

BRAND GUIDE

TEXAS FFA ASSOCIATION DESIGN & BRAND GUIDELINES





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LOGO OPTIONS

THREE-COLOR VERSION



ONE-COLOR VERSIONS



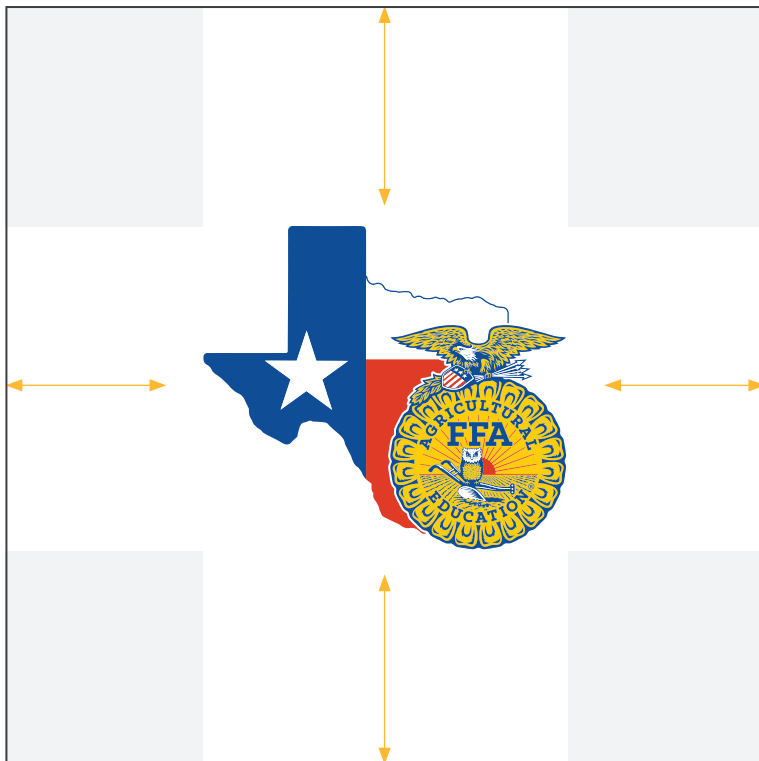
LETTERMARK



LOGO USAGE

CLEAR SPACE

ENSURE THAT CLEAR SPACE IS MAINTAINED AROUND THE LOGO FOR LEGIBILITY AND PROMINENCE.



NATIONAL FFA EMBLEM

THE MARKETING AND COMMUNICATIONS DIVISION AT NATIONAL FFA IS RESPONSIBLE FOR APPROVING THE USAGE OF THE EMBLEM.

FOR ADDITIONAL INFORMATION ON USAGE VISIT FFA.ORG/MEDIA-CENTER.

PLEASE DO NOT



DON'T CROP.



DON'T USE ANY COLORS OTHER THAN THOSE SPECIFIED IN THIS DOCUMENT.



DON'T SKEW, BEND, STRETCH, OR ROTATE IN ANY WAY.

PRIMARY COLORS

BLUE

HEX

#0D4E97

CMYK

100 64 0 16

RGB

0 76 151

YELLOW

HEX

#F2CE1B

CMYK

0 10 98 0

RGB

242 206 27

RED

HEX

#DD3C27

CMYK

0 95 100 0

RGB

221 60 39

SECONDARY COLORS

HEX
#386EB6
CMYK
82 56 0 0
RGB
56 110 182

HEX
#AC2627
CMYK
22 98 96 15
RGB
172 38 39

HEX
#215EAC
CMYK
91 69 0 0
RGB
33 94 172

HEX
#7f8c51
CMYK
52 31 81 9
RGB
127 140 81

HEX
#114674
CMYK
100 78 30 14
RGB
17 70 116

HEX
#5F693D
CMYK
61 42 85 27
RGB
95 105 61

HEX
#14274A
CMYK
99 87 42 42
RGB
20 39 74

HEX
#3C4327
CMYK
66 51 85 52
RGB
60 67 39

HEX
#0D1930
CMYK
93 83 51 64
RGB
13 25 48

HEX
#B39069
CMYK
29 41 64 4
RGB
179 144 105

HEX
#EDC47F
CMYK
7 22 57 0
RGB
237 196 127

HEX
#F2DDAC
CMYK
5 11 36 0
RGB
242 221 172

HEX
#EBB049
CMYK
7 32 82 0
RGB
235 176 73

HEX
#D9D9D8
CMYK
14 11 11 0
RGB
217 217 216

TYPEFACE OVERVIEW

PRIMARY DISPLAY TYPEFACE

Justus Pro
Justus Pro Bold
Justus Pro Regular Italic
Justus Pro Bold Italic

PURCHASE AND INSTALL FONT
www.myfonts.com

PRIMARY SANS-SERIF TYPEFACE

Verdana
Verdana Bold
Verdana Italic
Verdana Bold Italic

PURCHASE AND INSTALL FONT
www.myfonts.com
INCLUDED FREE ON MOST PCs AND MACS

***ALTERNATE SYSTEM FONTS - OUR BRAND FONTS MAY NOT ALWAYS BE AVAILABLE DUE TO THE COMPUTER SYSTEM BEING USED. THESE NOTATED FONTS ARE ACCEPTED ALTERNATIVES.**

SECONDARY DISPLAY TYPEFACE

Anton

INSTALL FONT FOR FREE
fonts.google.com

ALTERNATE SYSTEM FONTS*
Impact Regular

SECONDARY SERIF TYPEFACE

Georgia
Georgia Bold
Georgia Italic
Georgia Bold Italic

PURCHASE AND INSTALL FONT
www.myfonts.com
INCLUDED FREE ON MOST PCs AND MACS

ADDITIONAL DISPLAY SCRIPT TYPEFACE

Brandon Smith

INSTALL FONT FOR FREE
www.dafont.com/