Dear CTE Advocate,

Thank you for joining the **CTE: Learning that Works for America** ™ initiative. You are among many advocates across the nation who have committed to communicating a strong and consistent message about the value of career technical education (CTE).  Further, and most importantly, you are supporting an effort to offer quality CTE to all students across the nation. By using the state logo you are showing that you support the New Jersey Department of Education’s (NJDOE) efforts to create, implement and sustain quality CTE programs of study.

**Download the logos**

The national and state logos are now available for you at [www.careertech.org](http://www.careertech.org). You may login in the Members section to retrieve multiple formats of your logo. Your login is your first initial and last name (i.e. Erin Uy’s would be euy) and your password is cte123. Please change your password after you log in.

Once you log in, the CTE: Learning that Works for America ™logo is available in a range of formats that are appropriate for print and online use.

**Use the logo**

Please explore the NASDCTEc Web site for the detailed User Guidelines that includes information on color schemes and fonts so you can create customized or complementary materials that reflect the logo brand. Consistent usage and vigilant stewardship are critical in order to effectively establish the CTE brand. Please note that the NJDOE has the right to request that your organization cease using the logo if the user guidelines are not followed or if your organization demonstrates lack of commitment to the state’s efforts to enhance CTE.

Don’t forget to check out all of our resources, including posters, brochures, PowerPoint presentations and talking points. Also, suggestions are welcome if we may provide other resources that can better serve you.

We value your interest in supporting CTE and helping to strengthen the brand of CTE: Learning that Works for America ™.  Our goal is to bring clarity, consistency and connectivity to how CTE works for our nation.

If you have further questions, please contact Lori Howard, education program development specialist, Office of Career and Technical Education at 609-777-0548 or visit [www.state.nj.us/education/voc/](http://www.state.nj.us/education/voc/).

Best,   
Marie Barry, Director

Office of Career and Technical Education