

**DECA**

**BRANDING GUIDELINES**  
INCLUDING USE OF DECA LOGOS, EMBLEMS AND INSIGNIA

DECA

FIRST PLACE

INTERNATIONAL  
CAREER  
DEVELOPMENT  
CONFERENCE

ANAHEIM | CALIFORNIA



# THE DECA BRAND

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1950



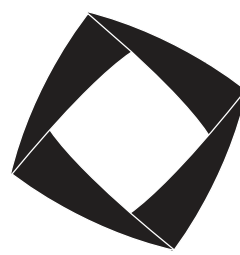
1970



1980



1991



2010

DECA's brand identifies a remarkable experience in the preparation of emerging leaders and entrepreneurs. The enhanced brand with updated message statements and new logo collectively define our organization while retaining our historic connections and name recognition. More than ten million students, educators, school administrators and business professionals have contributed to DECA's brand through their membership and affiliation with the organization during the past 65 years.

Our logo is the intellectual property of the entire DECA community. Only officially recognized members, chapters and associations should be able to identify themselves as DECA by using our logos. Private companies should not be able to profit from the sale of items with DECA logos. Individuals and/or groups should not be permitted to use DECA logos to promote unauthorized programs, projects and products.

The introduction of new logos offers us an opportunity to protect the logos and DECA's brand from unauthorized use. We are publishing these guidelines for acceptable use of our new logos to ensure that the logo is fully protected under the latest intellectual property rights laws.

## ACCEPTABLE USE POLICY

*Chartered associations and local DECA chapters are permitted to use the trademarked official DECA logos and the DECA name on printed materials and websites. In order to use DECA logos and the DECA name on promotional items, such as accessories and clothing, prior permission must be obtained from DECA Inc.*

**– ADOPTED AUGUST 2010, DECA INC. BOARD OF DIRECTORS**

Please review this document for guidance on the use of DECA's brand and logos in various situations and formats. If you have questions please contact us at [communications@deca.org](mailto:communications@deca.org).



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FIRST PLACE

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## **MISSION STATEMENT**

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management.

# GUIDING PRINCIPLES

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## DECA'S COMPREHENSIVE LEARNING PROGRAM

### INTEGRATES INTO CLASSROOM INSTRUCTION

An integral component of classroom instruction, DECA activities provide authentic, experiential learning methods to prepare members for college and careers.

### APPLIES LEARNING

DECA members put their knowledge into action through rigorous project-based activities that require creative solutions with practical outcomes.

### CONNECTS TO BUSINESS

Partnerships with businesses at local and broader levels provide DECA members realistic insight into industry and promote meaningful, relevant learning.

### PROMOTES COMPETITION

As in the global economy, a spark of competition drives DECA members to excel and improve their performance.

## DECA PREPARES THE NEXT GENERATION TO BE

### ACADEMICALLY PREPARED

DECA members are ambitious, high-achieving leaders equipped to conquer the challenges of their aspirations.

### COMMUNITY ORIENTED

Recognizing the benefit of service and responsibility to the community, DECA members continually impact and improve their local and broader communities.

### PROFESSIONALLY RESPONSIBLE

DECA members are poised professionals with ethics, integrity and high standards.

### EXPERIENCED LEADERS

DECA members are empowered through experience to provide effective leadership through goal setting, consensus building and project implementation.

# Competence Innovation Integrity Teamwork

## DESCRIPTOR

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DECA prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe.

DECA enhances the co-curricular education of members through a comprehensive learning program that integrates into classroom instruction, applies learning, connects to business and promotes competition.

DECA's activities assist in the development of academically prepared, community oriented, professionally responsible, experienced leaders.

DECA Inc. is a 501(c)(3) not-for-profit student organization with more than 200,000 members in all 50 United States, the District of Columbia, Canada, China, Germany, Guam, Hong Kong, Korea, Mexico and Puerto Rico. The United States Congress, the United States Department of Education and state, district and international departments of education authorize DECA's programs.

*For more information, visit [www.deca.org](http://www.deca.org).*

# DECA'S OFFICIAL LOGOS

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Please be advised that DECA Inc. has registered all of its designating emblems, logos and insignia. All presentations or representations of DECA emblems, logos and insignia found in DECA publications, DECA's website and on DECA Images products are the intellectual property of DECA Inc. and may not be reproduced or used in any way without the consent of DECA Incorporated.



