



SkillsUSA®

*Graphic Standards
Manual*

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The Importance of Graphic Standards

Every day, we are bombarded by thousands of visual messages, each of them demanding our attention. If we want to communicate our own message, we have to be able to cut through the clutter and present ourselves in a way that is consistent and easily recognizable.

Clarity and consistency are the keys to effective communication.

To that end, here are guidelines in the proper use of the SkillsUSA name and logos. Our goals are that SkillsUSA should be easily recognized every time we send a message to our audience, and that we present ourselves as a professional organization with the highest of standards. By following these guidelines, you will be able to further those goals, while at the same time ensuring that your own message is heard and received favorably.

As a representative of SkillsUSA, each of us is responsible for how the organization is perceived by its various audiences: students, educators, business and industry, and the community at large. That perception is shaped in part by the use of the SkillsUSA name and logos, and every piece of visual communications prepared by the national, state and local organizations. Every time we use the logo properly, we reinforce the positive image and message of the organization. Likewise, every time the logo is misused, we risk eroding that positive image and making it less memorable.

Remember:

- SkillsUSA should be easily recognized every time we send a message to our audience
- We should present ourselves as a professional organization with the highest of standards
- Every time we use the logo properly, we reinforce our credibility, positive image and message
- Using the logo consistently provides legal (trademark) protection

SkillsUSA Trademarks

All of SkillsUSA's marks, including the logo, slogan brand mark and SkillsUSA Championships logo, are trademarked. It is SkillsUSA's obligation to protect its trademarks from infringement and it is in the association's best interest.

One of the legal rights of state associations, and their chapters, is reproduction of SkillsUSA brand marks, logos and emblem for association identity, communication and promotion. This right does not extend to altering the logo or brand mark nor does it extend to using the logo or other marks for commercial purposes.

To protect our trademarks, we recommend including this statement in national, state and local materials: "The names SkillsUSA, SkillsUSA Championships and SkillsUSA Champions; the SkillsUSA: Champions at Work slogan; and the SkillsUSA logo, emblem and slogan art are all registered trademarks of SkillsUSA Inc. All rights are reserved, and permission must be granted by the national headquarters of SkillsUSA prior to any use."

Using The Name in Print

The name of the national organization is SkillsUSA. To keep its image strong and memorable, use only this name.

- When referring to the national headquarters, do not add the word “National”; the name implies this in itself.
- Use upper- and lower-case letters: SkillsUSA.
- Never shorten the name to “Skills,” even in informal conversation.
- When all capital letters are needed (for example, to keep with other letters on a sign, or to maintain a headline style), use “small caps”: SKILLSUSA. Small caps are sized at 70 percent of capital letters. This is not as easy to read, so try to avoid using small caps with the name whenever possible.
- There is no space between the words “Skills” and “USA.” This is in keeping with our logo, and avoids creating an acronym that no one will understand.
- Avoid using the former name “VICA” except in a historical context. Even then, using “the organization” is often a better option when covering its entire history.

Use in Conjunction with the SkillsUSA Championships Name

The name of our national contest program is the “SkillsUSA Championships.” The name of our conference is the “National Leadership and Skills Conference,” which includes the Championships.

Always use the full name “SkillsUSA Championships” on first reference to that activity. On second reference, it is permissible to shorten it to “the Championships.” Do not shorten it to “SkillsUSA” (to avoid confusion with the organization itself).

The guidelines to shorten these names do not apply to the graphic standards for our logos. Never remove any type or graphic from the organization’s logo or the “Championships” line from the SkillsUSA Championships logo.

State and Local Chapter Designations

The official name of a state association is “**(state) (division)** association of SkillsUSA,” for example, “Georgia Postsecondary Association of SkillsUSA.” States may use this shortened form for marketing purposes: “SkillsUSA **(state)**,” for example, “SkillsUSA Alabama.”

Local chapters should follow the same format: “Anytown High School Chapter of SkillsUSA,” “SkillsUSA Anytown High School.”

Never express the national, state or local name as an acronym (such as “SUSA”), including web addresses and email.

