



Future Business Leaders of America

Brand Guidebook

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# 01

## Introduction



# About

Established in 1942, Future Business Leaders of America, Inc. (FBLA) is the largest career and technical student organization in the world focused solely on business. Through meaningful education, membership, and competitive event opportunities at the local, state, and national levels, FBLA's 200,000+ members in middle school, high school, and college develop key skills—such as critical thinking, leadership, collaboration, and community service—to help them become the next generation of community-minded business and technology leaders.

# Mission

FBLA inspires and prepares students to become community-minded business leaders in a global society through relevant career preparation and leadership experiences.

# Goals

Deliver meaningful, distinct, relevant, and continuous experiences for Middle School, High School, and Collegiate student members.

Develop a culture in which all are welcome, have complete opportunity, and are actively engaged.

Support alumni, advisers, school administrators, employers, related organizations, and professional networks to drive our organization forward.

Ensure FBLA has the resources and capabilities to fully deliver on our mission.

# Brand Story

As a career and technical student organization focused on business, FBLA seeks to prepare our student members to successfully enter the workforce on day one and become industry leaders. We provide them with educational programs to learn more about topics such as financial literacy; membership engagement opportunities to encourage collaboration and community service; and competitive events to demonstrate their leadership abilities and content expertise in more than 100 subject areas.

Through these offerings, FBLA allows students in middle school, high school, and college to craft their own leadership style, develop self-confidence, and gain the skills needed to become future leaders. In our partnerships with leading business and technology companies, we offer students experiential learning opportunities and the ability to network with industry professionals. We also serve as a pipeline to organizations looking to hire highly motivated, high-achieving students who want to make a difference in their careers. FBLA is where today's students become tomorrow's leaders.

# Brand Story

## DIFFERENT WAYS TO USE THE BRAND STORY

Craft recruitment materials that tell the story of how FBLA engages members, develops them into leaders, and serves the local community.

Create social media content that demonstrates how your chapter is preparing and inspiring your members to become community-minded business leaders.

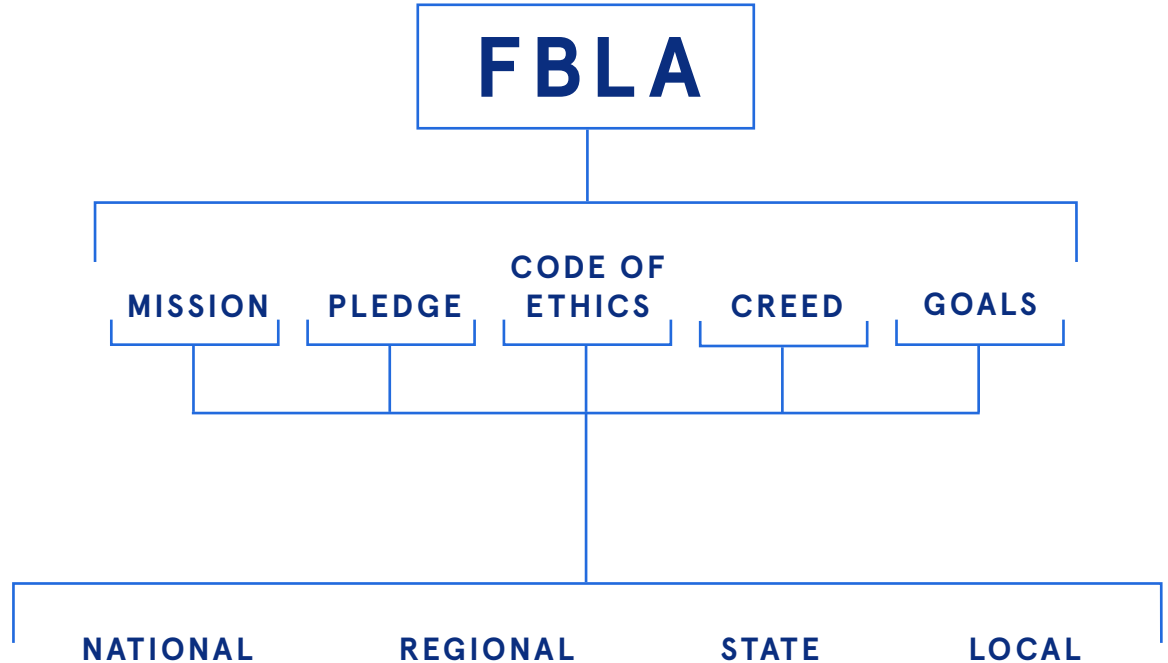
Develop brand-compliant T-shirts and other items to foster community among chapter members. Wear them at chapter events to promote your chapter.

Connect both in person and virtually with business and government leaders and alumni to share how FBLA has impacted you and your chapter.

