

**BUSINESS  
PROFESSIONALS**  
*of* AMERICA

[www.bpa.org](http://www.bpa.org)

700 Morse Road, Suite 201

Columbus, OH 43214

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# Brand Guide

Logo Guidelines | Typography | Color Palettes

# Mission and Vision

The Mission of Business Professionals of America is: To develop and empower student leaders to discover their passion and change the world by creating unmatched opportunities in learning, professional growth and service.

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.

# Origins of Our Name

## **BUSINESS**

The field for which we prepare our students; emphasizes that we educate our members to work efficiently, not only in an office setting, but also in a wide variety of business situations.

## **PROFESSIONALS**

Our students indicate they join BPA to take advantage of a wide variety of professional development opportunities.

## **(of) AMERICA**

Symbolizes pride in our country and its free enterprise business system.

# 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. Additionally, the trademark, Giving Purpose to Potential, is registered 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.

# Graphic Standards



## Trademark and Acceptable Use 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

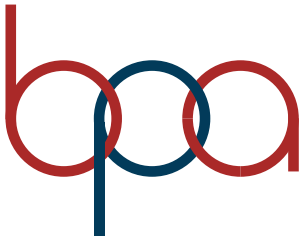
Please adhere to the BPA Trademark and Acceptable Use Policy before downloading and using BPA images/logos.

# Primary Logo



## Logo Variations

Usage of the mark without wording is permitted in formats shown.



# Usage Guide



Minimum distance kept around logo should remain proportionate to the size of the logo based off of the circumference of the rounded/circle shape of each letter in mark. Exceptions may be made at the approval of the National Center.

## Incorrect Treatments



The full color logo must not be used on a contrasting color background, over top of a photo image, or on a dark background such as black or navy blue, which would impede the clear visibility of the logo. In these cases, the logo used should be a one-color treatment for visibility and clarity.

# Incorrect Treatments



**IMPORTANT NOTE REGARDING LOGO COLOR TREATMENT:** The BPA logo, mark and social icon must either appear in an approved one-color format or, if two-color/full color format, those colors must be the approved PMS color blue or red from either the primary or secondary color palette. Alternating the two-color/full color to red and white, or blue and white or any other color combination other than the official red and blue is deemed an incorrect format and is in violation of the brand and style guide.

# Logo - State Guidelines

Josefin Sans - 15pt Bold - Uppercase  
(minimum font size permitted)

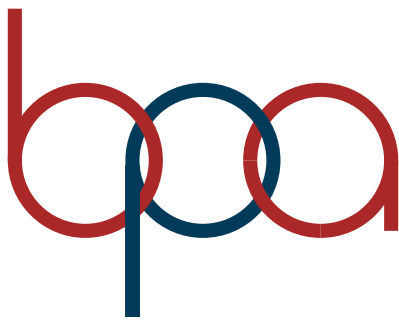


Josefin Sans - 24pt Bold - Uppercase  
(minimum font size permitted)





# Logo - Chapter Guidelines

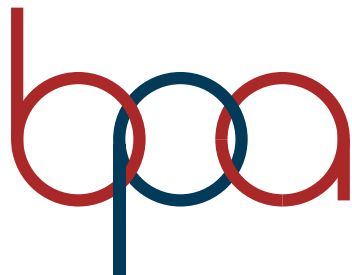


Josefin Sans - 15pt Bold - Uppercase  
(minimum font size permitted)

**MICHIGAN**  
**BUSINESS**  
**PROFESSIONALS**  
*of* **AMERICA**

**Sault Area Career Center**

Josefin Sans - 12pt Bold - Title Case  
(minimum font size permitted)



Josefin Sans - 15pt Bold - Uppercase  
(minimum font size permitted)

**MICHIGAN**  
**Sault Area Career Center**

Josefin Sans - 14pt Bold - Title Case  
(minimum font size permitted)

# Social Avatar

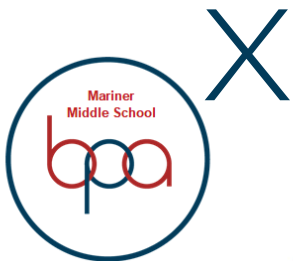
State | Chapter Social Avatars



DELAWARE



LA VERNIA



State or Chapter name is not to appear inside the circle and/or above or below the bpa mark. States and Chapters are to appear under the social avatar and the font color used should be the approved PMS color blue from either the primary or secondary color palette. Social avatars may be provided by the National Center for each State and Chapter use. Additionally, State or Chapter name should be displayed with full upper case and there should be no additional images or obstructions inside, on or around the social mark.

