



# **Branding Guidelines**

*Version 1 | September 2023*

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## **VISION**

The State Board for Career and Technical Education recognizes that a qualified, skilled workforce is essential to the economic well-being of North Dakota's business, industry, and public sector. The Board also recognizes that the economic vitality of North Dakota's citizens will be dependent upon career and technical education's ability to provide an educational experience based on labor market information relating to the needs of business, industry, and the public sector.

The State Board for Career and Technical Education, as North Dakota's public workforce education and training delivery system, is committed to providing career awareness, work readiness skills, occupational preparation, and retraining of workers throughout the state. Career and technical education will span all educational levels, providing youth with exploration opportunities and the foundation skills needed to enter the world of work while providing adults with skills needed to enter, re-enter, or advance in the workforce.

Services will be provided throughout the state in a seamless environment, using both school-based and work-based learning. The system will be developed collaboratively with business, industry, and other agencies. The performance-based system will allow for the flexibility to exit and re-enter as employment demands dictate.

The State Board for Career and Technical Education also recognizes the learner's need to be trained with the latest methods of instruction while using up-to-date technology. The Board is devoted to providing leadership, organizational expertise, technical assistance, and the other resources required to meet the demand.

Quality, accessibility, responsiveness, and commitment to continuous improvement will be the trademarks for North Dakota's Career and Technical Education System.

## **MISSION**

The mission of the State Board for Career and Technical Education is to work with others to provide all North Dakota citizens with the technical skills, knowledge, and attitudes necessary for successful performance in a globally competitive workplace.

## **TAGLINE**

Preparing Tomorrow's Workforce.

## IDENTITY

The North Dakota Department of Career & Technical Education approves using the North Dakota Career & Technical Education (ND CTE) logo and tagline in promoting ND CTE. The logo may be used to promote ND CTE through programs, events, media, and other marketing resources, including (but not limited to) advertisements, brochures, bulletin boards, flyers, posters, presentations, social media, websites, and Word documents.

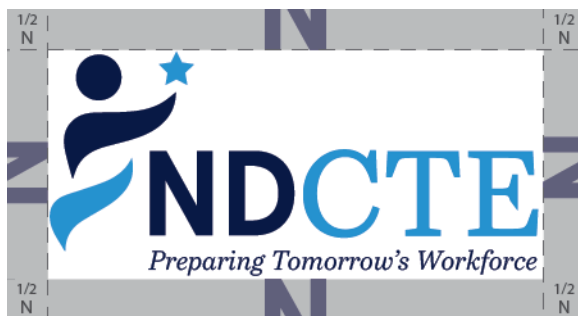
Only ND CTE can approve the use of ND CTE logos and taglines on promotional items, including (but not limited to) apparel, awards, and merchandise. Always reference the ND CTE Branding Guidelines when using the ND CTE logo, name, and tagline to ensure you adhere to the ND CTE standards and protect the integrity of the ND CTE brand.

## GENERAL USAGE GUIDELINES

1. No elements of the ND CTE Logo may be recreated, deleted, cropped, or reconfigured. All ND CTE logos are provided as EPS, PNG, and JPG versions from ND CTE.
2. The ND CTE logo must be uniformly scaled. Non-uniform scaling distorts the proportions of the logos and the relationship between the symbols and letterforms.
3. ND CTE logos may only be reproduced directly from a digital file; they should never be reproduced from previously printed materials.
4. To ensure the legibility of the ND CTE logo, appropriate clear space should be given. ND CTE logos must always be positioned for the maximum impact. Proper clear space isolates the logo from competing elements such as photography, text or background patterns that may detract attention from the logo.

The minimum clear space is determined by the height of the “N” in the logo.

Each of ND CTE’s logos require a clear space of 1/2 the height of the letter “N” in the logo.



The clear space guidelines also apply to ND CTE logos for centers, schools and other entities.

## ND CTE LOGOS

The ND CTE logo was designed in a few variations to allow the logo to be used in any situation needed.

### ND CTE Logo with Tagline



### ND CTE Logo



### Abbreviated ND CTE Logo with Tagline



### Abbreviated ND CTE Logo



### ND CTE Logo Square



### ND CTE Icon



## COLOR PALETTE

ND CTE's blue colors are professional and modern. Blue is seen as trustworthy, dependable and committed. The color combination works well with each of the North Dakota Career & Technical Student Organizations color schemes. The colors offer a straightforward combination to create CTE branded documents, social media and other marketing pieces.

The color scheme also offers a secondary palette that complements the primary color palette to support the primary color palette.

