

FCCLA Logo and Tag Line Usage Guide



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). These guidelines have been developed to reflect the realities of the workplace today. 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 tag line. 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 tag line play a very important role for the organization. It serves 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 tag line of an organization with a history as rich and long as FCCLA's also represents the values and ideals of the organization – family, career, community, leadership, and youth. When FCCLA's audiences see a business card, brochure, Web site, 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 tag line needs 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 tag line "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.



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:

Red (PMS 185)

Black

- Where only black is available, the FCCLA logo should appear in black only on a white background.
- When black plus a second color is available, but the second color is not PMS 185 (FCCLA Red), the logo should still appear only in black, and not in any other color.
- 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.
- Where the logo must appear on a color background, a determination must be made as to whether the background is so close in tone to the logo colors that it obscures it. In such a case, the logo may appear in black, reversed out to white, or a separate area must be created for it.

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 Tag Line in Conjunction with Logo

The tag line with logo is available from the national office in eps, tif, and gif formats. Composed of specially typeset and spaced letterforms, the tag line must never be recreated. Do not deconstruct, reassemble, proportionally resize, or alter these configurations in any way.

The tag line's established position is stacked under the "A" of the logo. 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.

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

FCCLA: The Ultimate Leadership Experience

The tag line **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.
- Web sites of the national office as well as State Association Web sites
- Advertising

The use of the FCCLA tag line is **recommended** on:

- E-mail signatures of national and state staff and in some cases, national officers
- Banners and signage
- Note cards

- Gifts and merchandise

The use of the FCCLA tag line is **not** required on:

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

Contact Information:

FCCLA
Program and Communications Department
1910 Association Dr.
Reston, VA 20191
703-476-4900
www.fcclainc.org