PATHWAYS TO COLLEGE & CAREER READINESS
Career Clusters®

Authorized User's Guide

For the Career Clusters® Brand

The Career Clusters® brand is a registered trademark of the National Career Technical Education Foundation—and is managed by the National Association of State Directors of Career Technical Education Consortium (NASDCTEc). This user's guide is intended for the express purpose of providing authorized users with the implementation guidelines, graphic standards and understanding necessary to build and sustain a strong, consistent image for the Career Clusters® brand—and its products.

Why is it important? Like all valued brands, the Career Clusters® brand is built one impression at a time by all that is done and represented by the Career Clusters® name and logo. It has meaning—and it makes a difference in the way people think about the products and services to which it is applied.

The Career Clusters® brand and its framework are also the means by which CTE can fulfill its promise to secondary and post secondary students, American business and industry, and the American economy.

The Career Clusters® brand stands for **quality products and related services that improve the relevance and value of education** for all students through contextual learning and rigorous academic standards. As such, it can only be used in authorized ways that are consistent with its brand promise and character.

Digital artwork for the Career Clusters® logo and the 16 Career Cluster® logos can be obtained by filling out and submitting the Career Clusters® User's Agreement located in the Resources section of the CTE Website at www.CareerTech.org. Once the Agreement has been submitted, you will be given immediate access to the digital artwork to download and use.

Contents:

1.0 The Career Clusters® Brand & Its Extensions
1.1 Brand Promise
1.2 Brand Character
1.3 Brand Elements
1.4 Brand Extensions
1.41 Career Cluster® Names & Pathways
1.5 Relationship with the CTE Brand
1.6 Relationship with the CTE Logo
1.7 Relationship with Other Logos

2.0 Graphic Standards & Usage Guidelines
2.1 Career Clusters® Logo/Signature
2.11 Authorized Forms of Use
2.11a. Multi-Color Form
2.11b. Single-Color Form
2.11c. Partial-Reverse Form
2.12 Statement of Ownership
2.2 Career Cluster® Logos/Signatures
2.21 Authorized Forms of Use
2.21a. Full-Color Form
2.21b. Single-Color Form
2.21c. Partial-Reverse Form
2.22 Statement of Ownership
2.3 Career Cluster® Pathways
2.31 Color & Font Specifications
2.4 Color Specifications
Table 2. Color Specifications
2.5 Typography (Fonts)
2.51 Marketing & Communications Materials
2.6 Style Guide for Brand Names
2.7 Minimum Size Standard

3.0 Authorized Uses & Applications
3.1 Authorized Uses & Restrictions
3.2 Statement of Ownership
3.3 Literature & Marketing Assets
3.4 Clear Space Rule

4.0 Digital Art Files & Questions
4.1 Downloading Digital Art Files
4.2 Program Questions

1.0 The Career Clusters Brand & Its Extensions

1.1 Brand Promise

The Career Clusters® brand promise is the essence of the brand, as it declares that which the brand promises to deliver for those it serves. All uses of the Career Clusters® brand must be consistent with its promise.

The Career Clusters® brand promises to continually improve the relevance and value of student education through CTE by utilizing the 16 Career Clusters® and related Career Pathways—each aligned to industry needs. More specifically, the Career Clusters® brand promises to:

- **Prepare students** for success in career and college through contextual learning and rigorous academic standards that reflects the goals and interests of all learners.

- **Provide states** with a comprehensive framework to improve student education, enhance career exploration and planning, and ensure a superior instructional delivery system aligned with the nation's industry sectors.

- **Enable CTE** to improve the relevance and value of student education through contextual learning; to provide American business and industry with a highly skilled, sustainable workforce; to provide leadership for the nation's educational system; and to serve as a strategic partner with secondary and postsecondary educators, and business and industry to strengthen America's competitive position in the global economy.

