



Don't just settle for the standard when you can aspire higher. The 2011-2012 DECA theme, "Aspire Higher," challenges ambitious DECA chapters, members and advisors to reach their peak potential. Through goal setting and visioning, DECA members can build upon their current strengths and attributes through their desire to engage in DECA activities that prepare them for college and professional careers.


A modern, abstract logo that could resemble mountains, birds, kites or arrows not only illustrates the direction of moving higher but also demonstrates the creativity and diversity of DECA members.


The four peaks in the logo represent each of DECA's student-oriented guiding principles that encourage members to ascend to be academically prepared, community oriented, professionally responsible, experienced leaders. Whether its through competitive events, community service activities, leadership positions or mastery of knowledge and skills, DECA members can yearn to achieve the next level of excellence by aspiring higher.




PMS 285 C
RGB 0,125,195


PMS 292 C
RGB 121, 189, 2323


PMS 287 C
RGB 0, 83, 155


PMS 2925 C
RGB 0, 150, 214

