



**Career Training Academy**

Training for a Lifetime™

Brand Guidelines July 2015

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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

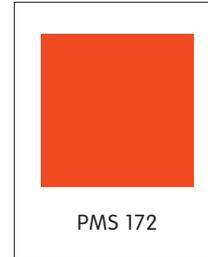
## What Our Colors Mean



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.



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

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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.

 <p>Centered format - minimum of 1.75" wide</p>	 <p>Left justified format - minimum of 1.5" wide</p>
 <p>Horizontal format - minimum of 2.5" wide</p>	 <p>Centered format - minimum of .75" wide</p>

# 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



CMYK	4   86   100   6	0   86   99   0	0   72   98   0	0   50   100   0	0   35   85   0
RGB	216   71   35	240   75   36	243   108   36	247   148   30	251   176   64
HEX	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.

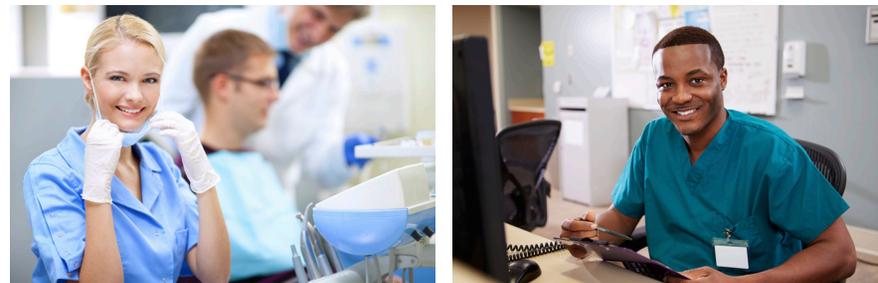
### Academic Student

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 it's 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

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqrstuv**wxyz**  
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

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqrstuv**wxyz**  
0123456789

Vag Rounded - Thin

Vag Rounded- Light

**Vag Rounded - Bold**

**Vag Rounded - Black**

### Secondary digital publishing typeface - Verdana

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqrstuv**wxyz**  
0123456789

Verdana - Regular

*Verdana - Italic*

**Verdana - Bold**

***Verdana - Bold Italic***

# Putting it All Together

## Stationery



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

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Career Training Academy  
New Kensington Campus  
950 Fifth Avenue  
New Kensington, PA 15068  
724.337.1000

Drar Tracy,

Lorem ipsum dolor sit amet, et nec verterem inimicus dissentiet, per sumo semper eripuit ad, ex ius laudem aliquid expetendis. Ex vis elitri nemore, eum wisi etiam option cu. Sed augue pericula temporibus eu, no duo autem theophrastus. Reque reformidans te mea, at mei inermis assueverit appellantur. Nec harum scaevola vituperatoribus cu.

At aliquip cotidieque mea, mollis tamquam epicurei mel ad. Vim graeci utamur argumentum ea, argumentum elaboraret te mel. Pri at nulla qualisque, menandri cotidieque concludaturque an duo. Mei tollit democritum in, ut quis suas delicata per, ne his appetere occurreret. Erat quaeque an cum, consul verear eripuit no his. Vim no possim maiorum apparet, utamur vocibus perfecto mei ei. Has graeco dolorum ut, nam veri lobortis in.

Est ea ancillae eligendi imperdiet. Ut pro aeterno ornatus invenire. Ius consul postulant eu. Id veritus graecis accusata mei, soleat aliquam eleifend duo ex, nam in soleat virtute torquatos.

Eu eos viderer fastidii, autem explicari constituam sit ad. Consulatu vituperata ut vis. Ex duo alia elit. Case justo no ius, duo omnesque inciderint quaerendum ea. Te duo fuisset suscipit percipitur, vim soleat ornatus ut, dicant graeci eum ea.

Fabellas principes at ius, vel at cibo numquam verterem. Iisque ponderum usu an, audire hendrerit cu mei, possim salutat nam ad. Erat porro vix ei, dolorem delicata no vim. Audire expetendis definitionem qui ad, id ubique facilisi tincidunt sea. Eu ius dolore torquatos, usu et civibus repudiare. Vix ut suas ubique, an veritus consequuntur sea.