1.2 Brand Character

The true character of the Career Clusters® brand is grounded in the real world of education, business and economic performance at the national, state and local levels. The character of the brand is manifest in classrooms and boardrooms, on manufacturing floors and kitchen floors, in health centers, transportation centers and farm fields, in the halls of government and in newly-engineered buildings—everywhere Americans go to work and excel.

The Career Clusters® brand has many faces but is of one character, as described by the following qualities:

Collaborative: In working with states to fulfill the needs and aspirations of students through greater alignment with the needs of the business community, the economy, and the country.

Performance-driven: In measuring success in real terms, including academic achievement, graduation rates, higher incomes, number of certifications, rate of employment, etc.

Inclusive: In addressing the needs of students and the business community.

Unifying: In providing a national program and curriculum framework that is engaged with states and industry so as to build on success and provide consistent standards for education, knowledge and skills, and training for all sectors.

1.3 Brand Elements in Text & Graphic Forms

The Career Clusters® brand is represented by its brand name in regular text and headlines and by its designated brand logo/signature on branded products and marketing and communications materials. For maximum impact, readability and consistency, the Career Clusters® brand logo/signature is comprised of three core elements organized in a prescribed fashion. (Figure 1)

- **Brand Name**: *Career Clusters®*. The name reflects the significant nature of the brand in organizing the breadth and diversity of careers into a meaningful and practical structure for a unified curriculum framework nationwide.
- **Brand Graphic**: *Three-leaf cluster*. The leaf cluster is comprised of three leaves of specified color, size and shape, symbolizing diversity, connectivity, and growth.
- **Brand Descriptor**: *Pathways to College & Career Readiness*. The Career Clusters® brand provides students of all ages with flexible and orderly pathways to college and career readiness through contextual learning that allows them to achieve their full potential.

In addition to the core elements above, the Career Clusters® brand is further defined by color and typography. Details and specifications for both are located Section 2.0: Graphic Standards and Guidelines.

Figure 1. The Career Clusters® brand logo/signature is comprised of three primary elements.

1.4 Brand Extensions

Sixteen brand extensions have been created to represent the 16 individual Career Clusters® and their respective pathways to college and career readiness. Like the Career Clusters® brand, each brand extension (Career Cluster®) can be represented by its name in regular text and headlines, and by its designated brand logo/signature on branded products and marketing and communications materials. (Figure 2)

The Career Cluster® logos/signatures share similarities with the Career Clusters® brand and with each other for purposes of continuity—and to reinforce the fact that they belong to the same family. They differ from the Career Clusters® brand only in name and descriptor.

- **Brand Extension Names**: See Section 1.41 for a complete list of names, e.g. *Information Technology*
- **Brand Extension Graphic**: *Three-leaf cluster*. This graphic element is comprised of three leaves of specified color, size and shape, symbolizing diversity, connectivity, and growth.
- **Brand Extension Descriptor**: *Career Clusters®. Pathways to College & Career Readiness*. The "Career Clusters" name in the descriptor reinforces the relationship between the parent brand (Career Clusters®) and its brand extensions.

Each brand extension can be further defined by the Career Cluster® Pathways associated with that Career Cluster®. The names of the 16 Career Clusters® and their respective pathways are integral to the overall Career Clusters® brand identity program, as detailed in Section 2.0: Graphic Standards and Guidelines.

Figure 2. The brand extension logo/signature for individual Career Clusters® differs only in name and descriptor from the Career Clusters® brand.

1.41 Career Cluster® Names and Career Pathways

The Career Cluster® names and Career Pathways are rooted in The National Curriculum Framework and are part of the Career Clusters® brand identity program. As proper nouns, the Career Cluster® names and Pathways should be treated as such with upper and lower case letters. A complete listing of the 16 Career Clusters® and their respective Pathways are provided below.

When referring to one of the 16 Career Clusters®, be sure to use the full and proper reference (Career Cluster®). Do not use an abbreviated form, e.g. "Cluster."

