



FCCLA Logo and Tagline Usage Guidelines

Introduction

The purpose of this document is to provide a set of guidelines for using the logo and tag line of Family, Career and Community Leaders of America (FCCLA). Factors such as graphics capabilities within basic word processing and spreadsheet software, easy access to shared files, and FCCLA's increasing reliance on electronic communications have made it very easy to compromise the integrity of the FCCLA logo and tagline. These guidelines attempt to address those realities and provide FCCLA national staff, Board of Directors, National Officers, state staff, local chapter advisers, and members with a clear, easy-to-understand, easy to implement framework for developing consistent FCCLA communications.

The Importance of Following Logo Guidelines

The FCCLA logo and tagline play a very important role for the organization. They serve as an immediately recognizable visual identity for the people who know FCCLA – FACS teachers, members, non-members, school administration and parents. Much like an individual's face, FCCLA's logo and tag line is our most recognizable feature.

The logo and tagline of an organization with a history as rich and long as ours also represents the values and ideals of the organization – family, career, community, leadership, and youth. When FCCLA's audiences see a business card, brochure, website, or flyer displaying the FCCLA logo, those values and ideals come to mind.

That said, the importance of properly presenting the logo and tag line cannot be overstated. An organization's logo and tagline need to be, above all else, consistent. Consistent presentation of the logo suggests stability and reliability of the organization it represents. It suggests professionalism and commitment to detail – strong characteristics that describe FCCLA and its members. The presentation of our logo should illustrate those attributes.

FCCLA changed its name from FHA/HERO in July of 1999 and adopted the tagline "The Ultimate Leadership Experience" in July of 2003. This usage guideline document is designed to help FCCLA national staff members, Board of Directors, national officers, state staff, local chapter advisers, and members understand the ways to utilize the logo and tag line to put the organization's best foot forward.

About the Logo

The logo shows that FCCLA is a dynamic, active organization bound for the future. The dominant collegiate lettering articulates a focus on education and student leadership. The swooping arrow embodies an active organization that moves toward new arenas.

The FCCLA logo as shown in this guide is available for download on the FCCLA national website in .eps, .png, and .jpg formats. The logo must never be recreated. Do not deconstruct, reassemble, proportionally resize, or alter these logo's configurations in any way.

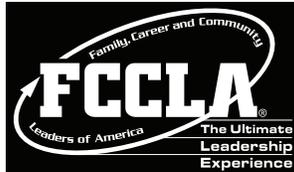


Color

Color is a key element in identity. No matter what you are designing or printing make every effort to ensure that the colors you print match the following colors as closely as possible:



PMS 185
Hex: #EF3E42
RGB: 239, 62, 66
CMYK: 0, 91, 76, 0



- The FCCLA logo should appear in FCCLA red wherever possible. In cases where the red logo is difficult to see, it should be used in black on a light background, and white on a dark background.
- When using the logo as a screened background (or watermark) to a text document, do not use the logo version containing the tag-line as it will be difficult for the recipient to read the contents of the document.

Size and Placement of Logo

The FCCLA logo does not have a standard size – size can change depending upon use. But the logo must always appear large enough to be readable.

Use with Other Logos

On occasion it may be necessary to use the FCCLA logo with other organization logos. Often in those situations, the multiple logos must appear smaller than they might typically on the organization's own materials. In such a scenario, it is critical to not shrink the logo to the point where it is unreadable. In addition, the FCCLA logo should be a minimum of .5" from the other logos.

Use of Tagline in Conjunction with Logo

In the tagline version of the logo, the tagline's established position is stacked under the "A" of FCCLA. The logo may appear without the tag line, but the words "The Ultimate Leadership Experience" must always appear within close proximity to the logo in a supporting manner, i.e., Family, Career and Community Leaders of America (or FCCLA) should be dominant.



The Ultimate Leadership Experience

When using the tagline as part of a sentence within a body of text, it must appear as follows:

FCCLA: The Ultimate Leadership Experience

The tagline must appear on:

- All FCCLA publications intended for an external audience, including membership materials, fact sheets, announcements, meeting programs, press releases, stationary, business cards, etc.
- Websites of the national office as well as State Association websites
- Advertising and marketing materials

The use of the FCCLA tagline is recommended on:

- E-mail signatures of national and state staff, and national officers
- Banners and signage
- Note cards
- Gifts and merchandise

The use of the FCCLA tagline is not required on:

- Patches adhered to official FCCLA uniforms
- Lapel pins
- Award plaques and certificates