YQCA® Promotional Resources and Brand Guide

Updated September 19th, 2023

[YQCA Promotional Asset Link](#) to download logos, banners, and files.

Main Logo

The Main Logo is the unifying visual element that appears across all YQCA communications and channels.

Acceptable variations on the Main Logo will be explained in the following section.

If horizontal space is limited, use the stacked version of the logo.

Link to YQCA Logo Files

Clear Space

Leaving an appropriate amount of clear space around the logo helps avoid crowding, ensuring clear branding.

A good rule is to leave 1/2 inch of space on each side of the logo.

Things to Avoid

- When scaling the logo, do not adjust the proportions.
- Do not change the visual formatting of the logo. This includes adding effects like a shadow, changing colors, and changing orientation or angle of the logo.
- Do not place the logo over a background that would make the logo hard to read or distinguish.
- Do not place the logo too close to other logos of partners. Each organization's logo should have enough room to be distinguishable from the others.
- Do not recreate the logo in any other fonts, colors, or formats.

There are multiple variations of the YQCA logo. In each variation, there is a horizontal option and a stacked option.

The most preferred variation is the full-color logo. Use this so long as it can be clearly read on the background on which it is placed.

The two other options are white and black. Use the white variation when the logo needs help to stand out on a dark background. Use the black variation when the logo needs help to stand out on a light background.

In cases where the logo will be printed on a banner, handout, or t-shirt, the YQCA logo with the website may be preferred. There are horizontal and vertical versions of the YQCA logo with the YQCA website included in both color and white. The same recommendations for YQCA logo variations should be followed.

When including the YQCA logo or referencing YQCA on websites, hyperlink the YQCA logo and YQCA text to direct users to the official YQCA website: https://yqcaprogram.org/

Key Links

| Program Site	http://yqcaprogram.org/
Help Desk	https://yqcaprogram.org/local/help-desk.php
About the YQCA Program	https://yqcaprogram.org/local/yqca_overview_background.php
Curriculum Overview	https://yqcaprogram.org/local/youth_program_curriculum.php
Resources for Youth Organizations	https://yqcaprogram.org/local/4h_ffa_and_other_youth_organizations.php
Resources for Parents	https://yqcaprogram.org/local/resources_for_youth_parents.php
Resources for Fair and Show Managers	https://yqcaprogram.org/local/solutions_for_fair_and_show_managers.php
Certificate Validation	https://yqcaprogram.org/local/certificate_validation.php
Purchasing Course Coupons	https://yqcaprogram.org/local/buy_coupons.php

Help Desk and Support

When promoting YQCA, include that questions about YQCA can be directed to Help@YQCAProgram.org or can be submitted through the YQCA Help Desk (https://yqcaprogram.org/local/help-desk.php) .
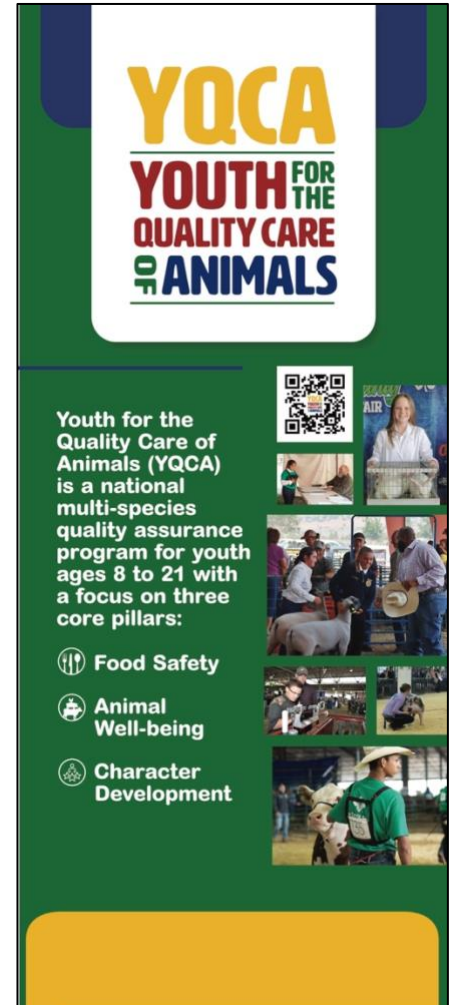
Banners can be downloaded using the link provided. These can be printed and used to promote YQCA at local fairs, shows, or in classrooms. As other banners are designed, they will be added to the banner folder.