Agriculture, Food & Natural Resources

Food Products & Processing Systems
Plan Systems
Animal Systems
Power, Structural & Technical Systems
Natural Resources Systems
Environmental Service Systems
Agribusiness Systems

Architecture & Construction

Design/Pre-Construction
Construction
Maintenance/Operations

Arts, A/V Technology & Communications

Audio & Video Technology & Film
Printing Technology
Visual Arts
Performing Arts
Journalism & Broadcasting
Telecommunications

Business Management & Administration

General Management
Business Information Management
Human Resources Management
Operations Management
Administrative Support

Education & Training

Administration & Administrative Support
Professional Support Services
Teaching/Training

Finance

Securities & Investments
Business Finance
Accounting
Insurance
Banking Services

Government & Public Administration

Governance
National Security
Foreign Service
Planning
Revenue & Taxation
Regulation
Public Management & Administration

Health Science

Therapeutic Services
Diagnostic Services
Health Informatics
Support Services
Biotechnology Research & Development

Hospitality & Tourism

Restaurants & Food/Beverage Services
Travel & Tourism
Lodging
Recreation, Amusements & Attractions

Human Services

Early Childhood Development & Services
Counseling & Mental Health Services
Family & Community Services
Personal Care Services
Consumer Services

Information Technology

Network Systems
Information Support & Services
Web & Digital Communications
Health, Safety & Environmental Assurance
Programming & Software Development

Law, Public Safety, Corrections & Security

Correction Services
Emergency & Fire Management Services
Law Enforcement Services
Legal Services
Security & Protective Services

Manufacturing

Production
Manufacturing Production Process Development
Maintenance, Installation & Repair
Quality Assurance
Logistics & Inventory Control
Health, Safety & Environmental Assurance

Marketing

Marketing Management
Professional Sales
Merchandising
Marketing Communications
Marketing Research

Science, Technology, Engineering & Mathematics

Engineering & Technology
Science & Mathematics

Transportation, Distribution & Logistics

Transportation Operations
Logistics Planning & Management Services
Warehousing & Distribution Center Operations
Facility & Mobile Equipment Maintenance
Transportation Systems/Infrastructure
Planning, Management & Regulation
Health Safety & Environmental Management
Sales & Service

1.5 Relationship with the CTE Brand

The Career Clusters® and CTE brands, as depicted by their respective brand marks, are stand-alone brands. The two brands are inter-related but different—each helping to inform the other.

In simplest terms, the Career Clusters® brand and its framework are the means by which CTE is able to do the following:

- Continually improve the relevance and value of the educational experience;
- Prepare students for success in career and college through contextual learning and academic standards that reflect the goals and interests of all learners;
- Provide American business with a highly skilled, sustainable workforce;
- Provide innovative leadership for the nation's educational system; and
- Serve as a strategic partner with secondary and postsecondary educators, business and industry to strengthen America's competitiveness in the global economy.

1.6 Relationship with the CTE Logo

CTE and Career Clusters® go hand-in-hand. The Career Clusters® brand and its brand extensions can be used in combination with the CTE brand logo to increase awareness, understanding and add credibility for their respective products and services.

In cases where the message is focused on the delivery system, the Career Clusters® brand or its extensions should be positioned as the primary brand, with the CTE brand serving in a secondary or endorsing position. This positioning reinforces the relationship between the two brands, while branding the asset in a way that informs the audience and builds equity in both brands. (Figure 4)

In cases where the CTE messaging is dominant, the CTE brand should be placed in a dominant position, with the Career Clusters® brand serving in a secondary position. (Figure 5)

Figure 3: CTE logo

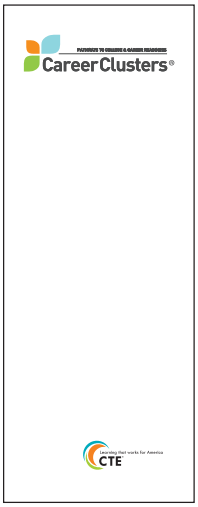

Figure 4. Pocket brochure with the Career Clusters® brand in the driver or prominent position (emphasis on the delivery system) and the CTE brand in the secondary or endorsing position.