Thank you,  
Sally Smith  
Admissions Representative  
412-555-5555  
ssmith@careerta.edu

March 11, 2015

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**New Kensington Campus**  
950 Fifth Avenue  
New Kensington, PA 15068  
724.337.1000

**Pittsburgh Campus, North Hills**  
1014 West View Park Drive  
Pittsburgh, PA 15229  
412.367.4000

**Monroeville Campus**  
4314 Old William Penn Hwy., Suite 103  
Monroeville, PA 15146  
412.372.3900

### 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.



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

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



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

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**Firstand Lastname**  
Title space  
Department space  
724.337.1000 ext. 123 (office)  
**123.456.7890 (cell)**  
namecouldbealongone@careerta.edu

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

### 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](http://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 muclius option mei, id facer dolore integre nam. Eos in facilis facilis, qui ad inermis disputando. Eu per epicurei lucilius. Mea ea delectus postulant. No dolorum maiestatis est. Ea nec iisque 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

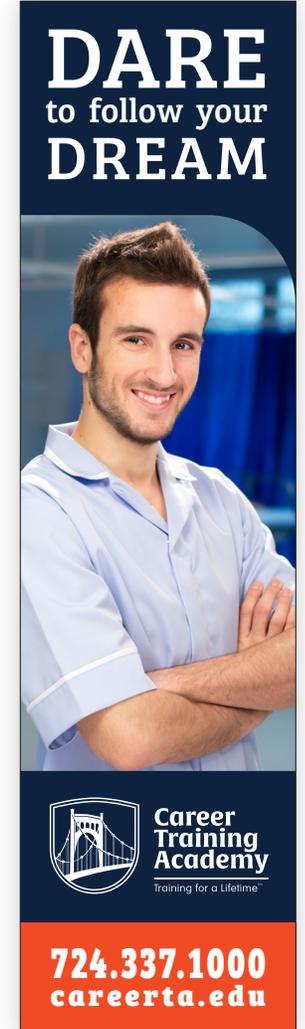
These examples demonstrate proper application of the logo, colors, imagery, and typography.

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

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Vertical Banner



Skyscraper



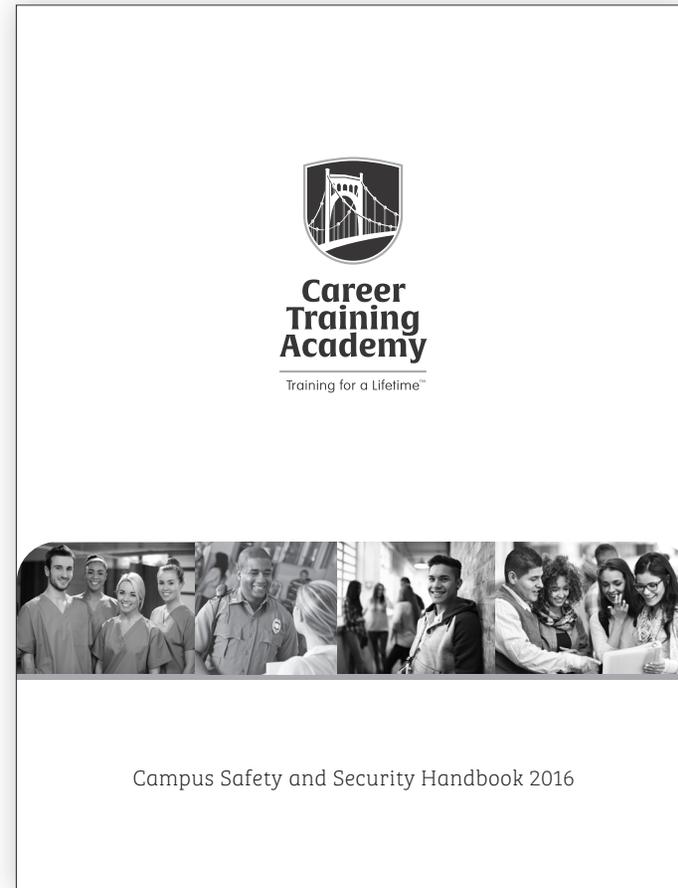
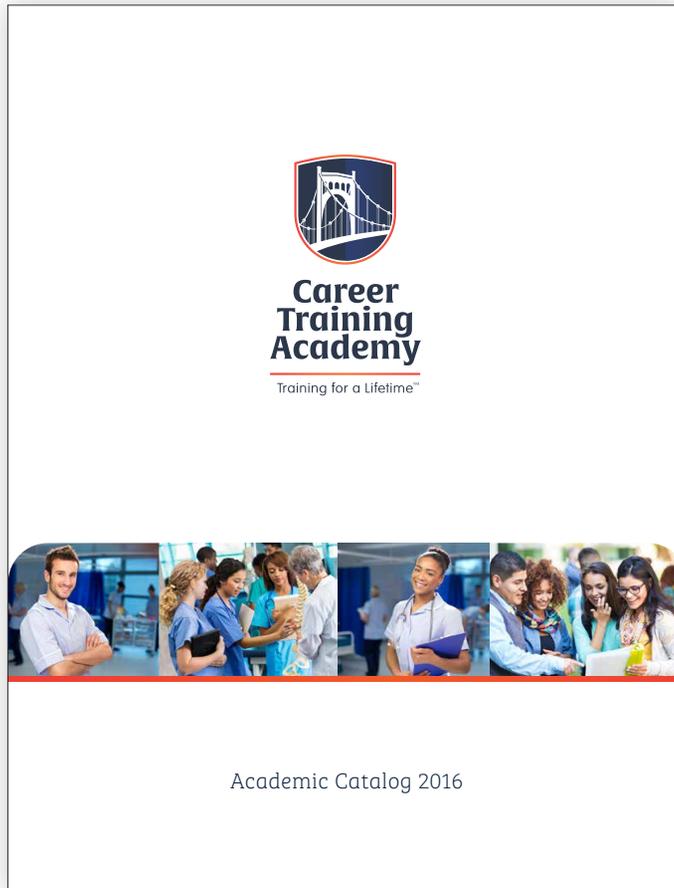
Leaderboard

