

Brand Guide

An in-depth guide to LTC's visual identity

UPDATED 5/8/25

Contents

Overview

- 1 Our Identity
- 2 Previous Logo
- 3 Applications

Logo

- 6 Logomark
- 5 Combination Mark
- 6 Color
- 7 Safe Zone & Size
- 8 Misuse
- 9 Sublogos

Color

- 13 Primary
- 14 Secondary
- 15 Tints
- 16 Color Contrast

Typography

- 18 Plus Jakarta Sans
- 19 Where to Find It

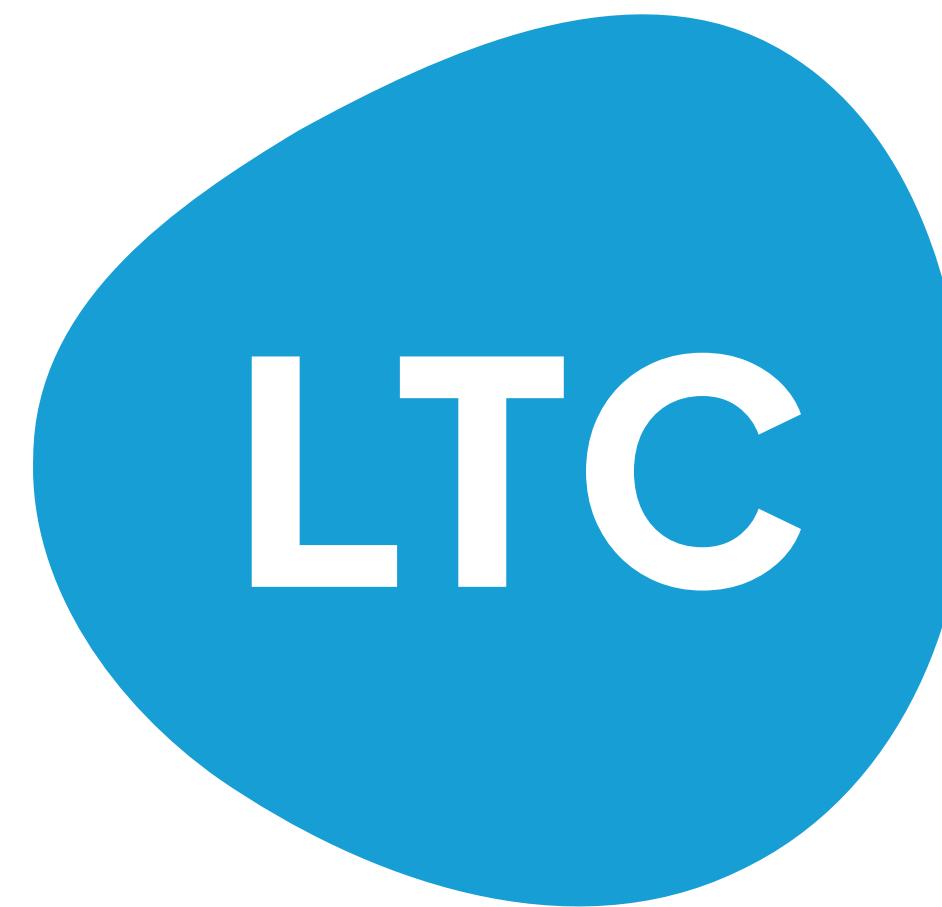
Overview



Our Identity

Our visual identity helps everything we create feel unified, professional, and trustworthy. This guide shows you how to use our brand elements like logos, colors, and type so your materials always reflect who we are and what we stand for.

When we all use the logo and brand elements the right way, we help build trust and recognition for the LTC. Consistency makes our materials look professional, unified, and reliable.



