

DECA

BRANDING AND
MESSAGING GUIDELINES



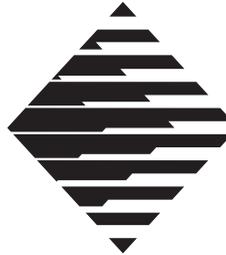
1950



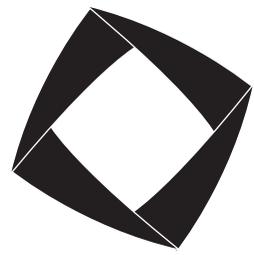
1970



1980



1991



2010

THE DECA BRAND

Our brand captures the essence of our organization and communicates it to all of our key audiences.

With a 60-year history, DECA has an illustrious past that has touched the lives of more than ten million students, educators, school administrators and business professionals. Their strong connection with our organization has resonated into a brand that people identify as a remarkable experience in the preparation of emerging leaders and entrepreneurs.

All dynamic organizations and corporations periodically examine their message statements to refresh, clarify and strengthen their brand. DECA embarked on a two-year process that involved researching the use of message statements in modern communication strategies; conducting focus group sessions with the DECA Inc. Board of Directors, state/provincial and chapter advisors, student members and our business partners; and sampling opinions of education policy makers and the general public.

The result is a contemporary and enhanced brand with updated message statements that collectively define our organization while retaining our historic connections and name recognition. DECA's key messages are communicated through our guiding principles, which are connected to our updated logo. The first set describes our signature methodology and connects to the inner points of the diamond. The second set explains the result of participation in our organization and connects to the outer points showcasing the polished leaders DECA prepares.

The synergy of a cohesive message shared among all members in our organization allows us to more effectively propel DECA's mission statement, guiding principles, attributes, values and brand essence. Our unified brand will result in improved recognition, convey our unique elements, develop allegiance and increase support for DECA.

We are stronger when we speak as one, so join us in communicating our message.

A handwritten signature in black ink, appearing to read "Edward L. Davis". The signature is fluid and cursive, with a prominent "E" and "D".

Edward L. Davis, Ed.D.
Executive Director
DECA Inc.

MISSION STATEMENT

The mission statement is designed to be a clear and easy-to-understand statement of our purpose.

DECA prepares emerging
leaders and entrepreneurs in
marketing, finance,
hospitality and management.

GUIDING PRINCIPLES

The guiding principles are designed to explain how DECA fulfills our mission in two distinct statements – the first addresses what we do and the second addresses the result.

DECA's Comprehensive Learning Program

Integrates into Classroom Instruction

An integral component of classroom instruction, DECA activities provide authentic, experiential learning methods to prepare members for college and careers.

Applies Learning

DECA members put their knowledge into action through rigorous project-based activities that require creative solutions with practical outcomes.

Connects to Business

Partnerships with businesses at local and broader levels provide DECA members realistic insight into industry and promote meaningful, relevant learning.

Promotes Competition

As in the global economy, a spark of competition drives DECA members to excel and improve their performance.

DECA prepares the next generation to be

Academically Prepared

DECA members are ambitious, high-achieving leaders equipped to conquer the challenges of their aspirations.

Community Oriented

Recognizing the benefit of service and responsibility to the community, DECA members continually impact and improve their local and broader communities.

Professionally Responsible

DECA members are poised professionals with ethics, integrity and high standards.

Experienced Leaders

DECA members are empowered through experience to provide effective leadership through goal setting, consensus building and project implementation.

ATTRIBUTES AND VALUES

Attributes and values describe the organization's priorities and standards. They are used as a part of a description of what DECA's brand represents.

Competence
Innovation
Integrity
Teamwork

DESCRIPTOR

The descriptor is designed to concisely describe our organization's mission and guiding principles. It should be used in written documents such as press releases, websites, fliers and brochures.

DECA prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe.

DECA enhances the co-curricular education of members through a comprehensive learning program that integrates into classroom instruction, applies learning, connects to business and promotes competition.

DECA's activities assist in the development of academically prepared, community oriented, professionally responsible, experienced leaders.

DECA Inc. is a 501(c)(3) not-for-profit student organization with more than 200,000 members in all 50 U.S. states, the District of Columbia, Canada, China, Germany, Guam, Hong Kong, Korea, Mexico and Puerto Rico. The United States Congress, The United States Department of Education and state, district and international departments of education authorize DECA's programs.

