

Authorized User's Guide

For the CTE Brand

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The CTE brand is a registered trademark of the National Association of State Directors of Career Technical Education Consortium (NASDCTEc). This user's guide is intended for the express purpose of providing authorized users with the implementation guidelines, graphic standards and understanding necessary to build and sustain a strong, consistent image and messaging for the CTE brand, its brand story and its value proposition.

Why is it important? Consistent usage and vigilant stewardship are critical in order to effectively establish the Career Technical Education (CTE) brand. By following the guidelines and standards outlined in this user's guide, you will help create awareness and recognition for CTE that enhances its leadership position among key audiences and underscores the value of CTE.

By using the CTE brand logo, brand theme and brand messaging in your communications, you are also affirming your commitment to the CTE brand promise and the five vision principles that guide CTE and were adopted by CTE leaders across the nation in 2010. For more information on the CTE vision, visit www.careertech.org:

- CTE is critical to ensuring that the United States leads in global competitiveness.
- CTE actively partners with employers to design and provide high-quality, dynamic programs.
- CTE prepares students to succeed in further education and careers.
- CTE is delivered through comprehensive programs of study aligned to The National Career Clusters® Framework.
- CTE is a results-driven system that demonstrates a positive return on investment.

This is not only about proper usage of the logo. It's also about what the CTE brand represents and how CTE is positioned for leadership in addressing key issues facing our nation. You play an important role in this national CTE initiative, and your use of the CTE brand assets is a clear and visible endorsement of this initiative. Like all valued brands, we build it one impression at a time in all that we do in the name of the brand. It has meaning—and it makes a difference. As such, the CTE brand image can only be used in authorized ways that are consistent with its brand promise and character.

Digital artwork for the CTE brand identity program is available for download in the Members section at www.careertech.org. Associate Members (who are not affiliated with state educational agencies) and non-members interested in using the CTE brand should contact the NASDCTEc office.

CONTENTS:

1.0 The CTE Brand & Its Extensions.....	2
1.1 Brand Promise.....	2
1.2 Brand Character.....	2
1.3 Brand Elements.....	3
1.4 State-Specific Brand Extensions.....	4
1.5 Other Brand Extensions.....	4
1.6 Relationship with Other Logos.....	4
1.7 References to Career Technical Education.....	4
1.71 Brand Paragraph.....	5
1.8 Relationship with Career Clusters®.....	6
2.0 Graphic Standards and Usage Guidelines.....	7
2.1 CTE Logo/Signature.....	7
2.11 Authorized Forms of Use.....	7
2.11a. Multi-Color Form.....	7
2.11b. Single-Color Form.....	7
2.11c. Partial-Reverse Form.....	8
2.11d. Color of Brand and Theme Type.....	8
2.12 Statement of Ownership.....	8
2.2 Authorized Alternative Versions.....	8
2.3 Color Specifications.....	9
Table 1. Color Specifications.....	9
2.4 Typography (Fonts).....	9
2.41 Brand Logos/Signatures.....	10
2.42 Marketing and Communications Materials.....	10
2.5 Minimum Size Standard.....	10
3.0 Authorized Uses & Applications.....	11
3.1 Authorized Uses & Restrictions.....	11
3.2 Statement of Ownership.....	11
3.3 Literature and Marketing Assets.....	12
3.4 Clear Space Rule.....	12
4.0 Digital Art Files and Questions.....	13
4.1 Downloading Digital Files.....	13
4.2 Program Questions.....	13

1.0 The CTE Brand & Its Extensions

CTE Brand Guidelines at a Glance

Complete details regarding the proper and authorized use of the CTE brand image are included in the following pages. But here's a quick look at the basics:

- Always use all three components of the CTE brand image.
- Do not stretch or modify the CTE brand image in any way.
- Do not change the size/space relationship between components of the brand image.
- Use only the colors and type fonts specified in the brand guidelines.
- Using the CTE brand image on items for sale is prohibited.
- Authorized use of the state-specific versions of the CTE brand image is limited to state agencies and educational institutions that offer CTE programs.

