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

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 #FFFFFF1D
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  #F5E51
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