# Brand Consistency: About

Key brand information like the Mission, Pledge, Code of Ethics, Creed, and Goals should remain consistent as the information is portrayed from the national level to the local level.

Chapters and stakeholders should ensure that these pieces of information are always consistent and up-to-date.





# Brand Alignment: Decision Criteria

## MASTER BRAND

The master brand is reserved for the FBLA logo with no alterations or decorations.

The FBLA logo should be present on all branded materials and communications unless a more relevant family brand is being used.

## FAMILY BRANDS

Any brand that will be an extension or alteration to the FBLA master brand is assumed to be a Family brand.

This will primarily be chapter logos, but can also include branded programs or events intended to retain most of the master brand.

## SUB BRANDS

Sub brands give the most flexibility from the Master brand.

Sub brands must remain consistent with other FBLA brands by following the FBLA Brand Guidelines, which include guidance on font, colors, landmarks, and usage.

## STAND- ALONE BRANDS

These brands are indirectly aligned to the FBLA brand.

They will often be endorsed partnerships that have their own brand guidelines, and, as a result, should not reflect the FBLA brand.

100%  
MOST ALIGNED

0%  
LEAST ALIGNED

# Brand Alignment: Decision Criteria

MASTER  
BRAND



FAMILY  
BRANDS



SUB  
BRANDS



STAND-  
ALONE  
BRANDS



100%  
MOST ALIGNED

0%  
LEAST ALIGNED

02

Logo



## Primary Logo

The FBLA logo incorporates the organization's traditional colors of navy and gold. The delta brandmark, used with the FBLA acronym, represents the organization's long-standing commitment to the ideals of service, education, and progress among students at the middle school, high school, and college levels.

The triangular shape of the delta brandmark also represents the change or progress our students experience on their business education journey and reinforces the importance of each part of the whole coming together to achieve success.



**The three parts of the delta brandmark represent the ideals of service, education, and progress and FBLA's three divisions.**

It is only when the ideals and divisions come together that the triangle—the strongest geometric shape—is formed, creating a visual representation of the strength of FBLA.

# Logo Variations

Variations of the primary logo include: a horizontal orientation, a vertical orientation, a horizontal orientation with the full name, as well as the emblem for use as social icons.



Horizontal



Vertical



Future Business Leaders of America

Horizontal with Full Name



Social Icons

# Emblem

The FBLA Emblem serves to reinforce the meaning behind the FBLA brand by calling out our ideals of service, education, and progress. The Emblem also serves as the official crest of the organization to be worn with official dress and can be used as an icon for social media, web, or other applications.



Full-Color



1-Color Navy



1-Color Black



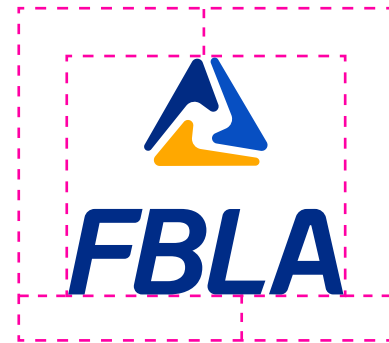
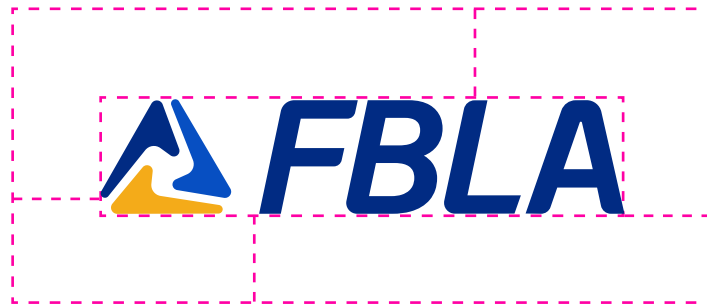
Grayscale

# Spacing & Sizing Requirements

Clear space around the logo helps it stand out by separating it from nearby copy and other visual elements. There should be no other elements in the defined clear space. The clear space should be  $\frac{1}{6}$ th of the logo's width, spanning the entire perimeter.

In addition to the requirement specified above, always allow for as much white space around the logo as possible.

Clear space should be equal to one-sixth the width of the full logo at all times.  
The larger the logo is, the more clear space should be around it.



Make sure the Delta + Logo Type combined are kept at this proportion.



Min. width: 1.5"



Future Business Leaders of America

Min. width: 2"



Min. width: 1"



Min. width: 0.5"

# Incorrect Logo Usage

In order to maintain a strong and visually consistent brand, keep the logo in its original state. Do not add to, or change anything about, the logo. These usage guidelines apply to all versions of the logo.

Under no circumstances may the delta be used on its own. It may only be used when included as part of an official logo lock-up containing the FBLA acronym with or without the full association name. There are no exceptions.

DO NOT: Stretch, distort, or wrap the logo.