Refer to the following graphic standards guidelines for methods of displaying your state or local chapter name with the logos. SkillsUSA’s Brand Center provides logos online (www.skillsusabrandcenter.org/) For any assistance you may need, contact Tom Hall, national director of communications, at 703-737-0626; thall@skillusa.org.

Graphic Standards

The SkillsUSA Logo

The logo consists of two parts: the name itself, and a stylized graphic element referred to as the “stripes”. The logo is always to be used as a single unit. Never alter the parts of the logo or use them individually.

Do not add other type or graphic elements to the logo. Logos are provided at the SkillsUSA Brand Center: www.skillsusabrandcenter.org. This website includes a chapter logo generator.

No other versions or interpretations of the logo are to be used.

Do not attempt to redraw the logo or reset the type. Only the logo art provided by the national headquarters may be used. Support is available from the Office of Communications.

Previous symbols of the organization are not to be used. Use of the emblem is reserved for ceremonial purposes and the official blazer.

(If you have any questions about the typographic terms in this manual, there is a glossary at the end.)

Downloading Logo Artwork

Digital files of the logo may be downloaded at: www.skillsusabrandcenter.org. The logo artwork is available in several formats for both PC and Mac computers. EPS (Encapsulated PostScript) and TIFF (Tagged-Image File Format) are the most commonly used. Please refer to your software manual to



choose the proper format for your needs. Don't use any JPEGs from our website in commercial printing. The resolution isn't high enough, and the image will become pixilated if you resize it.

Digital artwork is available as one-color (black) in most formats and as four-color (process) in EPS. Two-color versions (using PMS spot colors) are available in EPS, TIFF and PNG formats. An RGB (Red, Green, Blue) version is available as JPEG and GIF files for use in online applications.

Reproducing the Logo

The logo is designed to be reproduced as large as needed. When reducing the logo for **printing**, we have established an absolute minimum size of no less than one-half inch ($\frac{1}{2}$ " wide (measured along the baseline of "SkillsUSA"). Reducing the logo further will render it virtually unreadable and very difficult to reproduce. (See below.) As a rule, a width of $1\frac{3}{16}$ inches, or larger, should suffice for most applications.

Minimum sizes for reproducing the logo



Logo at $1\frac{3}{16}$ " wide, the standard size for use on the letterhead.



Logo at $\frac{1}{2}$ " wide, the absolute minimum size for reproduction.



Logo at 1" wide, the minimum size for use in online applications @ 72 dpi resolution.

Some methods of reproduction that use coarse screens, such as color laser printers, can make the logo unreadable at small sizes, in which case, printing the logo in black or at a larger size would be necessary.

For use of the logo in a **digital format** (website, screen saver, etc.), the absolute minimum size is no less than 1 inch wide at a resolution of 72 dpi.

When sizing the logo for other use (engraving, embroidery, casting, etc.), care must be taken to ensure that the type is readable, and that the stripes are clear and distinct at the desired size.

Using the Logo

The logo may be used on materials for state and local associations, as long as the national logo is treated separately from the other identity. (Please refer to section on stationery.) The SkillsUSA Store is the only authorized manufacturer licensed to use the logo in emblematic products for sale. Developing any products for sale with the logo by companies other than the SkillsUSA Store is in violation of our copyrights and trademark.

The logo is never to be altered or modified in any way.

Neither the logo as a whole, or its individual elements, are ever to be incorporated into the logo of another organization.

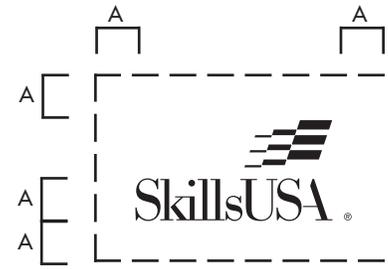
In general, when using the logo, care should be taken that it is not crowded or overlapped by other elements on the page, or that the quality of reproduction is such that it appears faded, blotchy or otherwise degraded. (See examples in this section.)

