

NCFCA Brand Guide **for Clubs**

Organizational Distinction

Each club associated with NCFCA is an independent organization with its own leadership and governance. For the sake of both the club and the league, we ask that clubs help us communicate clearly about the nature of our relationship as independent organizations in the following ways:

- **Distinct Name.** Clubs should use a name of their own that is clearly distinct from the name of The League. (The words “speech and debate” may be included, but “NCFCA” may not be used as part of the name of a club.)
- **Distinct Use of Name and Logos.** In conjunction with their own name, clubs may use the NCFCA name and logo(s) in outreach materials according to the stipulations and brand guidelines below.
 - NCFCA logo images should not be part of the club's logo(s).
 - When used, the NCFCA name and logo should be clearly separate and significantly less emphasized than the club's own name and brand imagery.
 - The NCFCA name and logo should not be used on club apparel or merchandise items without explicit written permission.
- **Wording Choices Regarding Association.** We ask that clubs take care to clarify, especially in written communications, that they do not speak for the league or operate in an official capacity on behalf of the league.
 - **Okay to say:** We train students for competition in..., As an independent club, we help families prepare for participation in....
 - **Please do NOT say:** We are part of..., We are a branch of..., We are a local chapter of..., We are affiliated with..., We are an official club of....

NCFCA Brand Guidelines

Organization Name & Styling

- Full Name: NCFCA Christian Speech & Debate
 - Use ampersand rather than *and*.
 - No periods in NCFCA and please use capital letters
- May be shortened to NCFCA or Christian Speech & Debate.

- NCFCA stands for National Christian Forensics and Communication Association. This is the legal and historic name of the organization, but this is not intended to be the working title of the league going forward.

Mission Statement

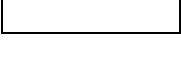
to challenge and equip ambassadors for Christ to communicate truth with integrity and grace

Logo

Clubs may use the logos provided in this [Logo Image File Folder](#).

- Please ensure that the NCFCA name and logo are *less* prominent than the club's own name and brand elements.
- Logo wording and imagery should not be stretched, compressed, cropped, recolored, reoriented, reshaped, or copied onto an unmatched background.
- Leaders may direct any questions about logo use to Office@NCFCA.org.

NCFCA Colors

Color Name		Hex (PMS) Codes	General Uses
	Prussian Blue	073763 (2955C)	Main color for use with any elements and fonts
	Star Command Blue	2179B9 (2925C)	Main color for use with any elements and fonts
	Maize Crayola	E9C369 (116C)	Accents, contrasting backgrounds, contrast fonts
	Fire Opal	E95E5E	Accent elements and fonts
	Platinum	EBEBEB	Accents, contrasting backgrounds, contrast fonts
	Black		Backgrounds or contrast fonts
	White		Backgrounds or contrast fonts