DO NOT: Use colors outside of the official color palette, black or white.



DO NOT: Add effects to the logo.



DO NOT: Tilt the logo.



DO NOT: Use the 'FBLA' type without the Delta.



DO NOT: Use a delta when not part of an official logo lock-up. See the explanation in the left column of this page.





# 03

## Colors



# Brand Colors

The official brand color palette is composed of the primary (navy, blue, gold) and secondary (cobalt, white, black) colors. There are no exceptions.

References for both the digital (HEX, RGB) and print-ready (CMYK, PMS) values of each color are detailed here. Use only this color information.

Navy  
#0a2e7f  
R10 G46 B127  
C100 M92 Y20 K9

PMS 288

Blue  
#1d52bc  
R29 G82 B188  
C89 M74 Y0 K0

PMS 2728

Gold  
#f4ab19  
R244 G171 B25  
C3 M32 Y98 K0

White  
#ffffff  
R255 G255 B255  
C0 M0 Y0 K0

Cobalt  
R34 G106 B221  
C81 M60 Y0 K0  
#226add

Black  
R45 G43 B43  
C69 M65 Y63 K65  
#2d2b2b

PMS 2727

PMS Process Black

 **FBLA**

 **FBLA**

 **FBLA**

 **FBLA**

 **FBLA**

 **FBLA**

## Color Usage in Logo Variations

When the logo is on a white background: The right part of the delta is blue.

When the logo is on a navy background: The left part of the delta changes from navy to white, and the right part changes from blue to cobalt.

Navy

Blue

Cobalt



White Background



Navy Background

## One-Color Logo Variations

For better contrast and accessibility, specific rules must be applied when using the logo with color backgrounds.

When using a gold or cobalt background: Use an all-white or all-navy version of the logo.

On a blue background: Use only the all-white version of the logo.



Gold Background



Cobalt Background



Blue Background

# 04

## Logo Lock-ups



# Secondary Logos

The secondary logo includes all lock-up options for the various states, chapters, and divisions of FBLA. There are specific rules for the horizontal and vertical orientation as well as the colors used for each division.

## IMPORTANT NOTE

These rules must be followed, and there may not be any additional elements added to these logos. Examples include, but are not limited to, any state-specific imagery, colors, or school emblems.

## HORIZONTAL



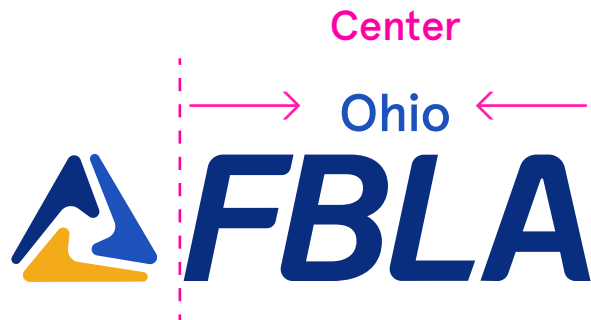
## VERTICAL



## Secondary Logo Lock-ups: States

For state-specific logos, the name of the state will be added to the top of the logo and centered above the text portion of the logo.

The same rules apply to the lock-up using the primary colors. See [page 23](#). When using the full-color lockup on a navy background, the navy becomes white, and cobalt replaces the blue in the delta and the logo type.



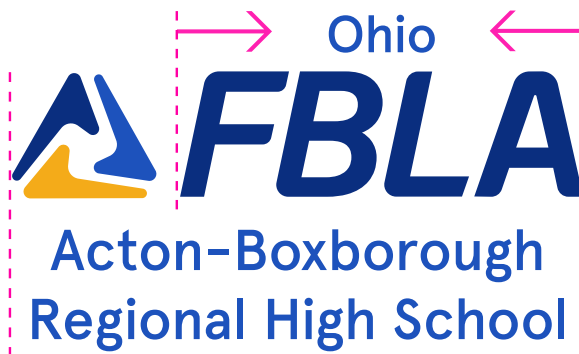


## Secondary Logo Lock-ups: State + Chapter

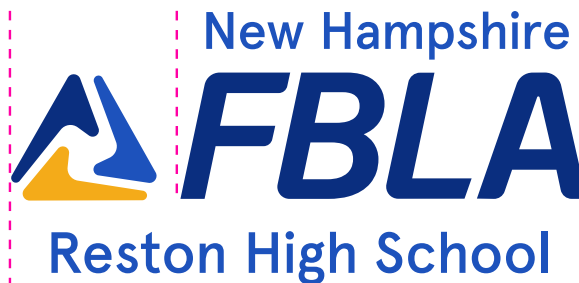
For state and chapter logos, the name of the state will be added to the top of the logo and centered above the text portion of the logo.

The chapter will be added below the logo and centered to the entire logo. If the name of the chapter exceeds the full width of the logo, the name must be stacked to fit.

