



# Career and Technical Education

## *Preparing Students for College and Career*

### *Style and Usage Guidelines for the Career and Technical Education Logo*

**The identity of Career and Technical Education (CTE) is very important to our efforts to communicate our programs, initiatives, and goals.** The following guidelines should be implemented when using the CTE logo—whether in print materials or online. These requirements and guidelines will help retain the integrity and professionalism of the CTE branding and communications plan. The graphic standards outlined below contain four areas that are important to maintain when using the CTE logo: 1) identity, 2) color, 3) typeface, and 4) spacing.

#### **CTE IDENTITY**

Correct directional placement and shape of the CTE logo.



**DO NOT alter the logo.** This includes changing or altering colors, font type, removing or adding anything to the image. It is critical that the integrity of the logo be maintained. The examples below illustrate a number of incorrect uses and are NOT intended to be a complete list—never apply the incorrect examples.

Do NOT stretch the logo horizontally, or vertically



Incorrect directional placement



Do NOT angle or tip the logo



Do NOT extend or alter the proportions of the individual elements within the logo.

Do NOT delete any of the individual elements of the logo.

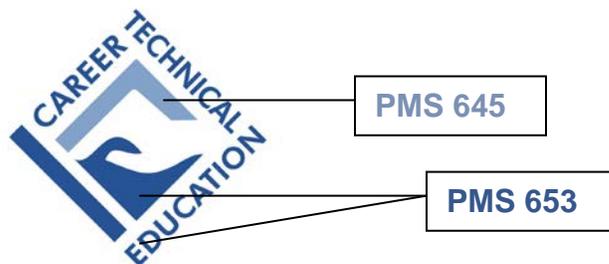
Do NOT alter the typography of the logo.

## LOGO COLOR

**Retain the monochromatic blue color scheme when using the logo in full color.**

The colors are part of the “branding”, or recognition of the logo. It is important to communicate this when sharing the logo or materials electronically because some screens distort the image color.

When using an in-house or professional design service, specifically request the use of the Pantone Matching System (PMS) for the logo color. The assigned PMS monochromatic color scheme of the CTE logo is **PMS 645** and **PMS 653**. These colors should also be used in any coordinating color graphics or emphasized text. Consistency in color usage is essential to establishing a recognizable and cohesive identity.



Producing the logo in colors other than indicated above will create branding confusion.

**Any exceptions to the monochromatic blue color of the CTE logo MUST be approved** by Mary Shumway [mary.shumway@schools.utah.gov](mailto:mary.shumway@schools.utah.gov) and Susan Thomas [susan.thomas@schools.utah.gov](mailto:susan.thomas@schools.utah.gov).

When trying to match CTE Pantone colors on screen use custom colors:

PMS 645 = R 119, G 150, B 178

PMS 653 = R 51, G 86, B 135



**If the logo is not the primary graphic focus** and/or the materials are not specifically designed to coordinate with the communications plan, it may be acceptable for the logo to appear as a black or white reversal, depending on the color of background that is used.

An example would be printing the logo in white on a black or color background, or printing the logo in black on a white background. A black and gray CTE logo is also available. If a publication is produced in one-color print, choose **PMS 653** for the entire logo color.



## **TYPEFACE**

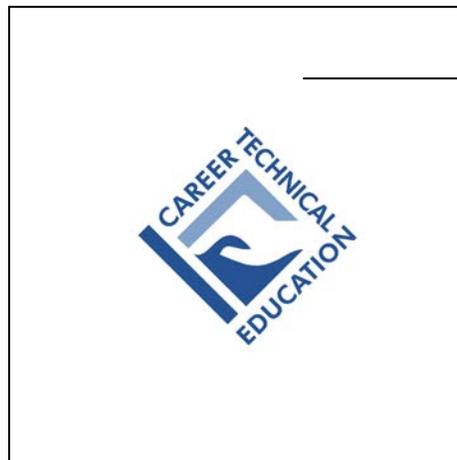
When producing your own MS Word or other desktop flyers, announcements, agendas, etc., some **good headline font and text choices** that visually supplement the typography of the CTE logo include:

ARIAL / arial \*  
ARIAL BLACK / arial black  
ARIAL NARROW / arial narrow \*  
TAHOMA / tahoma \*  
**LATHA / latha \***  
**TUNGA / tunga \***

\* You may wish to embolden these particular fonts for headline use.

## **SPACING**

A “safe area” should always exist around the CTE logo to allow for maximum visibility. The safe area is equal to one-half the height of the logo. No elements such as text, other logos, or graphics should intrude over the safe area. Placing the logo too near a cut or folded edge also violates the safe area. The space is intended to protect the logo from distractions in various applications. In addition, the CTE logo should NOT be used on a complex photo or patterned background that will interfere with legibility.



The safe area is equal to one-half the height of the logo.

For questions regarding usage guidelines or for an electronic copy of the CTE logo in an .eps/vector or .jpg format contact: Susan Thomas at [susan.thomas@schools.utah.gov](mailto:susan.thomas@schools.utah.gov).

Utah State Office of Education  
250 East 500 South • P. O. Box 144200  
Salt Lake City, UT 84114-4200  
801-538-7500

[UtahCTE.org](http://UtahCTE.org)