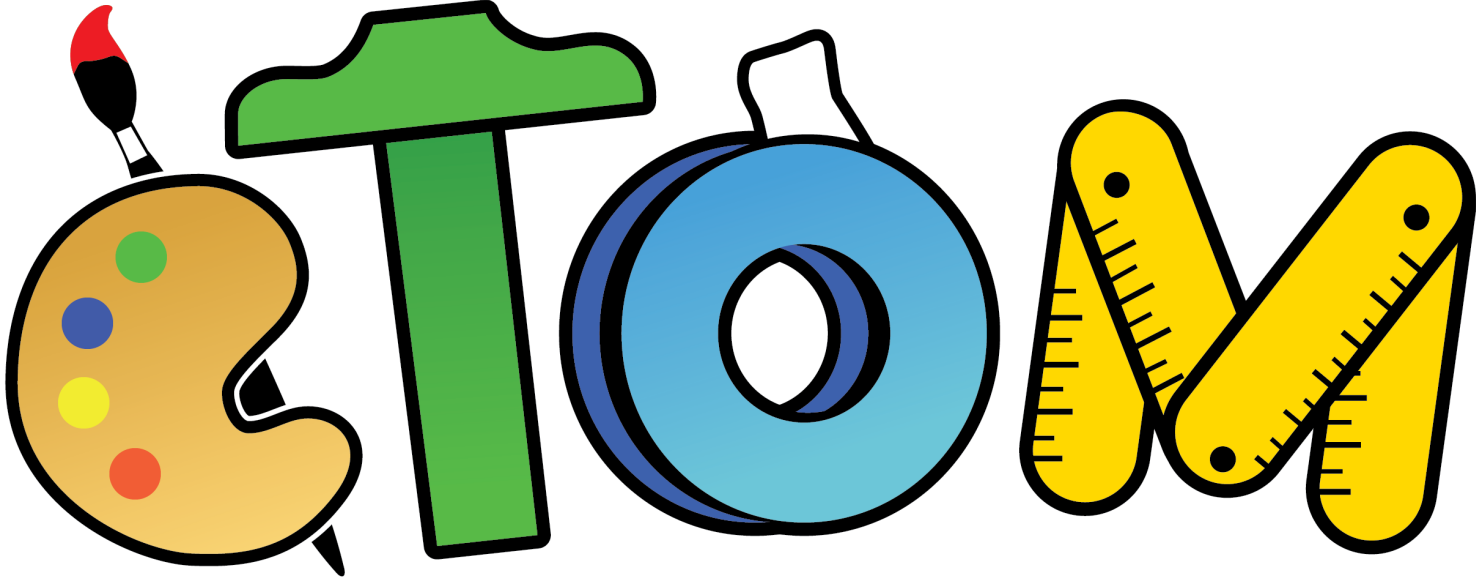
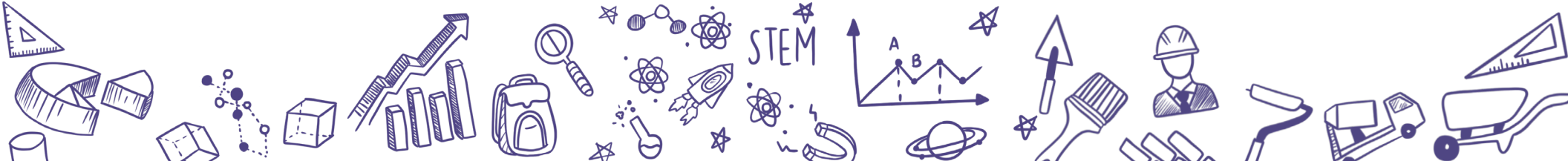


# Brand Guidelines



**CT Odyssey of the Mind**





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# Odyssey of the Mind Mission Statement

"Odyssey of the Mind is not just about competing and problem-solving – it is about friendship and family. During OM™ competitions young people are encouraged to meet new friends and to watch and learn from the ideas of others. Through our volunteer structure, families are able to be an integral part of the program and are able to help in their communities. Odyssey of the Mind puts learning into action and has made learning fun for decades!"