The same rules apply to the lock-up using the primary colors. See page 20. When using the full-color lock-up on a navy background, the navy becomes white, and cobalt replaces the blue in the delta and the logo type.



Stacked



Stacked

# Secondary Logo Lock-up: Divisions

The varying shades of blue denote how each division is unique while still being connected to FBLA. The use of the gold color for “FBLA Network” distinguishes it from the school divisions, while using a primary color to reinforce its connection to the overall organization.

For this logo lock-up, the division title will be added underneath the logo and centered to the full width of the primary logo in its assigned color.

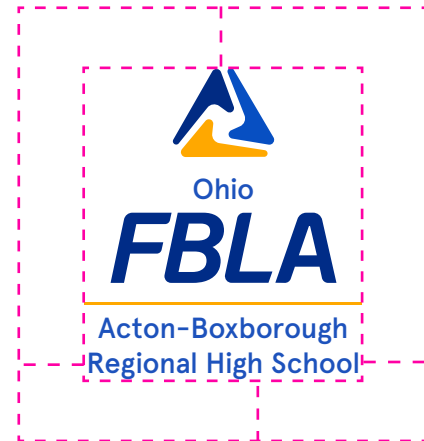
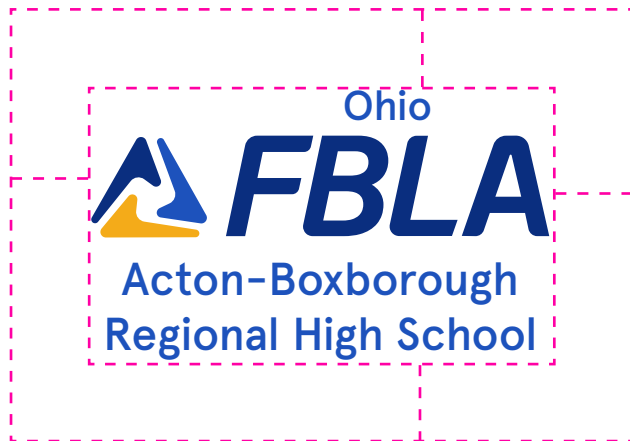
On the color background version of a division logo lock-up, the delta and text should be all-white. An all-navy variation may be used only on cobalt and gold backgrounds. See page 21.



# Spacing & Sizing Requirements

Just like the primary logo, for all secondary logo variations the clear space should be 1/6th of the logo width around the parameter. That includes all additional text above and/or below.

For readability, the logo text must be at least 8pt in size. When more white space is possible around the logo, always take it.



Min. width: 1.5"



Min. width: 1.5"



Min. width: 2"

05

Typography



# Typography

Our brand's typographic identity relies heavily on the use of Apercu. The alternate primary option is Arial. We have selected these typefaces because they work well in both digital and print executions.

While Bold can be used for headlines, Medium (in uppercase) works well for subheads. For body copy on dark backgrounds with white text, use Medium for increased readability.

## PRIMARY

Sans serif

### Apercu Pro

## ALTERNATIVE

Arial can be used when Apercu is not available.

Arial Bold

Headlines

SUBHEADS

Arial Regular

Body Copy

Arial Italic

## Apercu Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()\_+

Aa

HEADLINES

## Apercu Pro Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()\_+

Aa

SUBHEADS

## Apercu Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()\_+

Aa

BODY COPY

## *Apercu Pro Italic\**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()\_+

\*Italic is also available in Bold + Medium weights

Aa

BODY COPY

# Headline

Apercu Bold

Apercu Medium

## SUBHEADLINE

Apercu Italic  
Call outs

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod *tincidunt* ut laoreet dolore magna quam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ulla.

Apercu Medium  
Body Copy  
(Dark Background)

# Typography

Serif fonts are traditionally used in print where there are large sections of copy due to its increased readability.

Examples of instances to use the serif option include letterheads, professional documents, magazines or newsletters, booklets, etc.

While Bold can be used for headlines, SemiBold works well for subheads as well as for body copy on dark backgrounds for readability.

## SECONDARY

Serif Option

### Gelasio

## ALTERNATIVE

Georgia can be used when Gelasio is not available.

Georgia Bold

Headlines

SUBHEADS

Georgia Regular

Body Copy

Georgia Italic

## Gelasio Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()\_+

Aa

HEADLINES

## Gelasio SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()\_+

Aa

SUBHEADS

## Gelasio Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()\_+

Aa

BODY COPY

## Gelasio Italic\*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()\_+

\*Italic is also available in Bold + SemiBold weights

Aa

BODY COPY

# Thank you!

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For more information and access to brand assets,  
please visit [fbla.org/brandcenter](https://fbla.org/brandcenter).

Questions? Contact [communications@fbla.org](mailto:communications@fbla.org)