

# Graphic Standards

The logo for Business Professionals of America has been carefully researched from a legal standpoint. The name is registered and the logo design protected by copyright and service mark. In order to obtain the maximum benefit from the image package, it **must be used consistently throughout the organization—locally, regionally, statewide, and nationally.**

## Name Identification

State associations will be Business Professionals of America, (State) Association. Chapters will be identified as Business Professionals of America, (School Name) Chapter. The complete name will be spelled out in all written materials. The acronym BPA may be used in text once the complete name has been used. Do not use the acronym for cover titles or headlines.

## The Tagline

The purpose of the organization's tagline is to serve as a linking device between our organization and our name. The official tagline is "Today's students. Tomorrow's business professionals." To ensure that there is a clear communication of Business Professionals of America, the tagline must **always** be used with the logo for all printed publication. This is a requirement for any use of the logo and must be adhered to in every case.

- The logo and tagline must be used on every Business Professionals of America printed publication.
- The tagline can be used on one line or two lines, depending on the size and shape of the graphic piece.
- The tagline must be anchored below the logo.
- The tagline should appear in navy blue (black is acceptable), unless the printed piece is a one-color item, with all art printed in black. The tagline may appear in white, light blue, or light gray when used over a dark background.
- The type style to be used for the tagline is Futura Light, Arial, or Helvetica, upper and lower case.
- The size of the tagline may not be smaller than 7 point.

## The Logo

The logo design is a type treatment of our name. The concept of the design is to provide a type style commonly associated with corporate businesses. The word "professionals" is graphically emphasized over the other design elements, through size and color keeping with the enhanced professional image of Business Professionals of America.

- The size of the logo may not be less than one inch wide.
- The one-color version can only be printed in navy blue, black or white.
- If two colors are used, they must be navy blue and tan.
- If three colors are used, they must be navy blue, tan, and red.

## Color

The corporate color scheme is navy blue, tan, and red. All three colors are to be used whenever your budget allows, using PMS ink. (See below)

- The one-color version of the logo should ideally be navy blue; if your budget for the printed publication does not allow for a colored ink, black or white is acceptable.
- When the logo is printed in two or three colors, the preferred color for the tagline is navy blue, however black or white is acceptable.
- If the logo is printed in one color (navy blue, black or white), the tagline must be printed in the same color.

To reduce the occurrence of inconsistent color, all printed pieces are to be printed with Pantone Matching System (PMS) ink. The official PMS colors are to be used in every case except in four-color situations. The PMS colors are as follows:

|           |         |     |         |     |         |
|-----------|---------|-----|---------|-----|---------|
| Navy Blue | PMS 289 | Tan | PMS 466 | Red | PMS 185 |
|-----------|---------|-----|---------|-----|---------|

Four-color printing requires that a color formula be selected to match the specific PMS colors. The following are four-color formulas for the purpose of matching the corporate colors:

|           |   |     |  |     |                             |
|-----------|---|-----|--|-----|-----------------------------|
| Navy Blue | 20% yellow<br>50% magenta<br>50% black<br>100% cyan | Tan | 30% yellow<br>10% magenta<br>20% black | Red | 100% yellow<br>100% magenta |
|-----------|---|-----|--|-----|-----------------------------|

When creating art work for computer Web pages, computer presentations, etc., the color compositions for RGB (Red, Green, Blue) may be needed if you are composing in that format. They are as follows:

|           |                                    |     |  |     |                                    |
|-----------|------------------------------------|-----|--|-----|------------------------------------|
| Navy Blue | 0% red<br>5.5% green<br>26.7% blue | Tan | 83.9% red<br>72.9% green<br>54.1% blue | Red | 80% red<br>18.8% green<br>31% blue |
|-----------|------------------------------------|-----|--|-----|------------------------------------|

## Typography

The type design to complement the Business Professionals of America logo is Arial or Helvetica; there are many variations, i.e., **bold**, light, *italic*.

- Arial or Helvetica will only be used with the logo, i.e., copy lines such as the corporate tagline, the state association line, and the corporate stationery address and phone number.
- Arial Bold or Helvetica Bold, Arial Bold Italic or Helvetica Bold Italic, should be used for headlines on corporate publications, exterior/interior signage, banners, and posters.
- Times or Times New Roman are to be used for body copy on all Business Professionals of America publications whether on the local, state, or national level.

## Official Emblem

The Business Professionals of America emblem is one of long-standing tradition. The redesigned emblem is to be used for **ceremonial purposes only**.

- The emblem will be used for the Emblem Building Ceremony and portions of the Opening Ceremony.

## Printing Tips

### Do:

- follow the graphic standards printed in this booklet.
- contact the National Center if there is the slightest doubt as to the procedures outlined.
- use the artwork provided for reproduction; additional artwork is available from the National center at cost.
- use the corporate logo and tagline together in all printed circumstances.
- use the corporate colors—PMS colors and numbers.

### Don't:

- use the corporate logo and tagline separately in printed pieces.
- substitute the emblem for the corporate logo.
- substitute other colors for the corporate colors.
- alter the design of the corporate logo or official emblem in any manner.
- alter, add, or delete any part of the logo, tagline, or emblem.

**Note:** Color separations and complete graphic standards are available from the National Center.

## Home Page/Multimedia Graphic Standards

The graphic standards for the printed page should be observed in Internet Website or multimedia presentation creations whenever possible.

The rules for official logo colors should be observed. If PMS colors or RGB formulas are not available options with your software, and only preset color choices are available, then the nearest approximations to the official logo colors should be chosen.

If animation is employed, the logo may change or evolve during animation, but its final state should be either the one, two, or three-color version of the logo without any distortion or color change. Third dimension or depth may be added to the logo if it does not greatly distort the logo or change its color.

For the name, Business Professionals of America, the Helvetica or Arial font should be used.

As in the standards for the printed page, subdued colors which convey a “business look,” should be used.