-[www.odysseyofthemind.com](http://www.odysseyofthemind.com)

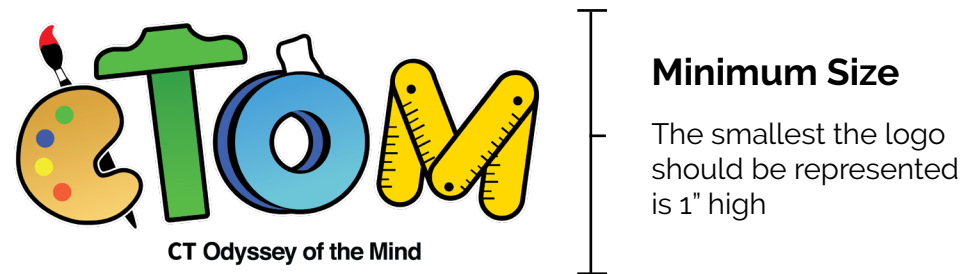
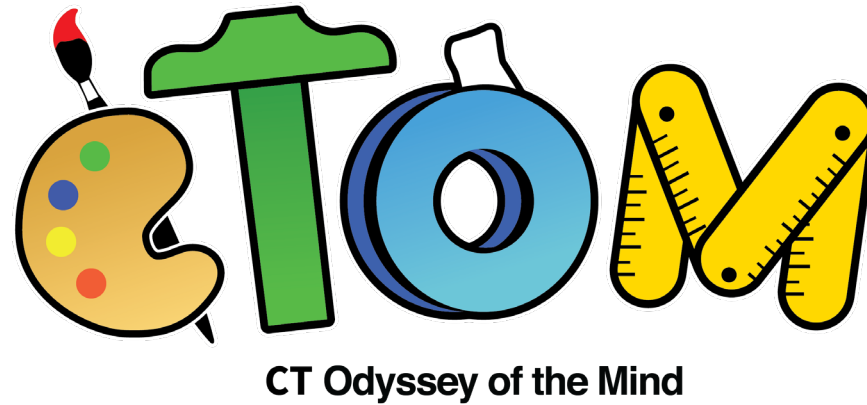




# Primary Logo

Connecticut Odyssey of the Mind (CTOM) has a primary logo that captures a student's self expression.

Each letter represents creative materials and tools students use for projects or during competitions. The colors are vibrant to represent excitement and innovation. This logo can be used across any branded assets.



## Minimum Size

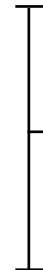
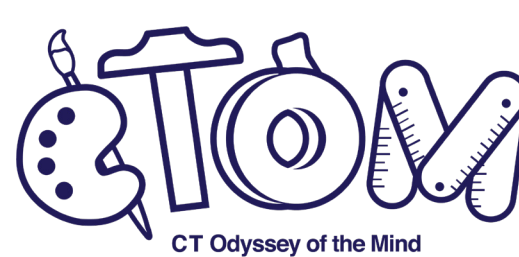
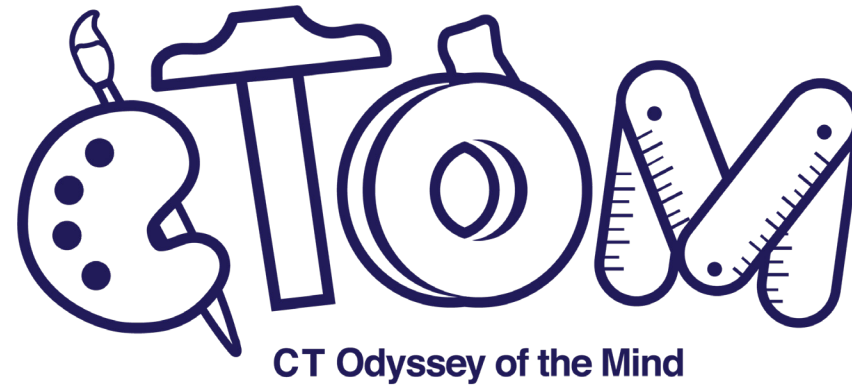
The smallest the logo should be represented is 1" high

[Logo Assets Here](#)



## Secondary Logo

The secondary logo is the outlined version of the primary logo. This logo may be changed to colors within the color palette. Only place on a dark, solid background to ensure legibility. This logo can be used across any branded assets.



