FCCLA Logo Dos and Don'ts

FCCLA Emblem

The FCCLA emblem 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 arch embodies an active organization that moves toward new arenas. The color of the emblem is one of the organizational colors—red (PMS 185).

It is a national policy that the organization's name and emblem may be used only in connection with programs and projects directly related to the Mission and Purposes of FCCLA. The name and emblem of FCCLA may not be used on commercially developed or member-developed products for sale to the public except as authorized by FCCLA national headquarters.

Colors

Official colors contribute to the organization's national unity and provide national identity.
The FCCLA colors are—red (PMS 185) and white.

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.

USING THE EMBLEM

Rules and Regulations

When the emblem is reproduced, it should be an exact replica of the official emblem.

Do not alter the emblem's wording, design, or proportions.

The emblem should appear in red (PMS 185) or black (not other colors).

The following guidelines are recommended when wearing the official emblem.

- Wear the emblem over the heart or on a jacket pocket.
- Avoid wearing the emblem in combination with other school organizations emblems or seals or in combination with the school's name.
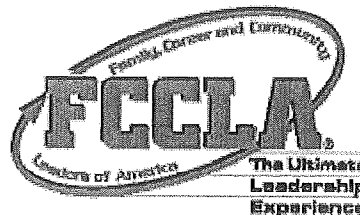
Placement of Chapter Name

See below for the **CORRECT** placement of your chapter name with the FCCLA logo.

With No Tagline

Chapter Name
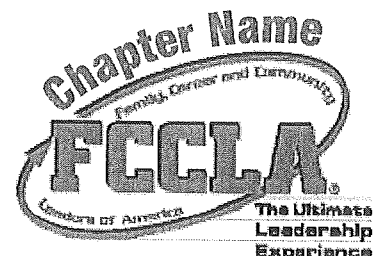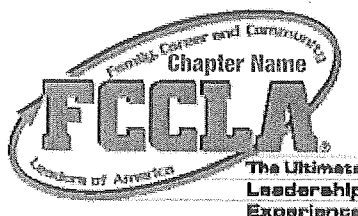
With Tagline

Chapter Name

See below for the **INCORRECT** placement of your chapter name with the FCCLA logo.
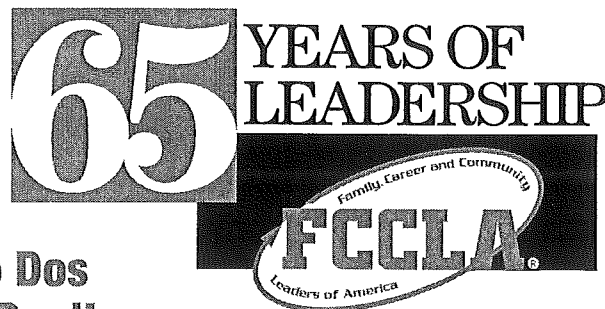
FCCLA 65 Years of Leadership Usage Guide

The purpose of this document is to provide a set of guidelines for using the 65 Years of Leadership logo of Family, Career and Community Leaders of America (FCCLA). These guidelines attempt to address logo usage, when appropriate, and provide FCCLA national staff, Board of Directors, state staff, local chapter advisers, and members with a clear, easy-to-understand, easy to implement framework for developing consistent FCCLA communications as we celebrate a monumental anniversary.

The FCCLA 65 Years of Leadership logo plays a very important role in promoting the campaign for celebrating

ABOUT THE LOGO

Colors

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) and Black

Size and Placement of Logo

The FCCLA 65 Years of Leadership logo does not have a standard size—size can change depending upon use. The logo must always appear large enough to be readable.

Use with Other Logos

On occasion it may be necessary to use the FCCLA 65 Years of Leadership 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 65 Years of Leadership logo should be a minimum of .5" from the other logos.

Logo Dos and Don'ts

Do:

◼ Use it on all FCCLA publications intended for an external audience, including membership materials, fact sheets, announcements, meeting programs, press releases, stationary, business cards, etc.

◼ Place on websites of the national office as well as State Association websites

◼ Include in advertising, on emblematic materials, and banners

◼ Refer to the FCCLA Logo and Tagline Usage Guide

◼ Contact FCCLA with any questions

Don't:

◼ Use with FCCLA logo or tagline logo, since the logo is incorporated in the design

◼ Use it as a theme for the chapter and state activities and meetings

◼ Distort the logo or change the color scheme