

# Graphic Standards and Branding Guidelines

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 tagline, Giving Purpose to Potential, is registered and 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.

## 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, 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.

## The Logo

- The primary logo of Business Professionals of America includes the “bpa” mark on the left, a line separator and the words “Business Professional of America” spelled out on the right.
- The logo may include the official tagline: Giving Purpose to Potential, however it is not required.
- When the tagline is included with the primary logo, it should appear and align under the word “America”.
- Minimum distance kept around the logo should remain proportionate to the size of the logo based off of the circumference of the rounded/circle shape of each letter in the “bpa” mark.
- The full color logo must not be used on a contrasting color background or over top of a photo image. In these cases, the logo used should be a one-color treatment for visibility and clarity.
- The logo is not to have the mark and words stacked.
- The mark cannot be one full color and the words a different full color — it must follow proper use when in full color format.
- When in full color format, the text cannot deviate from the primary logo color scheme.
- The full color, primary logo must include the line separator.
- The one-color version can only be printed in blue, red, black, gray or white.
- If two colors are used, they must be the approved blue and red colors from the primary color palette. No other two-color version is permitted.

- Usage of the mark without wording is permitted in some formats, including in social and other digital media.
- The mark can appear with or without a circle encompassing it.
- When using the mark within the circle to identify a state or chapter, the name is not to appear inside the circle and/or above the “bpa” mark. States and chapters are to appear under the mark within the circle and the font color used should be the approved PMS color blue from either the primary or secondary color palette.

There is a primary and a secondary color palette identified for the corporate color scheme as it relates to the logo of Business Professionals of America. The color scheme for the full color logo is blue and red. The two-color logo is to be used whenever your budget allows, using PMS ink. (See below)

- The one-color version of the logo should ideally be navy blue; if your budget for the printed publication does not allow for a colored ink, black, gray or white are also acceptable.
- When the logo is printed in full color with the tagline, the tagline must be red.
- If the logo is printed in one color (blue, red, black, gray or white), the tagline (if used) must be printed in the same color.

To reduce the occurrence of inconsistent color, all printed pieces are to be printed with Pantone Matching System (PMS) ink. The official PMS colors are to be used in every case except in full-color situations. The PMS colors are as follows:

#### **Primary Color Palette**

Blue: PMS 302      Red: PMS 7627      Gray: PMS Warm Gray 1      Tan: PMS 466

#### **Secondary Color Palette**

Blue: PMS 2965      Red: PMS 7186      Yellow: PMS 7401      Light Blue: PMS 658

When creating art work for computer web pages, computer presentations, etc., the color compositions for RGB (Red, Green, Blue) may be needed if you are composing in that format. They are as follows:

#### **Primary Color Palette**

Blue: 0/59/92      Red: 171/44/41      Gray: 214/209/202      Tan: 198/170/118

#### **Secondary Color Palette**

Blue: 0/38/62      Red: 200/16/46      Yellow: 245/225/164      Light Blue: 169/196/227

#### **Typography**

The official type design of Business Professionals of America are non-system fonts that include Josefin Sans Bold, and Neutraface Text Book. However, system fonts have also been approved for use in cases when states and chapters do not have access to the official non-system fonts. To complement the Business Professionals of America logo, Arial or Century Gothic may be used. Both fonts offer many variations, i.e., bold, light and italic. Suggested usage includes:

- Arial Bold or Century Gothic Bold, Arial Bold Italic or Century Gothic Bold Italic, should be used for headlines on corporate publications, exterior/interior signage, banners and posters.
- Arial or Century Gothic are to be used for body copy on all Business Professionals of America publications whether on the local, state or national level.

## **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 or 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.

## **Printing Tips**

### **Do:**

- Follow the graphic standards printed in this booklet.
- Contact the National Center if there is the slightest doubt as to the procedures outlined.
- Use the artwork provided for reproduction; additional artwork is available from the National Center at cost.
- Use the corporate logo and tagline as outlined in the official Brand Guide of the National Center.
- Use the corporate colors — PMS colors and numbers.

### **Don't:**

- Substitute the emblem for the corporate logo.
- Substitute other colors for the corporate colors.
- Alter the design of the corporate logo or official emblem in any manner.
- Alter, add or delete any part of the logo, tagline or emblem.

Note: Color separations and complete graphic standards are available from the National Center.

## **Home Page/Multimedia Graphic Standards**

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.

