

FCCLA[®]

Branding & Promotion Guide

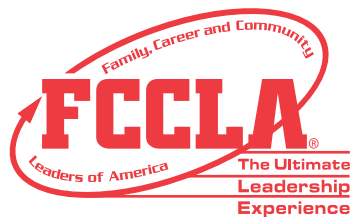
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Additional resources available on the FCCLA national website at www.fcclainc.org.



Name, Logo, and Tagline Usage

The purpose of this section is to provide a set of guidelines for using the name, acronym, logo, and tagline of Family, Career and Community Leaders of America (FCCLA). Factors such as graphics capabilities within basic word processing and spreadsheet software, easy access to shared files, and FCCLA's increasing reliance on electronic communications have made it very easy to compromise the integrity of the FCCLA logo and tagline. These guidelines attempt to address those realities and provide FCCLA national staff, members of the board of directors, national officers, state staff, local chapter advisers, and members with a clear, easy to understand, easy to implement framework for the consistent application of FCCLA branding.



The Importance of Following Branding Guidelines

The FCCLA name, acronym, logo, and tagline play a very important role for the organization. They serve as an immediately recognizable visual identity for the people who know FCCLA – FCS teachers, members, non-members, school administration, and parents. Much like an individual's face, FCCLA's marks are our most recognizable feature.

The trademarks of an organization with a history as rich and long as ours also represents the values and ideals of the organization – family, career, community, leadership, and youth. When FCCLA's audiences see a business card, website, flyer, or apparel displaying the FCCLA marks, those values and ideals come to mind.

That said, the importance of properly presenting the trademarks cannot be overstated. An organization's marks need to be, above all else, consistent. Consistent presentation of the mark suggests stability and reliability of the organization it represents. It suggests professionalism and commitment to detail – strong characteristics that describe FCCLA and its members. The presentation of the FCCLA marks should illustrate those attributes.

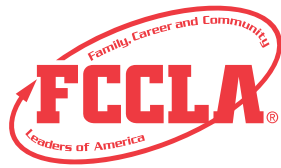
FCCLA changed its name from FHA/HERO in July 1999 and adopted the tagline "The Ultimate Leadership Experience" in July 2003. The usage guidelines are designed to identify and explain the ways to utilize FCCLA's marks to put the organization's best image forward.

About FCCLA's Logo

The FCCLA logo was designed with not only the logo mark and tagline in mind, but also the logotype. A logotype represents the "verbal" aspect of a logo and is primarily composed of the organization's name.



The *FCCLA logotype* stands in dominant collegiate lettering and articulates a focus on education and student leadership.



The *FCCLA emblem* visually depicts a dynamic, active organization bound for the future, while the swooping arrow embodies an active organization that moves toward new horizons.



The *FCCLA tagline logo* was established in a stacked format under the "A" of FCCLA.

It is a national policy that the organization's name and logo marks may be used only in connection with programs and projects directly related to the mission and purposes of FCCLA. FCCLA's marks may not be used on apparel or products, except as authorized by FCCLA national headquarters.

The FCCLA logos shown in this guide are available for download on the FCCLA national website in .eps and .jpg formats. The logo must never be recreated. Do not deconstruct, reassemble, disproportionally resize, or alter the logo's configurations in any way.

When using the name "Family, Career and Community Leaders of America," or the acronym "FCCLA" in the headline or body copy of a printed piece, the name/acronym may remain in the standard font being used in the collateral. For use on ANY promotional product or apparel piece, the name/acronym must be depicted in a collegiate font. See page 12 for visual samples.

Red suggests strength, courage, and determination, personal qualities leading to happiness through a positive self-image. White symbolizes sincerity of purpose and integrity of action, qualities that will help individuals build a better tomorrow.

The FCCLA logo should appear in FCCLA red wherever possible. In cases where the red logo is difficult to see, it should be used in black on a light background and white on a dark background.

When using the logo as a screened background (or watermark) to a text document, do not use the FCCLA tagline logo, as it will be difficult for the recipient to read the contents of the document.