Learning
Technology
Center

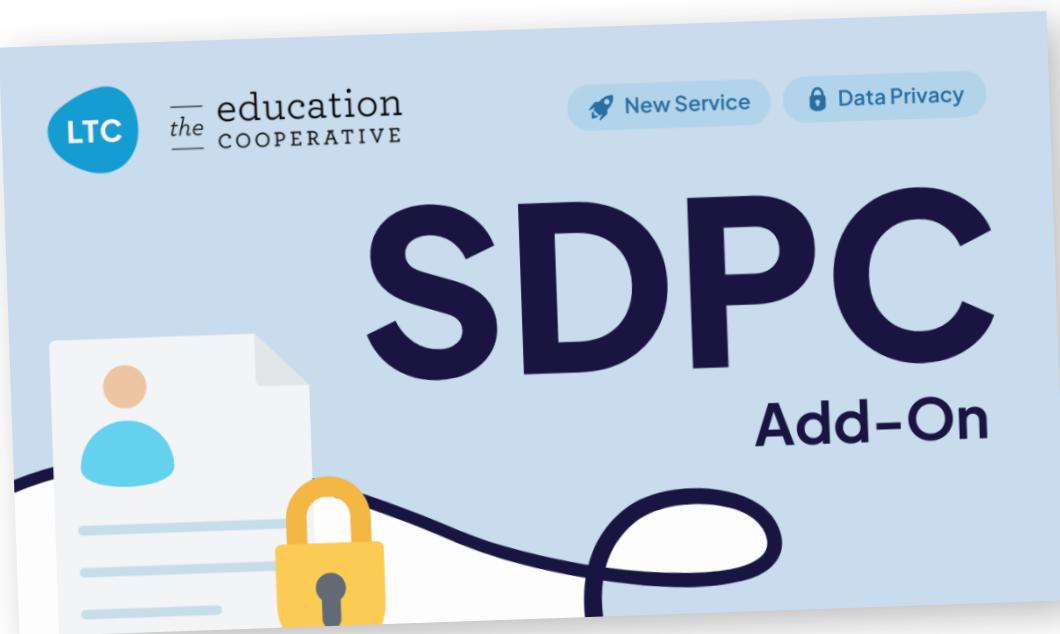
Previous Logo

Following our brand refresh in August 2024, we are no longer using any logos or materials created before this time. If you come across something with outdated branding, please let the marketing team know.



Applications

These are examples of our visual identity at play in our actual marketing materials.



Applications

These are examples of our visual identity at play in our actual marketing materials.

LTC Learning Technology Center

Affordable
Through a cost-sharing model, school districts can access the benefits of coaching without adding staff or committing to a full-time employee.

Custom Plans
Participating school districts select the total number of contractual days ranging from 10 to 170, as well as specific coaching activities.

Embedded Support
Your team is provided with individualized, ongoing support throughout the school year, helping them grow and reach their goals.

Why should you hire an Instructional Technology Coach?

Technology is evolving rapidly and will continue to play a role in students' lives after graduation. School districts devote a substantial budget to technology devices. By partnering with the LTC Instructional Technology Coaching Program, you're not just investing in technology; you're investing in your teachers, your students, and the future of your school.

Recognized as a "Story of Innovation" in the 2024 NETP Report and a State Achievement award winner for Digital Content by SETDA in 2023, the LTC Instructional Technology Coaching Program serves as a catalyst for innovation, ensuring that educators are equipped with the necessary tools and strategies to integrate technology seamlessly into the curriculum. Our coaches provide ongoing professional development and personalized support aligned to each teacher's instructional goals.

Our instructional technology coaching program offers a cost-effective solution for enhancing teacher effectiveness, improving student outcomes, and ultimately, achieving academic success.

Get Started

217-893-1431 | support@ltcillinois.org | ltc.site/coachingprogram

LTC

LTC Learning Technology Center

Start Your AI Journey 

Services for leaders, students, teachers, and support staff

Consulting on AI Policy
Craft ethical AI guidelines and culture.

Support in Creating AI Plans
Develop district-wide plans tailored to your needs.