If you have any questions, please contact NASDCTEc.

Please share this guide with your communications staff and others responsible for outreach and/or product development.

1.1 Brand Promise

The CTE brand promise is the essence of the brand, as it declares what the brand promises to do for those whom it serves. The brand promise is not a public document, but instead represents an internal commitment within the CTE “family” that serves as the foundation for CTE messaging. It drives what we do and the decisions we make, how we behave, how we interact with key audiences, how we talk about CTE, and how CTE connects with others. It's why CTE matters.

All uses of the CTE brand and CTE brand messaging must be consistent with the CTE brand promise as outlined below:

Career Technical Education promises an unrelenting commitment to:

- Continually improve the relevance and value of a student's educational experience;
- Prepare students for success in both career and college, by employing The National Career Clusters® Framework to ensure contextual learning and academic standards that reflect the goals and interests of all learners;
- Provide American business and industry with a highly skilled, sustainable workforce;
- Provide dynamic, innovative leadership for the nation's educational system; and
- Serve as a strategic partner with secondary and postsecondary educators and business/industry to strengthen America's competitive position in the global economy.

Since CTE is evolving and will continue to evolve in response to workplace changes and demands, it is important to note that the brand promise is centered on the “unrelenting commitment” to achieve the goals outlined in the brand promise. It is this commitment that is the true essence of the brand.

1.2 Brand Character

The true character of the CTE brand is focused on relevance, technical knowledge, effectiveness, high quality education, and ensuring a highly-skilled, sustainable workforce to keep American business and industry globally competitive.

The CTE brand character is described by the following qualities:

CTE Brand Character

- The CTE brand has broad appeal because of its ability to help others accomplish their objectives.
- The CTE brand is practical and realistic.
- The CTE brand strives to be accountable and is dedicated to proficiency—doing a job well.
- The CTE brand is approachable and collaborative—yet is never afraid to lead.
- The CTE brand is continually innovating and adapting to improve its value to others.
- The CTE brand believes in personal responsibility, diligence and good citizenship.
- The CTE brand is confident, articulate and visionary—and it inspires others to share in its vision.
- The CTE brand is eager to serve and works shoulder-to-shoulder with others to address challenges.
- The CTE brand earns respect by doing what it says it will do, leading by example, and bringing out the best in others.

1.3 Brand Elements in Text & Graphic Forms

The CTE brand is represented by its brand name (CTE) in regular text and headlines and by its designated brand logo/signature on branded products and marketing and communications materials. For maximum impact, readability and consistency, the CTE brand logo/signature is composed of three core elements organized in a prescribed fashion and cannot be separated.

All three elements must be included any time the CTE brand logo/signature is used.

- **Brand Name:** *CTE*. These three letters are the new brand name for what was known as Career Technical Education, and the image clearly establishes the brand name in bold capital letters.
- **Brand Graphic:** *Concentric arcs*. The brand graphic is composed of three concentric arcs of specified color, size, shape and relationship—symbolizing the integration of secondary education, postsecondary education and business and industry to ensure America's leadership in global competitiveness.
- **Brand Positioning Theme:** *Learning that works for America*. This theme establishes the category in which CTE operates (education or “learning”) while it also conveys the outcome and deliverable of CTE—improved performance for our nation and its people. The use of the word “learning” is key to the brand theme. While “education” or “teaching” is the process, “learning” is the ultimate deliverable benefit gained by the individual from the experience. This is an important distinction—one that is fundamental to the brand.

In addition to the core elements above, the CTE brand is further defined by color and typography. Details and specifications for both are located in Section 2.0: Graphic Standards and Guidelines.

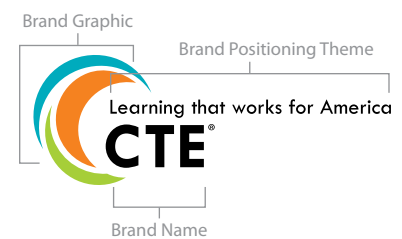


Figure 1. The CTE brand logo/signature is comprised of three primary elements.