Logo color

Color is a key element in identity. Official colors contribute to the organization's national unity and provide national identity. The FCCLA colors are red (PMS 185) and white. No matter what you are designing or printing, make every effort to ensure that the colors you print match the following colors as closely as possible:

FCCLA Red PMS 185 Hex: #EF3E42 RGB: 239, 62, 66 CMYK: 0, 91, 76, 0	White Hex: #FFFFFF RGB: 255, 255, 255 CMYK: 0, 0, 0, 0	Black Hex: #000000 RGB: 0, 0, 0 CMYK: 0, 0, 0, 100
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Logo size

The size of the FCCLA logo can change depending upon use, but the logo must always be legible and scaled proportionally. The *FCCLA tagline logo* should never be scaled smaller than 1" wide. If circumstances require the logo to be smaller than 1", use the *FCCLA emblem* (without the tagline) or the *FCCLA logotype*.

FCCLA's Emblematic Supplier

The FCCLA Store is your national source for emblematic materials, publications, training resources, and chapter management merchandise. Operated by Centricity, the FCCLA Store is your "one stop shop" for all things FCCLA. Visit the at www.fccla.mybrightsites.com.

Trademark use request process

Would you like to use the FCCLA trademarks on a promotional item or apparel? Be sure to review the process outlined on the branding guidelines page on the national FCCLA website.

Don't forget to reference the trademark usage policies in this guide when submitting your request application.

Use of tagline in conjunction with logo

THE TAGLINE LOGO MUST APPEAR ON:

- All FCCLA publications intended for an external audience, including membership materials, fact sheets, announcements, meeting programs, press releases, stationary, business cards, etc.
- Websites of the national office as well as state association websites
- Advertising and marketing materials

THE USE OF THE FCCLA TAGLINE IS RECOMMENDED ON:

- E-mail signatures of national and state staff and national officers
- Banners and signage
- Notecards
- Gifts and merchandise

THE USE OF THE FCCLA TAGLINE IS NOT REQUIRED ON:

- Patches adhered to official FCCLA uniforms
- Lapel pins
- Award plaques and certificates

WHEN NOT TO USE THE TAGLINE LOGO:

- The FCCLA Tagline Logo is not to be used in conjunction with other logos, text, or symbols. Use the FCCLA Emblem or FCCLA logotype in it's place.

Logo use with Other Elements

Use with other logos

On occasion, it may be necessary to use the FCCLA logo with other organization logos. Often in those situations, the multiple logos must appear smaller than they might typically on the organization's own materials. In such a scenario, it is critical to not shrink the logo to the point where it is unreadable. In addition, it is essential to maintain the proper logo clear-space to avoid crowding of the logo. See the logo clear-space rules to the right.

Use with state or chapter names

The logo clear-space rules also apply to the use of state or chapter names in conjunction with the logo. As per the tagline rules on page 10, the FCCLA tagline logo should never be used in conjunction with a state or chapter name. Instead, the FCCLA emblem or FCCLA logotype should be used.

For your convenience, the national office has created a series of State Association logos that are approved for use in connection with FCCLA programs and projects. These logos are available for download in the chapter adviser portal.



KANSAS
STATE ASSOCIATION



RHODE ISLAND
STATE ASSOCIATION



UTAH
STATE ASSOCIATION

For chapter or school names, FCCLA recommends using the following typefaces in conjunction with the logo:

ARIAL NARROW BOLD

**HELVETICA NEUE
CONDENSED BOLD**

ARIAL BOLD



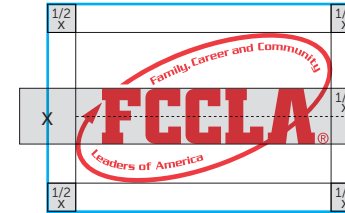
CHAPTER NAME HERE



**STATE ASSOCIATION/
CHAPTER NAME HERE**



Logotype clear-space



Emblem clear-space



Tagline logo clear-space



Logo clear-space rules

Always position the logo for maximum impact and apply the proper clear-space to ensure visibility and legibility.

