

Graphic Standards and Branding Guidelines

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. Additionally, the tagline, Giving Purpose to Potential, is registered and protected by copyright.

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.

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: Giving Purpose to Potential. To ensure that there is a clear communication of Business Professionals of America, the tagline may be used with the logo for printed pieces. However, this is not a requirement for use of the logo.

- The tagline can be used on one line or two lines, depending on the size and shape of the graphic piece.
- The tagline should appear in red when used with the primary logo, and in blue when used in conjunction to the banner logo. In other cases, where the printed piece is a one-color item, all art printed shall appear in white, black, grey, red or navy.
- The type style to be used for the tagline is Century Gothic or Arial, upper, and lower case, when used outside of the logo lockup.
- The tagline cannot appear in bold or italic.
- The tagline cannot be underlined.

The Logo

- The primary logo of Business Professionals of America includes the “bpa” mark on the left, a line separator and the words “Business Professional of America” spelled out on the right.
- The logo may include the official tagline: Giving Purpose to Potential, however it is not required.
- When the tagline is included with the primary logo, it should appear and align under the word “America”.
- Minimum distance kept around the logo should remain proportionate to the size of the logo based off of the circumference of the rounded/circle shape of each letter in the “bpa” mark.
- The full color logo must not be used on a contrasting color background or over top of a photo image. In these cases, the logo used should be a one-color treatment for visibility and clarity.
- The logo is not to have the mark and words stacked.
- The mark cannot be one full color and the words a different full color — it must follow proper use when in full color format.
- When in full color format, the text cannot deviate from the primary logo color scheme.
- The full color, primary logo must include the line separator.
- The one-color version can only be printed in blue, red, black, gray or white.
- If two colors are used, they must be the approved blue and red colors from the primary color palette. No other two-color version is permitted.

- Usage of the mark without wording is permitted in some formats, including in social and other digital media.
- The mark can appear with or without a circle encompassing it.
- When using the mark within the circle to identify a state or chapter, the name is not to appear inside the circle and/or above the “bpa” mark. States and chapters are to appear under the mark within the circle and the font color used should be the approved PMS color blue from either the primary or secondary color palette.

There is a primary and a secondary color palette identified for the corporate color scheme as it relates to the logo of Business Professionals of America. The color scheme for the full color logo is blue and red. The two-color logo is 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, gray or white are also acceptable.
- When the logo is printed in full color with the tagline, the tagline must be red.
- If the logo is printed in one color (blue, red, black, gray or white), the tagline (if used) 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 full-color situations. The PMS colors are as follows:

Primary Color Palette

Blue: PMS 302 Red: PMS 7627 Gray: PMS Warm Gray 1 Tan: PMS 466

Secondary Color Palette

Blue: PMS 2965 Red: PMS 7186 Yellow: PMS 7401 Light Blue: PMS 658

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:

Primary Color Palette

Blue: 0/59/92 Red: 171/44/41 Gray: 214/209/202 Tan: 198/170/118

Secondary Color Palette

Blue: 0/38/62 Red: 200/16/46 Yellow: 245/225/164 Light Blue: 169/196/227

Typography

The official type design of Business Professionals of America are non-system fonts that include Josefin Sans Bold, and Neutraface Text Book. However, system fonts have also been approved for use in cases when states and chapters do not have access to the official non-system fonts. To complement the Business Professionals of America logo, Arial or Century Gothic may be used. Both fonts offer many variations, i.e., bold, light and italic. Suggested usage includes:

- Arial Bold or Century Gothic Bold, Arial Bold Italic or Century Gothic Bold Italic, should be used for headlines on corporate publications, exterior/interior signage, banners and posters.
- Arial or Century Gothic 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 emblem is to be used for ceremonial purposes only. The emblem may be used for the Emblem Building Ceremony and portions of the Opening and Closing Ceremonies at the local, state or national level.

Ambition. Leadership. Sociability. Poise.

The four points of the BPA shield stand for Ambition, Leadership, Sociability and Poise. The shield itself stands for honor and dignity and the importance of business in America. The stripes represent education, citizenship, loyalty, patriotism, competency and dependability. The bar represents the service provided by employees in business occupations. The quill and inkwell represent the stability of business occupations through the ages and the torch represents worthy goals.

The official colors of the shield are navy blue, red and tan.

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 as outlined in the official Brand Guide of the National Center.
- Use the corporate colors — PMS colors and numbers.

Don't:

- 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 creation, 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 or two-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.

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