1.4 State-Specific Brand Extensions

In order to provide for greater brand impact on a state, district or territory level, the CTE brand logo/signature can be extended by substituting the name of a NASDCTEc member state, district or territory for the word “America” in the brand positioning theme. State/territory-specific digital files for each NASDCTEc Member are available for download at www.careertech.org.

Access to and use of state-specific logos is restricted to Members and Associate Members affiliated with state educational delivery systems. Authorized users are authorized only to use the state-specific logo applicable to their individual state.

Only these digital files are authorized for use in conveying the CTE brand on a state or territory level.

1.5 Other Brand Extensions

In order to protect the integrity of the CTE brand, the only brand extensions allowed are those provided for specific states, districts or territories. No other organization, entity or public/private concern may substitute its name or brand for the word “America” in the brand theme (Figure 3). However, we realize that many organizations and CTE advocates may wish to convey their support by incorporating the CTE brand into their communications. We encourage and appreciate this support and involvement. **Please request permission to use the CTE brand image by contacting NASDCTEc.** In order to make the connection between the CTE brand and another organization, the suggested format/verbiage “A strong supporter and advocate of...” is shown (Figure 4). In adding this verbiage, please refrain from using your company/entity logo in close proximity to the CTE brand—and please conform to the “clear space rule” outlined in Section 3.4 of this document.

1.6 Relationship with Other Logos

In some cases, the CTE brand image may appear on materials with other logos for state members, private/public entities, or other advocates or supporters of CTE. In these cases, the third party brand image will likely assume a dominant position, and the CTE brand image will be used in a secondary position, conveying that the dominant brand is a supporter and advocate of CTE.

Such use is acceptable, providing it adheres to applicable guidelines outlined herein. Please refrain from using your company/entity logo in close proximity to the CTE brand—and please conform to the “clear space rule” outlined in Section 3.4 of this document. (see Figure 5 and Figure 6 for examples)

If you have questions or concerns about the use of the CTE brand in this type of application, please contact NASDCTEc.

1.7 References to Career Technical Education

When writing about or referring to CTE, it is important to provide the audience with an explanation of what the letters “CTE” represent—and thus, it is essential that the first or early use of “CTE” in your communications include a reference to CTE as the brand name for “Career Technical Education.” The “CTE” brand name should be positioned as the manner in which you will be communicating about Career Technical Education. Once this important context



Figure 2. The CTE brand logo/signature can be adapted for state/territory-specific use by substituting the word “America” in the brand positioning theme with the name of the state or territory using the digital files provided.



Figure 3. No other organization, entity or public/private concern may substitute its name or brand for the word “America” in the brand theme.

A strong supporter and advocate of:



Figure 4. A company or entity may indicate its support by adding this verbiage properly placed in relationship to the CTE brand image.

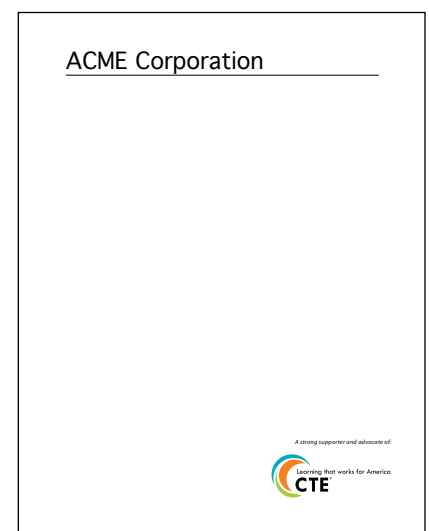


Figure 5. Sample letterhead showing relationship between corporate logo and CTE brand.

1.0 The CTE Brand & Its Extensions *continued*

and definition have been provided for the listener or reader, the “CTE” brand name can be used alone. If this important context is not provided, the audience may not have a clear understanding of what the acronym represents—and the effectiveness of your brand message will be diminished.

EXAMPLE OF WRITTEN COMMUNICATION

CTE (Career Technical Education) is Learning that works for America.® CTE is helping our nation meet the very real and immediate challenges of economic development, student achievement and global competitiveness.