### Minimum Size

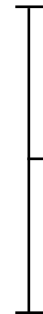
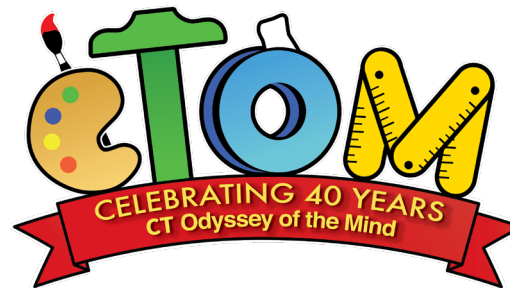
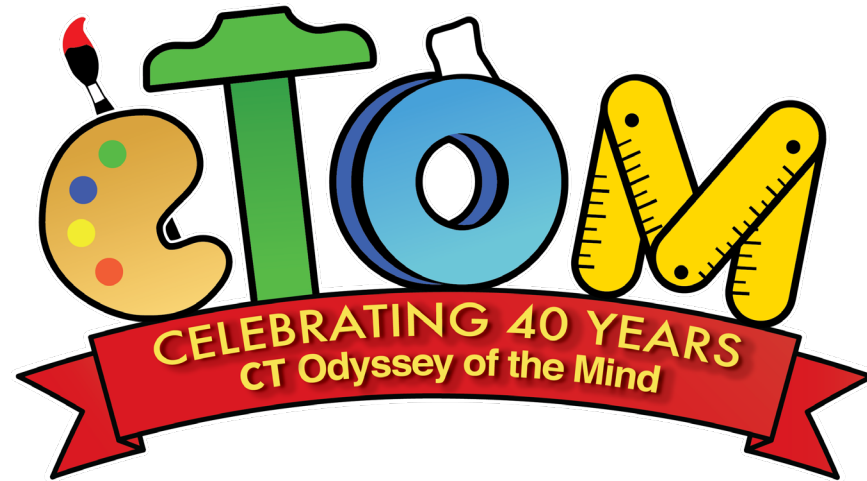
The smallest the logo should be represented is 1" high

[Logo Assets Here](#)



# Anniversary Logo

The anniversary logo celebrates longevity of the organization in Connecticut. The anniversary number written on the banner can be changed each year. This logo can be used across any branded assets. The secondary outlined version of this logo may be used as well.



## Minimum Size

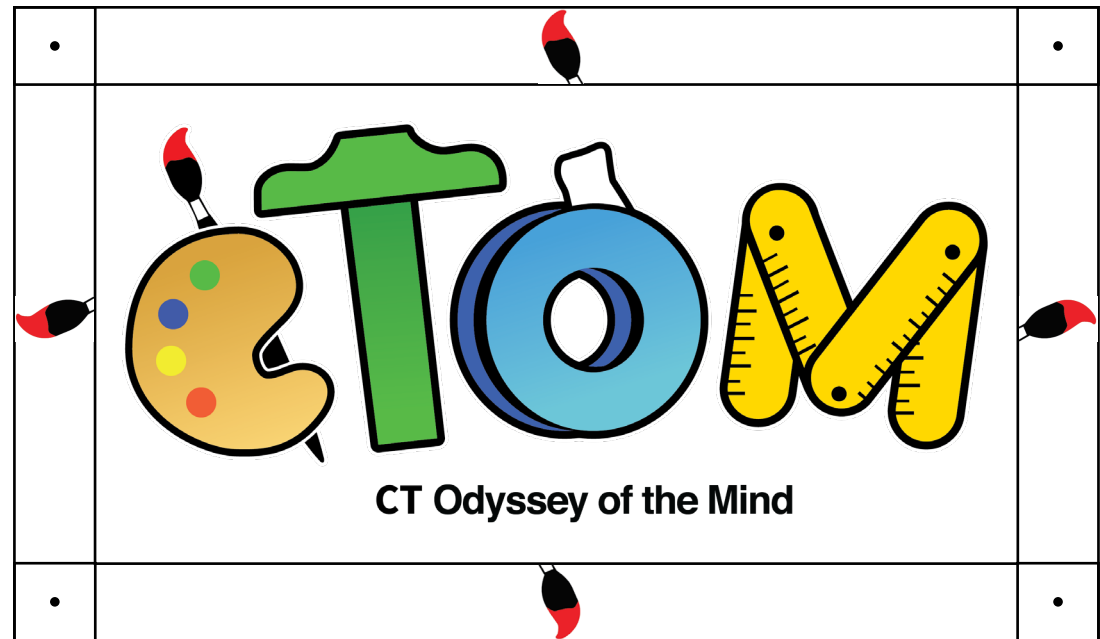
The smallest the logo should be represented is 1" high

