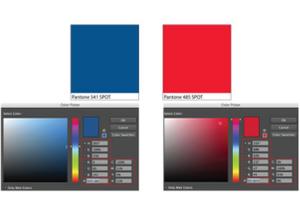


# SkillsUSA Graphic Standards at a Glance

## DO'S

## DONT'S

	<p><b>DO</b></p> <p>Use the 2 Color Version on a white Background for maximum contrast</p> <p><i>*On light backgrounds the all black version of the logo may also be used</i></p>		<p><b>DON'T</b></p> <p>Use the 2 Color Version on Dark Backgrounds where contrast is low</p> <p><i>*On dark backgrounds the all white version of the logo should be used to provide contrast</i></p>
	<p><b>DO</b></p> <p>Use the logo and slogan as one holistic piece as shown here</p> <p><i>*Keeping the pieces together ensures a clean and consistent presentation of the brand</i></p>		<p><b>DON'T</b></p> <p>Add to or Edit the look or content of the logo or slogan.</p> <p><i>*The Slogan should never be altered, even when it is printed by itself</i></p>
	<p><b>DO</b></p> <p>Leave an appropriate amount of space around the logo</p> <p><i>*The height of the "K" in any size logos should be the amount of space left between the logo and other objects. The official .eps logos have a correctly sized white box around them to ensure spacing.</i></p>		<p><b>DON'T</b></p> <p>Rearrange the art in any way including moving any association name</p> <p><i>*State or chapter names should always appear below the logo in</i></p>
	<p><b>DO</b></p> <p>Use the official SkillsUSA pantone colors to compliment the logo when possible.</p> <p><i>*PMS 541 (Blue) &amp; PMS 485 (Red) are the official SkillsUSA Colors</i></p>		<p><b>DON'T</b></p> <p>Display the logo any smaller than 1/2" in width. Don't Use a logo that is unrecognizable due to size</p> <p><i>*Logos should always be easily recognizable</i></p>
<p><b>Futura Medium</b>  <b>Futura Condensed Medium</b>  <b>Futura Medium Italic</b>  <b>Futura Condensed ExtraBold</b></p>	<p><b>DO</b></p> <p>Use the official typeface when trying to compliment the logo. The official SkillsUSA typeface is Futura</p> <p><i>*Clean and consistent design ensures clear communications without clashing with the logo itself</i></p>		<p><b>DON'T</b></p> <p>Stretch or Resize the logo Disproportionately</p> <p><i>*Always resize the logo in proportionate width and height to ensure unity in the brand</i></p>
	<p><b>DO</b></p> <p>Download the full compliment of official SkillsUSA logos for your project</p> <p><i>*Visit <a href="http://skillsusabrandcenter.org">skillsusabrandcenter.org</a> to download national and state association logos</i></p>		<p><b>DON'T</b></p> <p>Display the logo in a low resolution (Also referred to as pixelated)</p> <p><i>*Never use logos found anywhere on the internet besides the SkillsUSA Brand Center, as these may be low resolution logos not suitable for printing</i></p>

To Download Official Logos and Learn More:  
[skillsusabrandcenter.org](http://skillsusabrandcenter.org)