# Tagline



### 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, in which 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.

# Tagline

# Giving Purpose to Potential

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## Treatment 1



For use in contexts where the tagline cannot be used elsewhere and there is only room for one brand mark.

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## Treatment 2



For use in contexts where the primary logo is present but not on the same page (i.e. the closing screen of a PowerPoint presentation).

# Tagline

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## Treatment 3



For use in a header or footer where the tagline cannot be used elsewhere.

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## Treatment 4



For use in a header or footer where the tagline cannot be used elsewhere.

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# Tagline - State and Chapter

State Tagline Lockup



Alt Chapter Tagline Lockup



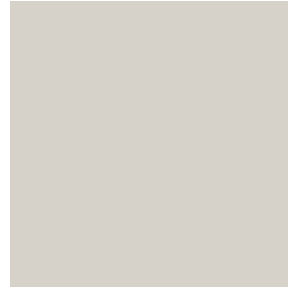
# Primary Color Palette



PMS: 7627  
CMYK: 22/95/94/15  
RGB: 171/44/41  
#A72B2A



PMS: 302  
CMYK: 100/48/12/58  
RGB: 0/59/92  
#00476B

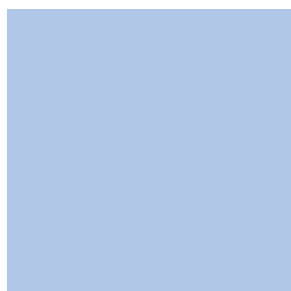


PMS: Warm Gray 1  
CMYK: 15/13/17/1  
RGB: 214/209/202  
#D7D2CB



PMS: 466  
CMYK: 0/14/40/22  
RGB: 198/170/118  
#C6AA76

# Secondary Color Palette



PMS: 658  
CMYK: 37/11/0/0  
RGB: 169/196/227  
#A9C4E3



PMS: 186  
CMYK: 2/100/85/6  
RGB: 200/16/46  
#C8102E



PMS: 7401  
CMYK 0/4/27/0  
RGB: 245/225/164  
#F5E1A4



PMS: 2965  
CMYK: 100/63/16/78  
RGB: 0/38/62  
#00263E

# Brand Typography

**HEADLINES**  
Josefin Sans  
Bold

**We shape the future by  
growing its leaders.**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
0123456789 (&!\$%/,,:;-\_\*'")

**PARAGRAPH**  
Neutraface  
Text Book

We want to be recognized as the premier CTSO, preparing students professionally to become highly-valued leaders in a diverse, global society. To be perceived as such, it's important that BPA always keep these ideals at the forefront—both in how we work and in how we communicate about the work we do.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
0123456789 (&!\$%/,,:;-\_\*'")



# Typography Alternative One

**HEADLINES**  
Century  
Gothic Bold

**We shape the future by  
growing its leaders.**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
0123456789 (&?!\$%/,,:;-\_\*'")

**PARAGRAPH**  
Century  
Gothic

We want to be recognized as the premier CTSO, preparing students professionally to become highly-valued leaders in a diverse, global society. To be perceived as such, it's important that BPA always keep these ideals at the forefront—both in how we work and in how we communicate about the work we do.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
0123456789 (&?!\$%/,,:;-\_\*'")

