

Branding Protocol

Curriculum for Agricultural Science Education (CASE)
National Council for Agricultural Education (The Council)
6060 FFA Drive
Indianapolis, IN 46278
www.case4learning.org

Name Update

CASE 4 Learning

- Instagram @case4learning
- Facebook @case4learning
- YouTube @case4learning
- LinkedIn @casefourlearning
- X @case4learning
- Threads @case4learning

Our Mission

To design industry-leading, inquiry-based curriculum and teacher education to create lifelong learners and prepare students for the future of agriculture.

Our Vision

To develop curriculum and professional development that empowers agriculture education teachers to inspire, educate, and prepare students for career success in the agricultural industry.

4 Core Values

Purposeful Curriculum

Creating a flexible, ready-to-execute curriculum model of sequenced agricultural education courses that enhance the delivery of agricultural education, uphold educational core standards, and help create work-life balance for teachers.

Student-Centered Learning

Fostering a student-centered agricultural educational experience that's focused on inquiry and project-based learning.

Fostering Connection and Growth

Building a network of agriculture educators across the nation to create unity and support, and recognize achievements.

Teacher Training

Certifying teachers through industry-leading professional development so they can enhance the agricultural education experience for students.

Tagline

Equipping Teachers, Engaging Students

Editorial Guidelines

In any editorial mention of the organization (website, email, marketing execution, social media, etc.), refer to it as CASE 4 Learning in full.

As needed, reference the elevator pitch to know how to explain the CASE acronym:

- CASE is an acronym for Curriculum for Agricultural Science Education and is an initiative of the National Council for Agricultural Education (The Council)
- The emphasis on the “4” is a reflection of our core values and curricular offerings

Never group “CASE 4 Learning” with “Curriculum for Agricultural Science Education” as a standalone title in any editorial text.

When speaking to external audiences deemed less familiar with CASE 4 Learning, use “Curriculum for Agricultural Science Education.”

It’s appropriate to say “CASE stands for Curriculum for Agricultural Science Education”

Don’t use “the” before CASE 4 Learning or Curriculum for Agricultural Science Education

When speaking aloud about the curriculum, get in the practice of saying “CASE 4 Learning” vs. “CASE”

Brand Specific Hashtags

#TeachCASE #ExperienceCASE #CASEcurriculum #CASE4Learning

Industry Hashtags

#CTE #EdTech #CTETeacher #AgEd #AgEducation #PD #TeachingResources #ProfessionalDevelopment #IndustryCertification #CareerTechEd #CTEWorks #CareerandTechnicalEducation

CASE Branding Fonts and Colors

CASE 4 Learning Fonts

Arial Bold – CASE 4 Learning
Century Schoolbook Regular at -10
Open Sans Regular – Body Text

CASE 4 Learning Colors

	CASE Blue:	080FA1	R: 7	G: 15	B: 161
	Logo Blue:	0096FF	R: 0	G: 15	B: 255
	Logo Green:	00CC69	R: 0	G: 205	B: 104
	Logo Red:	FF4730	R: 255	G: 72	B: 49
	Logo Yellow:	FFB500	R: 255	G: 180	B: 0

CASE 4 Learning Logos and Icons

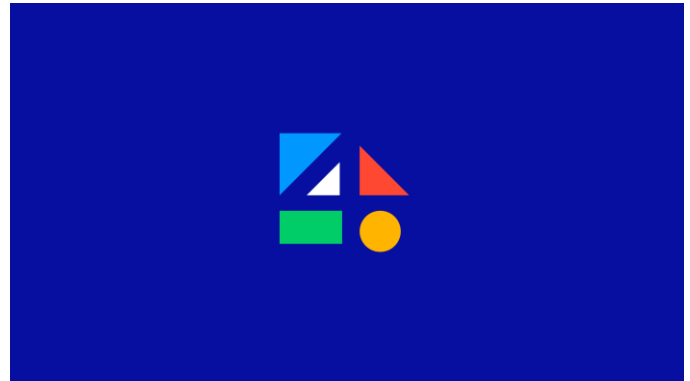
CASE Logos: Full Color with/without Descriptor



CASE Logos: Blue and/or white



CASE "4" Icon



CASE Tagline