# 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

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**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? \_\_\_\_\_

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**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 \_\_\_\_\_



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

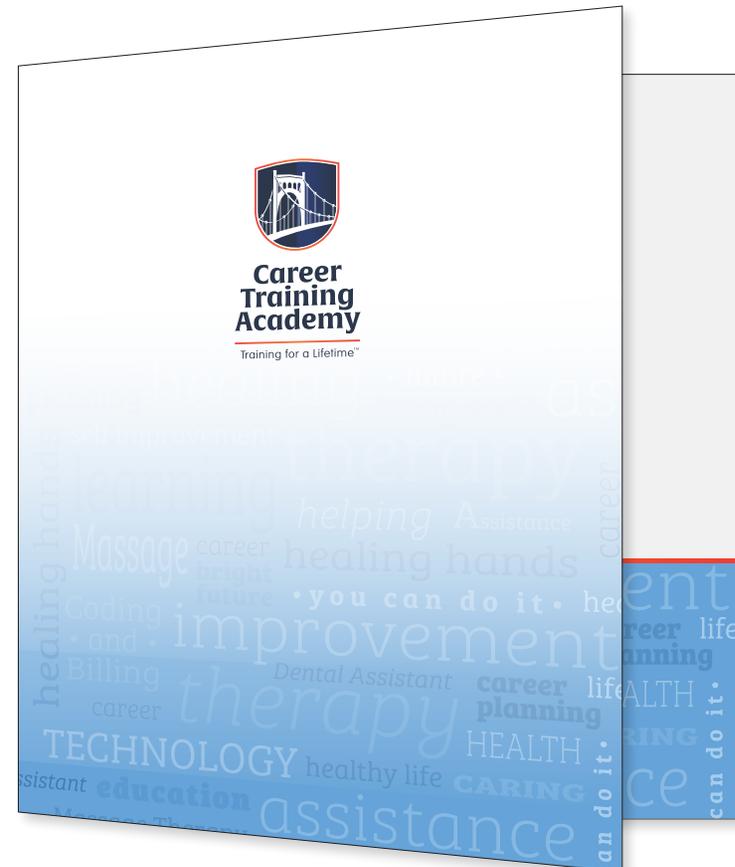
**Monroeville Campus**  
4314 Old William Penn Highway, Suite 103  
Monroeville, PA 15146

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

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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

Career Training Academy®  
950 Fifth Avenue  
New Kensington, PA 15068

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

[mraber@careerta.edu](mailto:mraber@careerta.edu)