



GUIDELINES FOR USE OF DECA LOGO

Please be advised that DECA Incorporated has registered all of its designating emblems, logos and insignia. All presentations or representations of DECA emblems, logos and insignia found in DECA publications, DECA's website and on DECA Images products are the intellectual property of DECA Incorporated and may not be reproduced or used in any way without the consent of DECA Incorporated.

Acceptable Use Policy

Chartered associations and local DECA chapters are permitted to use the trademarked official DECA logos and the DECA name on printed materials and websites. In order to use DECA logos and the DECA name on promotional items, such as accessories and clothing, prior permission must be obtained from DECA Inc.

- ADOPTED AUGUST 2010, DECA INC. BOARD OF DIRECTORS

Approved Printed Materials and Website Usage

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| 1. Advertisements | 15. Conference programs | 28. School handouts |
| 2. Association websites | 16. Conference promotion videos | 29. School marquees |
| 3. Association Facebook pages | 17. Conference session multimedia | 30. School monitors |
| 4. Banners | 18. Conference signs | 31. School programs |
| 5. Brochures promoting DECA | 19. Course guides | 32. School store kiosks |
| 6. Bulletin boards | 20. Flyers | 33. School walls |
| 7. Business cards | 21. Handbooks | 34. School websites |
| 8. Certificates | 22. Letterhead | 35. School yearbooks |
| 9. Chapter Facebook pages | 23. Membership videos | 36. Stickers and labels |
| 10. Classroom handouts | 24. Pamphlets promoting DECA | 37. Worksheets |
| 11. Classroom posters | 25. PowerPoint presentations | |
| 12. Classroom signage | 26. Public information to include | All other uses require permission from |
| 13. Conference brief folios | newspapers, TV and multimedia | DECA Incorporated. |
| 14. Conference handouts | 27. School calendars | |

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Chartered associations or affiliated chapters may purchase their promotional items and awards from DECA Images, a department of DECA Inc. or Awards Unlimited, DECA's licensed awards provider.

The latest catalog of items offered by DECA Images or Awards Unlimited is available online at www.deca.org/shop. Both DECA Images and Awards Unlimited will offer custom designed products upon request.

Permission to use suppliers other than DECA Images and Awards Unlimited will be granted provided the association or chapter can demonstrate:

1. Another supplier can provide the item at a lesser cost.
2. Another supplier can provide items that cannot be provided by DECA Images or Awards Unlimited.
3. A supplier is providing the item as an in-kind contribution to the DECA chapter or association.

Process for seeking permission to use suppliers other than DECA Images and Awards Unlimited.

1. Complete the application at www.deca.org/_docs/about-attachments/DECA_Logo_Guidelines.pdf
2. Submit the application to DECA Inc. in one of three ways:
e-mail: deca_images@deca.org
fax: (703) 860-4013
mail: DECA Inc., 1908 Association Drive, Reston, VA 20191
3. Applications will be reviewed as rapidly as possible. (Please allow 5 business days).
4. If the application is approved both the applicant and the supplier will be notified. The notification will include any limitations and restrictions that the supplier is required to meet.

Complete branding and logo guidelines are available at www.deca.org/resources