

The Maryland State Department of Education's (MSDE) Office of Communications and Community Engagement developed a distinct logo for Maryland's Career and Technical Education (CTE). The goal was to create a recognizable, adaptable design that could be used by the Office of College and Career Pathways, schools, colleges, and education partners. The new logo features clean lines and standalone imagery that is easily interpreted without words and balances a distinct Maryland aesthetic with a modern, clean look. Logo variations were created in both full-color and single-color to ensure uniform application across various mediums - from embroidered apparel to digital assets. The logo's simplicity ensures easy recognition, while its versatility allows for effective use in both large-scale and smaller applications. This branding initiative supports MSDE's Office of College and Career Pathways' mission to empower students and prepare them for career success while providing a strong, unified visual identity for Maryland CTE.