



STYLE GUIDE

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01

INTRODUCTION





ETISN has been training skilled apprentice electricians since 1947

The goal of the Electrical TISN is to give our students a well-rounded electrical education so that they can “hit the ground running” when they graduate as Journeymen-Wiremen. To accomplish this goal, we provide our apprentices with 900 hours of classroom training and over 8000 hours of on the job training over a five year period. All electrical apprentices receive incremental raises as they reach certain set milestones. They also receive retirement plans and medical coverage for themselves and their families. Upon completion of our apprenticeship program the apprentice receives certificates through ETA, NSAC and OA documenting their successful completion of the program.

02

LOGO



PRIMARY LOGOMARK

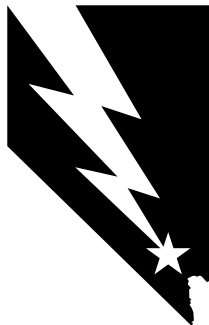
BLACK + WHITE

This logomark from the very beginning showcase clean and professional symbol for electrical institute in Southern Nevada.

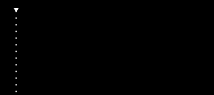
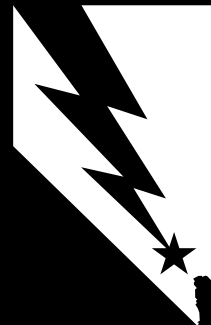
As the lightning element drops down and hits the bottom in form of the star representing the Las Vegas in the Southern Nevada.

Logo consists of 3 main elements, main frame formed as Nevada State, lightning strike expressing the electrical institute and finally start holding the important element of Las Vegas as the beacon of the Southern Nevada.

Together they create harmonious visual collaboration very clearly yet professionally stating the essential parts of the ETISN.



Primary Logo Icon - Black



Primary Logo Icon - White

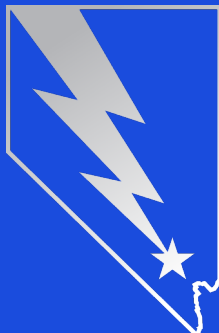
PRIMARY LOGOMARK COLOR OPTIONS

1. Lightning Silver gradient frame over Nevada Blue
2. White over Black
3. Lightning Silver gradient fill over Nevada Blue
4. Black over White

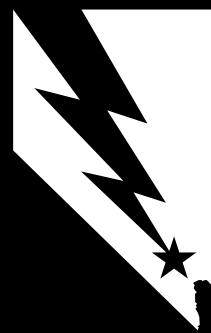
Available in four color options:

Lightning Silver gradient
Nevada Blue
White
Black

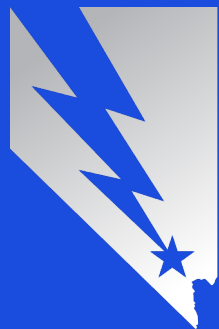
1.



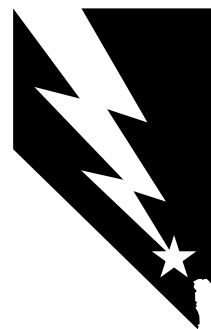
2.



3.



4.



PRIMARY LOGO BLACK + WHITE

The pairing of the Logomark and Logotype are essential to the brand, creating the primary logo.

The logomark is part of the main logo with combination of Logofont.

There are 2 main variations of the main logo:

1. Filled Nevada state
2. Framed Nevada state

Available in three color options:

Lightning Silver gradient
Nevada Blue gradient
White
Black

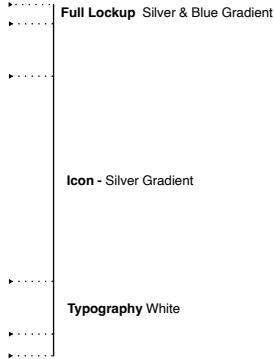
1.



Full Lockup

Icon - Silver Gradient

Typography

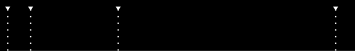


Full Lockup Silver & Blue Gradient

Icon - Silver Gradient

Typography White

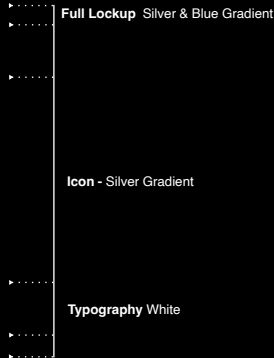
2.



Full Lockup

Icon - Silver Gradient

Typography



Full Lockup Silver & Blue Gradient

Icon - Silver Gradient

Typography White

PRIMARY LOGO

COLOR VARIATIONS 1.

There are 4 main color variations of Logo that are used according to a design.

1. Lightning Silver gradient fill & Nevada Blue over the Black

2. Lightning Silver gradient frame & Nevada Blue over the White

3. Lightning Silver gradient fill with Red Circle border & Nevada Blue over the White

4. Lightning Silver gradient frame with Red Circle Border & Nevada Blue over the black

Available in four color options:

Lightning Silver gradient
Nevada Blue
Fire Engine Red
White
Black

Note:

Legibility is most important when using across different photo background or designs. Choose a logo color combination that works the best with your design.

1.



2.



3.



4.



SECONDARY LOGO

COLOR VARIATIONS 2.

The main logo has 4 more alternatives. While maintaining the overall color integrity the main difference is in the logotype changes.

Here are the 2 extra logotype alternatives possibly to use over the black or white backgrounds.

1. Impact
2. Noto Sans Myanmar - NSM

Color Option variations.

1. Impact & Lightning Silver gradient fill & Nevada Blue over the Black

2. Impact & Lightning Silver gradient frame & Nevada Blue over the White

3. NSM & Lightning Silver gradient fill & Nevada Blue over the White

4. NSM & Lightning Silver gradient frame & Nevada Blue over the black

Available in four color options:

Lightning Silver gradient
Nevada Blue
White
Black

Note:

Legibility is most important when using across different photo background or designs. Choose a logo color combination that works the best with your design.

