



# OFFICIAL LOGO AGREEMENT

## ACCEPTABLE USE POLICY

Please be advised that DECA has registered all of its designating emblems, logos and insignia. The collegiate style crest design used on products and apparel shown in the DECA Images catalog are merchandising designs exclusively for DECA Images products. All other designs found on the website, in all DECA publications and on all DECA products remain the copyrighted property of DECA.

State, provincial and local DECA chapters are permitted to use the trademarked official DECA logos and the DECA name on printed materials, promotional items and displays with the important exception that they may not be used on clothing, accessories or items that are re-sold. The DECA logo must be used in accordance to the design specifications on this page.

By signing below and by use of an DECA logo on promotional materials produced, you have consented to the terms as stated above and agree to abide by the copyrighted laws.

Return signed form to DECA Inc. via fax at (703) 860-4013. DECA will not send the logo to vendors or outside sources.

Chapter Name: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Are you a:  DECA advisor  
 Other (explain: \_\_\_\_\_)

File Format Needed: \_\_\_\_\_

E-mail Address to Send Artwork: \_\_\_\_\_

Purpose for Use of Logo: \_\_\_\_\_

### DESIGN SPECIFICATIONS

DECA's design specifications unify DECA's communications to resonate instant recognition.

### CLEAR SPACE

Clear space that is a minimum of half the height of the E in the logo should be provided on all sides.

### OFFICIAL TYPEFACE

The typeface for DECA is Gotham Bold.

### COLORS

The official color of DECA is blue.  
PMS 287 C  
CMYK (100, 68, 0, 12)  
RGB (0, 83, 155)  
WEB RGB (00, 53, 98)

When blue ink is not available, black may be substituted.

The logo may be printed in reverse on the official DECA blue or black when blue ink is not available.

## INCORRECT USAGE

The following examples show incorrect usage of the DECA logo. Avoiding these mistakes will build a consistent and strong brand.



Do not alter approved colors.

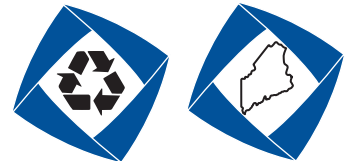


DECA

Do not stretch or distort the logo.



Do not alter, add or remove logo elements.



Do not place other elements on the logo. Do not combine the logo with other graphics or logos.



Do not redraw or change the logo typeface.



Do not rotate the logo.

## QUESTIONS

For questions regarding the use of the DECA logo, contact DECA's publications department at publications@deca.org or (703) 860-5000.