Be sure to keep the width and height of the logo proportional. If you're working in a computer document, resizing the width and height separately until the logo "looks right" will not keep it in accurate proportion. Refer to your software guide for how to resize graphics proportionately.

The logo has been designed to work best with plenty of empty or "white" space around it. As a rule of thumb, the minimum amount of white space in any

Minimum amount of space around logo

The minimum amount of white space to maintain around the logo should be no less than the height of the letter "k" in "SkillsUSA."



direction around the logo should be no less than the height of the letter "k" in "SkillsUSA." Specific examples of how to use the logo with type and other elements is provided in the section on Typography.

If printing the logo in a single color, use PMS 541, black or any color that provides strong contrast against the background. If printing against a dark background, use the color white to provide the strongest contrast.

In most cases, the single-color graphic has the greatest impact. **When using the logo in two colors, there are specific limitations.** Only the SkillsUSA colors, PMS 485 and 541, are to be used. The stripes are in 485 (red) and the type is in 541 (blue).* Never substitute either of these colors with another color. The two-color logo must be displayed against a white background for best visibility.

*Use these original color builds:

- *Four-color process:* Red: C=0, M=100, Y=91, K=0; Blue: C=100, M=51, Y=0, K=30
- *RGB colors for online use:* Red = 204r, 0g, 0b; Blue = 0r, 51g, 102b

Do not print one part of the logo in the PMS color and the other part in white, even if it would provide stronger contrast. **This is a common error.** Instead, print the entire logo (both parts) in white if needed. (For example, if you are producing a blue shirt, do not change the blue part of the logo to white for better contrast and keep the red part. If you need to change the color of one part, change the other color to match.)

Of course, at no time should the SkillsUSA name or logo be used in such a way as to reflect in a negative manner on the organization or its members.

Examples of improper use of the logo



Elements of the logo are never to be used in another logo. All references to "VICA" should be removed.



Never add other words to the logo. Customized state and local logos are available from the national headquarters.



Never set type or other graphics in close proximity to the logo.



Never alter the proportions of the logo.



The logo must never be placed in a tightly constricting shape.



Never use low-quality images of the logo for reproduction.



Never alter the established color breaks of the logo.

Basic templates for using type with the logo



These examples show how an address or other information should appear with the SkillsUSA logo in a variety of formats.



In these examples, the logo is the same size as that used on the letterhead. The type is set in Futura, 7/8 (7-point type with an additional 1 point of leading between each line of type).



The space between the logo and text is equal to the height of the letter "k" in "SkillsUSA".

In the final example, the half-point rule is positioned 4 points above the type. The space between columns is equal to 10 percent of the width of the first column.



Slogan Brand Mark

In marketing materials, artwork representing SkillsUSA's slogan, "SkillsUSA: Champions at Work," may be used. This distinct brand mark can be used in promotional items, but it should not be used to represent SkillsUSA in any official manner where there could be confusion about the name of the organization. On official letterhead, forms, return addresses, etc., use the SkillsUSA logo.

When used on state and local items, care should be taken that the slogan brand mark is kept apart from any separate identity for the state association or local chapter. As with the organization logo, the slogan brand mark is to be used only as in the download, and is not to be altered in any way.



It is important that the slogan brand mark be used consistently at all levels. Don't add your state or local chapter name to the slogan brand mark. "SkillsUSA: Champions at Work" is our national, trademarked slogan. Using it inconsistently will confuse people about it and make the slogan less memorable.

For general guidelines on sizing, color, and placement, follow those set forth for the main SkillsUSA organization logo. If you have any questions, please contact Tom Hall in the Office of Communications (703-737-0626; thall@skillsusa.org).

In most cases, the single-color graphic has the greatest impact. **When using the brand mark in color, there are specific limitations.** Only the SkillsUSA colors, PMS 485 and 541, are to be used. The stripes and thin horizontal rule are in 485 (red), and all type is in 541 (blue). Never substitute either of these colors with another color.

