

FCCLA[®] BRANDING GUIDE



ABOUT

Family, Career and Community Leaders of America (FCCLA) is a national Career and Technical Student Organization (CTSO) for students in Family and Consumer Sciences (FCS) education in public and private schools. FCCLA offers intra-curricular resources and opportunities for students to pursue careers that support families. Since 1945, FCCLA members have been making a difference in their families, careers, and communities by addressing important personal, work, and societal issues through Family and Consumer Sciences education.

The work of FCCLA helps students and teachers focus on various youth concerns, including parenting, family relationships, substance abuse, peer pressure, sustainability, nutrition and fitness, teen violence, and career preparation in four specific Career Pathways. Involvement in FCCLA allows members to expand their leadership potential and develop skills for life—planning, goal setting, problem-solving, decision making, and interpersonal communication—necessary in the home and workplace.

MISSION

To promote personal growth and leadership development through Family and Consumer Sciences education. Focusing on the multiple roles of family member, wage earner, and community leader, members develop skills for life through character development, creative and critical thinking, interpersonal communication, practical knowledge, and career preparation.

TAGLINE

The Ultimate Leadership Experience





THE IMPORTANCE OF FOLLOWING BRANDING GUIDELINES

The FCCLA name, acronym, logo, and tagline play a vital role in the organization. They are an immediately recognizable visual identity for those who know FCCLA – FCS teachers, members, non-members, school administration, and parents.

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

Adequately presenting the trademarks of FCCLA cannot be overstated. Consistent presentation of FCCLA trademarks suggests the organization's stability and reliability. Alignment with branding standards demonstrates professionalism and commitment to detail – strong characteristics that describe FCCLA and its members. The FCCLA Branding Guidelines identify and explain how to utilize FCCLA's marks to put forward the organization's best image.

Protecting the brand of FCCLA is the responsibility of National FCCLA and its affiliates at the local and state level. Using the FCCLA logo means you agree to abide by the FCCLA Branding Guidelines.

Please respect FCCLA's trademarks and follow the Branding Guidelines.

FCCLA TRADEMARKS

Family, Career and Community Leaders of America and its acronym, FCCLA, are federally registered trademarks (U.S. Reg. Nos. 2461208, 2461209, 2545867, and 2545877). The federal registration of these trademarks provides FCCLA with certain nationwide proprietary rights, including the right to restrict the use of the trademarks on goods and merchandise outside of the goods and merchandise sold through the officially licensed emblematic supplier (Centricity). The FCCLA trademarks serve as essential and distinctive representations of the organization's services and products as well as the goodwill of the organization.

FEDERALLY-REGISTERED TRADEMARKS OF FCCLA

FCCLA

FCCLA Family, Career and Community Leaders of America

Family, Career and Community Leaders of America

FCCLA Family, Career and Community Leaders of America The Ultimate Leadership Experience

STAR Events

FCCLA The Ultimate Leadership Experience

LOGO AND TRADEMARK USE

It is FCCLA's national policy that the organization's logos, names, and acronyms may only be used in connection with programs and projects directly related to the mission and purposes of FCCLA.

Chapters and state associations have permission to use the FCCLA logos, names, and acronyms to publicize and promote FCCLA through programs, events, media, and other marketing resources, including (but not limited to):

Advertisements	Brochures	Bulletin Boards
Flyers	Posters	PowerPoint Presentations
Social Media	Websites	Word Documents

Please be advised that only National FCCLA can approve the use of the FCCLA trademarked logos, names, or acronyms on promotional items, including (but not limited to) apparel, awards, and merchandise.

Chapters and state associations are not permitted to approve the use of FCCLA trademarked logos, names, or acronyms to any outside vendor for items including (but not limited to) apparel, awards, and merchandise.

Always reference the FCCLA Branding Guidelines when using the FCCLA logos, names, or acronyms to ensure that you are adhering to national standards and protecting the integrity of the FCCLA brand.



NAME AND ACRONYM USE

CHAPTERS

When using the name "Family, Career and Community Leaders of America" or the acronym "FCCLA" in a printed piece's headline or body copy, the name/acronym may remain in the standard font used in the collateral. Use the approved fonts found on page 18 for brand consistency.