Figure 5. Fact sheet with CTE brand in the prominent position (emphasis on the CTE brand) with Career Clusters® in a secondary position.

1.7 Relationship with other Logos

In some cases, the Career Clusters® brand image may appear on materials with other logos for state members, private/public entities or logos of other authorized users of the Career Clusters® brand. In these cases, the third party brand image will likely assume a dominant position, and the Career Clusters® brand image will be used in a secondary position, conveying that the dominant brand is a supporter and advocate of Career Clusters®. Such use is acceptable, providing it adheres to applicable guidelines outlined herein.

Importantly, the Career Clusters® brand is not a corporate or association brand and should not be used in ways or situations that might suggest otherwise. Please refrain from using your company/entity logo in close proximity to the Career Clusters® brand—and please conform to the "clear space rule" outlined in Section 3.3 of this document. (See Figure 17 and Figure 18 for examples)

If you have questions or concerns about the use of the Career Clusters® brand in this type of application, please contact NASDCTEc.

2.0 Graphic Standards & Usage Guidelines

2.1 Career Clusters® Logo/Signature

The Career Clusters® logo/signature signifies the qualities and characteristics of the Career Clusters® brand. To maintain consistency and build brand equity, the logo/signature should be reproduced from digital artwork provided as part of the Career Clusters® brand identity program and in accordance with the branding guidelines outlined below.

- The Career Clusters® logo/signature is comprised of the brand name, a three-leaf cluster, and a descriptor with an organizing hairline rule. The authorized signature should always be used in its complete form and should not be added to or used with only select components.

- Do not stretch, distort or otherwise alter the Career Clusters® logo/signature in any way.

- Do not use the Career Clusters® logo/signature as part of a sentence or headline. In these situations, always use the brand name: Career Clusters®.

- Always use the trademark designation with the logo/signature (Figure 6).

2.11 Authorized Forms of Use

The Career Clusters® logo/signature can be reproduced in a multi-color, single-color or partial-reverse form as specified below. The preferred brand application is in the multi-color form.

2.11a Multi-Color Form (Preferred): The Career Clusters® logo/signature can be used in a positive form for all applications and against backgrounds that provide adequate contrast and do not interfere with readability. In this form, the Career Clusters® logo/signature should be reproduced in the four colors specified for the brand (black, green, blue, orange). Please refer to the color chart in Section 2.4 for color specifications. (Figure 8)

2.11b Single-Color Form: The Career Clusters® logo/signature can also be used in a single-color form so long as the color is black. (Figure 10)
2.11c. Full and Partial-Reverse Form: The Career Clusters® logo/signature can be

Figure 6. Proper use of the Career Clusters® logo/signature with trademark designation

Figure 7. Improper use of the Career Clusters® logo/signature (signature w/o descriptor line.)

Figure 8. CORRECT: Authorized multi-color form.

Figure 9. INCORRECT: Improper use of color for the 3-leaf cluster and brand name.

Figure 10. CORRECT: Authorized single-color form—black/gray scale

Figure 11. INCORRECT: Improper use of single-color form.

used in full and partially reversed forms so long as the size and contrast do not interfere with readability. In the partially reversed form, the 3-leaf cluster should remain in its designated colors. (Figures 12 -13)

2.12 Ownership Statement: A clear statement of ownership must accompany all assets that display the Career Clusters® brand logo/signature as provided below. It is important for this statement to be positioned and of a size that does not interfere with the communication or design of the asset.

The Career Clusters® brand logo and its extensions are the property of the National Career Technical Education Foundation, as managed by NASDCTEc.

2.2 Individual Career Cluster® Logos/Signatures

Sixteen brand extension logos/signatures have been authorized to represent the 16 Career Clusters® and their respective Career Pathways. Each Career Cluster® logo/signature is comprised of the name of the Career Cluster®, a three-leaf cluster, and a descriptor line. (Figure 14)

The Career Cluster® logos/signature should be reproduced in accordance with these branding guidelines from digital artwork provided as part of the Career Clusters® brand identity program.

