



Branding Standards

The Creative Talent Network wordmark is the core element in the visual brand identity . It is the official logo of the Creative Talent Network , and is what is most strongly associated with the CTN brand. All logo treatments must be consistent and accurate. This guide outlines CTN's graphic standards for both The Creative Talent Network and The CTN animation eXpo that apply to all visual representations of CTN and CTNX, including brochures, newsletters, electronic communications, websites and signage.

Watermarks

Black & White



Black with Color



CTNX Classic Square



CTNX Modern Circle



Colors

RGB

CMYK

WEB



255 211 0

1 15 100 0

FFD300



254 0 0

0 100 100 0

FE0000

These colors must be used together and maybe used with black or white, no other colors are permitted without prior written consent from CTN Founder Tina Price.

They can also be applied to various internal and external visual applications, including but not limited to, brochure covers, chapter divider pages and promotional folders.

Logos

CTNX Complete



Modern Circle



Classic Square



Fonts

Acceptable fonts for CTN include

Arial Black

All Caps for any wordmark recreations

Please note that CTN also has a Tracking Value of -100

Arial Narrow

All Caps for any wordmark recreations

Please note that CTN animation eXpo when spelled in full with be a capital CTN with small letters animation and small letters expo but the X in expo is a capital X.

Terms

When CTN Logo is being used to signify at split partnership. CTN Reserves the right to be featured on at least 50% of all published materials in conjunction with the partnership. CTN also gets final say on all published materials.