- Chapters are required to include their chapter name when using "Family, Career and Community Leaders of America" or the acronym "FCCLA." The required format is:
 - (School/Chapter Name) Family, Career and Community Leaders of America, **or**
 - (School/Chapter Name) FCCLA
- When using the name "Family, Career and Community Leaders of America" or the acronym "FCCLA" in a printed piece's headline or body copy, the name/acronym may remain in the standard font used in the collateral.
- When using the FCCLA acronym on ANY promotional product or apparel piece with permission from National FCCLA or through Centricity, the FCCLA Logotype must be used. Follow the Logotype use rules on page 12.
- When using the FCCLA name (Family, Career and Community Leaders of America) on ANY promotional product or apparel piece with permission from National FCCLA or through Centricity, the name may only be depicted in one of the approved fonts listed on page 18.

STATE ASSOCIATIONS

When using the name "Family, Career and Community Leaders of America" or the acronym "FCCLA" in a printed piece's headline or body copy, the name/acronym may remain in the standard font used in the collateral. Use the approved fonts found on page 18 for brand consistency.

- State Associations are required to include their state association name when using "Family, Career and Community Leaders of America" or the acronym "FCCLA." The required format is:
 - (State Name) Family, Career and Community Leaders of America, **or**
 - (State Name) FCCLA
- When using the FCCLA acronym on ANY promotional product or apparel piece, the FCCLA Logotype must be used. Follow the Logotype use rules on page 12.
- When using the FCCLA name (Family, Career and Community Leaders of America) on ANY promotional product or apparel piece with permission from National FCCLA or through Centricity, the name may only be depicted in one of the approved fonts listed on page 18.

GENERAL LOGO USAGE GUIDELINES

- 1** No elements of the FCCLA logos may be recreated, deleted, cropped, or reconfigured. All FCCLA logos are provided as EPS or PNG from National FCCLA.
 - EPS files are vector artwork and are infinitely scalable, thus eliminating the need to ensure proper resolution for reproduction.
 - PNG files are non-vector, rasterized files with transparent backgrounds. PNG files can be used when web-ready graphics are needed or for small format print (i.e., business cards, flyers, etc.).
- 2** The FCCLA logos must be uniformly scaled. Non-uniform scaling distorts the proportions of the logos and the relationship between the symbols and letterforms.
- 3** A minimum clear space must be maintained on the perimeter surrounding the FCCLA logos as outlined in the logo clear-space section on page 13.
- 4** FCCLA's logos may only be reproduced directly from a digital file; they should never be reproduced from previously printed materials.
- 5** Do not put a box around the FCCLA logos when placed on a dark background.
- 6** Do not reproduce the FCCLA logos in colors or designs other than those specified in this document.

LOGO AND TRADEMARK USE REQUEST

FCCLA has partnered with Centricity as the official vendor and supplier for all FCCLA-branded merchandise and apparel, including t-shirts, awards, and other promotional items.

If you would like to use the FCCLA trademarks on a promotional item or apparel, please follow the steps on the National FCCLA website to obtain permission and ensure that you adhere to the FCCLA Branding Guidelines.

HISTORICAL LOGOS

FCCLA's brand has had a vast history that has grown with the needs of its members and affiliates. The following are the historical logos of the organization.



New Homemakers of America
1945 - 1965



Future Homemakers of America
1945 - 1977



HERO
Home Economics
Related Occupations
1971 - 1977



FHA-HERO
Future Homemakers of America
Home Economics Related Occupations
1977 - 1999



Family, Career and Community Leaders of America
1999 - Present

FCCLA LOGOS

The FCCLA logo was designed with not only the logo mark and tagline in mind but also the logotype. A logotype represents a logo's "verbal" aspect and is primarily composed of the organization's name or acronym.

The FCCLA logos shown in this guide are available for download on the National FCCLA website in EPS and PNG formats. FCCLA's logos must never be recreated. Do not deconstruct, reassemble, disproportionately resize, or alter the FCCLA logos in any way.

