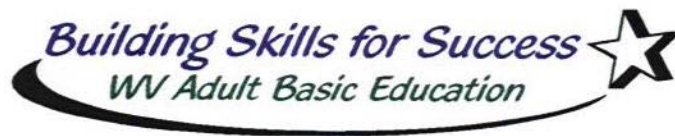


WVABE LOGO

In July 2004, the West Virginia Office of Adult Education and Workforce Development's Adult Basic Education (ABE) Unit developed a Marketing Task Force as a result of an 18-month strategic planning and goal setting process. The goal of the Task Force is to develop and implement a marketing campaign that enhances the image of ABE and creates awareness among the public, workplace, and educational communities.

In an effort to establish recognition and presence within these communities, the first step was to design and adopt a new logo for the WV Adult Basic Education Program.

The second step to establishing recognition is to use this logo on ALL marketing materials created within a county or program. So, we ask that any prior logos be discarded and replaced with this one on any brochures, posters, fliers, letterhead, business cards, etc.



Where there is limited space, this smaller version may be used.