- The three-leaf cluster should only be used as specified and should not be altered in any way.
- Do not stretch, distort or otherwise alter the Career Cluster® logos/signatures in any way.
- Do not use the career cluster logos/signatures as part of a sentence or headline. In these situations, always use the name of the cluster.
- Always use the trademark designation "®" with the logo/signature as illustrated on this page.

2.21 Authorized Forms of Use: The individual Career Cluster® logos/signatures can be reproduced in multi-color, single-color, or full and partial-reverse form as specified below. The preferred brand application is the multi-color form.

2.21a. Multi-Color Form (Preferred): The Career Clusters® logo/signature should be used in a positive form for all applications and against backgrounds that provide adequate contrast and do not interfere with readability. In this form, the Career Clusters® logo/signature should be reproduced in the four colors specified for the brand (black, green, blue, orange). Please refer to the color chart in Section 2.4 for color specifications.

2.21b. Single-Color Form: The Career Clusters® logo/signature can also be used in a single-color form so long as the color is black.
2.21c. Full and Partial-Reverse Form: The Career Custer® logo/signature can

Figure 12. Authorized full-reverse form.

Figure 13. Authorized partial-reverse form.

Figure 14. Brand logo/signature for the Health Science Career Cluster® in multi-color form.

Figure 15. Authorized single-color form (black only) — black/grayscale.

be used in full and partially reversed forms, so long as the size and contrast do not interfere with readability. In the partially reversed form, the 3-leaf cluster should remain in its designated colors. (Figures 16 -17)

2.22 Statement of Ownership: A clear statement of ownership must accompany all assets that display the Career Clusters® brand logo/signature and/or its extension, as provided below. This statement to be positioned and of a size that does not interfere with the communication or design of the asset.

The Career Clusters® brand logo and its extensions are the property of the National Career Technical Education Foundation, as managed by NASDCTEc.

2.3 Career Cluster® Pathways

Career Pathways can be used to further define the individual Career Clusters®, as provided by the Career Clusters® brand and curriculum framework. The names of these pathways should not be modified or altered in any way. When used in association with the Career Cluster® name or logo/signature, it is important to include all pathway names for that cluster where possible to represent the full range of career opportunities for that cluster. Please refer to Section 1.41 for the complete list of career pathways for each career cluster. (Figure 18)

2.31 Color & Font Specifications:
There is no color specification for the Career Pathways. The designated fonts are Dinot-bold and Dinoto-regular, depending on the application. When used in text, no font designation is necessary other than to match the surrounding text. The recommended font for marketing and communication materials associated with the Career Clusters brand is *Myriad Pro*. See Section 2.5.

2.4 Color Specifications

Figure 16. Authorized full-reverse form.

Figure 17. Authorized partial-reverse form.

Figure 18. Sample treatment of career pathways for the Education & Training Career Cluster®.

The color specifications for the Career Clusters® logo/signature elements and its brand extensions are detailed in the table below—and are identical for both.

Table 2: Color Specifications

Element	Color	CMYK	RGB	HTML	PMS/Pantone
Top Leaf		**C**41 **M**0 **Y**12 **K**0	**R**143 **G**223 **B**226	HTML 69D8DD	**PMS** 318
Middle Leaf		**C**0 **M**52 **Y**100 **K**0	**R**223 **G**131 **B**0	**HTML** F58C42	**PMS** 144
Bottom Leaf		**C**47 **M**0 **Y**94 **K**0	**R**146 **G**212 **B**0	**HTML** 70C82F	**PMS** 375
Brand Name		**C**0 **M**0 **Y**0 **K**85	**R**54 **G**53 **B**52	**HTML** 69D6966	**PMS** Black 7
Brand Descriptor		**C**0 **M**0 **Y**0 **K**85	**R**54 **G**53 **B**52	**HTML** 69D6966	**PMS** Black 7

When to Use Different Color Formulas

CMYK: Use this color formula for print applications where 4-color process (full color) is available.