# Typography Alternative Two

## HEADLINES Arial Bold

**We shape the future by  
growing its leaders.**

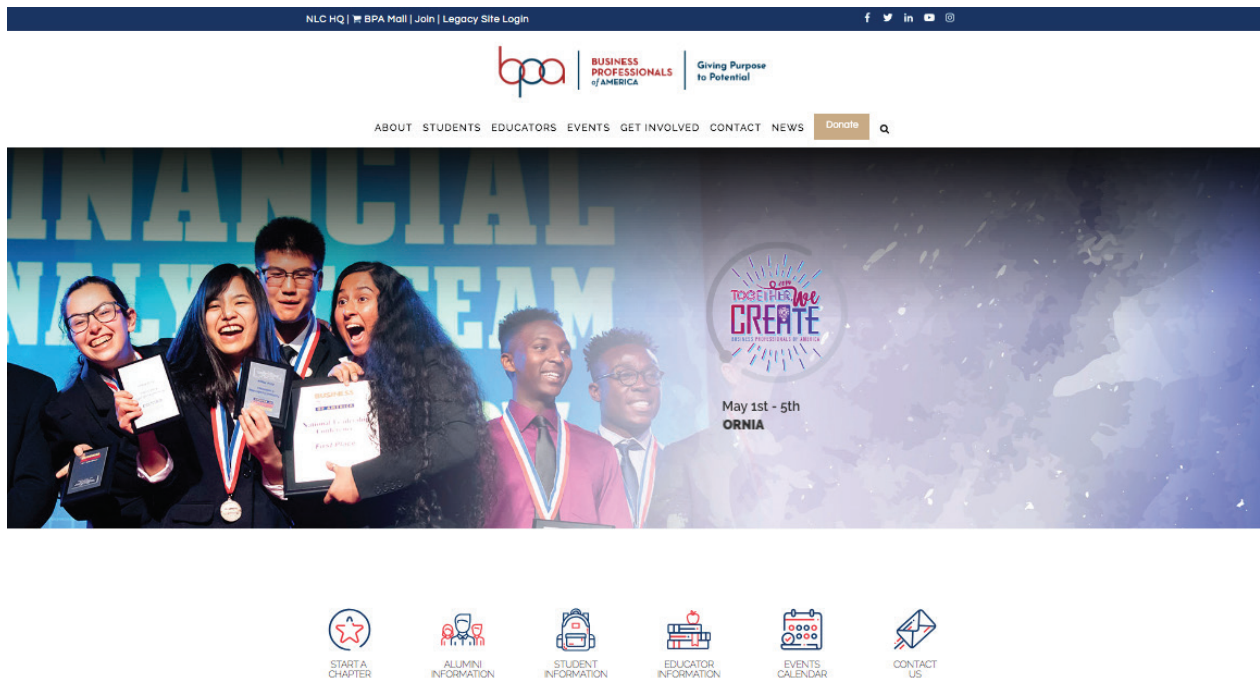
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
0123456789 (&?!\$%/,,:;-'\*")

## PARAGRAPH Arial Regular

We want to be recognized as the premier CTSO, preparing students professionally to become highly-valued leaders in a diverse, global society. To be perceived as such, it's important that BPA always keep these ideals at the forefront—both in how we work and in how we communicate about the work we do.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
0123456789 (&?!\$%/,,:;-'\*")

# Digital Usage



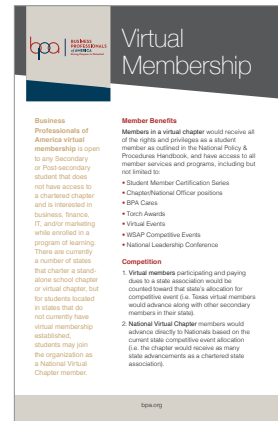
The graphic standards for the printed page should be observed in Internet, website, or multimedia presentation creation, whenever possible.

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.

# Multimedia/Graphics



## 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/slide presentations
- School calendars, handouts, and/or programs
- School marquees, and/or monitors
- School websites and yearbooks
- Stickers and labels

# 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.

# Torch Awards Program



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.

# Torch Awards Program



- 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.

# Torch Awards 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, it is recommended and encouraged that 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

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, it is recommended and encouraged that 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 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 and 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.

**Navy Blue:** Signifies the success achieved through leadership and professionalism.

**Red:** Symbolizes the friendship obtained through the teamwork of our organization.

**Tan:** Represents the bountiful fields of opportunity in America.

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