# Copyright & Fair Use Guidelines

## Intellectual Property Guidelines

### General Information About These Guidelines

- The U.S. Copyright Act provides that only the copyright holder has the right to reproduce, distribute, display, perform, or make derivatives of a copyrighted work.
- An exception to this rule is called “fair use.” Four factors courts use to decide whether an unauthorized use of a copyrighted work is “fair use” (and therefore permitted even though the copyright owner has not granted permission) are: (1) **the purpose and character of the use**, *i.e.*, if the work is used only for educational purposes, it is *more* likely to be considered fair use, and if the use of the work is transformative (not mere copying), it is *more* likely to be considered fair use; (2) **the nature of the copyrighted work itself**, *i.e.*, if the work is published, use of that work is *more* likely to be deemed fair use because the author has had the opportunity to control its first publication, also if the work is primarily factual in nature, then use of it is *more* likely to be deemed fair use; (3) **the amount of the copyrighted work used**, *i.e.*, if a small amount of the copyrighted work is copied, then it is *more* likely to be considered fair use; and (4) **whether the use of the copyrighted work has a significant effect on the market for the work**, *i.e.*, if the use would not replace sales of the work that would otherwise occur, it is *more* likely to be deemed fair use.
- Educational use is not *automatically* fair use, so you should follow the guidelines below to ensure your use does not violate a copyright owner’s rights.
- Always ask yourself whether something that is not your own could be copyright protected – if it is music, a movie clip, or a photo created by someone else, it could be.
- Any materials you use in your presentation must have been legitimately acquired, meaning that whatever source the materials are taken from cannot themselves have been engaging in copyright infringement (for instance, use of a video that was clearly videotaped on a phone in a movie theater and then posted on the internet would not be advisable, as that taping in the movie theater and posting of the video on the internet likely violated the rights of the owner(s) of the copyright to the movie).
- Works published before the specific date of January 1, 1923, are in the public domain, so you can use these works freely without permission.
- The following rules apply only to use of materials in your BPA presentation, and not for any other purpose.

**No matter what, always credit all of your sources. This is important to avoid any potential plagiarism concerns. Where the information is available, include the copyright notice, for instance: “Excerpt from \_\_\_\_ © 2016 XYZ Publishing Co.”**

## Disclaimer

These guidelines are intended to convey general information about copyright and trademark law. They should not be relied upon as legal advice. BPA’s services are educational in nature, and neither it nor any of its affiliates or staff are a lawyer or law firm. BPA does not represent or advise clients in any matter and are not bound by the professional responsibilities and duties of a legal practitioner. These guidelines are not an offer to represent you, nor are they intended to create an attorney-client relationship. These guidelines are intended, but are not promised or guaranteed, to be correct, complete and up-to-date. However, they may not reflect all recent legal developments and may not apply to the specific circumstances of individual situations.

## **Trademark Guidelines**

- A trademark may consist of a word, phrase, logo, symbol, design, sound, or combination of any of those listed (such as Google®, the Nike® Swoosh, the shape of the Coca-Cola® bottle, and sports logos). A trademark owner can register a trademark only in particular categories of goods or services for which it is using the mark.
- Trademarks are not a significant concern in the context of your BPA competition submission because infringement typically occurs when a trademark is used in connection with the sale of products or services, whereas here the use would be as a reference to describe the products or services.
- If you are concerned about the use of a trademark, you could refer to the product or service without including the logo.
- Be sure to use the registration symbol (“®”) where appropriate.

## **Copyright Guidelines - Specific Types of Material**

<b>What Is Covered</b>	<b>What You Can Use</b>
<b>Printed Materials</b>	
<ul style="list-style-type: none"><li>• Poems</li><li>• Stories</li><li>• Essays</li><li>• Articles</li><li>• Picture, chart or illustration in a book</li><li>• Books</li></ul>	<ul style="list-style-type: none"><li>• You may incorporate text into your project as follows <i>without</i> seeking permission of the copyright owner (but you must always <i>include a citation to your source</i>). If you use <i>more</i> content than is noted here, you will need to seek permission of the copyright holder.<ul style="list-style-type: none"><li>◦ 10% of work or 1,000 words, whichever is less</li><li>◦ Articles, stories, or essays less than 2,500 words</li><li>◦ Poem of less than 250 words in its entirety</li><li>◦ Excerpt of 250 words from a poem of greater than 250 words</li><li>◦ One chart, picture, diagram, graph, cartoon or picture per book or per periodical issue</li><li>◦ Up to two pages from an illustrated work less than 2,500 words (such as a children’s book)</li></ul></li><li>• “Consumables,” such as workbooks or standardized tests, may <i>not</i> be copied.</li></ul>