FCCLA's logos should always appear in the official red color (PMS 185C) whenever possible. In cases where the red color would be difficult to see, black or white must be used. The entire logo must always be in one solid color (red, black, or white).

The only exception to the FCCLA logo color-rule is when printing the FCCLA logos on glass, metal, or wood products. For questions regarding this exemption, please email communications@fcclainc.org.

Please review the following pages for details on each logo's specific usage guidelines.



FCCLA Tagline



FCCLA Emblem



FCCLA Swoop



FCCLA Logotype

LOGO CLEAR-SPACE RULES

The FCCLA logos must always be positioned for the maximum impact and apply the proper clear space to ensure visibility and legibility. The logo clear-space rules also apply when including chapter or state names in conjunction with the logos.

To ensure the legibility of the FCCLA logos, they must be surrounded with a minimum amount of clear space. Proper clear space isolates the logo from competing elements such as photography, text, or background patterns that may detract attention and lessen the overall impact of the brand identity. Using the FCCLA logos in a consistent manner across all applications helps to both establish and reinforce recognition of FCCLA.

The minimum clear space is determined by the height of the "F" in the logo.

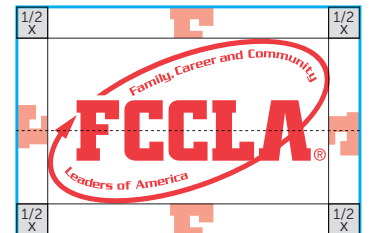
Each of FCCLA's logos require a clear space of 1/2 x. This equates to 1/2 the height of the letter "F" in the logo.



Tagline Logo clear-space



Emblem Logo clear-space



Swoop Logo clear-space

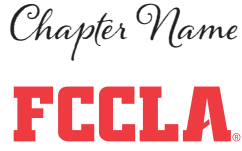


Logotype clear-space

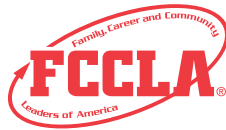


- Do not break the clear-space rule.

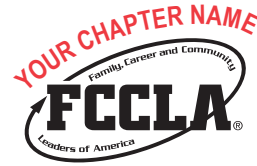
CORRECT



INCORRECT



CHAPTER NAME HERE



- The FCCLA Logotype must be used when combining with visual elements.

CORRECT



INCORRECT



COLOR PALETTE

FCCLA's official brand colors are professional and modern, contribute to the organization's national unity, and provide a national identity. The official colors are red (PMS 185C) and white (PMS 000C).

Red suggests strength, courage, and determination, personal qualities leading to happiness through a positive self-image. White symbolizes sincerity of purpose and integrity of action, qualities that will help individuals build a better tomorrow.

Defined Primary Palette

<p>FCCLA Red</p> <p>PANTONE 185C</p> <p>C0 M91 Y76 K0 R239 G62 B66 Hex: #EF3E42</p>	<p>White</p> <p>PANTONE 000C</p> <p>C0 M0 Y0 K0 R255 G255 B255 Hex: #FFFFFF</p>	<p>Black</p> <p>PANTONE Black C</p> <p>C0 M0 Y0 K100 R0 G0 B0 Hex: #000000</p>
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Defined Supporting Palette

<p>International Orange</p> <p>PANTONE 7620C</p> <p>C0 M78 Y78 K26 R189 G42 B42 Hex: #BD2A2A</p>	<p>Charcoal</p> <p>PANTONE 5265C</p> <p>C39 M26 Y0 K65 R54 G66 B89 Hex: #364259</p>	<p>Pewter Blue</p> <p>PANTONE 7681C</p> <p>C30 M14 Y0 K23 R138 G169 B197 Hex: #8AA9C5</p>	<p>Nickel</p> <p>PANTONE 424C</p> <p>C0 M0 Y0 K55 R115 G115 B115 Hex: #737373</p>
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Secondary Supporting Palette

