



Brand Guidelines

Table of Contents

Our Mission	1
Logo	2
Logo Clear Space	3
Primary Signature Configuration	4
Secondary Signature Configuration	5
Logo Color Variations	6
Signature Color Variations	7
Incorrect Logo Usage	8
#WeAreCTA Logo	9
Typography	10
Gradients	11
Brand Kit	12

Our Mission

The California Teachers Association exists to protect and promote the well-being of its members; to improve the conditions of teaching and learning; to advance the cause of free, universal, and quality public education for all students; to ensure that the human dignity and civil rights of all children, youth and adults are protected; and to secure a more just, equitable, and democratic society.

The most fundamental visual element of the CTA identity is the CTA logo. Its thick line weights and bold presence make it powerful in any application. In place of a regular crossbar, the letter A features a mortarboard icon to reference education. This mortarboard can be used on its own in certain instances as detailed later in this reference guide.



The acronym 'PMS' refers to the Pantone Matching System which is a standard in the printing industry. In order to maintain the integrity of the CTA identity and to provide consistency in color, we request that when printing in one-color you use PMS 2728 C, when printing in 4-color you use the following build (C=98 M=82 Y=0 K=0), and when showing in RGB you use the following build (R=23 G=67 B=168). The equivalent web and digital color is #1743A6.

CTA Blue

PMS	2728 C
CMYK	98-82-0-0
RGB	23-67-178
HEX	1743A6

Follow these guidelines for clear space at times when the CTA logo is used alone.



Clear space

To create maximum impact, keep the space around the CTA logo free from other text and graphics. The clear space on each side of the signature should always be equal to or greater than x , the height of the crossbar of the letter T.

Primary Signature Configuration

The CTA logo and logotype combine to form the CTA signature.

The flush left logotype signature is the suggested format when the signature appears alone. The logotype is created using Futura Bold.



Whenever possible, use the primary signature configuration of the CTA logo and logotype.

This diagram shows how to surround the signature with the necessary amount of clear space, determined by the height of the crossbar of the letter T.



Clear space

Secondary Signature Configuration

The secondary signature configuration should also maintain a consistent amount of surrounding clear space. Again, the height of x is determined by the height of the crossbar of the letter T.



Suggested uses:

- PowerPoint or Canva footers for presentations
- Landscape web ads, flyers, or cards



Clear space

Logo Color Variations

This page shows several uses of approved color variations of the CTA logo. The logo itself must always appear in CTA blue, white, or black.



The preferred usage of the CTA logo is in CTA blue on a white background. However, any of these variations may be used as an alternative when necessary.

Signature Color Variations

This page shows several uses of approved color variations of the CTA signature. The signature itself must always appear in CTA blue, white, or black.



The preferred usage of the CTA signature is in CTA blue on a white background. However, any of these variations may be used as an alternative when necessary.

Incorrect Logo Usage

This page shows examples of incorrect usage of the CTA logo and signature.



Do not use the logo in any color except CTA blue, black or white



Do not fill the logo with a gradient



Do not stretch the CTA logo in any direction



Do not scale the logo disproportionately



Do not stack the logo on top of the logotype



Do not stack the logotype on top of the logo



Do not reverse the signature or use any of the previous CTA logo colors



Do not reposition or reproporion the logo or its components



Do not use two separate colors for the signature configuration



Do not tilt or rotate the logo



Do not use any previous CTA logos



Do not place the logo on top of an image or color gradient with poor contrast and readability

Please refrain from stretching, warping, or changing the mark in any way, unless otherwise described in this guidebook.

#WeAreCTA Logo

The #WeAreCTA version of the CTA logo was developed to strengthen CTA's identity on social networks. This logo is to be used strictly for social media and flyers, and not on official CTA documents.

To allow greater flexibility, the #WeAreCTA logo has been designed in vertical and horizontal formats, and a reversed option in white.



As the CTA identity has evolved, so has our use of type. The serif Noe Display Bold, our primary display typeface, sets a confident, modern tone for CTA printed collateral and digital communications. It also supports a wide range of applications.

The sans-serif Sailec has been selected for our secondary typeface within the CTA identity. Sailec is a very clean and geometric typeface that supports a wide range of applications. It's available in three weights - regular, medium and bold – each with matching italics.

