

# Austin Collegiate DECA

## Branding Guidelines

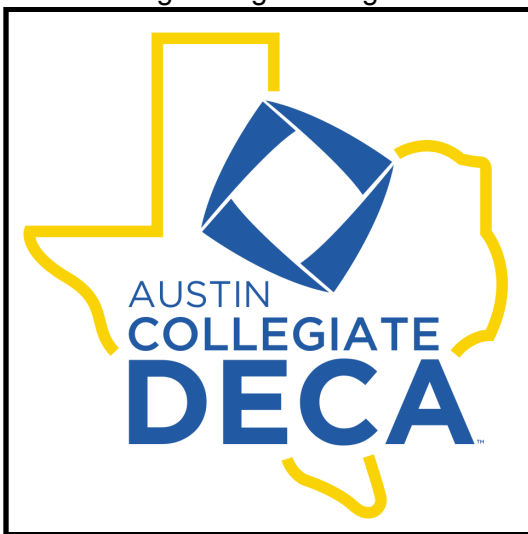
Our logo is the intellectual property of the entire DECA community. Only officially recognized members and events should be able to use our our logos. Private companies should not be able to profit from the sale of items with Austin Collegiate DECA logos. Individuals and/or groups should not be permitted to use Austin Collegiate DECA logos to promote unauthorized programs, projects and products. We are publishing these guidelines for acceptable use of our logos to ensure that the logo is fully protected under the latest intellectual property rights laws.

## INCORRECT USE

- ***Referencing us as anything other than Austin Collegiate DECA***
- ***Do not alter approved colors***
- ***Do not redraw or change the logo typeface***
- ***Do not stretch or distort the logo***
- ***Do not rotate the logo***
- ***Do not place other elements on the logo***
- ***Do not alter, add, or remove logo elements***
- ***Do not alter our assets or use them in a misleading manner.***  
This includes suggesting sponsorship or endorsement by Austin Collegiate DECA, declaring a statement or opinion on our behalf, or referring to any other organization.
- ***Do not use the Austin Collegiate DECA assets in a way that is harmful, obscene, or objectionable to Austin Collegiate DECA.***
- ***Do not copy the look and feel of our website or any of our assets when designing any website, application, social media page, etc.***
- ***Do not use Austin Collegiate DECA in the name of your applications, products, domains, etc. This includes merely adding simple letter or number combinations (before or after) and any similar variations, which includes any misspellings or transliterations.***

# LOGO USAGE

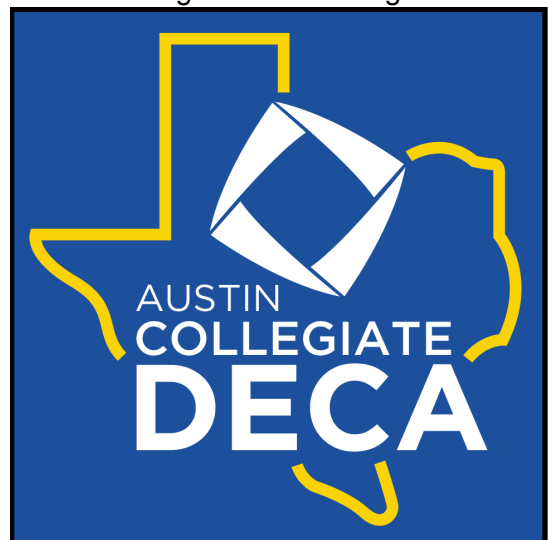
Blue logo on light backgrounds



[png](#) | [eps](#)

- Using the black logo on white or light backgrounds.
- Not removing the interior white fill or change any part of our logo into another color.
- Making sure there is significant contrast between our logo and the background.
- Never ever rotating our logo using it vertically.
- Giving our logo enough breathing room.

White logo on dark backgrounds



Without Blue Fill  
[png](#) | [eps](#)

With Blue Fill  
[png](#) | [eps](#)

- Please only use this alternate white logo on dark backgrounds.
- There is no fill on this version. Please don't try to add one.
- Make sure there is significant contrast between our logo and the background.

# OFFICIAL COLORS

## Official DECA Blue

#04549b

RGB 4, 84, 155

CMYK 98, 75, 7, 1

## Official DECA White

#ffffff

RGB 255, 255, 255

CMYK 0, 0, 0, 0

## Austin Background Blue

#1c4f9c

RGB 28, 79, 156

CMYK 97, 79, 5, 0

## Austin Yellow

#fad306

RGB 250, 211, 6

CMYK 3, 14, 100, 0

## Austin Logo Blue

#2259a3

RGB 34, 89, 163

CMYK 92, 71, 3, 0

# OFFICIAL FONTS

## Official DECA Font

Gotham Font Family

[download](#)

## Alt DECA Font

Helvetica Font Family

[download](#)