<p>Shadow Blue</p> <p>PANTONE 7545C</p> <p>C39 M22 Y0 K58 R65 G83 B106 Hex: #41536A</p>	<p>Light Cyan</p> <p>PANTONE 656C</p> <p>C10 M0 Y3 K2 R223 G249 B242 Hex: #DFF9F2</p>	<p>Platinum</p> <p>PANTONE 663C</p> <p>C0 M0 Y0 K10 R230 G230 B230 Hex: #E6E6E6</p>
<p>Dark Electric Blue</p> <p>PANTONE 5405C</p> <p>C36 M17 Y0 K48 R86 G111 B134 Hex: #566F86</p>	<p>Azureish White</p> <p>PANTONE 656C</p> <p>C6 M4 Y0 K6 R227 G232 B241 Hex: #E3E8F1</p>	<p>Bright Gray</p> <p>PANTONE 663C</p> <p>C0 M0 Y0 K6 R239 G239 B239 Hex: #EFEFEF</p>

CAREER PATHWAY COLORS

Defined Primary Palette

Education and Training

Hospitality and Tourism

Human Services

**Medium
Red-Violet**
PANTONE 675C

C0 M74 Y32 K30
R178 G46 B121
Hex: #B22E79

Palm Leaf

PANTONE 576C

C29 M0 Y60 K34
R120 G168 B67
Hex: #78A843

**Sunset
Orange**

PANTONE 1495C

C0 M40 Y87 K4
R246 G147 B31
Hex: #F6931F

Visual Arts and Design

Real World Skills

**Battery
Charged Blue**
PANTONE 298C

C84 M25 Y0 K12
R35 G169 B225
Hex: #23A9E1

Carmine Pink

PANTONE Red 032C

C0 M74 Y72 K7
R237 G62 B67
Hex: #ED3E43

Defined Supporting Palette

Education and Training

Hospitality and Tourism

Human Services

Pearly Purple

PANTONE 7440C

C0 M32 Y1 K36
R164 G111 B163
Hex: #A46FA3

Russian Green

PANTONE 7489C

C28 M0 Y42 K38
R115 G159 B92
Hex: #739F5C

**Jasper
Orange**

PANTONE 7576C

C0 M30 Y67 K16
R214 G149 B71
Hex: #D69547

Visual Arts and Design

Crystal Blue

PANTONE 549C

C47 M12 Y0 K28
R98 G162 B183
Hex: #62A2B7



TYPOGRAPHY

Typography is a powerful tool for developing a creative identity and is crucial in creating a cohesive look across all communications. Using a typeface consistently makes it recognizable; it pulls together communications and makes them more distinctive. The style of typography used to bring FCCLA communication to life sets the brand's tone: clean, modern, stylish, distinctive, and legible.

To install these fonts for free, please visit the Branding Guidelines page of the National FCCLA website.

In most cases:

- Headlines are set in Tablet Gothic
- Subheading titles are set in Tablet Gothic
- Body copy is set in Museo Sans

Primary Typeface

Museo Sans designed by Jos Buivenga.
Used for headlines, subheads, body copy, quotes, tags, and names.

MUSEO SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,?!(@+ = / *)\$%&

300

The Quick brown fox jumps over the lazy dog. The Quick brown fox jumps over the lazy dog. The Quick brown fox jumps over the lazy dog.

500

The Quick brown fox jumps over the lazy dog. The Quick brown fox jumps over the lazy dog. The Quick brown fox jumps over the lazy dog.

700

The Quick brown fox jumps over the lazy dog. The Quick brown fox jumps over the lazy dog. The Quick brown fox jumps over the lazy dog.

Primary Display Typeface

Tablet Gothic Semi Condensed designed by José Scaglione and Veronika Burian.
Used for headlines and subheads.

TABLET GOTHIC SEMI CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,?!(@+ = / *)\$%&

Semi Bold

The Quick brown fox jumps over the lazy dog. The Quick brown fox jumps over the lazy dog. The Quick brown fox jumps over the lazy dog.

Bold

The Quick brown fox jumps over the lazy dog. The Quick brown fox jumps over the lazy dog. The Quick brown fox jumps over the lazy dog.

Extra Bold

The Quick brown fox jumps over the lazy dog. The Quick brown fox jumps over the lazy dog. The Quick brown fox jumps over the lazy dog.

Additional Typefaces

Proxima Nova designed by Mark Simonson.

