



Career Training Academy

Training for a Lifetime™

Brand Guidelines July 2015

Table of Contents

Career Training Academy® Brand Guidelines

Developing our Culture

Mission Statement	1
Vision Statement.....	2
Brand Personality	3

Colors

What Our Colors Mean	4
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Logo

Structure.....	5
Minimum Size	6
Clear Space	7
Color Variations	8
Incorrect Use	9

Visual Identity

Color	10
Photos	11
Typography.....	12

Putting it All Together

Stationery	13
Print Samples	14
Brand Merchandise	15
Web Ad Samples	16
Academic Publications.....	17
Admissions.....	18

For More Information

Contact.....	19
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Developing Our Culture

Mission Statement

The Mission of Career Training Academy®

The mission of Career Training Academy® is to provide students a bridge from the life they have now to the more prosperous situation they seek. Through comprehensive fast-paced training, strong personal investment in the individual, and academic programs relevant to community needs, CTA offers that achievable path to a fulfilling career.

To achieve our mission, we provide specialized career training, academic support, and job placement assistance to qualified students for the successful completion of the specific program.

Employers are in need of skill driven, technically qualified employees with the ability to relate to other employees and clients. Our graduates receive the skills needed for an entry-level position in all programs. The ability to relate to others is paramount to securing and maintaining a job and will benefit the employers and graduates alike. Through a well-thought-out soft skills curriculum that is reinforced consistently and regularly, our graduates are trained to relate to other employees and clients.

We provide the educational environment that is both unique and traditional: unique in that we employ new techniques to learning; traditional in that the student will have the education that meets today's requirements. We also believe that community service builds character and self-esteem. As a result, we expect our students to participate in various community service projects. We believe that by employing these techniques in the learning process the student is prepared for entry-level occupations. Instructors who care, hands-on training, and a unique educational environment is our philosophy at Career Training Academy®.

Developing Our Culture

Vision Statement

The Future of Career Training Academy®

Career Training Academy® will double the number of annual graduates by the year 2025. We plan to become the preeminent source for local businesses to find highly trained professionals for filling their staffing needs. When prospects see there are opportunities available when they are trained and that CTA is local, convenient and cares about them as an individual, we will be viewed as that bridge to a brighter future.

Developing Our Culture

Brand Personality

YOU are the personality of Career Training Academy®

A successful brand is not determined by a logo design or advertising. Success depends on delivering the whole experience promised in the advertising.

A brand is the whole of all the parts. From the beginning, a prospect reacting to an ad or reference, to the on-campus atmosphere, and on through to their goal of employment, the whole experience tells a story of the brand. One of the most critical parts, the heart if you will, is you. The Faculty and Staff of Career Training Academy® are at the most critical juncture between the experience promised by our advertising and the delivery of that promise to the student. A professional, positive and supportive atmosphere is needed at all times. This is achievable through Truth, Trust, Consistency, and Teamwork.

Take pride in being part of Career Training Academy® because you are serving others and helping to build a better community, one student at a time.

And in the end, Career Training Academy® is not what we say it is, it is what OTHERS SAY WE ARE.

Strive for the public to use these descriptions when referring to Career Training Academy®.

CTA is

- Caring
- Supportive
- Achievable
- Stable
- Interested in my well-being
- Life changing

The Faculty and Staff

- Instill Pride and Confidence
- Provide Opportunity
- Deliver Quality
- Bring growth to my life
- Are academically relevant
- Are a community partners

Colors

What Our Colors Mean



PMS 289

Blue is the color of the sky and sea. It is often associated with depth and stability. It symbolizes trust, loyalty, wisdom, confidence, intelligence, faith, and truth.

Blue is considered beneficial to the mind and body. It slows human metabolism and produces a calming effect. Blue is strongly associated with tranquility and calmness.

Dark blue is associated with depth, expertise, and stability. It represents knowledge, power, integrity, and seriousness.



PMS 172

Orange combines the energy of red and the happiness of yellow. It is associated with joy and sunshine. Orange represents enthusiasm, fascination, happiness, creativity, determination, attraction, success, encouragement, and stimulation.

