

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