EXAMPLE OF VERBAL COMMUNICATION

“I’d like to talk with you today about CTE—or Career Technical Education. CTE is helping our nation meet the very real and immediate challenges of economic development, student achievement and global competitiveness.”

1.71 Brand Paragraph

The following brand paragraph is recommended for use in marketing and communications materials to consistently and effectively convey the CTE value proposition. Uses for this brand paragraph include:

- As an introduction to CTE on your website;
- As a descriptor for CTE in brochures or handout materials;
- As the final paragraph in a news release;
- As part of correspondence with key target audiences such as business and industry, policy makers, media and others;
- Other applications that offer the opportunity to position CTE positively.

Since the goal of this program is to create a consistent national brand for CTE, this brand paragraph should not be adapted for state-specific use.

CTE BRAND PARAGRAPH

CTE (Career Technical Education) is learning that works for America. CTE is helping our nation meet the very real and immediate challenges of economic development, student achievement and global competitiveness. CTE is developing America’s most valuable resource—its people; CTE is helping them gain the skills, technical knowledge, academic foundation and real-world experience they need to prepare for high-skill, high-demand, high-wage careers—and keep America working—in every sense of the word. CTE is organized by a national framework called Career Clusters®, which presents a complete range of related career options to students of all ages, helps them discover their interests and passions, and empowers them to choose the educational pathway that can lead to success in high school, college and their chosen career. CTE is leading change, transforming expectations and making the difference for students, for high schools and colleges, for business and industry, for America. Learn more at www.careertech.org.

DOWNLOAD WORD DOCUMENT

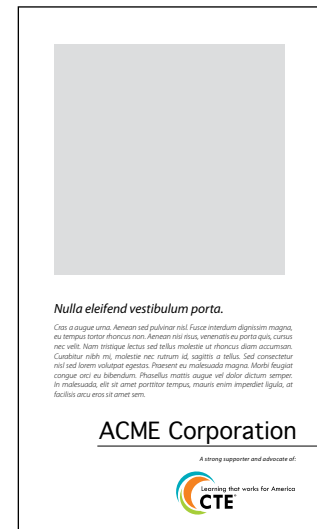


Figure 6. Sample advertisement showing relationship between corporate logo and CTE brand.

1.8 Relationship with Career Clusters®

The CTE and Career Clusters® brands, as depicted by their respective brand marks, are stand-alone brands. The two brands are inter-related, but different—each helping to support and inform the other.

In simplest terms, the CTE brand is the “parent” or “endorser” brand—and The National Career Clusters Framework provides the means by which CTE is able to deliver on its brand promise.

As such, the CTE and Career Clusters brands can be used in combination with each other to increase awareness and credibility for their respective brand positions. Please refer to Section 3.3 for guidance on application.



2.0 Graphic Standards & Usage Guidelines

2.1 CTE Logo/Signature (Preferred & Primary Configuration)

The CTE logo/signature signifies the qualities and characteristics of the CTE brand. To maintain consistency and build brand equity, the logo/signature should be reproduced from digital artwork provided as part of the CTE brand identity program and in accordance with the branding guidelines outlined below.

- The CTE logo/signature is comprised of the brand name, the brand (three-arc) graphic and the brand positioning theme. The authorized signature should always be used in its complete form and should not be added to or used with only select components.
- Do not stretch, distort or otherwise alter the CTE logo/signature in any way.
- Do not use the CTE logo/signature as part of a sentence or headline. In these situations, always use the brand name: CTE.
- Always use the trademark designation with the logo/signature (see Figure 7).

2.11 Authorized Forms of Use

The CTE logo/signature can be reproduced in a multi-color, single-color or full or partial-reverse form as specified below. The preferred brand application is in the multi-color form.

2.11a Multi-Color Form (Preferred): The CTE logo/signature can be used in a positive form for all applications and against backgrounds that provide adequate contrast and do not interfere with readability. In this form, the CTE logo/signature should be reproduced in the four colors specified for the brand (black, green, blue, orange). Please refer to the color chart in Section 2.12 for color specifications.