For more information, visit www.deca.org.

UNIFYING LOGO

The logo is a unique graphic representing our dynamic organization. It should be easily identifiable and used on all communications.

DECA's logo embraces the organization's affinity for the diamond while displaying a bold, modern design.

The four points inside the diamond represent the first set of DECA's guiding principles while the four outer points represent the second set of DECA's guiding principles and the polished leaders DECA prepares.

The logo is to be used in an approved form in all communications.



STANDARD



REVERSE



AFFILIATE USAGE

The following examples show how state, provincial and local associations should use the DECA logo to build brand synergy.



COLLEGE DIVISION LOGO

The logo is a unique graphic representing the college division of our dynamic organization. It should be easily identifiable and used on all communications.



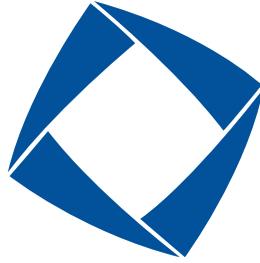
**COLLEGIATE
DECA**



**COLLEGIATE
DECA**

COLLEGE DIVISION AFFILIATE USAGE

The following examples show how state, provincial and local associations should use the DECA logo to build brand synergy.



COLLEGIATE
DECA
COOPER UNIVERSITY



COLLEGIATE
DECA
COOPER UNIVERSITY

DESIGN SPECIFICATIONS

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

UNIFYING LOGO

Do not place elements near or on the logo. Clear space that is a minimum of half the height of the E in the logo should be provided on all sides.

Do not alter, redraw or distort the DECA logo in any way. Only those uses on the preceding pages may be used.

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.

OFFICIAL TYPEFACE

The DECA logo uses the Gotham font family. The typeface for DECA is Gotham Bold.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

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.

OBTAINING THE LOGO

Because the official DECA logo may not be redrawn, you can obtain high-resolution artwork in digital formats by contacting DECA's publications staff at publications@deca.org. DECA will provide the official DECA logo for state, provincial and local chapter use on promotional materials. DECA will not send the logo to vendors or outside sources.

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.



Do not redraw or change the logo typeface.



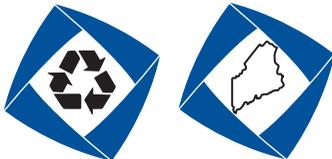
Do not stretch or distort the logo.



Do not combine the logo with other graphics or logos.



Do not alter, add or remove logo elements.



Do not place other elements on the logo.



Do not rotate the logo.

QUESTIONS AND ANSWERS

The following answers to frequently asked questions may help clarify DECA's branding and messaging guidelines.

Q: Why did DECA enhance its branding and messaging components?

A: All dynamic organizations and corporations periodically examine their message statements to refresh, clarify and strengthen their brand. In the 19 years since DECA's last branding project, much has changed in the economic climate, educational system and culture of our society. Our new branding and messaging components align with contemporary principles while reflecting our organization's foundational philosophies. In order to provide a high-quality program, we must make progressive strides.

Q: What about the "four points" of the DECA diamond?

A: The guiding principles are connected to the new DECA diamond and represent the historic "four points" in contemporary language. The first set represents the inner points, while the second set represents the outer points and the polished leaders DECA prepares.

Q: What is DECA's tagline or identifier?

A: The DECA logo now stands on its own. DECA should be described using our current mission statement.

Q: When will the new logo be available?

A: The new logo will be available June 1, 2010, for use beginning July 1, 2010.

Q: Will DECA folios, binders and other materials with the older DECA logos continue to be accepted?

A: Yes. DECA encourages you to use these products and your current supply of other items, such as stationery, during our transition. However, please incorporate DECA's new logo on all new materials.

Q: Is the DECA blazer changing?

A: During the beginning of our transition, the DECA blazer will not change. If and when a new design is introduced, an exchange program for the patches will also be introduced.

Q: How do I answer the question, "What does DECA stand for?"

A: Simply use the first line of our descriptor and our attributes and values: "DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges across the globe. We stand for competence, innovation, integrity and teamwork."

DECA Inc.

1908 Association Drive
Reston, Virginia 20191

www.deca.org

Copyright © 2010 by DECA Inc.
All rights reserved.