NORTH DAKOTA
Career and Technical Education

Preparing Tomorrow's Workforce

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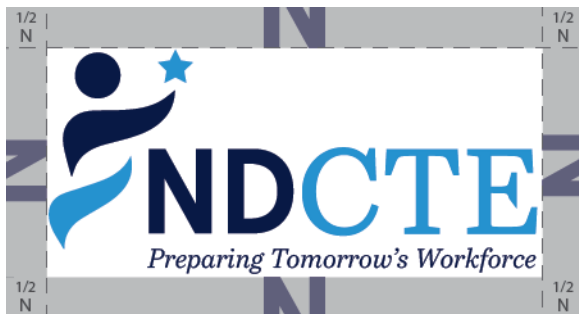
Only ND CTE can approve the use of ND CTE logos and taglines on promotional items, including (but not limited to) apparel, awards, and merchandise. Always reference the ND CTE Branding Guidelines when using the ND CTE logo, name, and tagline to ensure you adhere to the ND CTE standards and protect the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

CTE Dark Blue

C100 **M**92 **Y**35 **K**31

R28 **G**41 **B**87

Hex: #1C2957

Pantone 2767C

CTE Light Blue

C71 **M**28 **Y**0 **K**0

R59 **G**151 **B**211

Hex: #3B97D3

Pantone 7688C

SECONDARY COLOR PALETTE

CTE Dark Red	CTE Red	CTE Orange	CTE Yellow	CTE Green
C29 **M**100 **Y**100 **K**39	**C**14 **M**100 **Y**100 **K**5	**C**0 **M**50 **Y**100 **K**0	**C**1 **M**13 **Y**99 **K**0	**C**87 **M**28 **Y**100 **K**18
R124 **G**19 **B**21	**R**200 **G**32 **B**39	**R**247 **G**148 **B**29	**R**254 **G**214 **B**7	**R**24 **G**119 **B**60
Hex: #7C1315	**Hex:** #C82027	**Hex:** #F7941D	**Hex:** #FED607	**Hex:** #18773C
Pantone 1815C	**Pantone** 1795C	**Pantone** 1495C	**Pantone** Yellow 012C	**Pantone** 7732C

BLACK & WHITE

C0 **M**0 **Y**0 **K**0	**Hex:** #ffffff	**C**69 **M**65 **Y**63 **K**65	**Hex:** #2d2b2b
R255 **G**255 **B**255		**R**45 **G**43 **B**43	**Pantone** Process Black

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.
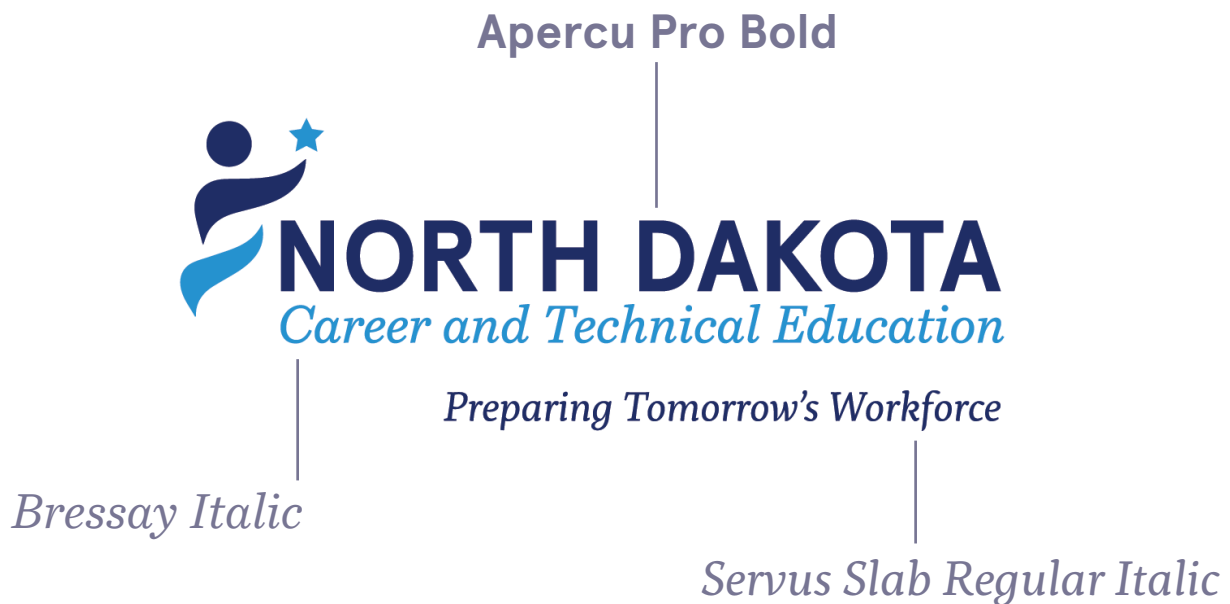
APERCU PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,?!(@+=/*)$%&

BRESSAY ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,?!(@+=/)$%&*

SERVUS SLAB REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,?!(@+=/)$%&*

Apercu Pro Bold

NORTH DAKOTA
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Bressay Italic

Servus Slab Regular Italic

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.

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Questions? Email: cte@nd.gov