Studies show it increases oxygen supply to the brain, produces an invigorating effect, and stimulates mental activity. It is highly accepted among young people. As a citrus color, orange is associated with healthy food and stimulates appetite. It is highly visible and eye catching. Orange is symbolic of strength and endurance.

Logo Structure

Why a bridge?

A bridge symbolizes progress, connections, and stability. They transport you over an obstacle. This particular bridge design is recognized as uniquely Pittsburgh thus communicating that Career Training Academy® is a local school and a strong part of the community. Creating an association between this bridge and Career Training Academy® symbolizes that we are supportive, local and dependable.

Why in the shape of a shield?

A shield/coat of arms/crest shape communicates historical strength and longevity. It can be a protector and delivers an overall feeling of pride. It is widely accepted as a symbol of higher education.

What does the tag line, Training for a Lifetime™ mean?

A main point of differentiation for Career Training Academy® is Training for a Lifetime™. It is our commitment to every graduate that they can return to take refresher courses free of charge.



Career Training Academy

Training for a Lifetime™

Logo

Minimum Size

Minimum size

The tag line “Training for a Lifetime” is part of the logo mark and should always be presented together. To keep the tag line presented no smaller than 5 pt. these size measurements should be followed. Four orientations are available to accommodate a wide variety of applications and environments.



Logo

Clear Space

Clear space

The logo should have a “buffer” or clear space to maintain legibility and impact. No other graphic elements should infringe upon this space. This clear space should be equal to the space from the mean line of “Academy” to the orange rule below.



Centered format



Left justified format



Horizontal format



Centered format

Logo

Color Variations

Color variations

Many color variations have been developed to accommodate a wide variety of applications.



4 color



2 color



Black



White

Logo

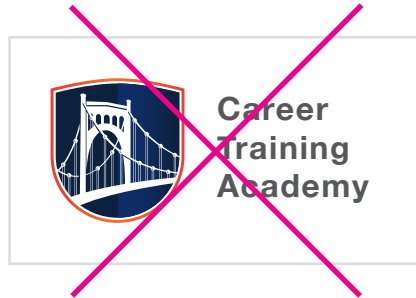
Incorrect Use

Incorrect use

Always place the logo in its entirety from the file provided. Below are examples of unacceptable ways to use the Career Training Academy® logo.



Do not distort



Do not type in the school name



Do not alter logo colors



Do not use the crest alone



Do not place on distracting or conflicting backgrounds



Do not re-arrange logo elements

Visual Identity

Color

Expanded color palette
Generating a color palette beyond the main two PMS colors is permitted to expand design options. Gradients can also be created from these color options.

Expanded color palette
Blue



CMYK	98 84 46 51	100 85 46 51	100 85 46 3	100 46 12 0	100 0 0 0
RGB	13 34 63	16 46 102	29 69 138	0 118 175	0 174 239
HEX	0d223f	102e66	1d458d	0076af	00deef

Expanded color palette
Orange



4 86 100 6	0 86 99 0	0 72 98 0	0 50 100 0	0 35 85 0
216 71 35	240 75 36	243 108 36	247 148 30	251 176 64
d84723	f04b24	f36c24	f7941e	ffb040

Visual Identity

Photos

Selecting and categorizing photos

Image selection is critical to brand identity. Selecting photos that are motivating, aspirational and diverse is required for portraying Career Training Academy in the proper light. There are several categories of photos that are appropriate for portraying CTA in an authentic and accurate manner.

Testimonials

Using actual students and graduates is an effective way to tell the story of Career Training Academy®. It is preferable that a professional photo of the graduate be taken for publication.

