

COUNCIL ON OCCUPATIONAL EDUCATION

Brand Guidelines

Brand Story

The Council on Occupational Education (COE) has a rich history of promoting quality and integrity in occupational education. Established in 1971, COE was founded to meet the evolving needs of students, employers, and communities, and it remains committed to continuous improvement in occupational education accreditation. Over the decades, COE has become a trusted partner in ensuring that institutions deliver programs that are both relevant and impactful, aligning with workforce demands and societal progress. This legacy is built on a foundation of collaboration, innovation, and an unwavering dedication to fostering excellence in occupational education.

Mission Statement: Our mission is to uphold quality, integrity, and continuous improvement in occupational education, meeting the evolving needs of students, employers, and communities.

Vision Statement: Our vision is to be the standard for education that works.

Core Values

Ethical: We take an ethical approach that guides all interactions, decisions, and processes. Our membership and staff are unwavering in the collective commitment to being trustworthy and maintaining the highest standards of honesty and professionalism.

Transparent: We clearly communicate accreditation processes, decisions, and policies, ensuring information is accessible and understandable.

Accountable: We foster a culture of accountability by ensuring our operations, including accreditation decisions and communication with constituents, are transparent and accurate. This value also extends to the institutions we accredit, holding them to the same standards of responsibility and clarity.

Responsive: The Council is accessible and responsive to the needs and feedback of constituents. It acts promptly to address concerns, adapting its approaches to better serve the evolving requirements of educational institutions while adhering to the principles defined in Council policies.

Innovative: We foster an innovative culture by continuously exploring and implementing progressive approaches, identifying emerging requirements, and developing strategies to ensure our practices remain effective, relevant, and responsive to the evolving landscape of higher education.

Collaborative: We prioritize collaboration as a core value, fostering partnerships among diverse entities. The Council actively engages with educational institutions, policymakers, and team members to collectively enhance the quality and effectiveness of occupational education through accreditation.

Inclusive: We uphold inclusion as a fundamental principle, ensuring that the Council's accreditation processes acknowledge and respect the diverse perspectives, backgrounds, and needs of all individuals and entities involved in higher education.

Brand Personality and Voice

Brand Personality: COE is professional, innovative, approachable, and grounded in ethical principles.

Tone of Voice:

- Preferred: Professional, clear, and empowering.
- Avoid: Jargon-heavy, overly casual, or ambiguous language.

Examples:

- Do: "We uphold excellence and integrity in every accreditation process."
- Don’t: "We just try to do things the right way."

LOGO DESIGN

Logo Usage



This marks the third logo refresh in our esteemed history, and we believe it reflects our dedication to staying current and relevant in an ever-evolving educational landscape.

In this latest design, the globe remains at the heart of our visual identity, reminiscent of our previous logos. Surrounding the globe are three "upward and onward" rings, each bearing our new signature colors. These rings of blue, gold and green symbolize the triad of "quality, integrity, and continuous improvement" - pillars that have been the cornerstone of COE's commitment to excellence.

The font, now in BOLD, is a deliberate choice that symbolizes our organization's dynamic nature. It underscores our upfront and proactive approach to making a significant difference in the field of occupational education. This refreshed logo is a visual representation of our renewed energy and dedication to the values that define us.

Please notify our office for approval of using the logo for marketing purposes at communications@council.org.

Seal vs logo: The former logo will continue to serve as our corporate agency seal. It will be reserved for official actions, letters, certificates, and other formal documents, maintaining a link to our rich history while we embrace a bold and promising future with this latest logo refresh for marketing materials and branding.

Any alterations, distortions, or modifications to COE's logo, seal, or other brand assets are strictly prohibited. This includes changes to color, typography, proportions, or any other design elements

Link to download the logo: https://council.org/wp-content/uploads/2024/07/COE-logo-color.png

LOGO DESIGN

Accreditation Seal Usage



Accredited institutions may use the accreditation seal of the Commission of the Council on Occupational Education.

The accreditation seal must be used with discretion. It is not to be used for advertising purposes, but rather to identify institutions as being members of a nationally recognized accrediting agency. The seal may be used only on letterheads, catalogs, certificates, diplomas, transcripts, and websites. If the seal is used on an institution's website, it must be linked to the Council's website (www.council.org).

Link to download the seal: https://council.org/wp-content/uploads/2025/01/COE-Accredited-Logo-2.png

COLOR PALETTE

Brand Colors

#0E4D80
PMS7463
PRIMARY



#FBAE01
PMS137C
SECONDARY



#04AA04
PMS355C
SECONDARY



#FFFFFF



#000000



TYPOGRAPHY

POPPINS

NUNITO SANS

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk

Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz

Council On Occupational Education

LEGAL

Copyright & Trademark Disclaimer

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COE's name, logo, seal, and other brand elements are trademarked properties. All rights are reserved. Unauthorized use or imitation of these trademarks is a violation of federal and state laws and may result in legal action.

COE reserves the right to revoke usage rights to its branding materials at any time for misuse or non-compliance with the guidelines outlined in this document. COE is not liable for any damages arising from the unauthorized use of its branding elements.

COE actively monitors the use of its branding materials to ensure compliance. Any suspected misuse may be subject to investigation and legal enforcement.

BRAND USAGE

Brand Usage: The Dos & Don’ts

Consistency matters. Improper use of the COE logo or branding elements can cause confusion and dilute our message. Here are examples of what not to do — and what to do instead.

🚫 **Don’t: Alter the Logo in Any Way**

- No stretching, warping, or compressing.
- No adding shadows, gradients, or filters.
- No changing the logo colors — ever.

✅ **Do: Use white or solid-color backgrounds that preserve clarity and brand integrity.**

🚫 **Don’t: Add Taglines, Slogans, or Clip Art**

- The logo should never be combined with random icons, mascots, or personal taglines.

✅ **Do: Keep the logo clean and recognizable. If additional text is needed, place it separately.**

Brand Usage: The Dos & Don’ts

🚫 **Don’t: Crowd or Place on Busy Backgrounds**

- Avoid placing the logo on overly patterned or low-contrast backgrounds where visibility is compromised.

✅ **Do: Use white or solid-color backgrounds that preserve clarity and brand integrity.**





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