[Logo Assets Here](#)



# Clear Space

To ensure legibility, allow a bumper that can scale up or down proportionally to the logo. This space isolates the logo from surrounding elements for clarity. These rules apply for the primary, secondary and anniversary logo.

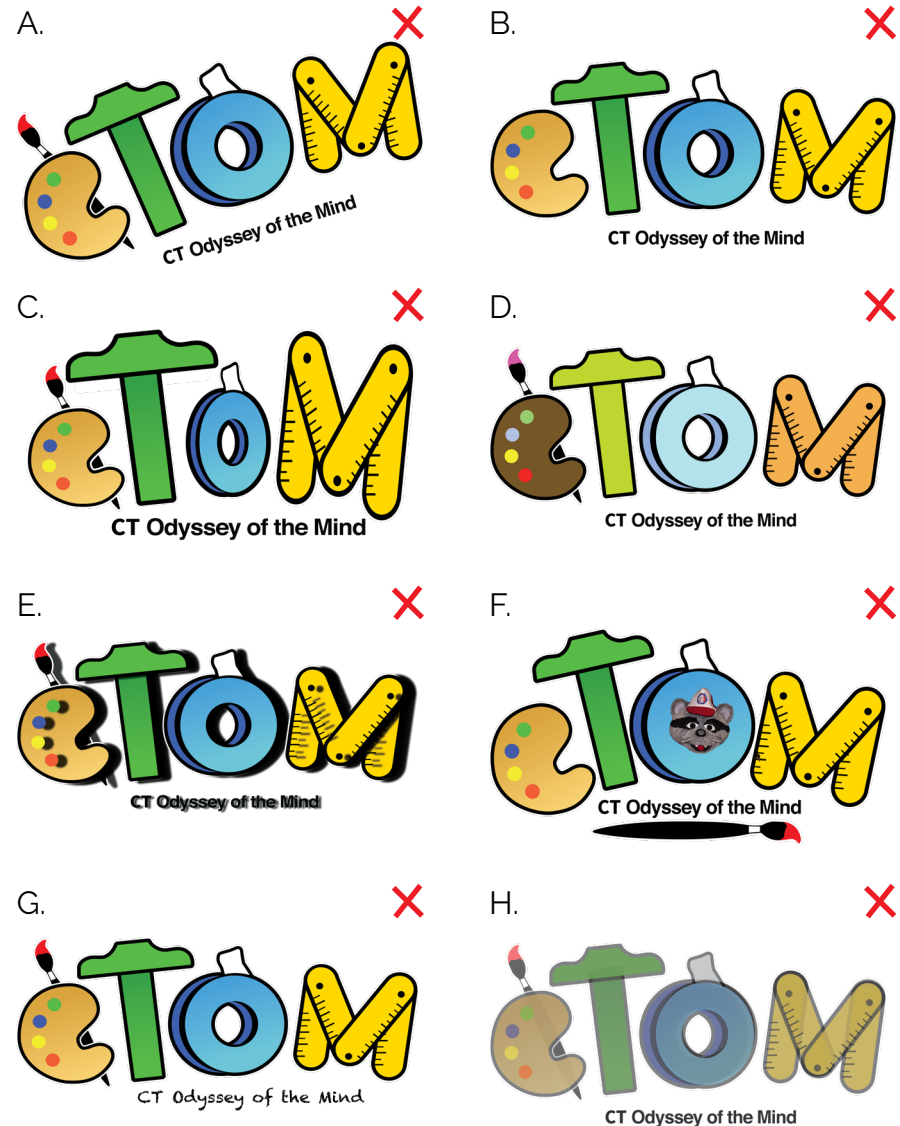




# Unacceptable Usage

A few rules are necessary to maintain the integrity of the CTOM logo. These rules apply to the primary, secondary and anniversary logo.