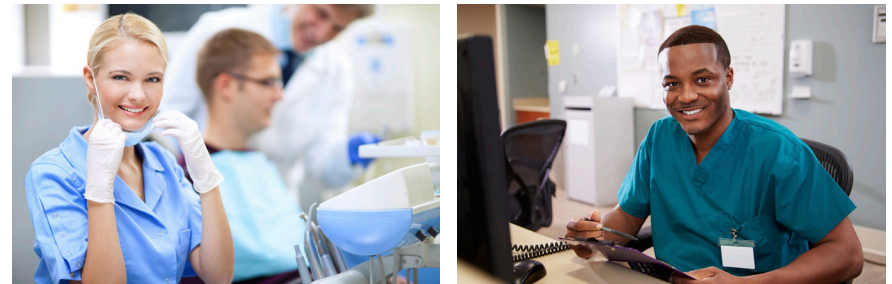
Academic Student

Communicates academic strength of Career Training Academy®.



Employment Outcomes

Speaks to employment goals.



Student Life

Portrays the college as a caring and welcoming atmosphere.



General Lifestyle

Use when speaking of education as an opportunity for improving lifestyle.



Visual Identity

Typography

Logo font

Alverata Informal Bold is reserved strictly for the school name in the logo. It should not be used anywhere else in marketing the school. Restricting this font use to the logo preserves its uniqueness.

Tag line and address font

Vag Rounded is used for the tag line "Learning for a Lifetime™" It is also used in displaying the different locations' addresses in stationery and print advertising.

Display advertising and publications

Bree Serif is the main font for all traditional publishing and headlines in digital publishing.

Verdana should be used for locations' addresses and body copy in digital publishing.

Primary typeface - Bree Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bree Serif - Thin

Bree Serif - Thin Italic

Bree Serif - Light

Bree Serif - Thin Italic

Bree Serif - Regular

Bree Serif - Regular Italic

Bree Serif - Semi Bold

Bree Serif - Semi Bold Italic

Bree Serif - Bold

Bree Serif - Bold Italic

Bree Serif - Extra Bold

Bree Serif - Extra Bold Italic

Secondary traditional publishing typeface - Vag Rounded

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Vag Rounded - Thin

Vag Rounded- Light

Vag Rounded - Bold

Vag Rounded - Black

Secondary digital publishing typeface - Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Verdana - Regular

Verdana - Italic

Verdana - Bold

Verdana - Bold Italic

Putting it All Together

Stationery



Letterhead

Use Verdana 9pt. on 11 leading for letter copy with 0 kerning.

Margins:

left: at the 1.375" mark
right: at the 7.125" mark
top: at the 2" mark
bottom: at the 9.5" mark



Career Training Academy

Training for a Lifetime™

Firstand Lastname

Title space

Department space

724.337.1000 ext. 123 (office)

123.456.7890 (cell)

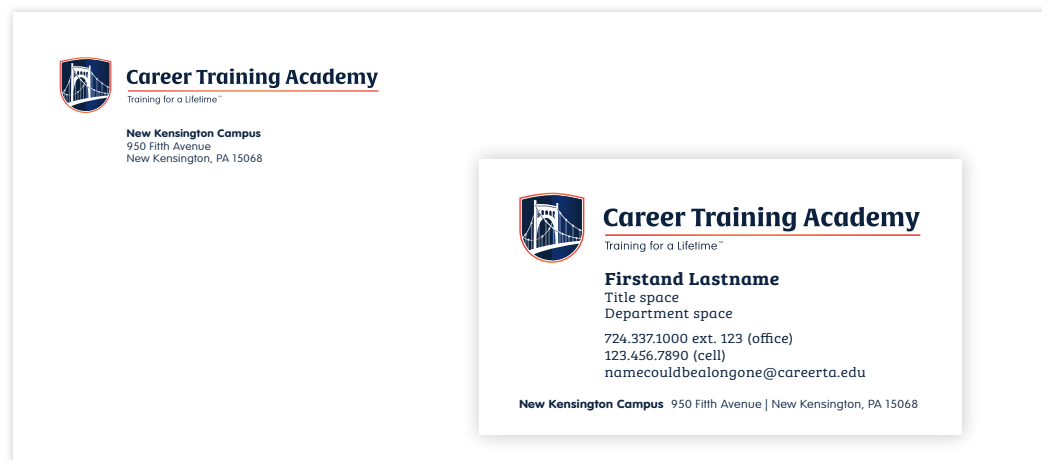
namecouldbealongone@careerta.com

950 Fifth Avenue, New Kensington, PA 15068

E-mail Signature

For digital publishing use Verdana.