Using the Slogan in Print

"SkillsUSA: Champions at Work" is the only text format to be used. Note the colon, the single space after it, and the lowercase "at". Don't italicize the "at" as in the brand mark.

The slogan may be printed in any typeface as long as it doesn't appear that a different logo is being created in competition with the established brand mark.

Proper placement of the slogan brand mark with the SkillsUSA logo



When displaying the slogan brand mark with the SkillsUSA logo, the brand mark should be sized so that the height is the same in both. The brand mark may be sized *smaller* than the SkillsUSA logo, but it should never be larger than the organization's main graphic identity.

The space between the logos should be, at a minimum, equal to the height of the letters in the SkillsUSA logo (dimension A).



The SkillsUSA logo is always to the left of or above the slogan brand mark.

SkillsUSA Championships Logo

Although the SkillsUSA Championships are a part of the organization, a separate logo is used for all materials relating to the Championships.

This SkillsUSA Championships logo is in keeping with the SkillsUSA organization logo. In all materials, this new logo (and not any previous version) is the only art to be used in representing the SkillsUSA Championships.

As with the organization logo, the Championships logo is to be used only as in the download, and is not to be altered in any way. When used on materials for state and local competitions, care should be taken



that the logo is kept apart from any separate identity for that competition. (For materials entered in a contest, follow the *SkillsUSA Championships Technical Standards* manual as the final word.)

To reinforce the continuity and interconnectedness of the various competitions, it is important that the logo be used consistently at all levels.

For general guidelines on sizing, color, and placement, follow those set forth for the main SkillsUSA logo. If you have any questions, please contact Tom Hall in the Office of Communications (703-737-0626; thall@skillsusa.org).

In most cases, the single-color graphic has the greatest impact. **When using the Championships logo in color, there are specific limitations.** Only the SkillsUSA colors, PMS 485 and 541, are to be used. The stripes are in 485 (red), and the SkillsUSA Championships type is in 541 (blue). Never substitute either of these colors with another color.

Proper placement of the Championships logo with the SkillsUSA logo



In the rare case where the Championships logo must be displayed with the SkillsUSA logo, the Championships logo should be sized so that the height is the same in both. The Championships logo may be sized smaller than the SkillsUSA logo, but it should never be larger than the organization's main graphic identity.

The space between the logos should be, at a minimum, equal to the height of the letters in the SkillsUSA logo (dimension A).



The SkillsUSA logo is always to the left of or above the Championships logo.

State Associations and Local Chapters

The names SkillsUSA, SkillsUSA Championships and SkillsUSA Champions; the SkillsUSA: Champions at Work slogan; and the SkillsUSA logo, emblem and slogan art are all registered trademarks of SkillsUSA Inc. All rights are reserved, and permission must be granted by the national headquarters of SkillsUSA prior to any use.

Local chapters may use the national logo in producing individual items, provided these items are not for sale. If a customized chapter logo is desired, use the the logo generator at: www.skillsusabrandcenter.org. Contact the national Office of Communications (703-737-0626; thall@skillsusa.org) with questions.

For the state association logo, the downloaded file from www.skillsusabrandcenter.org is the only permitted use. The state logo is to be used only as in the download, and is not to be altered in any way.

To reinforce a strong national identity for the organization, it is important that its graphic representations be consistent at all levels — local, state and national.

The same graphic standards guidelines apply for state association and local chapter logos as for the national logo. When the state or chapter logo is used on materials with the national logo, care should be taken that the logos are kept apart (see examples below).

Do not add other type or graphic elements to your state or chapter logo. **State associations and local chapters should not create their own logo or attempt to redraw any part of it.** Again, if a customized chapter logo is desired, use the logo generator at: www.skillsusabrandcenter.org.

Proper placement of the state association logo with the SkillsUSA logo



When displaying the state association logo with the SkillsUSA logo, the state logo should be sized so that the height of the words "SkillsUSA" is the same in both (dimension A). The space between the logos should be, at a minimum, equal to dimension A as well.

The SkillsUSA logo is always to the left of or above the state association logo.