- A. Don't rotate the logo
- B. Don't remove the paintbrush from the logo
- C. Don't squash, stretch or resize any elements
- D. Don't change the colors in the logo
- E. Don't add dropshadows or additional text styles
- F. Don't morph, rearrange or add elements
- G. Don't change fonts
- H. Don't adjust the logo transparency



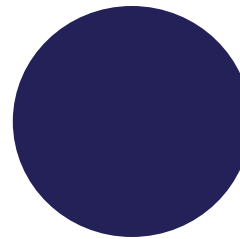




# Primary Color Palette

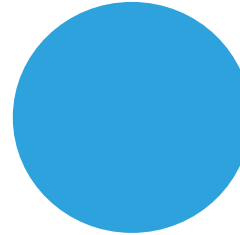
The color palette of dark blue, light blue and yellow are used to signify how students participating in CTOM cultivate innovation and ideas through divergent thinking.

Innovation Dark Blue symbolizes spontaneous creative thinking and development. Divergent Blue represents how students can be bold and think outside the box to suggest unique solutions to challenging problems. Creativity Yellow signifies the spark of a light blub as students use their imagination to solve creative problems; giving off strong energy and excitment. When all three colors are used together, students challenge themselves to creatively think and problem solve.



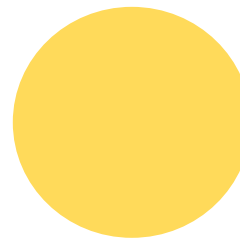
## **INNOVATION DARK BLUE**

CMYK: 100, 100, 34, 28  
RGB: 19, 5, 92  
HEX: #13055c



## **DIVERGENT BLUE**

CMYK: 71, 20, 0, 0  
RGB: 40, 163, 222  
HEX: #28a3de



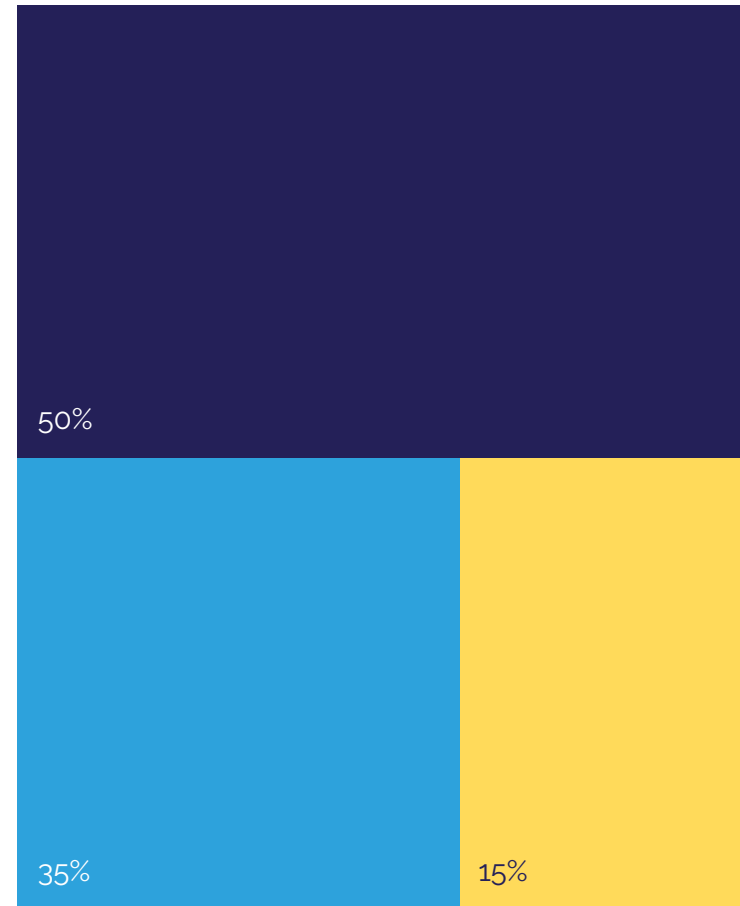
## **CREATIVITY YELLOW**

CMYK: 0, 13, 76, 0  
RGB: 255, 216, 89  
HEX: #ffd859



# Proportions of Color

For a clean visual color balance, it is recommended designs use 50% Innovation Dark blue, 35% Divergent Blue and 15% Creativity yellow.