## HORIZONTAL DECA

The horizontal DECA logo is to be used as the primary logo for any branding on documents, signage, posters and displays referring to or representing the high school DECA division.



## HORIZONTAL COLLEGIATE DECA

The horizontal DECA logo is to be used as the primary logo for any branding on documents, signage, posters and displays referring to or representing the collegiate DECA division.



## VERTICAL DECA

The vertical DECA logo is to be used as the primary logo for any profile images such as on Facebook, Instagram, Twitter, Pinterest, etc., when referring to or representing the high school DECA division. The vertical DECA logo can also be used if there is not enough space to properly display the horizontal logo on any documents, signage, posters and displays.



## VERTICAL COLLEGIATE DECA

The vertical Collegiate DECA logo is to be used as the primary logo for any profile images such as on Facebook, Instagram, Twitter, Pinterest, etc., when referring to or representing the collegiate DECA division. The vertical DECA logo can also be used if there is not enough space to properly display the horizontal logo on any documents, signage, posters and displays.



# CHARTERED ASSOCIATIONS & AFFILIATED CHAPTERS

## ACCEPTABLE USE POLICY

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Protecting the name and emblem of DECA is the responsibility of the governing organization (DECA Inc.) and its chartered associations and affiliated local chapters.

### ACCEPTABLE USE POLICY

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– ADOPTED AUGUST 2010, DECA INC. BOARD OF DIRECTORS

Trademarked official DECA logos and the DECA name approved for use on printed materials and websites by chartered associations and local DECA chapters that are recognized members of DECA Incorporated include the following:



HORIZONTAL DECA WITH ASSOCIATION



HORIZONTAL COLLEGIATE DECA WITH ASSOCIATION



HORIZONTAL DECA WITH CHAPTER



HORIZONTAL COLLEGIATE DECA WITH CHAPTER



DECA WITHOUT DIAMOND

# DESIGN SPECIFICATIONS

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## TYPOGRAPHY

### OFFICIAL TYPEFACE

The DECA logo uses the Gotham font family. The typeface for DECA is Gotham Bold.

### GOTHAM BOLD

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0

### SECONDARY TYPEFACE

Source Sans Pro font family can be used for sub-titles, subheadings, and lengthy text.

### SOURCE SANS PRO

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0

## COLOR PALETTE

The logo may be printed in a single color blue, black, white, metallic gold or metallic silver.



### BLUE

PMS 285 C  
CMYK: 84, 54, 0, 0  
RGB: 0, 114, 206  
#0072ce



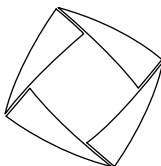
### BLACK

CMYK: 75, 68, 67, 90  
RGB: 0, 0, 0



### METALLIC GOLD

PMS 871 C  
CMYK: 44, 45, 74, 17  
RGB: 134, 117, 79  
# 85754e



### WHITE

CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255

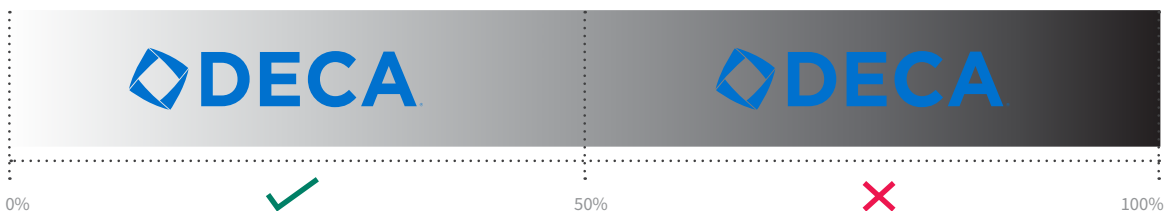


### METALLIC SILVER

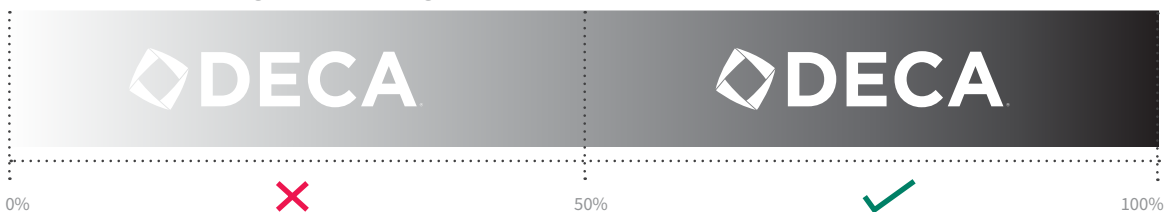
PMS 877 C  
CMYK: 48, 39, 39, 3  
RGB: 139, 141, 141  
# 8c9091

