

abcdefghijklmnopqrstuvwxyABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Myriad Pro Condensed

abcdefghijklmnopqrstuvwxyABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Web and PowerPoint – For universal acceptance across varied web browsers and computer systems, use the Arial font family.

Arial Regular

abcdefghijklmnopABCDEFHIJKLMNO 1234567890

Arial Italic

abcdefghijklmnopABCDEFHIJKLMNO 1234567890

Arial Bold

abcdefghijklmnopABCDEFHIJKLMN 1234567890

Arial Bold Italic

abcdefghijklmnopABCDEFHIJKLMN 1234567890



Energy careers: Exciting, rewarding, and in demand.

What do Entech students get for their efforts? Stable, well-paying careers. Your state-of-the-art training at Entech will prepare you to work in Heating, Ventilation, Air Conditioning, Refrigeration (HVACR), Propane (CETP), Energy Efficiency, or to get a Commercial Driver License (CDL). Because Entech is a non-profit, state-approved school associated with CEMA (Connecticut Energy Marketers Association), you'll benefit from our relationships with many of the companies that are hiring apprentices. You could be earning a paycheck before you know it! And you'll pay less tuition than you would at other schools. At Entech, a promising future is closer than you realize.

\$54,310
Medium annual income for a HVACR Technician in Connecticut.
(Source: hvactraining.net)



21%
Expected job growth for HVACR over the next decade.
(Source: U.S. Bureau of Labor Statistics)



6
Number of months it takes to be ready for a paid apprenticeship.



HVACR. License To Earn

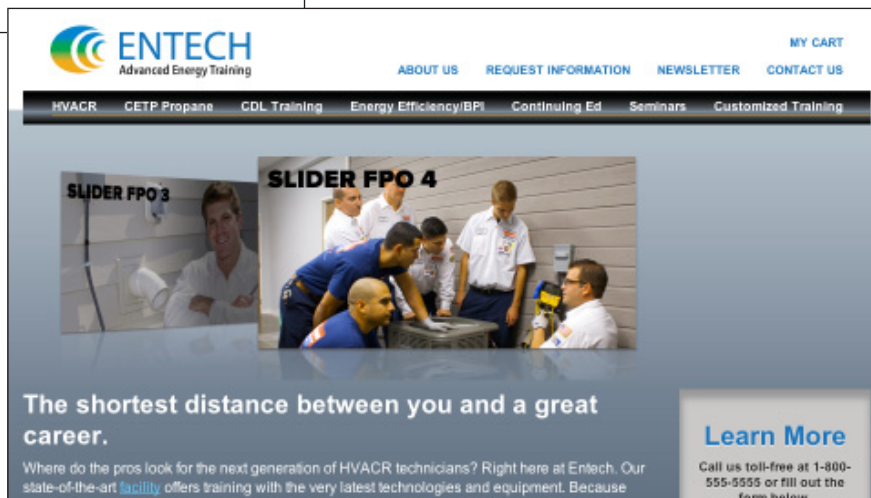
Entech has launched hundreds of successful careers in Heating, Ventilation, Air Conditioning and Refrigeration. It's a proven career path, and this is the proven place to start. Whether you pursue the most comprehensive S license, or the more specific B or D licenses, our curriculum leads directly to the Department of Labor's apprenticeship program. You could be working in under 6 months, earning a paycheck while you continue to learn and prepare for your license.

CETP. Be A Propane Pro.

More homes and businesses are using propane than ever before. Train for your G license from Entech and put yourself right where you want to be – at the cutting edge of a growing industry. You'll be qualified to install, repair, alter and maintain gas piping systems and approved gas appliances. Upon successful completion of each course, you'll receive NPGA Certification.



HVACR.
Get trained.
Get working.
Get paid.
860-893-0605

ENTECH Advanced Energy Training

ABOUT US | REQUEST INFORMATION | NEWSLETTER | CONTACT US | MY CART

HVACR | CETP Propane | CDL Training | Energy Efficiency/BPI | Continuing Ed | Seminars | Customized Training

SLIDER FPO 3 | **SLIDER FPO 4**

The shortest distance between you and a great career.