RGB: Use this color formula for PowerPoint Presentations, Web applications and other applications where the logo is being projected.

HTML: An alternative to RGB, typically used as a color reference in Web design.

PMS (Pantone): The PMS or Pantone colors can be used for print applications. However, most applications are better suited for CMYK, which allows for photos and other images to be printed in the full range of colors. The PMS color may be useful when trying to match a single color.

2.5 Typography (Fonts)

Typography is an essential component of the brand identity system. A disciplined use of typographic standards helps maintain a strong and effective brand identity and adds consistency to all forms of brand communications.

2.51 Marketing and Communications Materials: As part of the Career Clusters® brand identity program, marketing and communications materials should use typography from the *Myriad Pro* family of fonts wherever possible to provide a consistent, compatible and recognizable look and feel for the brand. This font is a readily available system font. When the use of Myriad Pro is not possible or practical, Geneva is an acceptable alternative.

Preferred Font: Myriad Pro Examples

Headline: **The CTE Brand Promise**

Text Light: The CTE brand promise is the essence of the brand

Text Semi-Bold: The CTE brand promise is the essence of the brand

Text Italic: *The CTE brand promise is the essence of the brand*

Alternative Font: Geneva Examples

Headline: The CTE Brand Promise

Text Regular: The CTE brand promise is the essence of the brand

Text Bold: **The CTE brand promise is the essence of the brand**

Text Italic: *The CTE brand promise is the essence of the brand*

2.6 Style Guide for Brand Names

The names of the Career Clusters® brand and its brand extensions (16 individual Career Clusters®) are proper names and should be treated as such, as outlined below.

Career Clusters® Name: Capitalize both words when referring to the brand. The name Career Clusters® should always be accompanied by the ®. Do not use "Cluster" or "Clusters" as single words. Always use the full name instead, e.g. Career Clusters® or Career Cluster®, depending on the application.

CORRECT USE: That particular Career Cluster® was very important to the state.

INCORRECT USE: That particular Cluster® was very important.

Career Cluster® Names: Use initial caps for both words when referring to a single Career Cluster® in situations where the full name of the Career Cluster® is not indicated. As in other applications, the ® is required.

EXAMPLE: States may adapt a Career Cluster® to reflect their state's educational goals, standards and economic development priorities.

The formal name of a Career Cluster® should end with "Career Cluster® and should be capitalized.

EXAMPLE: Health Science Career Cluster®

2.7 Minimum Size for Brand Logos/Signatures

The Career Clusters® brand logo/signature should only be used at a size that allows for the full signature to be clearly legible, including the descriptor line. For smaller applications, a stroke may be added to the descriptor line to ensure readability.

3.0 Authorized Uses and Applications

3.1 Authorized Use & Restrictions

The Career Clusters® brand is a registered trademark of the National Career Technical Education Foundation—and is managed by NASDCTEc. To use the Career Clusters® brand logo and the logos for the 16 Career Clusters® brand extensions, members and non-members must first submit a User's Agreement. Use of the Career Clusters® brand is restricted to authorized users and those products and applications that are consistent with the Career Clusters® brand promise, as outlined in Section 1.1.

User Agreement. To secure authorization, interested persons, organizations and businesses must complete and submit the Career Clusters® User's Agreement. The Agreement is available in the Resources section of the CTE Web site at www.CareerTech.org. It can be completed and submitted online. Immediately upon submission, you will be given access to the digital artwork for the Career Clusters® brand logo and its 16 brand extensions where you can select and download the files you seek.

User Compliance. Any use of the Career Clusters® brand must be in compliance with the standards and guidelines set forth in this authorized user's guide. Any misuse or violation of these standards and guidelines may result in the revocation of the user's authorization to use the Career Clusters® brand.

