CTE Brand Logo use Policy/Guidance

Background:

The CTE brand logo (shown above right) is a registered trademark of the Advance CTE (formerly National State Directors of Career and Technical Education Consortium (NASDCTEc)). Consistent usage and vigilant stewardship are critical in order to effectively establish the CTE brand. By following the guidelines provided, users of the logo will help create awareness for CTE with key audiences that enhance its leadership position and underscore the value of CTE.

Purpose:

The purpose of this policy/guidance is to establish the “*CTE Learning that works for Oregon”* brand as the accepted Career and Technical Education brand for the Oregon Department of Education (ODE) and for the Oregon Department of Community Colleges and Workforce Development (CCWD). The ODE and CCWD are official authorized users.

Further, by adopting the brand logo and successfully reviewing the CTE Brand User’s Guide, this policy allows CTE Regional Coordinators and Community College Publications Departments to become an authorized brand users.

Policy:

The “*CTE Learning that works for Oregon*” brand logo may be used on all appropriate CTE publications such as agendas and reports in accordance with the Advance CTE (formerly NASDCTEc) [Authorized User’s Guide for the CTE Brand](https://www.oregon.gov/ode/learning-options/CTE/resources/Documents/cte_brandusersguide.pdf).

The “*CTE Learning that works for Oregon*” brand logo may be provided to partners, schools, agencies or organizations at the discretion of the authorized user; but must use the brand extensions in accordance with section 1.5 of the [Authorized User’s Guide for the CTE Brand](https://www.oregon.gov/ode/learning-options/CTE/resources/Documents/cte_brandusersguide.pdf).

In order to become an authorized user, CTE Regional Coordinators and Community College Staff with responsibility of Publications and Marketing must successfully read and agree with the Authorized User’s Guide for the CTE Brand and request access through ODE.

All authorized users will act to ensure the integrity of the brand logo by correcting any inappropriate use of the logo. Failure to do so by an authorized user may result in revocation of permission to use the brand logo and accompanying materials.

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