# Typography

Typography is an important form of brand expression. Raleway captures the excitement displayed by all participants of CTOM. Both regular and bold styles can be used across any branded assets. It is recommended that bold styles are used for added emphasis. Font sizes may be increased for legibility, but may not be smaller than size 10.

The font in the logos may not be changed.

Web letter-spacing: 0

## Raleway

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

**Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890**

[Download Raleway Here](#)



# Photography

Photography is an important form of brand representation. Photos that represent a variety of cultures/backgrounds and gender work best. If there is a solid background, logos may only be used in the corner of the image.

## Tips:

1. Avoid busy images with detailed backgrounds
2. Use high resolution images
3. Adjust the brightness & contrast of darker photos
4. Use photos that capture true moments of CTOM



[High Resolution Photography Here](#)



# Photography: Unacceptable Usage

A few rules are necessary to maintain the brand image. These rules apply to any branded assets.

- A. Don't use blurry photos
- B. Don't place the logo in the center of an image with a distracting background
- C. Don't zoom in, distort, or morph images
- D. Don't use images where participants are making faces or seem uninterested

**Note:** Light image editing may be done, but don't use heavy filters or effects.





# Website

The CTOM website is a Wordpress site that uses the following plug ins:

- Astra Widgets
- CartFlows
- Elementor
- Elementor: Header, Footer & Blocks
- Starter Templates
- WooCommerce
- WooCommerce Cart Abandonment Recovery

The content can easily be updated by uploading a new image, changing the color or replacing the text.



[Web Mock Here](#)

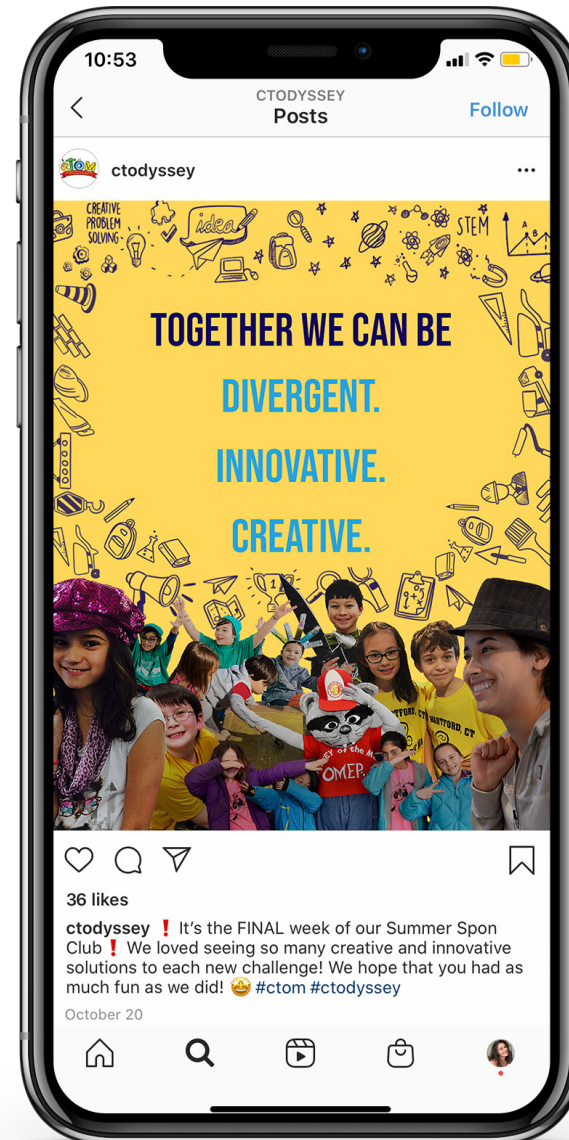


# Social Media

It is important to connect with the target audience across social. Simple photography works best with a focus on the participants. Use .png images & a solid background with a simple phrase to create brand excitement around events or activities. Posts may be animated as well. At least one hashtag must be used on every post to ensure brand visibility.