1.



2.



3.



4.



PRIMARY LOGO

COLOR VARIATIONS 3.

There are many uses of primary logo where we want to keep the simplicity of colors, keeping only Black and White variations.

Color Option variations.

1. Fill & White over Nevada Blue
2. Fill & White Over Black
3. Frame & White over Nevada Blue
4. Frame & Black over White
5. Fill & Black over White

Available in three color options:

Nevada Blue
Black
White

Note:

Legibility is most important when using across different photo background or designs. Choose a logo color combination that works the best with your design.

1.



2.



3.



4.



03

TYPOGRAPHY



Noto Sans Myanmar

VARIATION OF LOGO TYPEFACE

Noto Sans Myanmar with its clean and sharp edges is perfect for Headings and main logo typeface font.

For text body please consider Arial or Times new Roman font in the following slides.

Aa BLACK

Noto Sans Myanmar Black

ETISN

Montserrat

LOGO TYPEFACE, TITLES,
HEADINGS/SUBHEADINGS

Montserrat + Italic with its wide variety of weights is ideal versatile choice for headings or Titles. It is also used as the Main logo Typeface font.

Download Montserrat:

<https://fonts.google.com/specimen/Montserrat>

Aa

Montserrat
+ *Italic*

Light *Italic*

Regular *Italic*

Bold *Italic*

Black *Italic*

Impact

LOGO TYPEFACE,TITLES,
HEADINGS/SUBHEADINGS

Impact with it's tall and bold letters gives us the opportunity to stand up with it's uniqueness from other technical institutions yet maintaining the visual professionalism.

Download Impact:

<https://drive.proton.me/urls/2VWXR426F4#ElyikLuXI8pC>

Aa

REGULAR

Impact Regular

ETISN

Arial

MAIN BODY BRAND TEXT FONT

Arial + Italic is perfect fit for main brand
body text font used across all media,
Web, socials and print.

Download Arial:

[https://drive.proton.me/urls/
WFWFZ5ZETC#kmPN5s6QdQMj](https://drive.proton.me/urls/WFWFZ5ZETC#kmPN5s6QdQMj)

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+ "<>? , .

Regular

Italic

Bold Italic

Bold

Times New Roman

MAIN BODY BRAND TEXT FONT

Times New Roman + Italic is serif type font perfect fit for main brand body text font used across all media, Web, articles and other official documentations that need serif fonts.

Download Times new Roman:

[https://drive.proton.me/urls/
ZAGDQF5BFM#ZOxMyQJJIFdT](https://drive.proton.me/urls/ZAGDQF5BFM#ZOxMyQJJIFdT)

Times new Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+ "<>?,.

Regular

Italic

Bold Italic

Bold

04

COLOR



PRIMARY COLOR PALETTE

The Primary Color Palette consists of two colors, Black and White.

Primary Color Application:

General Communications
Signage
Social media base texts
Campaigns

Note:

Each brand color can be used at a percentage value of 100%, 75%, 50%, 25%.

BLACK:

DIGITAL HEX:
#000000

RGB:
0 / 0 / 0

PRINT CMYK:
72 / 68 / 67 / 88

WHITE:

DIGITAL HEX:
#FFFFFF

RGB:
255 / 255 / 255

PRINT CMYK:
0 / 0 / 0 / 0



PRIMARY COLOR PALETTE

The Primary Color Palette with its strong and profound colors gives us the opportunity to visually express what ETISN stands for. Leading Institute for training people to be the best electricians in Southern Nevada.

Color choice was made based on location and purpose of the institution. Blue shades represent state of Nevada while Gray reflects the silver lightning. Lastly we have strong Yellow and Red contrast colors, giving us the perfect use for call to action buttons and other important elements as well as usage for main logo.

Primary Color Application:

Official documents
Social Media posts
Website UI
Signage
Campaign banners
Prints

Note:

Each brand color can be used at a percentage value of 100%, 75%, 50%, 25%.

FRENCH GRAY:

DIGITAL HEX:
#B4B5B8

RGB:
180 / 181 / 184

PRINT CMYK:
29 / 24 / 22 / 0

NEVADA BLUE:

DIGITAL HEX:
#1A4CDD

RGB:
26 / 76 / 221

PRINT CMYK:
84 / 73 / 0 / 0

DUKE BLUE:

DIGITAL HEX:
#060099

RGB:
6 / 0 / 153

PRINT CMYK:
100 / 99 / 4 / 5

JONQUIL:

DIGITAL HEX:
#F9C80E

RGB:
249 / 200 / 14

PRINT CMYK:
2 / 20 / 100 / 0

FIRE ENGINE RED:

DIGITAL HEX:
#D32111

RGB:
211 / 33 / 17

PRINT CMYK:
11 / 99 / 100 / 2

NEVADA BLUE COLOR GRADIENT

Nevada Blue gradient is a alternative color background gradient.

This color gradient should always be used under these parameters.
Its important to adjust the gradient length and width with different layout sizes.

Gradient Parameters:

Type: Linear
Opacity: 100%
Midpoint: 56%
Angle: 135°

Color Positions:

DODGER BLUE 100%
DUKE BLUE 100%



05

BRAND MOCKUP



BRAND PRINT & LAMINATION MOCKUPS

Materials like business cards, t-shirts or car wraps are essential part of the company use.

Provided mockup serves as an illustrative inspiration for the future and further usage of the logo.

Note:

This is an advanced designing and Logo's should always be used in the right formats according to printing technique.



Thank You!

If you have any questions about this guide or are missing any brand assets, please contact:

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