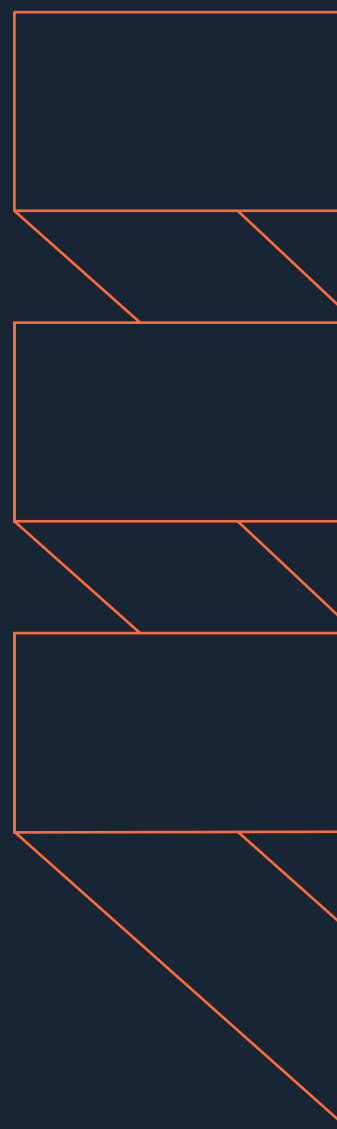




Logo Guidelines



The Logo

The stacked “E” is the same element used in NCCER’s logo creating cohesion between NCCER and CareerStarter.

The stacked “E” within the logo draws inspiration from books, bricks and construction materials that stack and build upon each other. Emphasizing the “E” represents education which is a primary focus of NCCER. This notion lends itself to the modular programs and credentialing that is used within the path of an NCCER craft professional.



Logo Guidelines

Our logo is the simplest and most important brand item. It is the only media that represents CareerStarter singularly and reinforces NCCER's positions and identity within the industry. Display standards are necessary to ensure its integrity. There are two logo options: horizontal and stacked.



SECONDARY LOGO



Protective Space

To preserve the integrity and visual impact of our logo, always maintain adequate clear space around it. This ensures the logo can be seen quickly, uncluttered by other logos, symbols, artwork, or text. The clear space (X) around the logo is dictated by the width of the stacked “E” in our logo.



Logo Variations

The preferred logo variation is the stacked one with the use of the TM Symbol. In order to preserve the legibility of all logo components, choose the best variation in each case.

Main
Stacked



Secondary
Horizontal



Minimum Size

To ensure legibility, the CareerStarter logo variations have their specific limitations in sizes and the minimum size must be respected.

Web Use



100 px



50 px



200 px



100 px

Print Use



1.4 in



.7 in



2.8 in



1.4 in

minimum size

Logo Colors

Each of our various brandmarks are available in different color formats for different applications. Whenever possible, apply the Full-Color Positive version with the highest contrast with the background. Always use the option that guarantees the best legibility and contrast.

Full-Color Positive

This is the preferred version when applied on light backgrounds.



One-Color Reversed

On bright images or backgrounds, use this version for better contrast.



Full-Color Negative Reversed

On colored images or backgrounds, use this version as an option to guarantee good visibility.



One-Color Positive

On colored images or backgrounds, use this version as an option to guarantee good visibility.



Logo Colors

Application examples



Don'ts



⊘ Do not distort original



⊘ Do not use unapproved color combinations



⊘ Do not apply on other background colors/image that cause illegibility



⊘ Do not invert colors



⊘ Do not add graphic treatment



⊘ Do not rotate



⊘ Do not add elements



⊘ Do not use discontinued logo