Highlighting preferred phone number is acceptable.



Envelope

Business Card

Putting it All Together

Print Samples

Print samples

These examples demonstrate proper application of the logo, colors, imagery, and typography.

Along with the logo, contact information, and address of the school each print publication must contain the following legal language:

Career Training Academy® is accredited by the Accrediting Commission of Career Schools and Colleges (ACCSC) and is licensed by the State Board of Private Licensed Schools and the Pennsylvania Department of Education. Find important consumer information at: careerta.edu/disclosures. ©20XX (year) Career Training Academy®. XXX (job number) XX/XXXX (month/year published)



"How did I change my future?"

...by earning my degree at Career Training Academy.

You can too! Call today to get started.

 **Career Training Academy**
Training for a Lifetime™

724.337.1000
careerta.edu

New Kensington Campus 950 Fifth Avenue, New Kensington, PA 15068

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Print ad



DARE
to follow your
DREAM

Lorem ipsum dolor sit amet, eu exerci muelius option mei, id facer dolore integre nam. Eos in facilis facilisis, qui ad inermis disputando. Eu per epicurei lucilius. Mea ea delectus postulant. No dolorum molestatis est. Ea nec lisque graecis deserunt, per no legendos

 **Career Training Academy**
Training for a Lifetime™

724.337.1000
careerta.edu

New Kensington Campus 950 Fifth Avenue, New Kensington, PA 15068

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Print ad



CareerTA.edu

LOVE what you do!

 **Career Training Academy**
Training for a Lifetime™

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Billboard

Putting it All Together

Branded Merchandise

Logo application to merchandise

These examples demonstrate proper application of the logo to promotional items. If application warrants and with design approval, the logo can be adjusted to fit the merchandise.



Shirts



Cups



Bags

Putting it All Together

Web Ad Samples

Web ad samples

These examples demonstrate proper application of the logo, colors, imagery, and typography.

Along with the logo and contact information, each Web publication must have easy access to the following information:

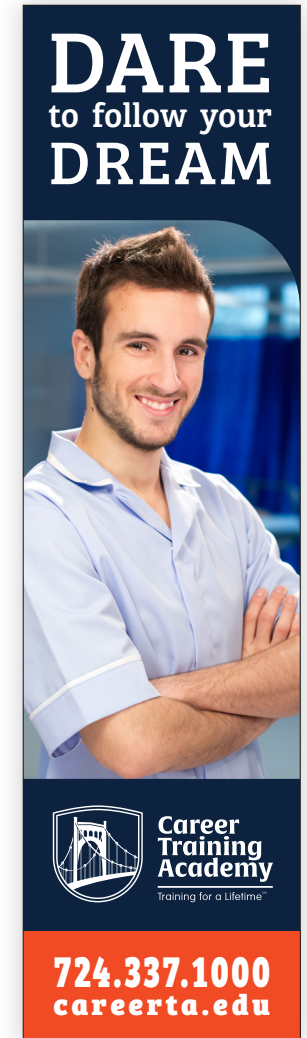
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Vertical Banner