Non-Transferable. Authorization to use the Career Clusters® brand is non-transferrable and does not extend to other parties.

Alternative State Approaches. States MAY be authorized to use the Career Clusters® logo with approaches other than those defined by the 16 Career Clusters®, but ONLY if the approach meets three essential criteria:

1. It must be educational
2. It must be consistent with the Career Clusters® brand promise
3. It must support and be aligned with The National Career Clusters® Framework

3.2 Statement of Ownership

A clear statement of ownership must accompany all assets that display the Career Clusters® brand logo/signature and/or its extensions, as provided below. This statement should be positioned and of a size that does not interfere with the communication or design of the asset.

The Career Clusters® brand logo and its extensions are the property of the National Career Technical Education Foundation, as managed by NASDCTEc.

3.3 Clear Space Rule

It is important to provide adequate space for the Career Clusters® logo/signature to ensure the brand remains clearly distinguishable and uncluttered. The same is true for the Career Cluster® logos/signatures. As a rule, no other copy should be placed within a "brand letter" height of any portion the signature. (Figure 19)

The Career Pathways are the lone exception to the Clear Space Rule. In these cases, the first Pathway can be closer than a "brand letter" height. However, it is important to provide adequate space so the Pathways do not become confused with the signature. (Figure 20)

3.4 Literature and Select Marketing Assets

The following suggestions are offered as a guide to help ensure the strength and integrity of the Career Clusters® brand and its extensions across multiple applications. The application of the Career Clusters® brand will vary, depending on the nature and purpose of the application.

- **For literature and other marketing communications**, the generally preferred position for the Career Clusters® brand logo (or its extension) is typically the upper right hand corner on the front cover. This visible but out of the way position establishes ownership right away, while providing a clear, consistent and suitable treatment of the brand.

- **For advertising**, the first objective is to capture the viewer's attention. It is important, therefore, to position the brand logo/signature where it will not interfere with the creative message or strategy, while providing the appropriate brand identity. In these instances, the preferred position for the brand logo is often in the lower right hand corner. The brand logo/signature should never be positioned in the upper left or lower left areas of the advertisement.

- **Brands are brands, not headlines**. The brand logo/signature should not be used as a substitute for a headline.

Clear Space = one letter height

Figure 19. The minimum distance that should be allowed between the Career Clusters® logo/signature and other elements, such as a headline or text, is one brand letter height.

Figure 20. Positioning of the Career Pathways relative to the Career Cluster® logo/signature can be less than one brand letter height but should not be so close as to crowd the logo/signature.

- **Duplication not required**. Because the descriptor line for the brand logo/signature for individual Career Clusters® contains the brand name "Career Clusters", the individual Career Cluster® brand logos/signatures can be used on their own without the Career Clusters® logo/signature. Where possible, it is acceptable to also include the Career Clusters® logo in a secondary position, but it is not required. The preferred endorser brand is the CTE brand as outlined in Section 1.5 and Section 1.6.

4.0 Digital Art Files and Questions

4.1 Downloading Digital Files

Digital artwork for the Career Clusters® brand logo and its brand extensions is available online for authorized users to download. To get access to this artwork, members and non-members must first be authorized by completing and submitting the Career Clusters® User's Agreement located in the Resources section of the CTE website at www.CareerTech.org. This agreement serves as your authorization to use the Career Clusters® brand logo and its brand extensions.

Once the User's Agreement has been submitted, you will be given immediate access to digital artwork for the Career Clusters® brand and its brand extensions that can be downloaded and used in accordance with the User's Guide. This authorization cannot be transferred to other parties and access to digital artwork should not be shared.

Any use of the Career Clusters® brand and/or its brand extensions without completing and submitting the User's Agreement is a violation of intellectual property rights—and is not permitted.

4.2 Program Questions

For questions about these guidelines and any artwork associated with the Career Clusters® brand identity program, please contact:

Erin Uy
Marketing & Communications Manager
NASDCTEc
euy@careertech.org
1-301-588-9630