Typography

The following typefaces are recommended for use with SkillsUSA's logo and materials. They were chosen for readability, clean design and compatibility with the logo, as well as general availability. Consistent use of these typefaces will reinforce the SkillsUSA identity system and provide a distinctive and easily recognizable look to all of our materials.

The primary typeface for use with the logo is Futura Std. Its clean and simple design ensures clear communications without clashing with the logo itself, while the various weights in the Futura family provide a great deal of flexibility in designing visual communications. This sans serif typeface is used on all SkillsUSA stationery, and is to be used for any other situation where text is in close proximity to the logo.

The secondary typeface for use with SkillsUSA materials is ITC Garamond Std. Like Futura, it provides a wide variety of styles and weights. This classic serif face is very readable, well suited to setting text copy, and provides a contrast to the Futura typefaces. While other versions of Garamond are acceptable, the version designed by ITC (International Typeface Corp.), and available through a number of font vendors, is preferred.

Other acceptable, though less preferred, typefaces for use on SkillsUSA materials are Helvetica, Franklin Gothic, Times Roman, and Palatino.

SkillsUSA Basic Typefaces

Futura Std Light
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Futura Std Book
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Futura Std Book Oblique
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Futura Std Medium
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Futura Std Bold
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Futura Std Bold Oblique
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Futura Std Extra Bold
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Futura Std Medium Condensed
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Futura Std Bold Condensed
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ITC Garamond Std Light
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ITC Garamond Std Light Italic
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ITC Garamond Std Book
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ITC Garamond Std Book Italic
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ITC Garamond Std Bold
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ITC Garamond Std Bold Italic
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ITC Garamond Std Ultra
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ITC Garamond Std Book Condensed
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ITC Garamond Std Bold Condensed
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

These examples show the two typeface "families" to be used on all SkillsUSA materials. Both families contain a wide variety of weights and are also available in condensed versions.

Stationery

You may wish to follow these guidelines for stationery, which have been adopted at the national headquarters, and the templates on the following pages.

The Grid

The SkillsUSA letterhead is laid out on a grid of six columns, each $1\frac{13}{16}$ inches wide, with a $\frac{1}{8}$ -inch space between columns. Horizontal bands are $1\frac{5}{8}$ inches high, with $\frac{1}{8}$ -inch space between. Margins are $\frac{5}{16}$ inch top and bottom, and $\frac{3}{8}$ inch left and right. The grid is also used for the positioning of letter copy on the letterhead, as well as the placement of tabs. See the enclosed example.

Specifications

On the following pages, you will see examples of the basic SkillsUSA stationery elements, showing the size and positioning of the logo and type using the grid.

All type is set in Futura Std Medium, with **Futura Std Bold** used for emphasis. Specific sizes are as indicated in the examples.

All stationery prints in the SkillsUSA colors, PMS 485 and 541, as shown. If printed in one color, either black or PMS 541 is to be used.

Whenever possible, stationery items should be printed on a bright white stock with a wove finish, such as Strathmore Writing. For materials to be used in a laser printer or copier, soy-based or other appropriate inks should be specified.

State Association Letterhead Format A

These formats for state letterhead, envelope, and business card are identical to those for the national organization, with the addition of the state organization name next to the SkillsUSA logo, using the standardized horizontal format.

A list of Board of Directors and/or officers may be added in the left-hand column of the letterhead. The Board of Directors list is set upper and lower case in Futura Std Medium, 6.5/7, flush left, with company names italicized. Headings are Futura Std Bold. Titles are

set in Futura Std Medium, 5/7, all caps. Listings are separated by an additional 3 points of leading. Logo prints in standard two-color configuration, and is sized to 1 3/16" wide to match the grid.

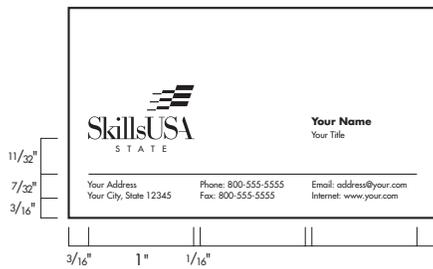
All type prints 100% (unscreened) PMS 541. Address is set upper and lower case in Futura Std Medium, 7/8, flush left, with a half-point rule positioned 12 points above baseline of top line of type. Type prints 100% PMS 541 blue, the rule prints PMS 485 red.