What Is Covered	What You Can Use
<b>Illustrations and Photographs</b>	
<ul style="list-style-type: none"> <li>• Photograph (<i>e.g.</i>, from Google Images)</li> <li>• Illustration</li> <li>• Collections of photographs</li> <li>• Collections of illustrations</li> </ul>	<ul style="list-style-type: none"> <li>• Single images (such as those on Google® Images) may be used in their entirety <i>without</i> seeking permission, but you will need to seek permission to use <i>more</i> than five images by a single artist or photographer. Regardless, you must <i>always credit your source</i>, <i>i.e.</i>, the website from which the image was taken. This likely does not mean Google® (if you ran a Google Image search), but rather the website where the picture was posted.</li> <li>• From a collection, not more than 15 images or 10 percent (whichever is <i>less</i>) may be used <i>without</i> seeking permission (though you must <i>credit your source</i>).</li> <li>• If you are using an image you found on Pinterest® or Instagram®, try to determine who is the owner of the image and, if necessary according to the rules set forth above, seek that person's permission to use it. Do not assume whoever posted the image is the owner. (Although Pinterest's Terms of Service do allow you to share/use photos that are posted by others, that right is limited to use on Pinterest.)</li> <li>• If you are using an image you found on Twitter® or Facebook®, determine if the person who posted it is the owner of the image. If so, you may use it <i>without</i> seeking permission. This is because Twitter® and Facebook®'s Terms of Service, unlike Pinterest®'s and Instagram®'s, allow you to share photos that are posted by others. If the person who posted it does not own the image, however, you should determine who owns the rights to the image and seek permission if necessary under the rules described above.</li> <li>• Again, regardless of whether permission to use an image is necessary, <i>always cite your source</i>.</li> </ul>
<b>Video or “Motion” Media</b>	
<ul style="list-style-type: none"> <li>• DVDs</li> <li>• Movie or TV show clips from the Internet</li> </ul>	<ul style="list-style-type: none"> <li>• The material must be legitimately acquired (a legal copy, not illegally downloaded, bootleg or home recording).</li> <li>• You may use 10% or three minutes (whichever is <i>less</i>) of “motion media” <i>without</i> seeking permission (though, as always, <i>cite your source</i>).</li> <li>• Videos from websites ending in .gov are public domain and therefore may be used <i>without</i> seeking permission (though <i>cite your source</i>).</li> <li>• If you are creating your own video from clips of other copyrighted videos, the video must be “transformative,” <i>i.e.</i>, a new use of the original video such as a commentary on or criticism of it, as opposed to simply a reuse of the original video. Use only as much of each copyrighted video as necessary.</li> <li>• If the video is from YouTube®, Facebook®, Periscope®, or another site where users generate content, be especially careful to determine if it was posted by the creator. If so, you can use up to 10% or three minutes of it (whichever is <i>less</i>) <i>without</i> seeking permission, but <i>be sure to cite your source</i>. If it is a re-posting by a third party, determine whether the original is available from another source. Do not include a video you have reason to believe infringes a copyright in your presentation (a “bootleg” video recording, for example).</li> </ul>

What Is Covered	What You Can Use
<b>Music</b>	
<ul style="list-style-type: none"> <li>• CDs/Tapes/Records</li> <li>• Audio from the Internet</li> <li>• Electronic music files such as MP3s</li> <li>• Sheet Music</li> </ul>	<ul style="list-style-type: none"> <li>• Up to 10%, but no more than 30 seconds (whichever is <i>less</i>), of the sheet music or recording from an individual musical work may be used <i>without</i> seeking permission (but <i>always credit your source</i>). If you use an entire song, you likely need to seek permission for the use.</li> <li>• There is a separate copyright for the musical composition (i.e., sheet music of a song) and the recording of a song. In other words, even if you only include portions of sheet music or change the lyrics of a song, you should adhere to these guidelines. The copyright to the sheet music of a song may be owned by a different person than the owner of the copyright for a particular recording of a song.</li> </ul>
<b>Computer Software</b>	
<ul style="list-style-type: none"> <li>• Software (purchased or licensed)</li> </ul>	<ul style="list-style-type: none"> <li>• If you are using a framework that helps you build your software from scratch (such as Game Engine), you likely do not need to worry about copyright concerns unless the framework permits you to import portions of someone else's software.</li> <li>• Software is copyrightable, so if your presentation uses someone else's software, you need to be protected either by fair use or the terms of a license the copyright holder might have granted to a third party. <ul style="list-style-type: none"> <li>○ Fair use will likely apply if you use only small portions of the software and the end result is transformative.</li> <li>○ You should also check to see if the copyright owner of the software has licensed it such that third parties like you are permitted to use it.</li> <li>○ If in doubt, do not include pre-existing software in your own software competition entry.</li> </ul> </li> </ul>
<b>Data Sets (Such as Spreadsheet Entries)</b>	
<ul style="list-style-type: none"> <li>• Spreadsheet (e.g., Excel document)</li> <li>• Tables</li> </ul>	<ul style="list-style-type: none"> <li>• You may use up to 10% or 2500 fields or cell entries, whichever is <i>less</i>, without seeking permission. Always <i>credit your source</i>, however.</li> </ul>