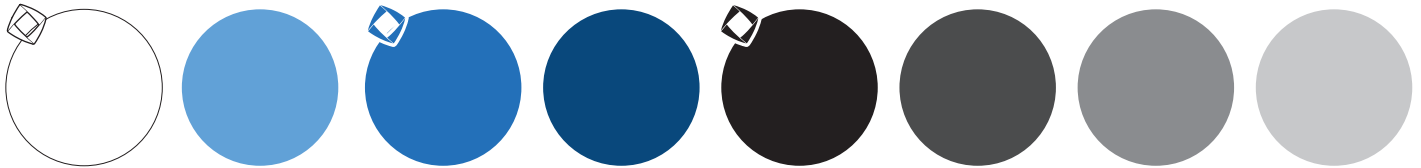# TEXAS | DECA
BRANDING

COLOR

Colors notated with a DECA diamond are approved colors for the DECA Diamond + DECA Brand. Others are complimentary colors for additional graphics.

WHITE
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
#ffffff

light BLUE
CMYK: 60, 25, 0, 0
RGB: 98, 162, 216
#61a1d7

BLUE
CMYK: 84, 54, 0, 0
RGB: 0, 114, 206
#2a71b9

dark BLUE
CMYK: 100, 78, 26, 10
RGB: 15, 73, 124
#0f487c

BLACK
CMYK: 75, 68, 67, 90
RGB: 0, 0, 0
#000000

dark GREY
CMYK: 0, 0, 0, 85
RGB: 77, 77, 79
#4c4c4e

GREY
CMYK: 0, 0, 0, 55
RGB: 77, 77, 79
#898b8e

light GREY
CMYK: 0, 0, 0, 25
RGB: 77, 77, 79
#c6c8ca

WHEN TO USE WHAT COLOR CODE:
CMYK is for printed materials. If you have a choice between CMYK and RGB and you are planning to print your design, use CMYK.

RGB is for designs created to be viewed on a screen. This means computer screens and phone/tablet screens. If you are creating for social media or a website and you have a choice, use RGB.

#hex is code for RGB. #hex is created for screen view as well. Lots of programs such as Canva allow you to put in custom colors values as #hex.

BACKGROUND CONTROL

Be aware of the color of your background compared to the color of the logo you are using. If the background is lighter, use a blue or black version of the logo. If the background is darker, use a white version of the logo.

TYPOGRAPHY

OFFICIAL TYPEFACE
The official typeface for DECA is the **GOTHAM** font family. The typeface used for "DECA" in the logo is Gotham Bold. Gotham has several weights to choose from. Gotham Book, Medium and Bold are the most commonly used.

GOTHAM ALTERNATIVE
If you don't have Gotham and would like to use a font that is similar in your designs, **Arial** is a close alternative.

If you are using Canva or another app that does not have Gotham or Arial, **Libre Franklin or Montserrat** are close alternatives.

SECONDARY TYPEFACE
The official secondary typeface for DECA is **SOURCES SANS PRO** font family. This font can be used for sub-titles, subheadings and lengthy text.

SOURCES SANS PRO ALTERNATIVE
If you don't have Sources Sans Pro and would like to use a font that is similar in your designs, **Abadi MT Condensed Light** is a good alternative.

If you are using Canva or another app that does not have Sources Sans Pro or Abadi MT Condensed Light, **Decalotype or Public Sans** are close alternatives.

GOTHAM LIGHT
GOTHAM BOOK
GOTHAM MEDIUM
GOTHAM BOLD
GOTHAM BLACK
GOTHAM ULTRA

GOTHAM LIGHT ITALIC
GOTHAM BOOK ITALIC
GOTHAM MEDIUM ITALIC
GOTHAM BOLD ITALIC

ARIAL
ARIAL ITALIC

ARIAL BOLD
ARIAL BOLD ITALIC

Sources Sans Pro Light
Sources Sans Pro Regular
Sources Sans Pro Semibold
Sources Sans Pro Bold
Sources Sans Pro Black

Sources Sans Pro Light Italic
Sources Sans Pro Regular Italic
Sources Sans Pro Semibold Italic
Sources Sans Pro Bold Italic
Sources Sans Pro Black Italic

Abadi MT Condensed Light

This is an overview of the branding guidelines. You can find the full DECA branding guidelines at https://www.deca.org/wp-content/uploads/2017/08/DECA-Branding-Guidlines.pdf

TEXAS | DECA
BRANDING

SIZING & SPACING

In order to maintain legibility and impact, the Texas DECA logo should follow these sizing guidelines for on screen and print.

**Sizing limitations for the Texas DECA logo is a little different from the DECA logo. This difference comes with the legibility of the "Texas" portion of the logo.

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. To view an example of this, see page 12 of the branding guidelines on deca.org.

Minimum Width: 1 in.   Minimum Width: .5 in.

Minimum widths are for on screen and print use.
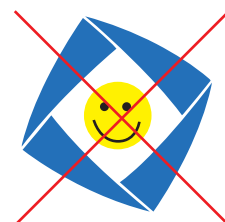***There is no maximum size limit.***

INCORRECT USAGE

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 not use the logo.

Don't alter approved colors.

Don't stretch or distort the logo.

Don't place other elements in the middle of the logo.

FILE TYPES

Which logo file type should you use when you are creating a graphic or image?

.JPG or .JPEG

.JPGs do not scale well. When you crop them or stretch them to make them bigger, the quality of the image decreases.

.JPGs do not have transparent background there will always be a white background around the logo with this file type. Do not use .JPGs if you are placing a logo on top of another file/image.

.PNG

.PNGs do not scale well. When you crop them or stretch them to make them bigger, the quality of the image decreases.

.PNGs do allow for transparent backgrounds If you do not have a background color on your .PNG file, you will be able to see the image behind the logo that you place it on. There will not be a white box around the logo.

.JPG logo

.PNG logo

Files that scale to larger sizes well are called vector files. These are typically found as .EPS or .AI files. All .JPEG and .PNG logo files can be scaled as large as 8in wide. If you need a file that will scale larger than that, please contact us and we will happily send you one.

Visit texasdeca.org/advisor-resources to find a link to different versions of the Texas DECA logo and editable, branded marketing materials for your chapter.

IF YOU HAVE QUESTIONS ABOUT BRANDING OR NEED HELP WITH BRANDING, CONTACT

Nicole Willis, Communications Manager
willis@texasdeca.org

This is an overview of the branding guidelines. You can find the full DECA branding guidelines at https://www.deca.org/wp-content/uploads/2017/08/DECA-Branding-Guidlines.pdf