Text of letter is set in ITC Garamond Book, 10/11, flush left, with an extra line space between paragraphs. Courier is also acceptable for typed information. The

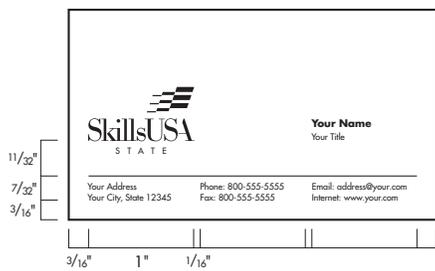
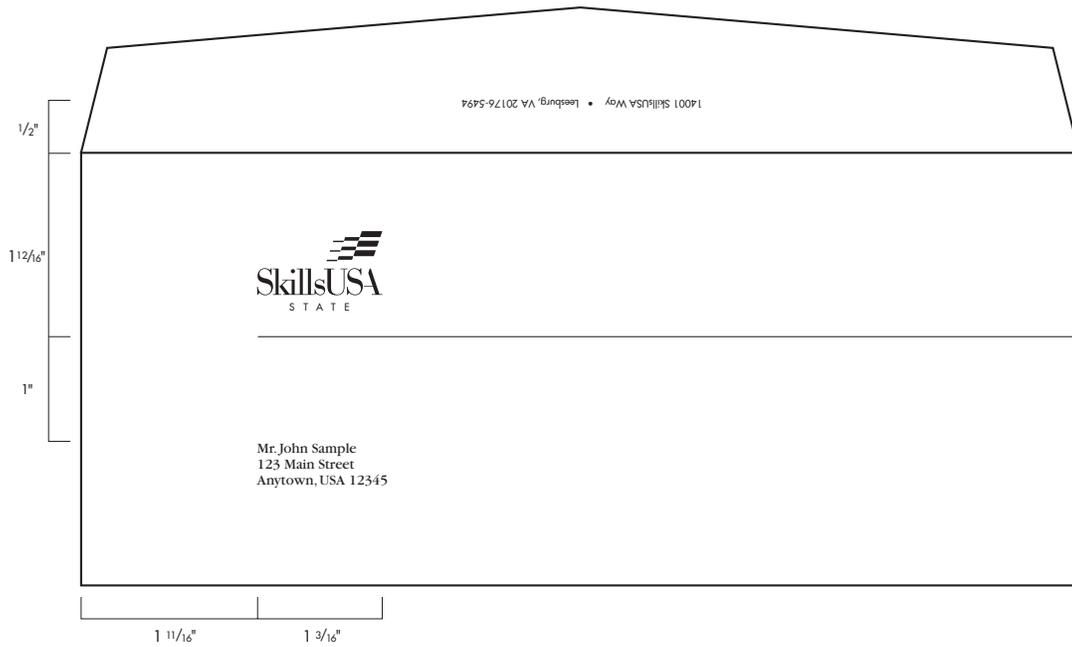
date of the letter aligns with the top of the Board of Directors list, and the left-hand edge of the letter aligns with left-hand edge of the logo.

Note: These examples are shown reduced 55% from the original.

State Organization Envelope and Business Card Format A



State Organization Envelope and Business Card Format B



General Guidelines

When designing visual communications for SkillsUSA, remember to always keep in mind the importance of **clarity and consistency**, and to follow these do's and don'ts:

DO remember that Less is More. The best designs are those which look so simple, you'd think they took no time to create. Too often a complex, flashy design overwhelms the message you're trying to communicate. Emphasize only that which needs emphasis, and keep everything else readable and easily understood.

DON'T alter the logo in any way. Not only will you be diluting the identity and perception of the organization in general, but you will be harming your own credibility as well.

