

# Florida Educators of Family and Consumers Sciences Student Branding Competition Specifications

## Brand Name:

- Florida Educators of Family and Consumers Sciences
  - Florida Educators of Family and Consumer Sciences may be abbreviated FEFACS, however if you choose to do so, you must also include a version of the logo that incorporates FEFACS and the full name “Florida Educators of Family and Consumer Sciences”
  - We are looking for a logo that will cover the diverse areas included within the Family and Consumer Sciences field.

## Logo Specifications:

### Colors

Two color variations of the logo are required, black and white, and color.

- Black and white – Also referred to as a one-color version
- Color – You may use up to three colors
  - Color choice is up to you, however the colors you choose should work together to establish a cohesive look and feel
  - White is not counted as a color

### Size

- The logo needs to work for both large- and small-scale applications
- Ensure it is easily recognizable at smaller sizes

## Font Specifications:

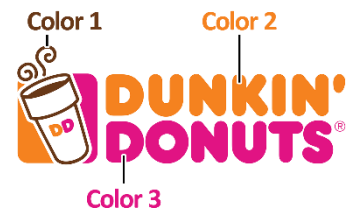
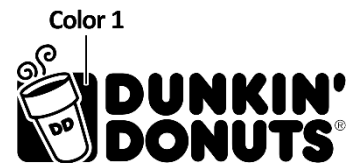
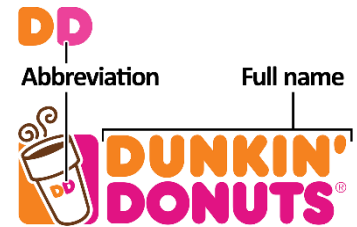
- No more than two different fonts may be used between the logo
- Font choice is up to you, however at least one of the fonts chosen must be part of a basic font-family, which includes a regular, italic, bold and bold italic version of the font
  - The entire font-family counts as only one towards your max of two fonts

### Deadline

Please submit both a PDF and PNG version to Leann Bennett via [leann.bennett@polk-fl.net](mailto:leann.bennett@polk-fl.net) by Thursday November 1, 2018

### Winners

Your FCCLA chapter will receive \$100. FEFACS board will announce the winners on Wednesday, December 5<sup>th</sup>. If no entry meets the requirements FEFACS reserves the rights to not name a winner.



### Basic font-family:

Times New Roman  
*Times New Roman Italic*  
**Times New Roman Bold**  
***Times New Roman Bold Italic***

*Please note, referenced logos, colors and fonts are for example only.*