

# Brand platform

## Drivers

The distinctive features of the offering

Network of state CTE leaders

- Serves state leader needs
- Advances CTE broadly

National CTE champion

Trusted source of latest information

Federal and state policy advocate

## Essence

The idea at the core of the brand

Providing visionary leadership and a national voice for the state-based CTE community.

## Positioning

How the brand sets itself apart in the marketplace

Only X provides state CTE leaders with the network, resources and advocacy support needed to ensure CTE is a full partner in the movement to produce better prepared students and workers and a more competitive American workforce.

## Promise

Largest credible claim the brand can make to external audiences

X is the exclusive network of state leaders focused on delivering high-quality CTE.

## Personality

Character of the brand defined in human terms

A Leader      Intelligent      Dynamic      Dependable      Engaged