2.11b Single-Color Form: The CTE logo/signature can also be used in a single-color form so long as the color is black. The single-color version can be either 100% black or a “gray scale” version in which the brand name and theme are 100% black and the concentric arcs are represented in designated screens of black as follows:

- Orange arc:** 75% black
- Green arc:** 25% black
- Blue arc:** 50% black

Figure 7. Proper use of the CTE logo/signature



Figure 8. Improper use of the CTE logo/signature (signature without positioning theme)



Figure 9. CORRECT: Authorized multi-color form.



Figure 10. INCORRECT: Improper use of color for the brand graphic and brand name.



Figure 11. CORRECT: Authorized single-color form—solid black



Figure 11a. CORRECT: Authorized single-color form—solid black and screens



Figure 12. INCORRECT: Improper use of single-color form.



2.0 Graphics Standards & Usage Guidelines *continued*

2.11c. Full and Partial-Reverse Form: The CTE logo/signature can be used in full and partially reversed forms so long as the size and contrast do not interfere with readability. In the partially reversed form, the brand graphic should remain in its designated colors.

2.11d. Color of the CTE and Brand Positioning Theme Type

The CTE brand name (CTE) and the brand positioning theme ("Learning that works for America") should always be used in either black or white, depending on their application in accordance with the brand usage guidelines. Additionally, the brand name and theme should be used in the same color configuration in the same application.

Under no circumstances should the CTE brand name or positioning theme "Learning that works for America" or like components of the related state-specific extensions be used in any other color than black or white.

2.12 Statement of Ownership

A clear statement of ownership must accompany all assets that display the CTE brand logo/signature and/or its extensions, as provided below. This statement is to be positioned and of a size that does not interfere with the communication or design of the asset.

The CTE brand logo, brand positioning theme and brand extensions are the property of NASDCTEc. www.careertech.org

2.2 Authorized Alternate Versions of the CTE Logo/Signature

Alternate versions of the CTE logo/signature are authorized for use when space restrictions or specific situations or applications do not allow for adequate reproduction or readability of the primary version. In these versions, the brand theme is repositioned and enlarged for optimum readability.

When the brand theme is repositioned in these alternate versions, the "CTE" typography is enlarged slightly to better fill the space vacated by the brand positioning theme. Under no circumstances should this alternative version be used without all three brand elements in place and in proper relationship (brand name, brand positioning theme and brand graphic.)

Digital files for these alternate versions of the CTE brand logo/signature are available for download at www.careertech.org. These are the only alternate versions authorized. These versions should not be altered or reconfigured in any manner. The presence, spatial relationship and size relationship between all elements should be maintained, regardless of the size at which these alternate versions are used. All authorized versions of the logo outlined in Section 2.0 can be used in these alternative representations of the CTE brand image.

Figure 13.
Authorized full-
reverse form
(100% white)



Figure 14.
Authorized partial-
reverse form (white
brand name and
theme, color brand
graphic)



Figure 15.
Unauthorized use
of color in the CTE
brand logo.



Figure 16.
Authorized alternate
version of CTE logo/
signature ("square")

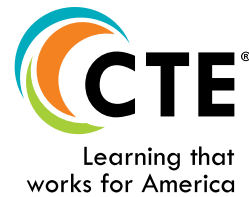


Figure 17. Authorized alternate version of CTE logo/signature ("landscape")



Figure 18. Improper alternate version of CTE logo/signature. All three elements (brand name, brand theme and brand graphics) must appear in all versions of the CTE brand image.

2.3 Color Specifications

The color specifications for the CTE logo/signature elements and its state-specific brand extensions are detailed in the table below—and are identical for both.

