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## Apprentice Alamance Unveils New Brand to Reflect Growth and Vision for the Future

*The rebrand includes a new name, logo, and updated website to better serve local industries and the next generation of skilled workers.*

GRAHAM, NORTH CAROLINA – Alamance County’s Career Accelerator Program, a collaborative apprenticeship program connecting high schoolers and young adults to youth apprenticeship programs and zero-cost college education, has completed an extensive rebranding effort to increase awareness of employment opportunities in the area.

At the heart of this rebranding is a change of the program's name to Apprentice Alamance and updates to its logo and website.

The new name Apprentice Alamance clearly communicates the program’s relationship with and impact on the community. The updated logo emphasizes a clean and modern aesthetic, reiterating the opportunities for economic mobility and diverse and sophisticated careers in the local area as well as the organization’s focus on professionalism. The new look and feel of Apprentice Alamance appeals to both high school students and their support networks as well as local business leaders and aims to reinforce themes of growth, development and education.

*“We encourage the apprentices we work with to strive for professional excellence, and this rebrand is a way for our program to set a new standard for ourselves,” said Eddie Gant, Apprentice Alamance Chairman.*

*“Apprentice Alamance addresses the unique workforce challenges our area faces in ways that benefit both high school students and local employers. It’s a win-win outcome for everyone involved. Our new name and look will hopefully attract more participants on both sides for years to come.”*

The program’s admissions process begins each fall with a research and touring phase to start facilitating good matches for apprentices and employers. Applications are due every year on February 15.