Download Banners
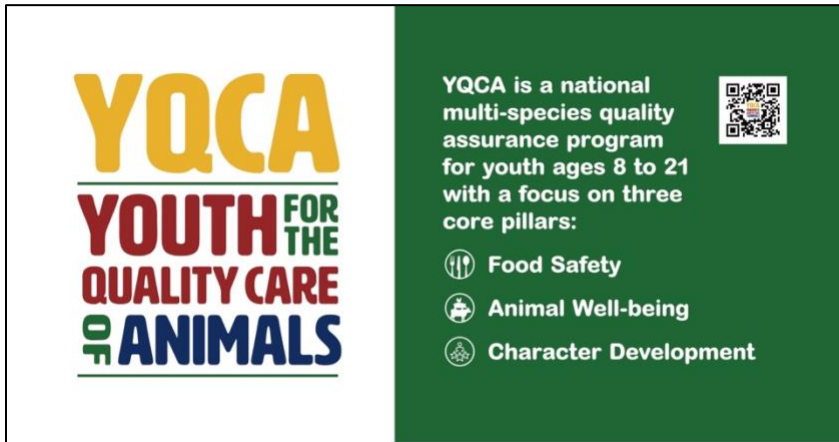
3ft X 6ft Horizontal Banner

33.5" X 79" Vertical Banner

YQCA Postcards

A YQCA postcard can be downloaded using the link provided. These can be printed and distributed. The postcard includes a QR code directed to a video explaining YQCA.

Download Postcard

4 X 5.5 YQCA Postcard

YQCA QR Codes

Two YQCA QR codes can be downloaded and utilized for presentations or for print materials.

Download YQCA QR Codes

YQCA Website   YQCA Promotional Video

YQCA Certified Badges

YQCA has three different "badges" that can be downloaded at the link below. One badge is for shows that "accept" YQCA, one badge for shows that "require" YQCA, and one general badge that states "YQCA Certified" – vertical and horizontal.
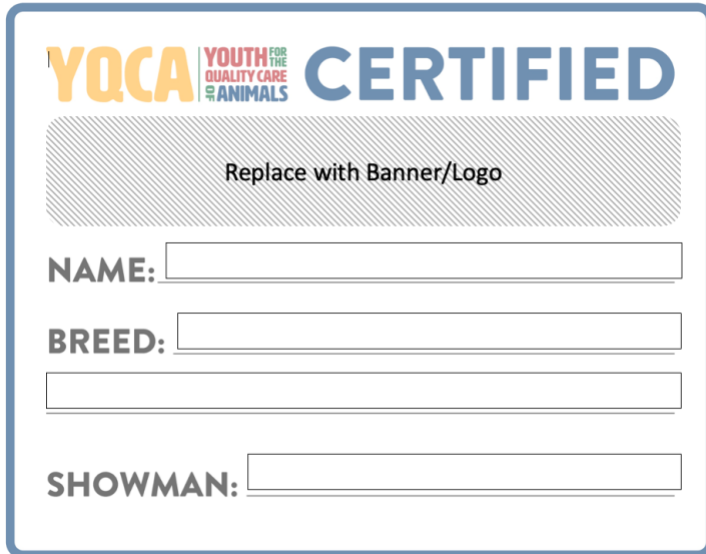
Download Badges

YQCA Stall Card Templates

YQCA has developed several Stall Card templates that include the YQCA logo or YQCA Certified logo. These templates can be downloaded in Microsoft Word and are editable.

Download Stall Card Templates

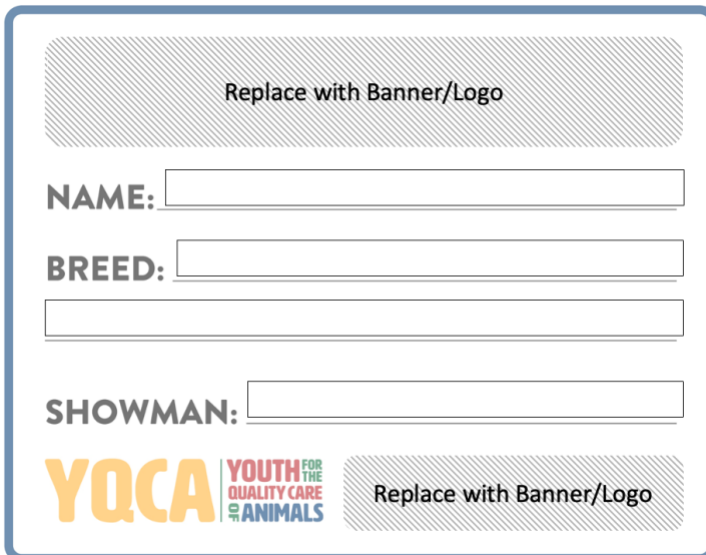Here are a few examples; however, there are more in the folder linked above.