Variety of AI Workshops
Reimagine assessment to address AI and digital literacy with engaging, experienced trainers.

Customizable PD Experiences
Engage in flexible professional development, personalized to your district's specific needs and goals.

Explore AI Tools, Apps, and Resources
Access a range of AI-powered tools and resources to enhance classroom learning and teaching.

Unlock your Team's Transformative Potential

Cut through the buzz to discover how AI can personalize learning and streamline routine teaching tasks. Each of our trainings focus on practical strategies that your team can implement immediately.

Additional Benefits for Schools & Districts:

- Hands-On Learning** with current AI tools
- Engaging Trainers** with decades of classroom experience
- No Experience Necessary** All skill levels welcome

Get Started Now

ltc.site/pd | events@ltcillinois.org

ADMIN ACADEMY

IN CONJUNCTION WITH CSPD WEEK

Lead Your School's CS Future 

Build a sustainable computer science plan that meets state mandates and prepares students for an increasingly technological world.

Springfield, IL | June 26, 2025

LTC

QR Code

ltc.site/csleaders



Logo

Logomark

The abstract shape and clean typography is both inviting and dynamic, reflecting our innovative spirit and commitment to providing flexible solutions. The logo should be used on all resources that are made to be shared outside of the LTC.

Never attempt to recreate our logo. Always use official versions provided by the LTC Marketing team.

Logomark refers to the graphical portion of the logo only.



Combination Mark

Combination Mark refers to the logomark and words used together. The wordmark should never be used without the logomark.



Color

Always place the logo on a background with enough contrast to keep it clear and legible. Use white or light versions on dark backgrounds, and dark versions on light backgrounds.

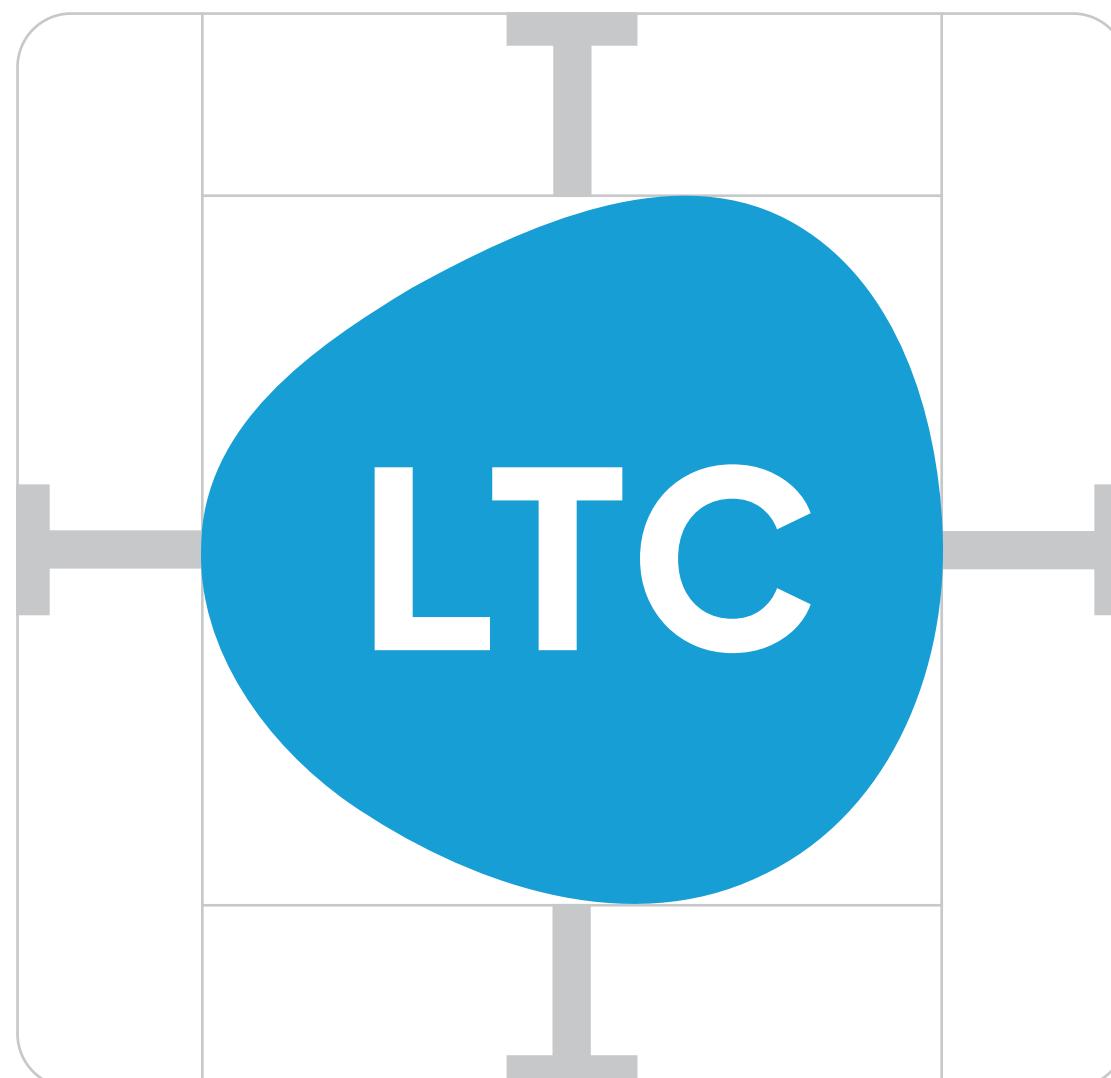
The light blue logo is preferred, unless it conflicts with the background in any way.



