**Obtaining the CTE brand Logo**

Background:

The CTE brand logo (shown above right) is a registered trademark of the 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. Oregon adopted the brand and has prepared a process (described below) to manage the appropriate use of the CTE brand logo as it is disseminated to eligible users. In Oregon eligible users are Community College Staff with responsibility for Publications and Marketing, and the CTE Regional Coordinators. As eligible users adopt the CTE brand logo they agree to the terms of use and 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.

Process:

**Step1:** Decide which personnel need to have access to the CTE Brand Logo.

**Step 2:** Go to <http://ctelit.orvsd.org>. Click on CTE Virtual Training and choose the CTE Branding course.

* If you do not have an account with ORVSD, you will be asked to create a new account.  Use an email that you check often as you will need to validate your registration.
* If you do have an account with ORVSD use your login and password.
* Select CTE Virtual Training from the Course categories.  Then select CTE Branding.  You will be asked for an enrolment key. The key is: ctelogo.

**Step 3**: Review the *CTE Brand Logo Policy*. *(Document)*

**Step 4:** Watch the *CTE Branding Guide: The CTE Promise*. *(Approximately 7 minute tutorial)*

**Step 5**: Watch the *CTE Branding Guide: Logo Use*. *(Approximately 7 minute tutorial)*

**Step 6:** Explore the examples of CTE branding use in Oregon. *(Compilation of resources)*

**Step 7:** Complete *User Agreement Review*. The brand logo files will be emailed to you when these seven steps are completed.

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