



Today's students.
Tomorrow's business professionals.

Business Professionals of America

Brand Guide

Updated November 28, 2018

Disclaimer: The Business Professionals of America Brand Guide is not to be used for reference or preparation during the 2017-2018 Workplace Skills Assessment Program (WSAP) Competitive Events season. The Graphics Standards published within the WSAP will serve as the governing reference.

The mission of Business Professionals of America is to contribute to the preparation of global professionals through the advancement of leadership, citizenship, academic, and technological skills.

The vision of Business Professionals of America is: To be an innovator in Career and Technical Education, providing our members with opportunities for growth through education, competition, community service, and personal development.



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.



Trademark and Service Mark Policy

BPA has a number of trademarks and service marks registered with the United States Patent and Trademark Office. The official name, logo and tagline are described and protected from infringement by registration in the U.S. Patent Office under the Trademark Act of 1946. These marks are protected, and their use is restricted as follows: Commercial vendors are not permitted to use BPA trademarks, service marks, or trade names on any merchandise offered for sale or otherwise, unless the vendor has been specifically granted a license by the Business Professionals of America National Center.

Trade Name: Business Professionals of America

Please adhere to the BPA Trademark and Service Mark Policy before downloading and using BPA images/logos.



Today's students.

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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 be used** with the logo for all printed pieces. 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 should appear in navy blue, unless the printed piece is a one-color item, in which all art printed shall appear in white, black, or navy blue.
- The type style to be used for the tagline is Arial or Helvetica, upper, and lower case.
- The tagline cannot appear in bold or italic.
- The tagline cannot be underlined.
- The size of the tagline may not be smaller than 9 point.
- In certain cases, the tagline may be removed from the logo for printing materials such as brand merchandise where, due to size limitations, the tagline will be smaller than 9 point size and cause the logo to be significantly reduced on the product.



The Corporate Logo

The corporate 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 and 0.6321 inch high.
- The full color logo must be must be navy blue, tan, and red.
- The one-color version can only be printed in navy blue or black.
- The one-color reverse (white) logo can be used when printing on a dark color such as black, dark gray, navy blue, or red.



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Corporate 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 piece does not allow for a colored ink, then black is acceptable.
- When the logo is printed in full color, the color for the tagline is navy blue.
- 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 (CMYK) and RGB situations. The PMS colors are as follows:



Navy: PMS 289

C: 98% R: 12%
M: 84% G: 35%
Y: 45% B: 64%
K: 51%



Tan: PMS 466

C: 0% R: 83.9%
M: 10% G: 72.9%
Y: 30% B: 54.1%
K: 20%



Red: PMS 185

C: 0% R: 80%
M: 100% G: 18.8%
Y: 100% B: 31%
K: 0%

~~Business Professionals
of America~~

~~**Business Professionals
of America**~~

~~**BUSINESS
PROFESSIONALS
OF AMERICA**~~

Helvetica:

Business Professionals
of America



Arial:

Business Professionals
of America



Fonts

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

Helvetica

Light: Lorem ipsum dolor sit amet

Light oblique: lorem ipsum dolor sit amet

Regular: Lorem ipsum dolor sit amet

Oblique: lorem ipsum dolor sit amet

Bold: lorem ipsum dolor sit amet

Bold oblique: lorem ipsum dolor sit amet

Arial

Regular: lorem ipsum dolor sit amet

Italics: lorem ipsum dolor sit amet

Bold: lorem ipsum dolor sit amet

Bold Italics: lorem ipsum dolor sit amet

Times:

Business Professionals
of America



- 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 Bold:

**Business Professionals
of America**



- Arial or Helvetica should be used for body text on corporate publications, external and internal signage, banners and posters.
- Times or Times New Roman are to be used for body copy on all Business Professionals of America Workplace Skills Assessment Program (WSAP) contests whether on the local, state, or national level.



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 to, or delete any part of the logo, tagline, or emblem.
- use the logo less than 0.6321" in height.

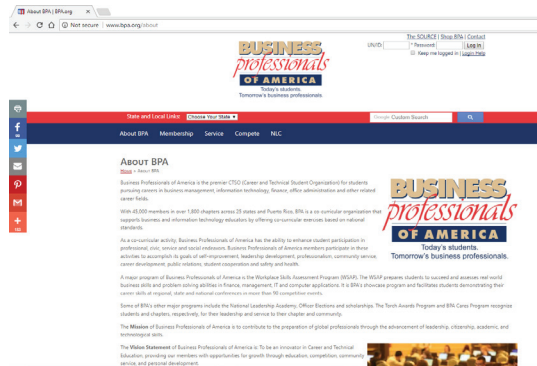




State Association and Local Chapter Brands

When using the logo design to promote a State Association or BPA chapter, the following examples show how state associations and local chapters should use the BPA brand. Protecting the name and brand of BPA is the responsibility of the governing organization, chartered state and local chapters.

