



Graphic Design Promotion (410)

Judge Number _____

Contestant Number _____

Technical Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Design shows imagination, creativity, and originality	1-5	6-10	11-15	16-20	
Contestant-generated logo shows imagination, creativity and originality	1-5	6-10	11-15	16-20	
Design gains attention and has eye appeal	1-5	6-10	11-15	16-20	
Generated theme promotes NLC	1-5	6-10	11-15	16-20	
Effectiveness (easily understood, motivational, accurate)	1-5	6-10	11-15	16-20	
Consistency in graphic and theme	1-5	6-10	11-15	16-20	
BPA logo and tagline appear on flyer and meets the graphic standards as outlined in the <i>Style & Reference Manual</i>	1-5	6-10	11-15	16-20	
TOTAL TECHNICAL POINTS (140 points maximum)					



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Graphic Standards

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.**

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. Do not use the acronym for cover titles or headlines.

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 *Today's students. Tomorrow's business professionals.*

- The logo must be used on every Business Professionals of America printed publication.
- 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 navy blue (black is acceptable), unless the printed piece is a one-color item, with all art printed in black. The tagline may appear in white, light blue, or light gray when used over a dark background.
- The type style to be used for the tagline is Futura Light, Arial, or Helvetica, upper and lower case.
- The size of the tagline may not be smaller than 7 point.

The Logo

The logo design is a type treatment of our name. The concept of the design is to provide a type style commonly associated with corporate businesses. The word "professionals" is graphically emphasized over the other design elements, through size and color keeping with the enhanced professional image of Business Professionals of America.

- The size of the logo may not be less than one inch wide.
- The one-color version can only be printed in navy blue or black.
- If two colors are used, they must be navy blue and tan.
- If three colors are used, they must be navy blue, tan, and red.

Color

The corporate color scheme is navy blue, tan, and red. All three colors are 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 piece does not allow for a colored ink, black is acceptable.
- When the logo is printed in two or three colors, the preferred color for the tagline is navy blue, however black is acceptable.
- If the logo is printed in one color (navy blue or black), the tagline must be printed in the same color.

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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 four-color situations. The PMS colors are as follows:

Navy Blue	PMS 289	Tan	PMS 466	Red	PMS 185
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Four-color printing requires that a color formula be selected to match the specific PMS colors. The following are four-color formulas for the purpose of matching the corporate colors:

Navy Blue	20% yellow	Tan	30% yellow	Red	100% yellow
	50% magenta		10% magenta		100% magenta
	50% black		20% black		
	100% cyan				

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:

Navy Blue	0% red	Tan	83.9% red	Red	80% red
	5.5% green		72.9% green		18.8% green
	26.7% blue		54.1% blue		31% blue

Typography

The type design to complement the Business Professionals of America logo is Arial or Helvetica; there are many variations, i.e., **bold**, light, *italic*.

- Arial or Helvetica will only be used with the logo, i.e., copy lines such as the corporate tagline, the state association line, and the corporate stationery address and phone number.
- Arial Bold or Helvetica Bold, Arial Bold Italic or Helvetica Bold Italic, should be used for headlines on corporate publications, exterior/interior signage, banners, and posters.
- Times or Times New Roman are to be used for body copy on all Business Professionals of America publications whether on the local, state, or national level.

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 colors—PMS colors and numbers

Don't:

- substitute other colors for the corporate colors
- alter the design of the corporate logo
- alter, add, or delete any part of the logo, or tagline

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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 creations 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, two, or three-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.

For the name, Business Professionals of America, the Helvetica or Arial font should be used.

As in the standards for the printed page, subdued colors which convey a “business look” should be used.