ENTECH
Advanced Energy Training

Your first great career move.

BRAND GUIDELINES

Introduction 3

Logo Components 4
- Icon
- Name
- Descriptor
- Tagline

Colors 5
- CMYK
- RGB
- Pantone

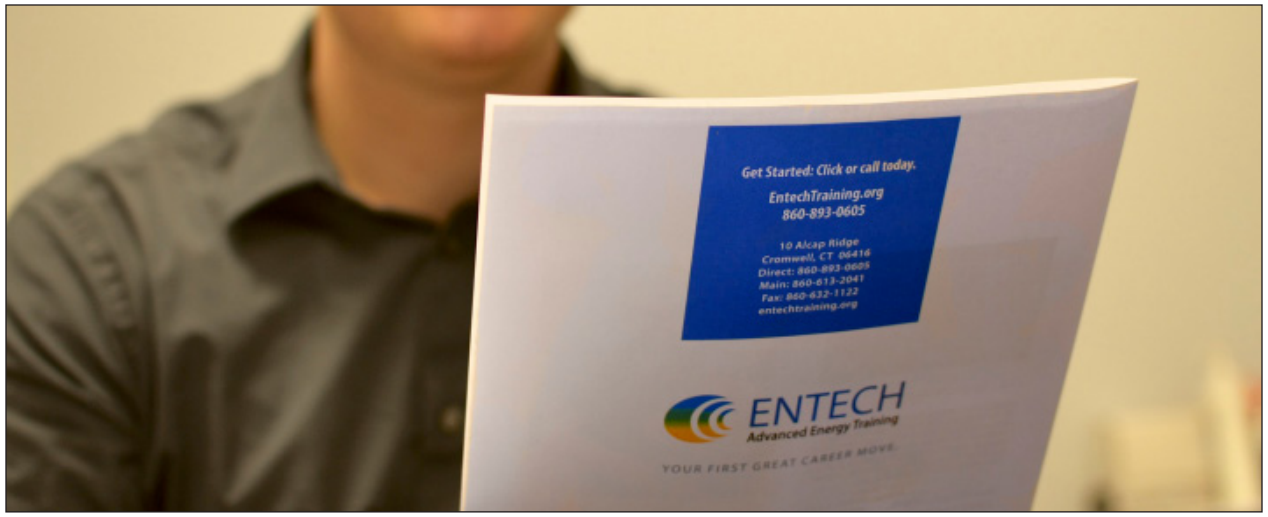
Logo Variations 6

Typography 7
- Print and Digital
- Web and PowerPoint

Usage Examples 8
- Letterhead
- Business card
- Banner ad
- Brochure
- Event banner

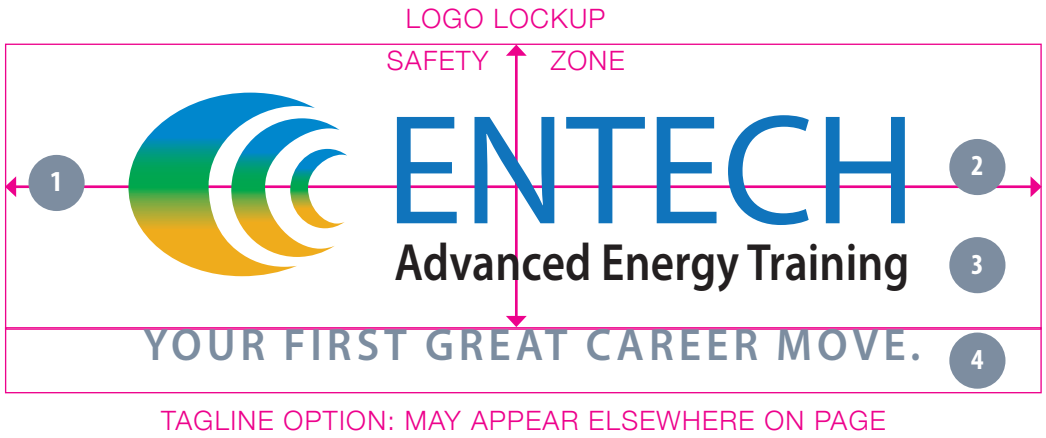
Dos and Don'ts 9

Support 10



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.



