CTE® Learning that works for Utah

Dear CTE Director,

Utah CTE has signed the commitment form to remain a part of the **CTE: Learning that works for America**™ campaign. By signing the commitment form, Utah CTE has agreed to authorize LEAs to use the **CTE: Learning that works for Utah** brand and logos and agreed to the terms and conditions outlined in the Authorized User's Guide.

We thank you for joining the **CTE: Learning that works for America**™ campaign. You are among many advocates across the nation who have committed to communicating a strong and consistent message about the value of Career and Technical Education (CTE). Further, and most importantly, you are supporting an effort to offer quality CTE to all students across the nation. By using the **CTE: Learning that works for Utah** logo you are showing that you support Utah's efforts to create, implement, and sustain quality CTE programs of study.

Download the logos
The **CTE: Learning that works for Utah** logo is available for download via SharePoint at https://usbe.sharepoint.com/CTEFinance/SitePages/Home.aspx. Once you sign in, the **CTE: Learning that works for Utah** logo is located in the "logos" folder and is available in a range of formats that are appropriate for print and online use. **It is the responsibility of each CTE Director to disseminate the logo at the LEA level. This allows us to meet user guidelines set forth by Advance CTE.** If you do not have a login and password to SharePoint, please contact Kerry Pack at kerry.pack@schools.utah.gov.

Use of the logo
Please explore the Advance CTE website (www.careertech.org) for the Authorized User's Guide that includes guidelines and information on color schemes and fonts, so you can create customized or complementary materials that reflect the logo brand. **Consistent usage and vigilant stewardship are critical in order to effectively establish the CTE brand.**

Resources, including PowerPoint presentations, taking points, templates, print materials, and videos, are available at www.careertech.org.

We value your interest in supporting Career and Technical Education and helping to strengthen the brand of **CTE: Learning that works for Utah**. Our goal is to bring clarity, consistency, and connectivity to how CTE works for our nation and the state of Utah.

If you have questions please contact Susan Thomas at susan.thomas@schools.utah.gov.

Sincerely,

Thalea Longhurst
State Director, Career and Technical Education
Utah State Board of Education
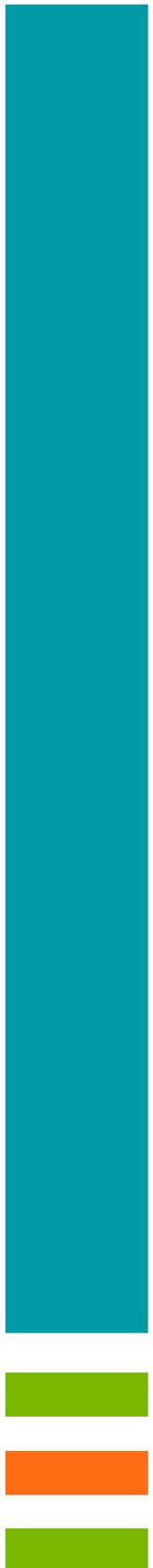
Utah CTE has signed a declaration to participate in the Advance CTE promotional and marketing campaign, **Career and Technical Education (CTE): Learning that works for America**.

Our state campaign, **CTE: Learning that works for Utah**, can be used by educators across the state in their efforts to increase support, awareness, and advocacy for CTE.

The campaign has three primary objectives:
1. **CLARITY**
   To bring clarity to CTE communications in order to enhance the ability of key audiences to better understand and appreciate the value of CTE.
2. **CONSISTENCY**
   To bring consistency to the manner in which CTE communicates its brand-story and brand-value, using the same fundamental words, images, and brand positioning across platforms.
3. **CONNECTIVITY**
   To bring connectivity to CTE messaging that resonates with key audiences in ways that address their concerns, issues and objectives, and transforms them into spokespersons and advocates for CTE.

As a leader in CTE, Utah is poised to contribute outcome data that demonstrates the value of Career and Technical Education for students and their families as well as the state of Utah and the nation.

Resources
- Branding – https://careertech.org/branding-your-cte-resources
- CTE brand PowerPoint – https://careertech.org/templates-print-materials
- CTE talking points – https://careertech.org/sites/default/files/CTE%20Talking%20Points_0.pdf
- Engage policymakers – https://careertech.org/engaging-policymakers
- Templates and print materials – https://careertech.org/templates-print-materials
- Videos – http://www.careertech.org/campaign-videos
- Webinars – https://careertech.org/archived-webinars

Branding
The state logo **CTE: Learning that works for Utah** is available for download via SharePoint at https://usbe.sharepoint.com/CTEFinance/SitePages/Home.aspx.
Once you sign in, the **CTE: Learning that works for Utah** logo is available in a range of formats that are appropriate for print and online use. **It is the responsibility of each CTE Director to disseminate the logo at the LEA level. This allows us to meet user guidelines set forth by Advance CTE.** If you do not have a login and password to SharePoint, please contact Kerry Pack at kerry.pack@schools.utah.gov.
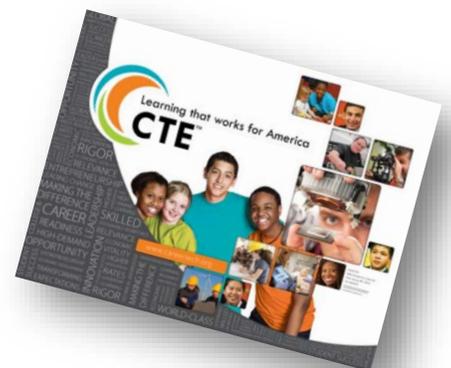
CTE Brand Authorized User's Guide highlights
http://www.careertech.org/sites/default/files/CTE-UserGuide_Feb_2014.pdf

- **1.3 Brand Elements**
  For maximum impact, readability and consistency, the CTE brand logo/signature is composed of three core elements—**brand name, brand graphic, and brand positioning theme**—organized in a prescribed fashion and **cannot be separated**.

- **2.1 CTE Logo/Signature**
  - 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.

- **2.3 Color Specifications**
  Color specifications for the CTE logo/signature elements and its state-specific brand extensions. CMYK, RGB, HTML, and PMS colors are included.
  - 2.11b The CTE logo/signature can be used in a single-color form so long as the color is black or grayscale.
    - Grayscale = orange arc 75% black | green arc 25% black | blue arc 50% black

- **2.4 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.

  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.
  - Preferred Font : Myriad Pro
  - Alternative Font: Geneva

- **3.2 Statement of Ownership**
  A clear statement of ownership must accompany all assets that display the CTE brand logo/signature and/or its extensions. This statement is to be positioned as 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 property of Advance CTE.

- **3.4 Space Rule**
  The CTE brand logo/signature should only be used at a size that allows for the full signature to be clearly legible.
  - No other copy/text should be placed within a "brand letter" height of any portion of the logo/signature.

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