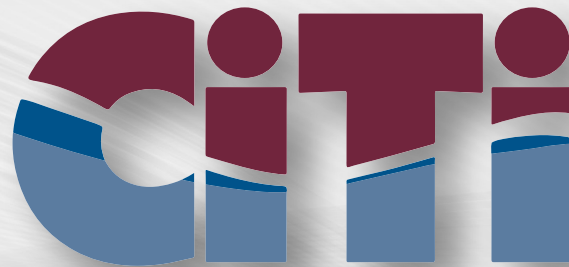


The Center for Instruction, Technology & Innovation

STYLE GUIDE



Center for Instruction,
Technology & Innovation

Build Your Future

OUR MISSION

Build Your Future! Keys to the CiTi: Is this SAFE? Is this done with INTEGRITY? Is this KIND? Is this HELPFUL? Core values: We embrace innovation and creativity. We make student-based decisions with honesty, respect and integrity. We collaborate, focused on quality service, expertise and student success.

INTRODUCING CiTi

Refer to the Center for Instruction, Technology & Innovation fully when introducing the name, and periodically thereafter. Shorten to CiTi (capital C, lower case i, capital T, lower case i) or CiTi Board of Cooperative Educational Services (CiTi BOCES).

THE “CITY” CONCEPT

Defined as an incorporated urban center with its own administration established by a government, the city concept reminds us that we are a single unit, comprised of many different units, whose purpose is to enrich the lives of those who dwell within it. While maximizing efficiencies through shared resources, the city is a hub that attracts visitors who may be lacking specific resources in their own communities. While familiarity with one neighborhood is easily developed through repeat stays, the imposing structure of a city reminds visitors that there are always many more neighborhoods to explore.

LOGO

The logo is comprised of an acronym for the Center for Instruction, Technology & Innovation, which is spelled out below the logo and followed by the tagline: Build Your Future. The logo can be used with or without the tagline. The logo should not be redrawn, stretched or modified in any manner (no drop shadow, bevel, embossing, outlines, etc.). Text, images and/or graphic elements should be kept away from the logo by a distance equal to the width of the letter “i” in the logo.



The Center for Instruction, Technology & Innovation | STYLE GUIDE

LOGO ACCEPTABLE USE



LOGO UNACCEPTABLE USE



Stretched



Added or Repositioned Elements



Incorrect Colors

COLORS

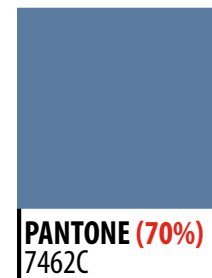
Using consistent colors strengthens the CiTi identity and brand. The CiTi logo is a stylized CMYK logo comprised of maroon, white and blue. These colors create the dominant color scheme for all print and web communication. When in need of a one-color logo, it is suggested that the CiTi logo be used in either black or white.



CMYK: 38|92|58|37
RGB: 115|36|61
HEX: 73243D



CMYK: 100|71|22|5
RGB: 0|84|139
HEX: 00548B



CMYK: 70|49|15|4
RGB: 90|118|162
HEX: 5A76A2

Fonts

The following fonts are recommended. Consistent use of these typefaces enhances the integrated family look across all materials.

GARAMOND

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&

CALIBRI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&

LETTERHEAD AND ENVELOPES

Envelopes are available via the print shop. Letterhead templates are available and prepared by the public relations department. Addresses and phone numbers should be formatted consistently.

- Use figures for address numbers
- Abbreviate Ave., Blvd. and St., as well as compass points (for example, E.,S.,W.)
- Place a comma between city and state
- Abbreviate the state
- Use 10-digit phone numbers, with periods (for example, 315.963.4251)

EMAIL SIGNATURE FORMAT

John Doe

Title

Center for Instruction, Technology & Innovation

179 County Route 64

Mexico, NY 13114

P: 315.963.XXXX

jdoe@CiTiboces.org

CONFIDENTIALITY NOTICE:

The contents of this email message and any attachments are intended solely for the addressee(s) and may contain confidential and/or privileged information and may be legally protected from disclosure. If you are not the intended recipient of this message or their agent, or if this message has been addressed to you in error, please immediately alert the sender by reply email and then delete this message and any attachments. If you are not the intended recipient, you are hereby notified that any use, dissemination, copying, or storage of this message or its attachments is strictly prohibited.

VOICEMAIL

Your Voicemail Message should be: “Hello. You have reached the voice mailbox of [insert name] in the [insert department or program name] at the Center for Instruction, Technology & Innovation. Please leave a message at the tone, or, for immediate assistance, press 0. Thank you.”

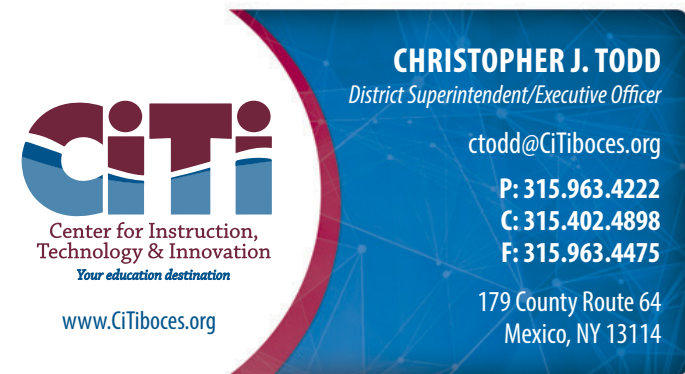
CITI SPARKS LOGO

Spark was created as the CiTi mascot, symbolizing the uniqueness and creativity of our students and programs. It only takes a spark to light a fire! The CiTi Sparks logo can be used for extracurricular events such as the Olympiad.



BUSINESS CARDS

Business cards are available for design through the public relations department and then printed by the print shop.



POWERPOINT

A branded PowerPoint is available by request.