Noe Display Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

12345677890*!>@#&

Sailec Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

12345677890*!>@#&

Sailec Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

12345677890*!>@#&

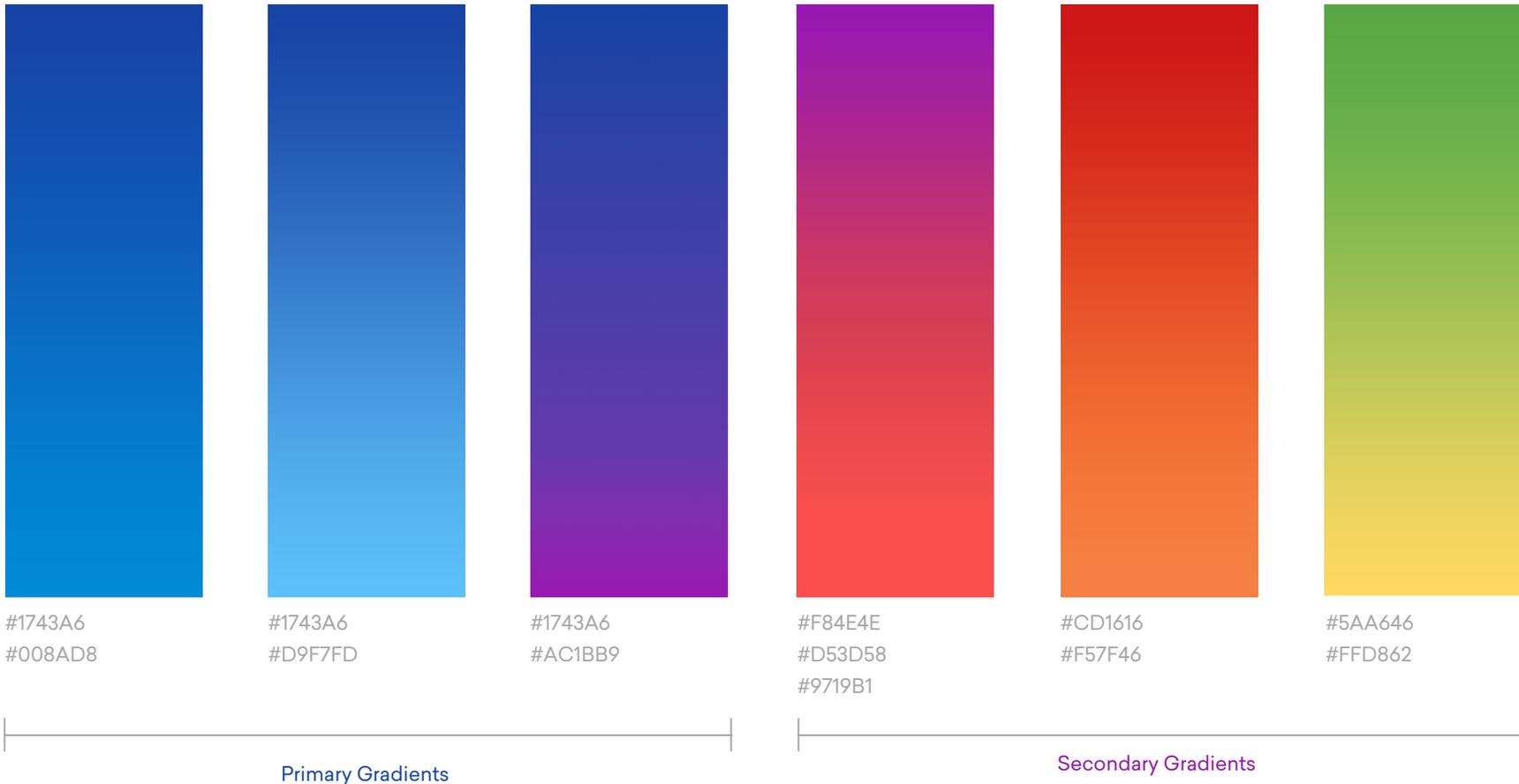
Sailec Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

12345677890*!>@#&

Gradients can be used in any CTA communication piece as long as color is necessary and legibility is not compromised.



Please use the gradient color combinations above as a reference for your designs.

We've created a CTA brand kit at www.cta.org/brandkit to help you use our brand and assets, including downloads for our logo, signatures and templates.

[View CTA Brand Kit](http://www.cta.org/brandkit) >>

Thanks!

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