DO use good taste and common sense when choosing colors and images for your projects. If you're unsure, just ask yourself, "Is this in keeping with the image and professionalism of SkillsUSA?"

DON'T begin a project without first carefully planning it out and setting realistic deadlines for yourself and your vendors. The quality of the piece will suffer if it's put together in a hurry, and this will have a negative impact on your audience's reception of the message and on their perception of SkillsUSA as a whole.

DO make use of your in-house experts and those of your suppliers. Discuss with them the parameters of a particular project so that they can help you make the best choices.

DON'T be afraid to ask questions. If you're unsure of how to use the logo, contact the SkillsUSA Office of Communications at 703-737-0626, or by email at thall@skillsusa.org.

The SkillsUSA Store is the only authorized manufacturer licensed to use the SkillsUSA logo in emblematic products for sale. Developing any products for sale with the logo by companies other than the SkillsUSA Store is in violation of our copyrights and trademark.

To help protect SkillsUSA's legal rights, the national headquarters encourages state associations and local chapters to include this statement in their materials: "The names SkillsUSA, SkillsUSA Championships and SkillsUSA Champions; the SkillsUSA: Champions at Work slogan; and the SkillsUSA logo, emblem and slogan art are all registered trademarks of SkillsUSA Inc. All rights are reserved, and permission must be granted by the national headquarters of SkillsUSA prior to any use."

One of the legal rights of state associations, and their chapters, is reproduction of the SkillsUSA brand marks, logos and emblem for association identity, communication and promotion. This right does not extend to altering the logo or brand mark nor does it extend to using the logo or other marks for commercial purposes.

In Summary: Ten Simple Rules for Using SkillsUSA’s Brand Marks

How well SkillsUSA is identified depends on your consistent use of these graphics: the SkillsUSA logo, the slogan brand mark, the SkillsUSA Championships logo and your individual state association or chapter logo.

We encourage you to rely on our national Office of Communications in reviewing your planned use of the trademarked logo and slogan brand mark. Email your designs to Tom Hall (thall@skillsusa.org) or fax to 703-777-8999. Got a question that’s not covered here? *Don’t alter the graphic* — contact the office.

In preparing your branded materials, help ensure that SkillsUSA makes a memorable impression by following our simple guidelines. Please share these with your printers and other vendors; in no case should they ever alter or redraw any part of these graphics.

1. **Always use the art as a single unit.** Each graphic consists of two parts: the type, and above the type a stylized graphic element referred to as the “stripes.” These two elements are never to be altered, moved or used individually. (For example, it would be incorrect to use the stripes alone as “bullets” on a website; or to use the “Champions at Work” type by itself without the SkillsUSA logo and red rule; or to move the “Champions at Work” graphic to the side of the type to fit your item.)
2. **Don’t add any other type or graphic elements to the art.** Use only your official logo. State or chapter logos should not bear any additional symbols representing them individually. Such additions are considered “noise” that weakens the impression we need to make. Along the same line, don’t add your state or local chapter name to the slogan brand mark. “SkillsUSA: Champions at Work” is our national, trademarked slogan.
3. **Don’t fence it in.** The logo has been designed to work best with plenty of empty or “white” space around it. Maintain a “no-fly-zone” around the art, a distance equal to at least the height of the “k” in “SkillsUSA.” Don’t cramp the art in a box or put it too close to type or another graphic.
4. **Keep the width and height of the art proportional.** Don’t “stretch” it in one direction to fit your allotted space. If you’re working in a computer document, resizing the width and height separately until the art “looks right” will not keep it in accurate proportion. Refer to your software instructions on how to resize graphics proportionately.
5. **In most cases, the single-color graphic has the greatest impact.** All parts of this version must be the same color — one single color. You may use the solid (black) version against any color background that provides strong contrast. You may convert the entire graphic to solid white if you are reproducing it on a black background or another dark color. If your item is limited to a particular color ink or thread, such as dark blue, the art may be converted to that solid color — but again, there should be strong contrast against a light background, and all parts must be the same color.
6. **There are specific limitations on using the red-and-blue versions.** First, use only the specified colors (PMS 485 and 541), and only as they appear in the downloads. No other combination of colors within the graphics is allowed. Second, the two-color versions are only for use against a white background; any other color background will reduce the contrast and, therefore, visibility.

