

Brand Guidelines FAQ Sheet

Apparel

- Q. Do chapter t-shirts, Leadership Conference t-shirts, or previously purchased items need to be re-ordered?**
A. *No. Shirts or other apparel for the 2018-2019 membership year can be used. It is asked that any purchases follow the Brand Guide.*
- Q. Do advisor and officer polos or button-down shirts need to follow the Brand Guide?**
A. *Yes. Advisor and officer polos and other apparel, including button-down shirts, should meet the Brand Guide. Polos, button-down shirts and other apparel are grandfathered for the 2018-2019 membership year.*
- Q. Can I produce/order my own BPA-related clothing and merchandise?**
A. *Yes. State Associations and local chapters can order/produce their own clothing and merchandise. It is asked that State Associations and local chapters please have the vendor contact the [Director of Marketing & Stakeholder Engagement](#) at the National Center to ensure the appropriate and approved logo files are used. In addition, all selected vendor are asked to adhere to the brand guidelines for logo usage, placement, fonts, and colors as specified in the Brand Guide.*

Traffic Builders/Collateral/Merchandise

- Q. I have already purchased logo related merchandise such as gifts and giveaways for my state/chapter and the items do not follow the new guidelines. Can we still use these items?**
A. *We encourage State Associations and local chapters to use up their existing merchandise as quickly as possible. Any new merchandise orders must adhere to the Brand Guide.*

Print

- Q. What do I do with stationary that does not meet the Business Professionals of America brand guidelines?**
A. *Members are encouraged to use up existing paper stationery before ordering new stock.*
- Q. Do BPA-related business cards need to follow the Brand Guide?**
A: *Yes. Replacement business cards should adhere to the Brand Guide. However, existing cards can be used through the phase out period.*
Note: State Associations and Local Chapters have access to a pre-designed business card template through the National Center which adheres to the brand guidelines.
- Q. Our State Association/local chapter prints marketing resources such as flyers, brochures, posters, handouts, and/or floor banners to market to students and businesses about Business Professionals of America. Do all of these items need to be re-designed?**
A. *Yes. To assist states and chapters with implementing the new logo, mark and tagline, the National Center has prepared State Branding Packages for each Association. The Branding Packages will include state and chapter logo lock-ups, social marks, letterhead templates and business card templates. Additionally, the National Center will be providing a supply of print materials which include brochures and flyers for the beginning of the 2019-2020 membership year.*

State Association/Local Chapter Brands

Q. Can I still use our state's/chapter's specific logo concept?

A. *State Associations and local chapter logos will be included in the State Branding Packages that are provided by the National Center. Modifications to the provided logos are not permitted as they do not meet the Business Professionals of America Brand Guide. The Business Professionals of America logo cannot be altered or obstructed in any way by objects or images such as placing it inside of a state outline or altering it with additional content. Clear space must always be maintained around the logo and the logo must remain clean and identifiable.*

Q. What is considered as an obstruction of the logo?

A. *No. Items, images, objects or text can be used on top of, over, in front of, behind, or next to the Business Professionals of America logo that would change its identity beyond the approved method for State Association and Local Chapter Brands as outlined in the Brand Guide. The logo should never be obstructed by any item, should be seen in its entirety, and should not be overpowered by other designs. Clear space must always be maintained around the logo.*

Q. Can I create a version of the Business Professionals of America logo specific to my state association or local chapter?

A. *Unless authorized and/or provided by the National Center, variations of the Business Professionals of America logo are not permitted. The organization's graphic standards outlines what is and is not acceptable, and includes examples of appropriate and inappropriate use. Any questions should be directed to the [Director of Marketing & Stakeholder Engagement](#) at the National Center.*

Digital/Electronic Media

Q. What if we use the Business Professionals of America logo on our State Association/local chapter social media platforms?

A. *As social media platforms are digital in nature, these platforms should be updated immediately with the new social icon if the Business Professionals of America logo is used on your social media platforms and does not currently adhere to the Brand Guide. An approved Social Avatar has been incorporated into the updated Brand Guide offering states and chapters identity recognition and also provides approved and incorrect design examples. The annual membership theme artwork may be used as a social media mark if the state or chapter wishes.*

Q. We have a state/chapter/school website that promotes Business Professionals of America, what are we required to update/change, if anything?

A. *The logo will need to be updated or changed in order to adhere to the graphic standards as outlined in the Business Professionals of America Brand Guide. State Associations may use their state-specific logo on digital/electronic media (as well as print) for more local marketing should they so choose, and as long as they follow approved standards and guidelines.*

Phase Out

Q. What if I have a supply of medals with the old logo? Can I still use them or am I required to dispose of them and order all new?

A. *Yes. Competitive event medals are grandfathered for the 2019-2020 membership year. However, plaques should be updated to reflect the new logo.*

Q: How long do I have to use up current logo merchandise that has been purchased or is remaining in stock as overage?

A. *Existing products can still be used until they are fully distributed or until September 1, 2019; whichever comes first.*