- When using the logo for a State Association, designers may use the height equivalency of the “OF AMERICA” element to properly place the state name above the logo.
- When using the logo for a school chapter, the chapter name is to appear below the tagline and no more than the height equivalency of the “OF AMERICA” element to properly place the chapter name below the logo.



Digital Usage

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.

Approved Printed Materials and Website Usage

- Advertisements
- Organization websites
- Banners
- Organization social media pages for Facebook, Twitter, LinkedIn, Snapchat, and/or Instagram
- Brochures promoting BPA
- Bulletin boards
- Certificates
- Chapter Facebook, Twitter, Snapchat and/or Instagram pages
- Classroom handouts, posters, signage
- Conference handouts, programs and signage
- Conference promotion videos
- Conference session multimedia
- Course guides
- Flyers, worksheets and/or pamphlets
- Handbooks
- Letterhead
- Pins
- PowerPoint presentations
- School calendars, handouts, and/or programs
- School marquees, and/or monitors
- School websites and yearbooks
- Stickers and labels



All other uses require permission from Business Professionals of America, Inc.



Torch Awards Program

The Business Professionals of America Torch Awards Program has an individual identity for use when promoting the program*. In addition to a program identity, each level of the Torch Awards Program recognized by the organization has been provided with an individual identity which includes color enhancement. The concept of the design is to provide a consistent, streamlined identity across the organization from chapter to state to national levels.

The following guidelines have been established for the Torch Awards Program identity:

- The size of the identity may not be less than 1.5” in diameter.
- The typeface to compliment The Torch Awards Program is Helvetica Light.
- The full color identity must be navy blue and red.
- The one-color version may only be printed in navy blue or black.
- The one-color reverse (white) identity may only be used when printing on dark color such as black, dark gray, navy blue, or red.



***EXCEPTION:** There are a few exceptions where the symbol of the torch incorporated into the Torch Awards Program identity can be used as a stand-alone image, but only when it is being used to represent or promote Business Professionals of America's Torch Program. The torch symbol cannot be incorporated into the Business Professionals of America logo / brand identity in any way. It must remain as a stand-alone image outside of the Business Professionals of America or full Torch Awards Program identity. All exceptions must be approved by the National Center in advance.

To reduce the occurrence of inconsistent color, all printed pieces are to be printed with Pantone Matching System (PMS) ink. The PMS colors for the Torch Awards Program identity are as follows:



Navy: PMS 289



Red: PMS 185



Torch Awards Program – Levels

There are four levels of recognition for the Torch Awards Program, each of which can be identified with their own unique identity as described:

- **Executive Torch Award**

- The two-color identity must be black and red.
- The words within the identity are to be printed in black with the word “EXECUTIVE” using Helvetica Light and the words “TORCH AWARD” using Helvetica Regular.
- The stars and torch image are to be printed in red.

- **Diplomat Torch Award**

- The two-color identity must be black and navy blue.
- The words within the identity are to be printed in black with the word “DIPLOMAT” using Helvetica Light and the words “TORCH AWARD” using Helvetica Regular.
- The stars and torch image are to be printed in navy blue.



- **Statesman Torch Award**

- The two-color identity must be black and silver.
- The words within the identity are to be printed in black with the word “STATESMAN” using Helvetica Light and the words “TORCH AWARD” using Helvetica Regular.
- The stars and torch image are to be printed in silver.



- **Ambassador Torch Award**

- The two-color identity must be black and gold.
- The words within the identity are to be printed in black with the word “AMBASSADOR” using Helvetica Light and the words “TORCH AWARD” using Helvetica Regular.
- The stars and torch image are to be printed in gold.

Each of the individual levels for the Torch Awards Program may be printed in one-color using either black or navy blue. The one-color reverse (white) logo may only be used when printing on a dark color such as black, dark gray, navy blue, or red.

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 as identified below:



Gold: PMS 7407

HEX: #CDA053



Silver: PMS 877

HEX: # 8A8D8E



Navy: PMS 289

HEX: #0A2240



Red: PMS 185

HEX: # EA002A



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 may be used for the Emblem Building Ceremony and portions of the Opening Ceremony at the local, state, or national level.



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