7. **Don't change the colors of separate parts of the graphic to provide contrast for your particular item.** For example, if you have a dark blue shirt and the blue type in the art fades into the background, don't change the blue part to white and leave the red as is — the entire graphic should be changed to solid white.
8. **Keep it legible.** The logo is designed to be reproduced as large as needed. In reducing the logo for printing, the absolute minimum size is no less than one-half inch (1/2") wide (measured along the baseline of "SkillsUSA"). Reducing the logo further will render it virtually unreadable and very difficult to reproduce. For use of the logo in a digital format (website, screen saver, etc.), the absolute minimum size is no less than 1 inch wide at a resolution of 72 dpi.
9. **Use the right type of downloaded file for the job.** The EPS files are for commercial printing projects. (EPS graphics can be imported or placed in documents, but don't try to click and open them unless you have illustration software. It won't work.) The PNG files are for importing into Microsoft Office documents (they may appear slightly pixilated on screen but print fine). Don't use any JPEGs from our website in commercial printing. The resolution isn't high enough, and the image will become pixilated if you resize it.
10. **Get rid of all your old art.** Don't use any previous symbols of the organization, such as the striped "VICA: Quality at Work" logo or the "Pride in What We Do" eagle. Also, the SkillsUSA emblem is reserved for ceremonial purposes and should not be used to represent the organization.

**SkillsUSA logo, "SkillsUSA: Champions at Work" slogan brand mark,
individual state association logos and local chapter logo generator:**

www.skillsusabrandcenter.org

Questions:

email Office of Communications: tkercheval@skillsusa.org

Commonly Used Typographic Terms

Baseline. Horizontal line upon which stand all letters and punctuation.

Cap Height. Measurement equivalent to the height of a capital letter.

Caps. Capital letters. Also known as “upper case.”

Characters. Individual letters.

Condensed Type. A narrow version of regular type.

Em. A square of the type size. An em of 12 point type is 12 points by 12 points.

En. One half the width and height of an em.

Extended. A wide version of a regular typeface. Also called expanded.

Face. A particular style of type. Also known as a typeface.

Family. Typefaces that are related.

Flush Left. Type set so that the left-hand end of each line of type are aligned.

Flush Right. Type set so that the right-hand end of each line of type are aligned.

Italic. Typeface slanted to the right and which may have different characters. Looks like this. Different from oblique, which is only slanted Roman type.

Justified Type. Words spaced so that the ends of each line of type align on the left and right.

Leading. Pronounced “ledding.” The insertion of additional space between lines of type.

Letterspacing. The insertion of additional space between characters. Usually specified as a percentage of an em.

Lowercase. Small letters, sometimes denoted as “l.c.”

Oblique. Letters that slant to the right.

Pica. Typographic unit of measurement. 12 points to a pica and 6 picas to an inch.

Point. Smallest typographic unit of measurement. Actually .01384 inch; for all practical purposes, $\frac{1}{72}$ of an inch.

Roman. Upright letter with serifs.

Rule. A line.

Sans Serif. Type style in which the individual letters have no serifs.

Serif. The stroke that projects from the top or bottom of the main stroke of a letter.

Small Caps. Capital letters that are the same size as the x-height.

Solid. Type set with no leading between lines of type.

Spec. To specify type.

Typeface. A particular style of type.

Type Size. Measurement of the size of type, shown in points. When indicating type size and leading, the numbers are written as a fraction, with the top number indicating the type size in points, and the bottom number indicating the type size plus the amount of leading. Thus, 7 point type with 1 point leading is indicated as $\frac{7}{8}$.

Uppercase. Capital letters, or “caps.”

Weight. Variations of a typeface, such as light, bold, extra bold, etc.

Wordspacing. The space between words.

X-height. Measurement equivalent to the height of a lowercase “x.”



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