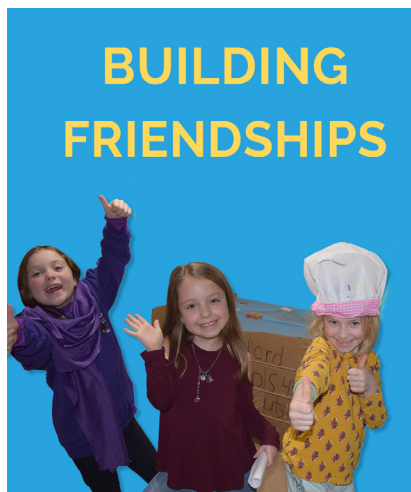
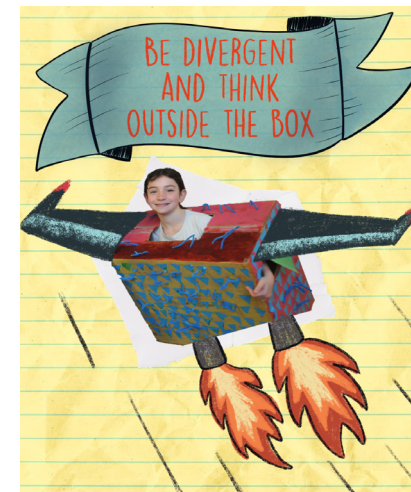
## Tips:

1. Stay within the color palette
2. Can use motivational words/short phrases
3. Erase the background on images with busy backgrounds
4. Use #ctom, #ctodyssey, #ootm or #odysseyofthemind in posts





# Social Media Usage



[Social Assets Here](#)





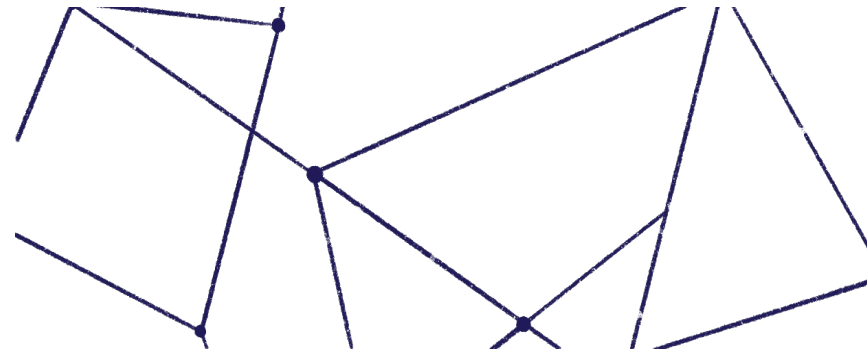
# Icon Elements

Simple icons (.png files) can be used for added emphasis on branded assets such as social posts, website pages, or letters. The color may be changed to colors within the color palette and the transparency may be adjusted to no less than 75%.

## Tips:

1. Use only on solid colored backgrounds
2. Darker colors from the color palette work best
3. Combine and rotate icons to create patterns