Table 1: Color Specifications:

BRAND GRAPHIC	Element	COLOR	CMYK	RGB	HTML	PMS/Pantone
	Small Arc	Green	C-40, M-0, Y-100, K-0	R-122 G-184 B-0	HTML 7BB801	PMS-368C
	Mid-Sized Arc	Orange	C-0, M-60, Y-100, K-0	R-255 G-109 B-20	HTML FF6E15	PMS-158C
	Large Arc	Blue	C-100, M-0, Y-30, K-0	R-0 G-154 B-166	HTML 009AA6	PMS-320C
	Brand Name	Black	C-0, M-0, Y-0, K-100	R-0 G-0 B-0	HTML 000000	Pantone BlackC
	Brand Positioning Theme	Black	C-0, M-0, Y-0, K-100	R-0 G-0 B-0	HTML 000000	Pantone BlackC

When to Use the Different Color Formulas:

CMYK: Use this color formula for print applications where 4-color process (full color) is available.

RGB: Use this color formula for PowerPoint Presentations, web applications and other applications where the logo is being projected.

HTML: An alternative to RGB, typically used as a color reference in web design.

PMS (Pantone): The PMS or Pantone colors can be used for print applications. However, most applications are better suited for CMYK, which allows for photos and other images to be printed in the full range of colors. The PMS color may be useful when trying to match a single color.

2.4 Typography (Fonts)

Typography is an essential component of the brand identity system. A disciplined use of typographic standards helps maintain a strong and effective brand identity and adds consistency to all forms of brand communications.

2.41 Brand Logos/Signatures

Digital artwork has been developed and is available in multiple file formats for the CTE logo/signature and also for the state/territory-specific brand logos/signatures—and should be used at all times. The font used for the brand name and brand positioning theme are from the Twentieth Century MT family of fonts, but have been modified for use in the CTE brand logo/signature. Under no circumstances should you attempt to recreate the logo using these fonts or other elements. Use only the authorized digital files provided.

Additionally, do NOT use fonts from the Twentieth Century MT family for headlines or text in CTE materials. In order to maintain the integrity of the CTE logo/signature, it is essential that the typography selected for the CTE brand be kept distinct and different from other type used in communications materials.

2.42 Marketing and Communications Materials

As part of the CTE brand identity program, marketing and communications materials should use typography from the Myriad Pro family of fonts for headlines and body copy wherever possible to provide a consistent, compatible and recognizable look and feel for the brand. This font is readily available and can be downloaded at a number of online font sources. This is the preferred content font for all major CTE brand communications from NASDCTEC.

When the use of Myriad Pro is not practical or possible, Geneva is an acceptable substitute.

Preferred Font: Myriad Pro

Headline: **The CTE Brand Promise**

Text Light: The CTE brand promise is the essence of the brand

Text Semi-Bold: **The CTE brand promise is the essence of the brand**

Text Italic: *The CTE brand promise is the essence of the brand*

Alternative Font: Geneva

Headline: **The CTE Brand Promise**

Text Regular: The CTE brand promise is the essence of the brand

Text Bold: **The CTE brand promise is the essence of the brand**

Text Italic: *The CTE brand promise is the essence of the brand*

2.5 Minimum Size for Brand Logos/Signatures

The CTE brand logo/signature should only be used at a size that allows for the full signature to be clearly legible, including the descriptor line. For smaller applications, a stroke may be added to the font in the descriptor line to make it a bit bolder and ensure readability.

3.0 Authorized Uses and Applications

3.1 Authorized Use & Restrictions

The CTE brand is a registered trademark of the National Association of State Directors of Career Technical Education Consortium.

- **Products for Sale.** Use of the CTE brand or its state-specific brand extensions on products or services for sale is strictly prohibited.
- **User Compliance.** Any use of the CTE brand must be in compliance with the standards and guidelines set forth in this user's guide.
- **Member Authorization.** NASDCTEc members can be authorized to use the CTE brand logo/signature on appropriate communications and advocacy materials by agreeing to comply with the terms and conditions outlined in the *CTE Brand User's Agreement* at www.careertech.org. This authorization does not extend to other parties.
- **Authorization of Associate Members and Non-members.** NASDCTEc associate members and non-members may also be authorized by NASDCTEc to use the CTE brand name and logo/signature in approved applications. Authorization must be requested by the interested party and granted by NASDCTEc. This use must comply with the standards and guidelines set forth in this user's guide.