Leaderboard



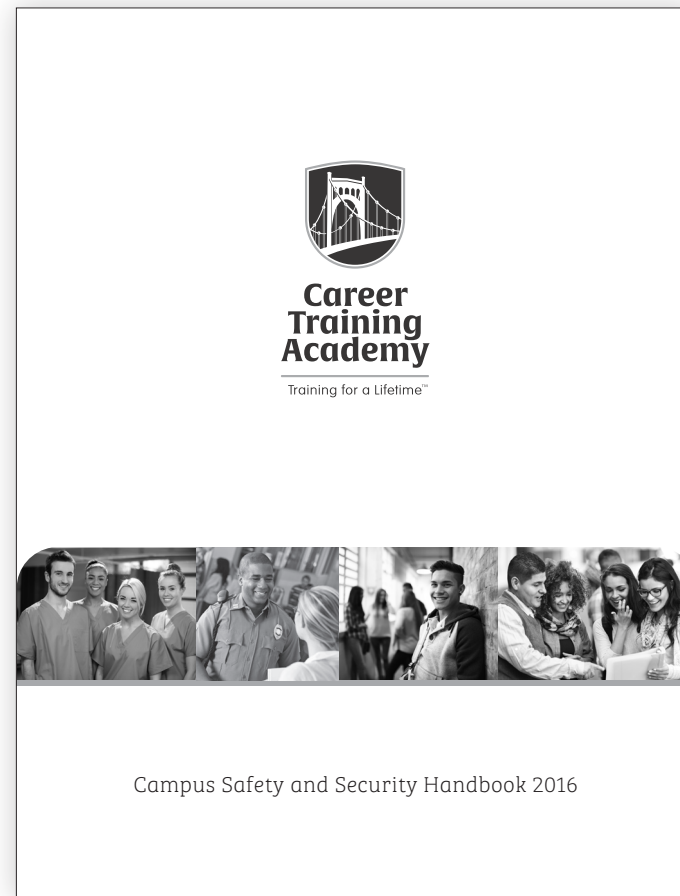
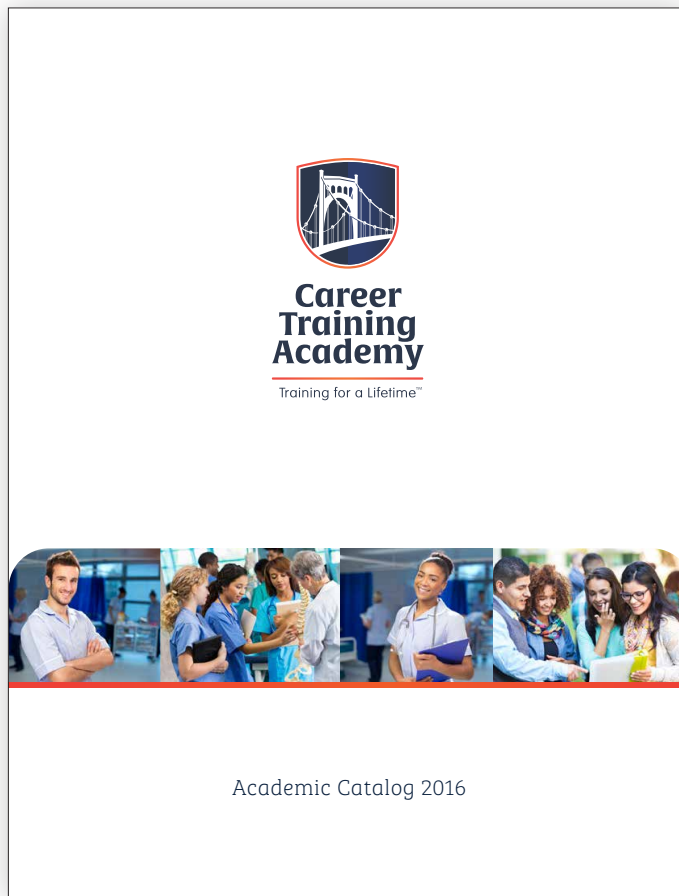
Skyscraper

Putting it All Together

Academic Publications

Catalogs and Policy Publications

These demonstrate cover layouts for academic publications.



Putting it All Together

Admissions

Admissions Documents

The admissions departments have exclusive tools at their disposal. They are public facing and give a critical first impression at the admissions interview.



