

**DECA's  
Brand & Unifying Logo**



**The logo is a unique graphic representing our dynamic organization. It should be easily identifiable and used on all communication.**

**Our brand captures the essence of our organization and communicates it to all of our key audiences.**

**DECA's logo embraces the organizations' affinity for the diamond while displaying a bold, modern design.**

**The four points inside the diamond represent the first set of DECA's guiding principles while the four outer points represent the second set of DECA's guiding principles and the polished leaders DECA prepares.**

**The logo is to be used in an approved form in all communications.**

**The synergy of a cohesive message shared among all members in our organization allows us to more effectively propel DECA's mission statement, guiding principles, attributes, values and brand essence. Our unified brand will result in improved recognition, convey our unique elements, develop allegiance and increase support for DECA.**

**We are stronger when we speak as one.**



**THE MISSION OF NORTH DAKOTA DECA IS TO PREPARE EMERGING LEADERS AND ENTREPRENEURS IN MARKETING, FINANCE, HOSPITALITY AND MANGEMENT.**