3.2 Statement of Ownership

A clear statement of ownership must accompany all assets that display the CTE brand logo/signature and/or its state or territory extensions, as provided below. This statement should be positioned and of a size that does not interfere with the communication or design of the asset.

The CTE brand logo, brand positioning theme and brand extensions are the property of NASDCTEc.

3.3 Literature and Select Marketing Assets

The following suggestions are offered as a guide to ensure the strength and integrity of the CTE brand and its state-specific extensions across multiple applications. The application of the CTE brand will vary, depending on the nature and purpose of the application.

- For literature and other marketing communications, the generally preferred position for the CTE brand logo (or its extension) is typically the upper right hand corner on the front cover. This visible but out of the way position establishes ownership right away, while providing a clear, consistent and suitable treatment of the brand.
- For advertising, the first objective is to capture the viewer's attention. It is important, therefore, to position the brand logo/signature where it will not interfere with the creative message or strategy, while providing the appropriate brand identity. In these instances, the preferred position for the brand logo is often in the lower right hand corner. The brand logo/signature should never be positioned in the upper left or lower left areas of the advertisement.
- Brands are brands, not headlines. The brand logo/signature should not be used as a substitute for a headline.
- CTE and Career Clusters® go hand-in-hand. The CTE brand and its brand extensions can be used in combination with the Career Clusters brand and its extensions to increase awareness, understanding and credibility of their respective products and services. In cases where the CTE messaging is dominant, the CTE brand should also be placed in a dominant position, with the Career Clusters brand serving in a secondary position. (see Figure 19)

In cases where the message is focused on the delivery system and/or curriculum framework, the Career Clusters brand or its extensions should be positioned as the primary brand, with the CTE brand serving in a secondary or endorsing position. This positioning reinforces the relationship between the two brands, while branding the asset in a way that informs the audience and builds equity in both brands. (see Figure 20)

For brand usage guidelines and the user agreement related to the Career Clusters brand, please refer to the *User's Guidelines for Career Clusters® Brand* available at www.careertech.org.

3.4 Clear Space Rule

It is important to provide adequate space for the CTE logo/signature to ensure the brand remains clearly distinguishable and uncluttered. As a rule, no other copy should be placed within a "brand letter" height of any portion the signature. (see Figure 21)



Figure 19. Fact sheet with CTE brand in the prominent position (emphasis on the brand) with Career Clusters in a secondary position.

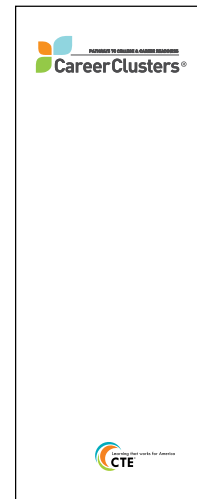


Figure 20. Pocket brochure with the Career Clusters brand in the driver or prominent position (emphasis on the delivery system) and the CTE brand in the secondary or endorsing position.

Clear Space = one letter height



Figure 21. The minimum distance that should be allowed between the CTE logo/signature and other elements, such as a headline or text, is one brand letter height.

4.0 Digital Art Files and Questions

4.1 Downloading Digital Files

Members: Digital artwork is available for members to download in the Members section of the NASDCTEc website at www.careertech.org. Before access to these files is granted, Members will be asked to first read and accept the CTE Brand User's Agreement available online.

Associate Members and Non-Members: Please contact the NASDCTEc staff as provided below to request authorization to use the CTE logo/signature and/or its state/territory-specific extensions. Once authorized, digital artwork will be provided for approved applications on a case-by-case basis.

Any use of the CTE brand and/or its state/territory-specific extensions without prior authorization and approval is a violation of intellectual property rights—and is not permitted.

4.2 Program Questions

For questions about these guidelines and any artwork associated with the CTE brand identity program, please contact:

Evan Williamson
Communications Associate
NASDCTEc/NCTEF
ewilliamson@careertech.org
301-588-9630