Career Training Academy
Training for a Lifetime™

Admissions Application

Applicant Information

Program of Interest: ☐ Massage Therapy ☐ Medical Assistant ☐ Medical Billing/Coding ☐ Dental Assistant
 Preferred Schedule: ☐ Day Classes ☐ Evening Classes

Today's Date _____ Birth Date _____ SSN _____

Name _____ U.S. Citizen ☐ Y or ☐ N

Address _____ City _____ State _____ Zip _____

Home Phone _____ Work Phone _____ Cell Phone _____

Other Phone _____ Email _____

Marital Status _____ Maiden Name _____

Emergency Contact _____ Relationship _____

Address _____ Phone _____

How did you hear about Career Training Academy? _____

Do you know anyone who works in your field of interest? _____

What appeals to you most about your field of interest? _____

Education History

High School Graduate or GED? _____ Month _____ Year _____

High School Graduated From _____

Additional Education _____

Work History

Are you presently employed? ☐ Y or ☐ N ☐ F/T or ☐ P/T Hours _____

Employer _____ Position _____

Referrals

Now that you have pursued an interest as a medical professional, please list friends or relatives that you feel may be interested in Medical Assisting, Medical Billing and Coding, Dental Assisting or Massage Therapy.

Name _____ Phone _____

Name _____ Phone _____

Name _____ Phone _____

☐ I understand that in completing this application the school is under no obligation to accept me.

Applicant's Signature _____ Date _____

Admissions Representative Signature _____ Date _____

New Kensington Campus
950 Fifth Avenue
New Kensington, PA 15068

Monroeville Campus
4314 Old William Penn Highway, Suite 103
Monroeville, PA 15146

Pittsburgh Campus (North Hills)
1014 West View Park Drive
Pittsburgh, PA 15229

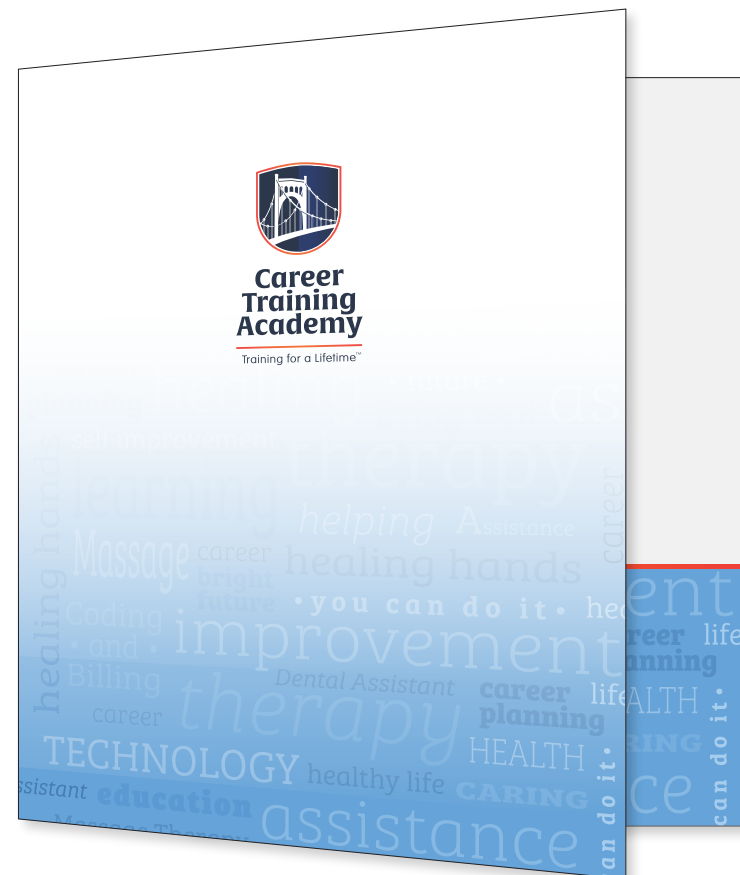
You can find important consumer information at:
careers.ctadisclosure.com

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Pocket Folder

Pocket folders are a general tool for the faculty and staff.



For More Information

For more information

To get logos, templates and permissions contact:

Melissa M. Raber
Vice President of Marketing and Admissions

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950 Fifth Avenue
New Kensington, PA 15068

Cell: 720-838-5002
Office: 724-337-1000

mraber@careerta.edu