The minimum clear space (labeled 'x') is determined by the height of the "FCCLA" in the logo. All three logo marks require a clear-space of 1/2 x. This equates to 1/2 the height of the letters "FCCLA" in the logo.

Understanding the clear-space rule is essential, as it is also the standard for logo position and scale on most printed communications. The clear-space rule should be maintained as the logo is proportionately scaled in size.

Samples of Logo Usage

⊘ DO NOT USE A NON-COLLEGIATE FONT

INCORRECT

CORRECT

FCCLA

FCCLA®

FCCLA

FCCLA

FCCLA

FCCLA

FCCLA

FCCLA

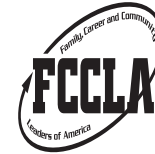
⊘ DO NOT STRETCH OR DISTORT MARKS

INCORRECT

CORRECT

FCCLA®

FCCLA®



*Family, Career
and Community
Leaders of America*

**Family, Career
and Community
Leaders of America**

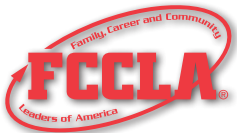
⊘ DO NOT ADD EFFECTS OR TEXTURES

INCORRECT

CORRECT

**Family, Career
and Community
Leaders of America**

**Family, Career
and Community
Leaders of America**



FCCLA®

FCCLA®

⊘ DO NOT USE UNAPPROVED COLORS

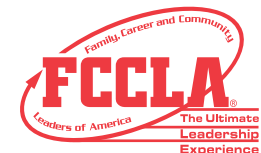
INCORRECT

CORRECT



**Family, Career
and Community
Leaders of America**

**Family, Career
and Community
Leaders of America**

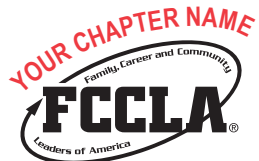


DO NOT BREAK LOGO CLEAR-SPACE RULE

INCORRECT



CORRECT



DO NOT COMBINE EMBLEM WITH VISUAL ELEMENTS OR TAGLINE WITH TEXT/SYMBOLS

INCORRECT



CORRECT



CHAPTER NAME HERE

CHAPTER NAME HERE

Trademark use request process

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Editorial Style Guide

“A” or “an” preceding an abbreviation

When an abbreviation follows an indefinite article, the choice of *a* or *an* is determined by the way the abbreviation would be read aloud. Acronyms read as words are rarely preceded by *a*, *an*, or *the* (“member nations of NATO”). When each letter of an acronym is read, often they are preceded by an article (“member nations of the EU”).

Note that we do not follow this rule at FCCLA. Even though each letter is read, we say “chapter members of FCCLA”, not “chapter members of the FCCLA.”

- an FCCLA chapter
- an HMO
- a UFO
- a CTSO webcast
- a FCS class

Official FCCLA terminology

FCCLA programs, scholarships, and awards

All program names should be in roman font, not italicized. Please also note the capitalization protocol in the examples.

- Financial Fitness
- Financial Fitness program
- STOP the Violence—Students Taking On Prevention
- Families First High School Award
- Families First Middle School recipient

National FCCLA meetings and activities

Capitalize full, official names of meetings and activities. Use lower case for derivations or associated titles.

- National Board of Directors Meeting
- board meeting
- National Leadership Conference
- national conference

When referring to a group’s meeting, omit the apostrophe. This is because it is a meeting of a group, not a meeting belonging to a group. There is clearly no possessive meaning.

- State Presidents Training
- Newcomers Seminar

Proper style of FCCLA commonly used terms

Many words or phrases are acceptable in more than one spelling or format in the English language. For consistency, FCCLA chapters and members at all levels must adhere to the following formats of commonly used terms:

- **adviser** (FCCLA spells this word with an *er* not *or* at the end)
- **postsecondary** (there is no space or dash between *post* and *secondary*)
- **intra-curricular** (FCCLA activities are intra-curricular, not extra- or co-curricular)
- **website** (there is no space between *web* and *site*)

Information for this resource was excerpted from *The Chicago Manual of Style, 15th Edition*. Whenever possible, FCCLA examples have been added to those provided in the *Manual*. This resource contains select information from the *Manual* and is not a comprehensive guide for writing. For more details, please refer to the *Manual*.