# LOGO BACKGROUND CONTROL

Use the **FULL COLOR** logo when the background color value is between 0% to 50%



Use the **WHITE COLOR** logo when the background color value is between 50% to 100%



## APPROVED PRINTED MATERIALS & WEBSITE USAGE

1. Advertisements
  2. Association websites
  3. Association Facebook pages
  4. Banners
  5. Brochures promoting DECA
  6. Bulletin boards
  7. Business cards
  8. Certificates
  9. Chapter Facebook pages
  10. Classroom handouts
  11. Classroom posters
  12. Classroom signage
  13. Conference brief folios
  14. Conference handouts
  15. Conference programs
  16. Conference promotion videos
  17. Conference session multimedia
  18. Conference signs
  19. Course guides
  20. Flyers
  21. Handbooks
  22. Letterhead
  23. Membership videos
  24. Pamphlets promoting DECA
  25. Pins
  26. PowerPoint presentations
  27. Public information to include:  
*newspapers, TV and multimedia*
  28. School calendars
  29. School handouts
  30. School marquees
  31. School monitors
  32. School programs
  33. School store kiosks
  34. School walls
  35. School websites
  36. School yearbooks
  37. Stickers and labels
  38. Worksheets
- All other uses require permission from DECA Inc.*

## CLEAR SPACE

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Do not place elements near or on the logo. Clear space frames the logo, separating it from other elements such as text, imagery and headlines. Clear space that is a minimum of half the height of the E in the logo should be provided on all sides.



## MINIMUM SIZING LIMITS

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In order to maintain legibility and impact, the DECA logo should not appear below 0.5 inches for on screen and print. *There is no maximum size limit.*



On screen: 0.5 in.  
Print: 0.5 in.



On screen: 0.5 in.  
Print: 0.5 in.

## INCORRECT USAGE

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A few rules are necessary for maintaining the integrity of the brand. Don't alter, stretch, distort, add or remove elements or rotate in any way. This also includes adding unattractive text elements and changing the color or typeface. Here are a few examples of ways you should NEVER consider when using the DECA logo.



Do not alter approved colors.



Do not stretch or distort the logo.



Do not alter, add or remove logo elements.



Do not place other elements on the logo.



Do not combine the logo with existing elements.



Do not rotate the logo.



Do not redraw or change the logo typeface.



Do not place elements in the logo clear space.



Do not place in white box when on a dark background.

# PROMOTIONAL ITEMS & AWARDS

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In order to use DECA logos and the DECA name on promotional items, such as accessories and clothing, prior permission must be obtained from DECA Inc.

Chartered associations or affiliated chapters may purchase their promotional items and awards from Shop DECA, a department of DECA Inc. or Awards Unlimited, DECA's licensed awards provider.

The latest catalog of items offered by Shop DECA or Awards Unlimited is available online at [www.shopdeca.org](http://www.shopdeca.org). Both Shop DECA and Awards Unlimited will offer custom designed products upon request.

## Shop DECA

1908 Association Drive  
Reston, VA 20191  
(703) 860-5006  
[shopDECA@deca.org](mailto:shopDECA@deca.org)  
[www.shopdeca.org](http://www.shopdeca.org)

## Awards Unlimited

1935 O Street  
Lincoln, NE 68510  
(402) 474-0815  
[info@awardsunlimited.com](mailto:info@awardsunlimited.com)  
[www.awardsunlimited.com](http://www.awardsunlimited.com)

Permission to use suppliers other than Shop DECA and Awards Unlimited will be granted provided the association or chapter can demonstrate:

1. Another supplier can provide the item at a lesser cost.
2. Another supplier can provide items that cannot be provided by Shop DECA or Awards Unlimited.
3. A supplier is providing the item as an in-kind contribution to the DECA chapter or association.

Process for seeking permission to use suppliers other than Shop DECA and Awards Unlimited.

1. **[CLICK HERE](#)** to complete the application
2. Applications will be reviewed as rapidly as possible but allow five business days.
3. If the application is approved both the applicant and the supplier will be notified. The notification will include any limitations and restrictions that the supplier is required to meet. The waiver will only be valid for the specific one-time use of the logo.





[WWW.DECA.ORG](http://WWW.DECA.ORG)