Safe Zone & Size

Space around the logo must be, at a minimum, equal to the height of the T. Maintaining clear space around the logo ensures visibility and recognition.

The logo must be at least 30px wide when used digitally, and at least .5 inches wide in print. Be sure you can't see pixels in the logo, it should appear to have crisp edges.

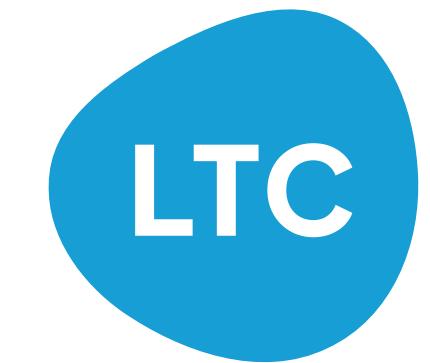


Misuse

The logomark and combination mark should always appear in their original forms, without any alterations or distortions.



Do not replace the logomark's primary color with off-brand colors.



**Learning
Technology
Center**

Do not juxtapose or combine the logomark and wordmark in an unapproved manner. Do not use the wordmark separately from the logomark.



Do not place images within the logomark.



Do not alter the logomark in any way - no stretching, tilting, or skewing.

Sublogos

The new logo for ILTPP is a sublogo of the main LTC logomark. This sublogo should be used on all ILTPP materials, following the same spacing, size, and misuse guidelines outlined for the main logomark.

The primary sublogo should be used the majority of the time. The secondary sublogos should be used when there are space constraints, such as the logo needing to fit on a button or pen.



**Illinois Learning
Technology
Purchase Program**

PRIMARY SUBLOGO



ILTPP



ILTPP

SECONDARY SUBLOGOS

Color



Primary

Our color palette reflects the LTC's commitment to technology, trust, and innovation. Using these colors consistently helps everything we create feel connected and professional.

Primary colors should be used most often. At least one of them, especially the blues, should appear in every design.



