

Curriculum for Agricultural Science Education (CASE)
National Association of Agricultural Educators (NAAE)
One Paragon Centre
2525 Harrodsburg Road, Suite 200
Lexington, KY 40504
www.case4learning.org

CASE is an initiative of the National Council for Agricultural Education and managed by the National Association of Agricultural Educators (NAAE).

CASE Mission

To impact student career readiness by empowering teachers with improved instructional practices and relevant curricula sustained by professional development.

CASE Vision

To connect education and industry through purposeful curricula and transformative professional development.

Tag Line

“Empowering Teachers for Student Success in STEM”

CASE Branding Fonts and Colors





CASE Logos: Blue and/or white







CASE Fonts

Arial – Document Text, 11 pt.
Rockwell – Underline Text in Logo
Copperplate Gothic Bold – Main CASE Logo Text
Lucida Handwriting – CASE ONLINE Text

CASE Branding Colors

	CASE Blue: For Printing: C=100 M=100 Y=0 K=0 / Pantone: Blue 072 For Online Marketing, Website, PowerPoint/Word Documents: R=6 G=14 B=159, HEX: #060E9F
	Curriculum Blue: For Web: R=0 G=0 B=255 / HEX: #0000FF
	CASE Gray: Black 40% For Printing: C=0 M=0 Y=0 K=40 For Web, Online Marketing, Website, PowerPoint/Word Documents: R=153 G=153 B=152, HEX: #999999
	CASE White: For Printing: C=0 M=0 Y=0 K=0 For Web: R=255 G=255 B=255 / HEX: #FFFFFF

Course Colors




	AFNR Yellow:	RGB: 255 255 29	CMYK: 6 0 93 0	#FFFF1D
	ASA Orange:	RGB: 255 102 0	CMYK: 0 74 100 0	#FF6600
	ASP Green:	RGB: 146 208 80	CMYK: 47 0 88 0	#92D050
	APT Red:	RGB: 255 5 5	CMYK: 0 99 100 0	#FF0505

	NRE Brown:	RGB: 196 136 76	CMYK: 21 49 80 3	#C4884C
	ABF Grey:	RGB: 132 137 129	CMYK: 51 38 46 6	#848981
	APB Yellow:	RGB: 245 229 113	CMYK: 6 4 68 0	#F5E571
	FSS Purple:	RGB: 153 102 255	CMYK: 57 65 0 0	#9966FF
	MSA Dark Red:	RGB: 165 0 33	CMYK: 23 100 97 18	#A50021
	ESI Dark Green:	RGB: 76 98 60	CMYK: 68 41 84 31	#4C623C
	AMC Blue:	RGB: 78 128 189	CMYK: 73 44 2 0	#4E80BD
	ARD Light Blue:	RGB: 79 196 255	CMYK: 55 6 0 0	#4FC4FF

CASE Online Logos



CASE Online Colors

	CASE Online Dark Blue: For Printing: C=89 M=67 Y=19 K=4 For Web: R=46 G=92 B=145 / HEX: #2F5C92
	CASE Online Medium Blue: For Printing: C=85 M=59 Y=7 K=0 For Web: R=51 G=105 B=168 / HEX: #3369A8
	CASE Online Light Blue: For Printing: C=57 M=36 Y=1 K=0 For Web: R=115 G=148 B=201 / HEX: #7394C9