## Nodes:



## Doodles:



## Pencil Line:



## Ideation Wave:

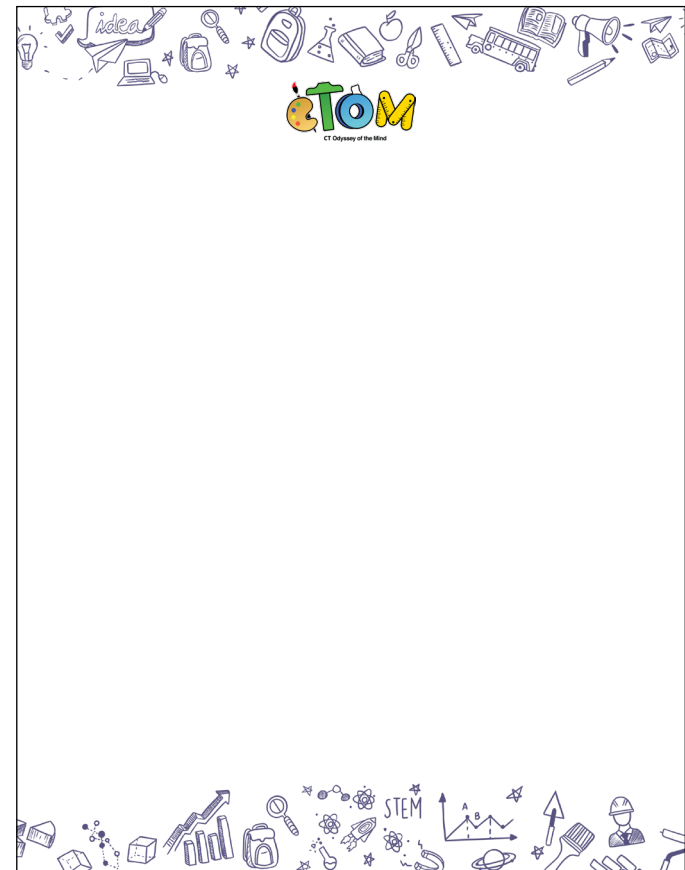
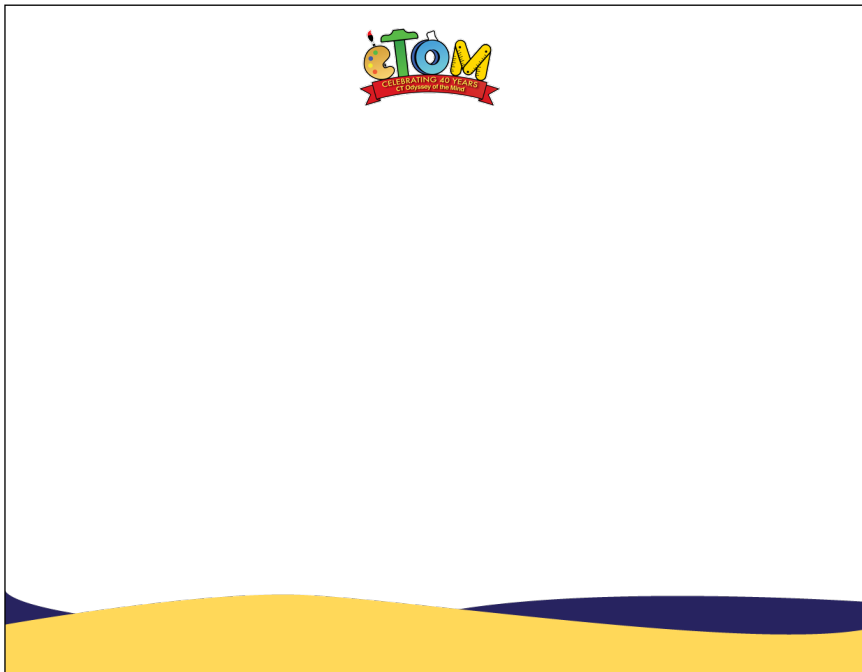


[Icon Elements Here](#)



# Icon Usage

Based on horizontal and vertical layouts of 8.5 by 11 documents.  
Combine icon elements to create borders or patterns to use  
across branded assets. The logo may be used as well.



[Templates Here](#)



# Merchandise Ideas



innovation, ideas, friendships, excitement, teamwork, challenges, friendships, smiles, innovation, ideas, excitement, teamwork, challenges, divergent, excitement, smiles, innovation, ideas, friendships, teamwork, challenges, friendships, smiles, innovation, ideas, excitement, teamwork, divergent, ideas



innovation, ideas, friendships, excitement, teamwork, challenges, friendships, smiles, innovation, ideas, excitement, teamwork, challenges, divergent, excitement, smiles, innovation, ideas, friendships, teamwork, challenges, friendships, smiles, innovation, ideas, excitement, teamwork, divergent, ideas

[Ideas Here](#)



# Reference:

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