HEX: #1b1642

CMYK: 98, 98, 40, 47

Dark Blue

strong, dependable, clean



HEX: #179ed3

CMYK: 75, 22, 3, 0

Light Blue

fresh, energetic, digital-forward



HEX: #e40054

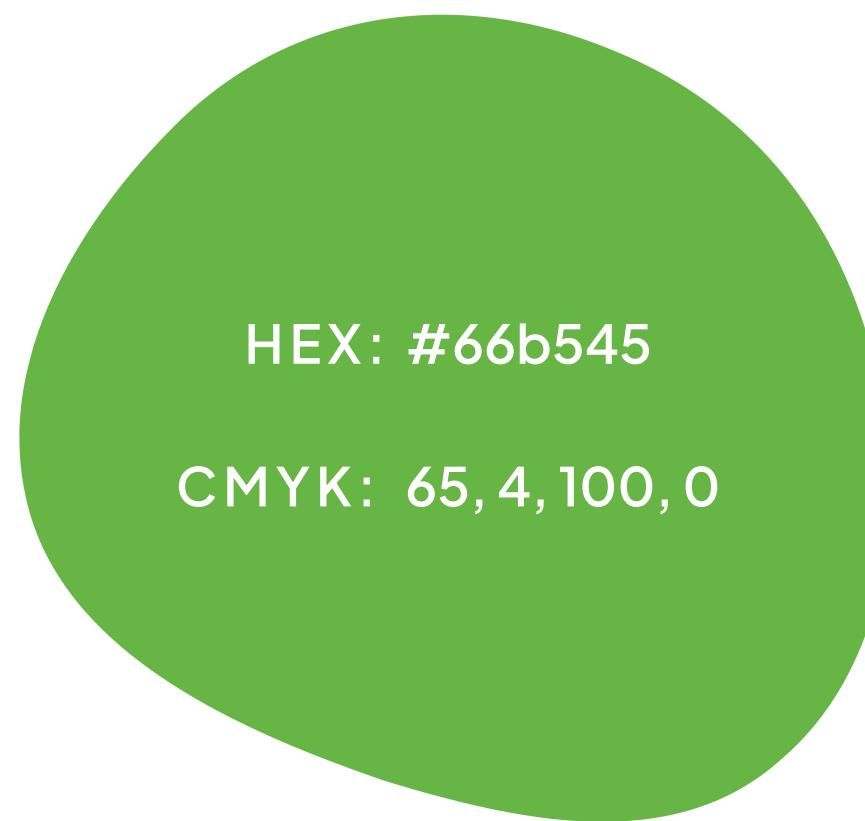
CMYK: 4, 100, 56, 0

Pink

bold, creative, attention-grabbing

Secondary

Use these as supportive accents or tints when you want to add more variety.