PROXIMA NOVA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789.,?!(@+ = / *) \$ % &

Light

The Quick brown fox jumps over the lazy dog. The Quick brown fox jumps over the lazy dog. The Quick brown fox jumps over the lazy dog.

Medium

The Quick brown fox jumps over the lazy dog. The Quick brown fox jumps over the lazy dog. The Quick brown fox jumps over the lazy dog.

Bold

The Quick brown fox jumps over the lazy dog. The Quick brown fox jumps over the lazy dog. The Quick brown fox jumps over the lazy dog.

Montserrat designed by Julieta Ulanovsky.

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789.,?!(@+ = / *) \$ % &

Bold

The Quick brown fox jumps over the lazy dog. The Quick brown fox jumps over the lazy dog. The Quick brown fox jumps over the lazy dog.

Extra Bold

The Quick brown fox jumps over the lazy dog. The Quick brown fox jumps over the lazy dog. The Quick brown fox jumps over the lazy dog.

Black

The Quick brown fox jumps over the lazy dog. The Quick brown fox jumps over the lazy dog. The Quick brown fox jumps over the lazy dog.

Avenir designed by Adrian Frutiger.

Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789.,?!(@+ = / *) \$ % &

Roman

The Quick brown fox jumps over the lazy dog. The Quick brown fox jumps over the lazy dog. The Quick brown fox jumps over the lazy dog.

Heavy

The Quick brown fox jumps over the lazy dog. The Quick brown fox jumps over the lazy dog. The Quick brown fox jumps over the lazy dog.

Black

The Quick brown fox jumps over the lazy dog. The Quick brown fox jumps over the lazy dog. The Quick brown fox jumps over the lazy dog.



Alternate System Fonts

FCCLA's brand fonts may not always be available to everyone depending on the program used. The following are acceptable alternates to the official FCCLA brand fonts. If the alternate fonts are also unavailable, please contact communications@fcclainc.org to determine the best font based on your program.

- Arial

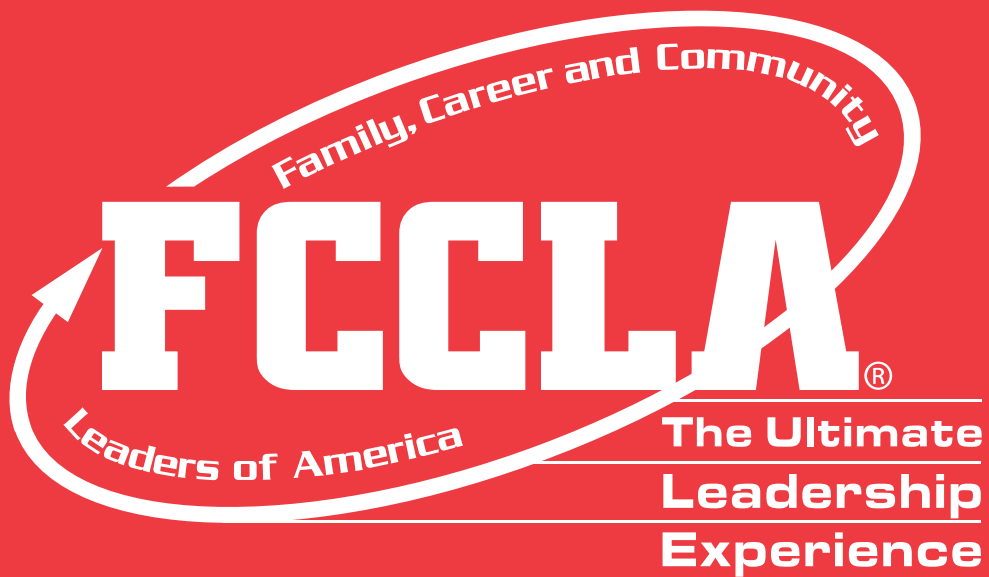
Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,?!(@+="/*)\$%&

- Arial Rounded MT Bold

Arial Rounded MT Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,?!(@+="/*)\$%&

- Calibri

Calibri
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,?!(@+="/*)\$%&



FAMILY, CAREER AND COMMUNITY LEADERS OF AMERICA®

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