TAGLINE OPTION: MAY APPEAR ELSEWHERE ON PAGE

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.

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

Standard 4-color logo
Use against a white background, a light solid color or a simple light photographic background

4-color logo with white descriptor
Use against a black background, a dark solid color or a simple dark photographic background

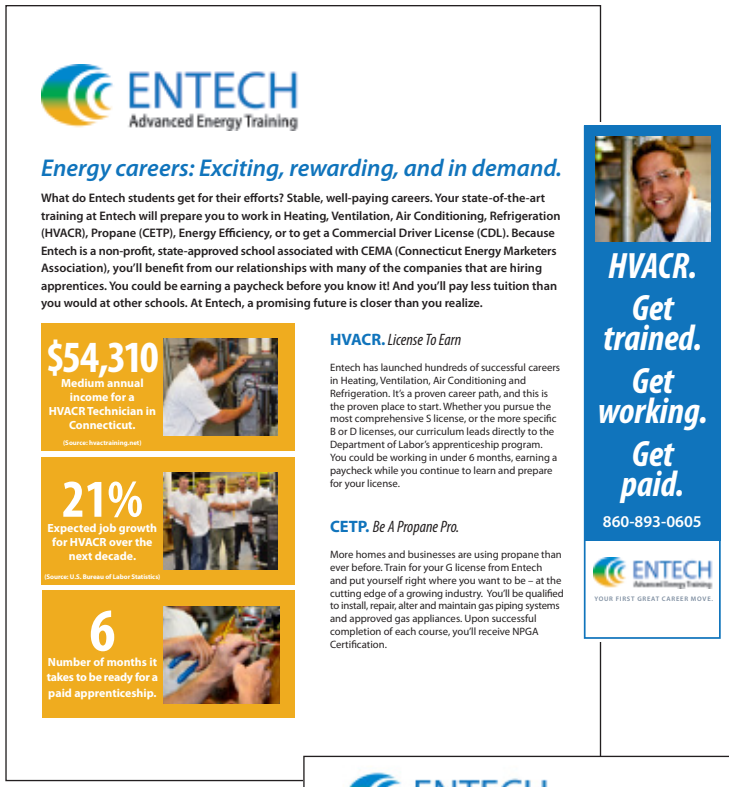
Grayscale logo
In black & white applications, use against a white background, a light solid background, or a simple light photographic background

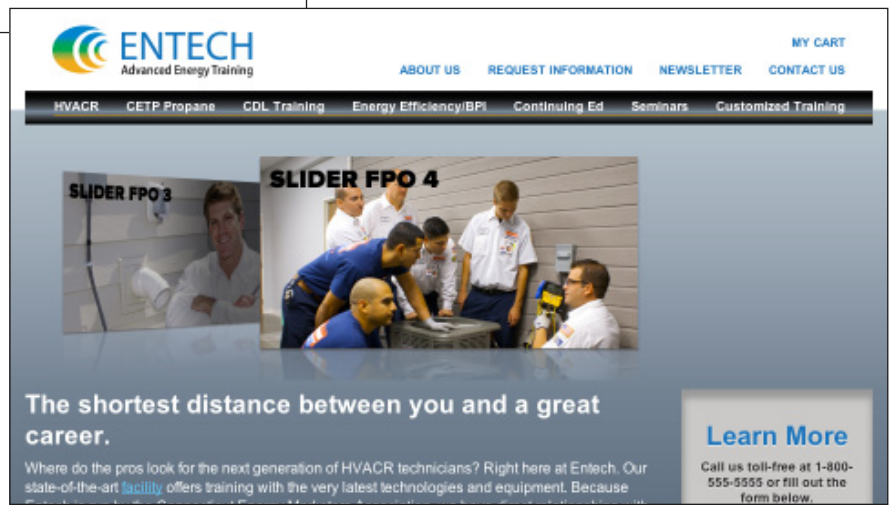
Grayscale logo/reverse
In black & white applications, use against a black background, a dark solid background, or a simple dark photographic background

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.

