

ILLINOIS LEARNING
TECHNOLOGY
PURCHASE PROGRAM

www.iltp.org

BRAND BOOK

ILTPP is a statewide cooperative of Illinois K-12 educational entities that aggregate our buying power and expertise to procure technology products and services at better prices than is available to an individual organization.



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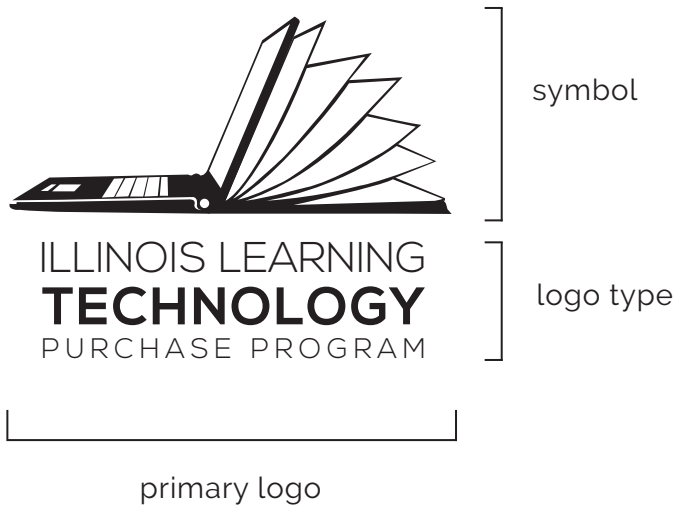
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LOGO IDENTITY

Final Logo

The Illinois Learning Technology Purchase Program (ILTPP) logo is simple and powerful. It creates an important connection to the way educators teach, how students learn and the way teachers and students communicate. The primary logo mark includes both the symbol and the logotype. A secondary option is also available and should be using the logo type only.

04



Logo Color Variations

In addition to black and white the 4 colors below are the ONLY colors to be used without prior consent. All logo variations are available for use for online and print materials as it pertains to partnerships, sponsorships and program advertising. If the logos below are needed in other formats than those supplied, please contact the ILTPP Marketing Specialist prior to placement.



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In print, the logo should never appear smaller than 1.5" wide.

BRAND COLORS

Color Using

We have chosen our color palette from a vast array of rich and wonderful colors within the education sector. This wide palette allows for various placement on support marketing materials.

06

BLACKBOARD



PANTONE 425 C
FOR WEB USE

HEX/HTML 54585A

R: 85 G: 87 B: 89

FOR PRINTING USE

C: 065 M: 056 Y: 053 K: 029

SKY BLUE



PANTONE 2985 C
FOR WEB USE

HEX/HTML 5BC2E7R: 87 G:

193 B: 232

FOR PRINTING USE

C: 058 M: 004 Y: 002 K: 000

GREEN APPLE



PANTONE 367 C
FOR WEB USE

HEX/HTML A4D65E

R: 164 G: 213 B: 93

FOR PRINTING USE

C: 040 M: 000 Y: 081 K: 000

PENCIL



PANTONE 7409 C
FOR WEB USE

HEX/HTML F0B323

R: 246 G: 178 B: 33

FOR PRINTING USE

C: 002 M: 033 Y: 099 K: 000

RED PEN



PANTONE 7621 C
FOR WEB USE

HEX/HTML AB2328

R: 178 G: 30 B: 40

FOR PRINTING USE

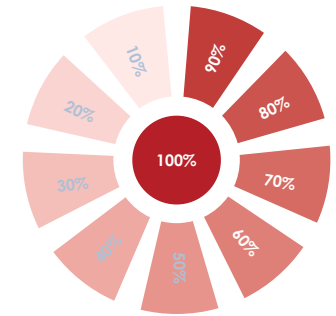
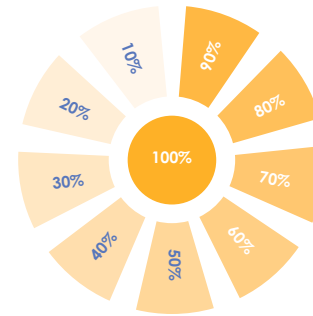
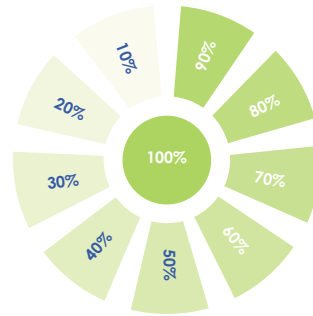
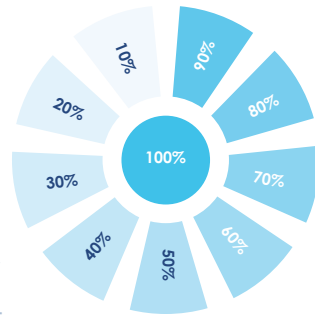
C: 021 M: 100 Y: 095 K: 012

Breakdown

The ILTPP visual logo is a valuable tool. The ILTPP logo must be consistently applied to ensure that ILTPP communications speak with a unified voice.

Tint values of the brand colors should have limited use due to legibility of logo mark and type.

We respect the logo by giving it some space. The preferred clear space around the logo is equivalent to 20% greater than the logo size.



Preferred clear space is 20% greater than the logo size.

Typography

Primary & Secondary

So that you can communicate quickly and simply without distracting from your message, we've selected a systematic approach to ILTPP typography using Raleway as our primary typeface and Roboto as the secondary typeface. Choosing from a combination of weights, you can use Raleway to create a clear and consistent visual hierarchy. Done right, your use of type will draw readers' attention, lead them to the most important information first, and maintain a sense of clarity, order, legibility, and structure throughout the written communication.

Raleway

Raleway Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#@\$%&*

Raleway Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#@\$%&*

Raleway Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#@\$%&*

Roboto

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#@\$%&*

Roboto Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#@\$%&*

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#@\$%&*

Contact Information

Illinois Learning Technology Purchase Program
3358 Big Pine Trail, Champaign, IL 61822

Tel: 217.531.6438

Hope Hardin-Borbely, Marketing Manager

E-mail: hhardinborbely@iltpp.org

www.iltpp.org