

GUIDANCE DOCUMENT

National Career Clusters[®] Framework Logo and Brand Usage Requirements

The Career Clusters logo and its brand extensions are registered trademarks of the National Career Technical Foundation (DBA, The Center to Advance CTE), as managed by the National Association of State Directors of Career Technical Education Consortium (DBA, Advance CTE). We understand that the Career Clusters have become a “public good,” with wide use cases. However, to protect the integrity of the Career Clusters, Advance CTE has developed the following requirements around the use and attribution of the brand and the brand extensions:

Registered Trademark: The Career Clusters logo and its brand extensions are registered trademarks of The Center to Advance CTE, as managed by Advance CTE, and using these logos without adhering to the requirements below will be considered a trademark violation and is not permitted.

Educational Purpose Only: All applications of the Career Clusters logo and/or its brand extensions must be for educational purposes only.

Not valid for commercial use: Use and/or placement of the Career Clusters logo and its extensions are prohibited on any product that is commercial in nature, is sold or offered for sale.

Please cite source: All products, services and/or communications that carry the Career Clusters brand and/or its brand extensions must be accompanied by the following footnote: “The Career Clusters logo and its extensions are registered trademarks of Advance CTE. Our use of them does not imply an affiliation with or endorsement by Advance CTE.”

Authorization can be denied: Authorization to use the Career Clusters logo and its brand extensions can be denied or revoked at any time in the sole discretion of Advance CTE.

Brand guidelines: Any use of the Career Clusters logo and its brand extensions must be consistent with posted graphic standards.

Contact careerclusters@careertech.org with questions about these requirements.