Public Service Announcements (PSAs)

Public service announcements (PSAs) are great beginning-of-the-year promotional pieces or a good way to introduce FCCLA to the local media. Any time your chapter sponsors an event related to a PSA, FCCLA encourages you to submit the related PSA.

Larger stations have public service or community affairs directors whose job is to act as a liaison with community groups and to coordinate the station's efforts to draw attention to important local issues. At small stations, the station manager or the news or advertising director usually handles this responsibility.

The best approach to getting your PSA on air is to find out who schedules PSAs and to speak directly to that person. Here are a few things you should mention:

- The name of your FCCLA chapter. Be sure to specify that you represent a nonprofit educational youth organization.
- The purpose of your campaign. You should be able to say in one sentence exactly what your campaign is about—your issue, your goal, and your message.
- The length and number of PSAs you have available. For radio stations, indicate that you have scripts, not prerecorded PSAs.

Sample public service announcement

Contact: [Your Contact Person]
[FCCLA Chapter]
[Contact Phone Number]
[Contact Email Address]

Subject: [Announcement/Event/Program]

Starting Date: [For an event/happening, date should be at least 7 days prior to actual date]

Ending Date: [Insert event date]

Length of Announcement: [Insert number of seconds]

THE [Chapter] OF FAMILY, CAREER AND COMMUNITY LEADERS
OF AMERICA IS MAKING A DIFFERENCE IN YOUR COMMUNITY.

IN [City], [Chapter] FCCLA IS [description of project/program in
one concise sentence]. **SUPPORT FCCLA TODAY!**

FOR MORE INFORMATION, CONTACT [insert contact person
and phone number] OR VISIT OUR NATIONAL WEBSITE,
www.fcclainc.org, FOR SPECIFIC DETAILS AND EXCITING
UPDATES ABOUT OUR ORGANIZATION

Media Advisory

A media advisory is used to let the media know about a future news story. This should be faxed, emailed, or hand delivered approximately two days in advance of the event. Create a catchy headline that will be quickly noticed by the media. Be specific when answering the basic questions about your event.

Sample media advisory

After you send the media advisory, contact the reporters by phone to determine their interest in attending or covering the event. Sometimes the personal touch can make a difference in generating media interest!

For Immediate Release

[Month and Year]

[Chapter Name] FCCLA Chapter

[School Name]

[School Address]

[Phone #]

Contact: **[Name]**

[Phone Number(s)]

[Name], PR Officer

[Name], FCCLA

Adviser

[Email]

LOCAL FCCLA CHAPTER PLANS CAREER FAIR

WHO: The [School Chapter Name] of Family, Career and Community Leaders of America (FCCLA)

WHAT: Career fair for Juniors and Seniors in High School to explore potential fields for career exploration

WHERE: [School Name]
[School Address]

WHEN: [Day], [Date], [Time]

WHY: This fair is the first event in a six-month chapter project on helping youth discover career pathways.

OTHER: Panelists will include: Human Resource Manager [Name] from [Company] [Title] [Name], members of the [School Name] FCCLA chapter

Family, Career and Community Leaders of America (FCCLA), is a dynamic and effective national student organization that helps young men and women become leaders and address important personal, family, work, and societal issues through Family and Consumer Sciences education. FCCLA has more than 182,000 members and 5,253 chapters from 48 state associations, Puerto Rico, and the Virgin Islands.

FCCLA: The Ultimate Leadership Experience is unique among youth organizations because its programs are planned and run by members, and it's the only career and technical in-school student organization with a central focus on family. Participation in national programs and chapter activities helps members become strong leaders in families, careers, and communities.