### PRIMARY COLOR PALETTE

<b>CTE Dark Blue</b> C100 M92 Y35 K31 R28 G41 B87 Hex: #1C2957	<b>Pantone 2767C</b>
<b>CTE Light Blue</b> C71 M28 Y0 K0 R59 G151 B211 Hex: #3B97D3	<b>Pantone 7688C</b>

### SECONDARY COLOR PALETTE

<b>CTE Dark Red</b> C29 M100 Y100 K39 R124 G19 B21 Hex: #7C1315 Pantone 1815C	<b>CTE Red</b> C14 M100 Y100 K5 R200 G32 B39 Hex: #C82027 Pantone 1795C	<b>CTE Orange</b> C0 M50 Y100 K0 R247 G148 B29 Hex: #F7941D Pantone 1495C	<b>CTE Yellow</b> C1 M13 Y99 K0 R254 G214 B7 Hex: #FED607 Pantone Yellow 012C	<b>CTE Green</b> C87 M28 Y100 K18 R24 G119 B60 Hex: #18773C Pantone 7732C
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### BLACK & WHITE

<b>C0 M0 Y0 K0</b> R255 G255 B255 Hex: #ffffff	<b>C69 M65 Y63 K65</b> R45 G43 B43 Hex: #2d2b2b Pantone Process Black
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## TYPOGRAPHY

The typography chosen for ND CTE's brand is clean, modern, and legible. Using a typeface consistently makes it recognizable and pulls communications together.

### APERCU PRO BOLD

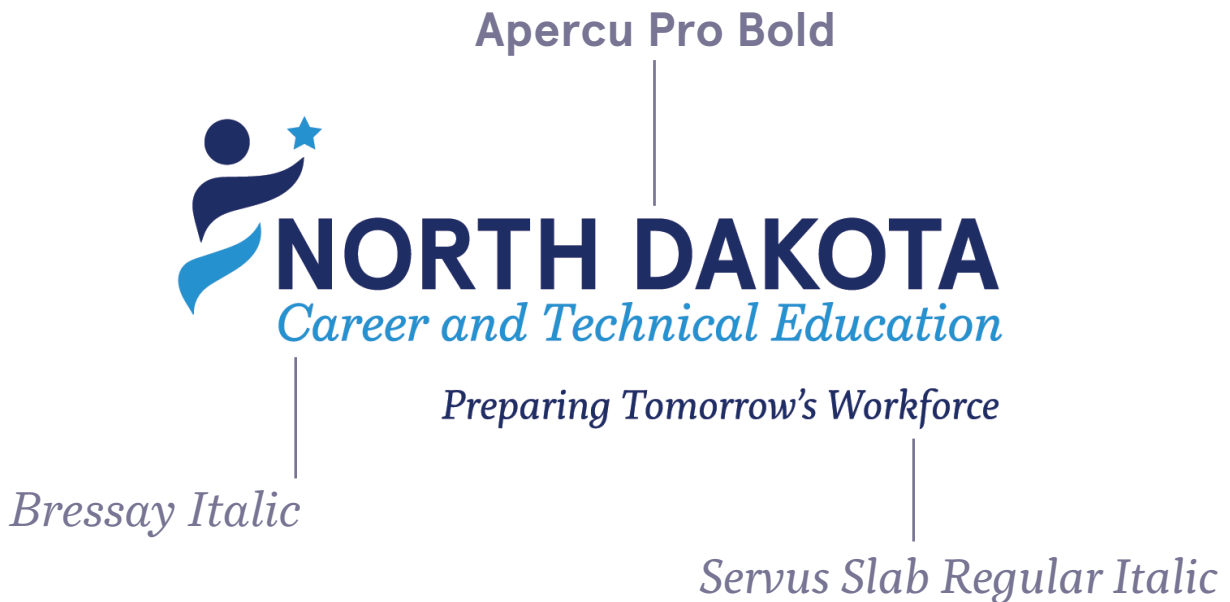
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### BRESSAY ITALIC

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### SERVUS SLAB REGULAR ITALIC

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## INCORRECT LOGO USE SAMPLES

DO NOT add effects or textures to any version of the ND CTE logo.



DO NOT stretch or distort any version of the ND CTE logo.



DO NOT use unapproved colors on any version of the ND CTE logo.





## ND CTE LOGO VARIATIONS FOR CENTERS AND SCHOOLS

ND CTE has designed a version of the ND CTE logos for centers, schools and other ND CTE related entities to use. All of the brand guidelines relating to the original ND CTE logo apply to the logos for centers, schools and other entities. If you have any questions or to request a version of the ND CTE logo for your center, school or entity please [fill out the logo request form](#) on the ND CTE website.



*Grand Forks Area Career & Technology Center*  
*Preparing Tomorrow's Workforce*



*Grand Forks Area Career & Technology Center*





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