Where do the pros look for the next generation of HVACR technicians? Right here at Entech. Our state-of-the-art facility offers training with the very latest technologies and equipment. Because

Learn More

Call us toll-free at 1-800-555-5555 or fill out the form below.

8. USAGE EXAMPLES

Letterhead, business card, #10 envelope

ENTECH
Advanced Energy Training

10 Alcap Ridge
Cromwell, CT 06416
Direct: 860-893-0605
Main: 860-613-2041
Fax: 860-632-1122
entechtraining.org

ENTECH
Advanced Energy Training

Kate Lennon
ENTECH Business Development

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Phone: 860-893-0605
Fax: 860-632-1122
kate@entechtraining.org
entechtraining.org

ENTECH
Advanced Energy Training

10 Alcap Ridge, Cromwell, CT 06416

HVACR. Get trained. Get working. Get paid.
860-893-0605

ENTECH
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YOUR FIRST GREAT CAREER MOVE.

entechtraining.org

Brochure

ENTECH
Advanced Energy Training

HVACR CETP Propane CDL Energy Efficiency/BPI

Your first great career move.

These examples demonstrate how the Entech brand, when presented in a consistent manner using a few basic ground rules, projects an entity that is progressive, success-oriented, high-tech, and forward-thinking.

Go from learning to earning – fast.

ENTECH
Advanced Energy Training

entechtraining.org • 860-893-0605
YOUR FIRST GREAT CAREER MOVE.

Event banner

Banner ad

9. DOS AND DON'TS



Leave a clear "safety zone" around the logo so other graphics don't crowd the logo.



Place logo against a white background, a light solid color, or a very simple photographic background.



Maintain the logo "lockup" and use approved fonts in all applications.



Maintain consistent proportions.

← Yes
No →



Do not violate the logo "safety zone."



Do not place logo against a busy background.

← Yes
No →

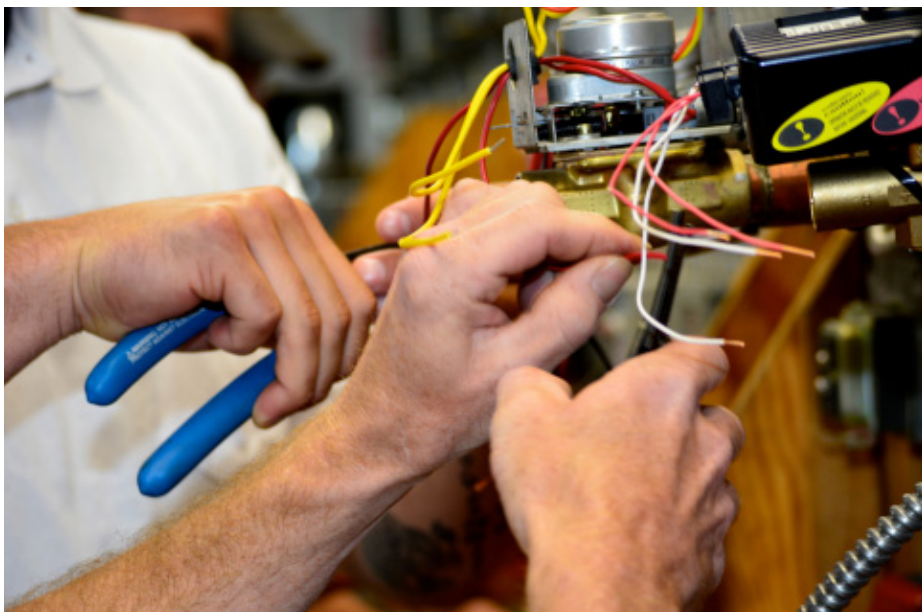


Do not take apart the logo "lockup," rearrange the logo components or use substitute fonts.

← Yes
No →



Do not stretch the logo horizontally or vertically.



If you have questions regarding Entech brand guidelines, need digital files or require technical assistance, please contact:

ENTECH Business Development
10 Alcap Ridge
Cromwell, CT 06416
PHONE: 860-893-0605
FAX: 860-632-1122
entechtraining.org