Media Releases

Tips on writing a media release

Reporters and editors are flooded with media releases daily because they are the most common way to get news to them.

Tips to remember for writing an effective media release:

- Type on letterhead with the date of issue citing "For Immediate Release" or "For Release [Date]" in the upper left-hand corner.
- Include the name and phone number of the chapter adviser or chapter media spokesperson in the upper right-hand corner. To make it easier for reporters to contact them, include a mobile telephone number in addition to the school phone number. You may also include an email contact address.

Sample media release

Include a photo of chapter representative(s) participating at the event.

Chapter Name
Address, City, State, Zip
Phone, Cell, Fax

For Immediate Release

[Date]

[FCCLA Adviser]

[State Name] FCCLA

[Name]

[Phone Number]

[Email Address]

[STATE] MAKES A DIFFERENCE DURING NATIONAL FCCLA WEEK

[CITY, STATE] members of the [STATE] association of Family, Career and Community Leaders of America (FCCLA) will join more than 175,000 members in celebrating National FCCLA Week [DATES OF THE WEEK]. This year's theme is [THEME]. During National FCCLA Week, members plan and carry out activities to address teen and societal concerns and show how Family and Consumer Sciences education can help them achieve the Ultimate Leadership Experience.

[TELL IN A PARAGRAPH OTHER ACTIVITIES YOUR STATE HAS COMPLETED AND WHAT YOU PLAN FOR THE REMAINDER OF THE YEAR.]

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###

...continued

- Remember the who, what, when, where, why, and how.
- Use a dateline to begin the first paragraph (i.e. Jefferson, Va.).
- A good headline will grab a reporter's attention. Write the release like a news story, complete with a headline, compelling lead (introductory sentence), and quotes (if appropriate).
- Structure the information in the body in order of importance so the editor can cut where needed without losing the most important facts. Focus on the lead paragraph, which is the most important element of the release.
- Use the closing paragraph to provide information about FCCLA. This will be helpful to the reporter in writing the story and give credibility to your chapter and organization. The closing paragraph should be consistent on all releases.
- Include "###" at the bottom center, which indicates the end of the media release. If it does go longer than one page, write "— more—" at the bottom of the first page.
- Proofread! Double check names, dates, places, numbers, quotes, spelling, and grammar for accuracy.
- If possible, include an action-shot photo of FCCLA members taking part at the event.
- Make sure your media release is not an advertisement. To stand out like a pro, your media release has to contain news that includes more than one of the newsworthy characteristics (listed previously). It should be written as a story, not a flyer.
- Think like a producer. They are going to want to tell the story in a different way than their peers at other news outlets.
- When a reporter is at your event, map out a few details that they wouldn't get in a media release.

Media release DOs and DON'Ts

DO:

- Address your release to the news editor or the news desk. Send it one or two weeks in advance and then call the news desk a few days before.
- Make sure that all information is accurate. Get personal information approved by the person you are writing about.
- Include photos, if available.
- Make sure that you are not labeling or misrepresenting any company or individual.
- Send a copy of the program/relevant handouts/flyers/info sheet with the release to help the journalist understand what your event is all about.
- Keep your stories slanted toward local interest. That is why your media is there to report, because their audience is local.
- Watch for opportunities to tie your chapter's news with widespread, national news. "News pegging" is not hard for FCCLA chapters, since the issues chapters tackle have national significance, such as family and community violence prevention, teen pregnancy, substance abuse, child safety, teen suicide prevention, nutrition, and money management.

DON'T:

- Exaggerate. Instead, stick to the facts.
- Write more than 650 words.
- Use jargon, clichés, slang, trendy phrases, sports terms, or colloquial terms. Go for originality and freshness. Editors love clever writing and an interesting angle.
- Add a list of names, such as: "Members present were...". That's not news. Instead, list members' names along with their accomplishments, i.e., STAR Events winners, National Fall Conference participants, etc.
- Be surprised if a journalist is unable to attend your event.

Family, Career and Community Leaders of America



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