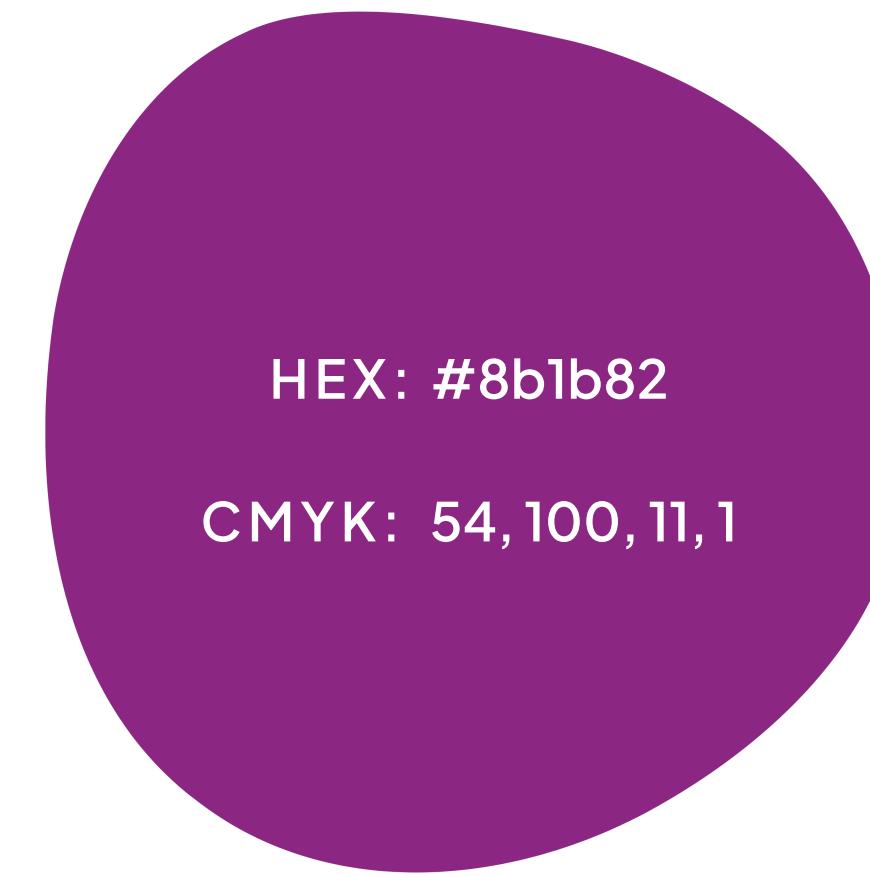


HEX: #66b545

CMYK: 65, 4, 100, 0

Green

friendly, growth-oriented



HEX: #8b1b82

CMYK: 54, 100, 11, 1

Purple

imaginative, expressive

Tints

Tints can be used in more colorful, playful material as a background for text. When doing this, use our primary and secondary colors at 25% opacity for the background. For the text color, refer to the swatches below.

These swatches are darker versions of our color palette, *only intended* to be used as text colors overlaying these tints.

BACKGROUND

HEX: #c9e7f5

CMYK: 20,1,2,0

BACKGROUND

HEX: #f7c8d8

CMYK: 0,26,3,0

BACKGROUND

HEX: #daedd5

CMYK: 15,0,20,0

BACKGROUND

HEX: #e3cae1

CMYK: 9,21,0,0

TEXT

HEX: #005a9a

CMYK: 97,70,12,1

TEXT

HEX: #b80043

CMYK: 20,100,67,9

TEXT

HEX: #3d6c34

CMYK: 77,35,100,25

TEXT

HEX: #8b1b82

CMYK: 54,100,11,1

Color Contrast

Always make sure there's enough contrast between text or logos and the background.

- Use dark blue or black on light backgrounds.
- Use white or light blue on dark backgrounds.
- Avoid placing text or logos directly over busy images or graphics.

This helps ensure readability and accessibility for everyone.



Typography

Plus Jakarta Sans

Typography plays a big role in keeping our materials clear, professional, and on-brand. We use **Plus Jakarta Sans** because it's modern, readable, and works well across all types of media.

Plus Jakarta Sans has a variety of weights that makes it well-suited for everything from big headlines to smaller body text.

Plus Jakarta Sans

Plus Jakarta Sans

PLUS JAKARTA SANS

How to Use It

Use Plus Jakarta Sans for all LTC materials. Make headings the largest, subheads about half that size, and body text smaller. Headings should not exceed two lines of text without breaking it up with a subheading.

Make sure your text color contrasts clearly with the background. If you're unsure, stick with dark blue or black on light backgrounds, or white text on dark backgrounds. Refer to page 15 for rules about tints.

TYPE ELEMENT	STYLE	SIZE
Heading	Bold, Extrabold	The largest text in the design
Subheading	Semibold, Bold	~½ the size of the heading, adds extra context
Body Text	Regular	9–14pt in size
Emphasis	Bold	Same size as body text

WHERE TO FIND IT

Google Suite: search “Plus Jakarta Sans” in the font menu.

Canva: use our LTC Brand Kit.

Or [download it for free](#) from Google Fonts.