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





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
abcdefghilklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Myriad Pro Italic
abcdefghilklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Myriad Pro Light
abcdefghilklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Myriad Pro Semibold
abcdefghilklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Myriad Pro Bold
abcdefghilklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Myriad Pro Condensed
abcdefghilklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

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

Arial Regular
abcdefghilklmnABCDEFGHIJKLMNO 1234567890

Arial Italic
abcdefghilklmnABCDEFGHIJKLMNO 1234567890

Arial Bold
abcdefghilklmnABCDEFGHIJKLMN 1234567890

Arial Bold Italic
abcdefghilklmnABCDEFGHIJKLMN 1234567890

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.

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

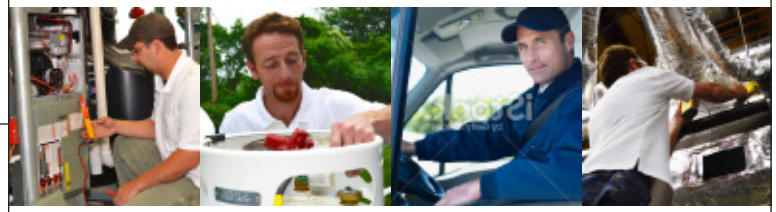
10 Alcap Ridge
Cromwell, CT 06416
Phone: 860-893-0605
Fax: 860-632-1122
kate@entechtraining.org
entechtraining.org

ENTECH
Advanced Energy Training

10 Alcap Ridge, Cromwell, CT 06416

Banner ad

ENTECH
Advanced Energy Training



HVACR | CETP Propane | CDL | Energy Efficiency/BPI

Your first great career move.

entechtraining.org

Brochure

Go from learning to earning – fast.

ENTECH
Advanced Energy Training

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

Event banner

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

Yes

No

Do not violate the logo "safety zone."

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

Yes

No

Do not place logo against a busy background.

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

Yes

No

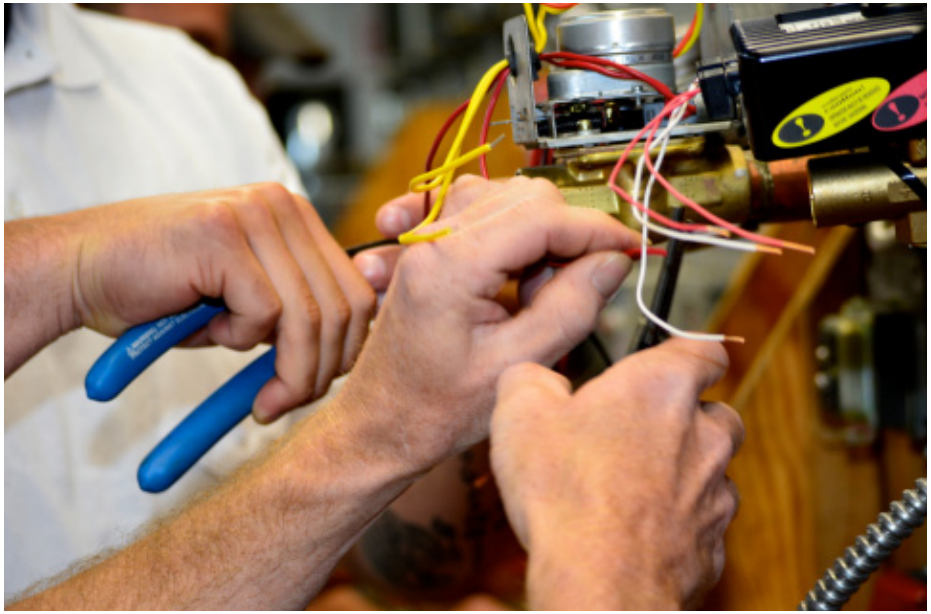
Do not take apart the logo "lockup," rearrange the logo components or use substitute fonts.

Maintain consistent proportions.

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

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