



2022 Future Business Leaders of America Brand Factsheet

BRAND HISTORY

Since the first official FBLA chapter opened at Science Hill High School in Johnson City, TN in 1942, the FBLA brand has seen several iterations, including the creation of PBL in 1958. For many years, the familiar blue and gold crest formed the basis of the FBLA brand through several small evolutions in design. In the late 1990s, the FBLA-PBL logo with the flag motif came into being to modernize the look and feel of the FBLA brand following the creation of the FBLA-Middle Level division in 1994.

2021-22 REBRANDING INITIATIVE

To start the process, FBLA and the Board of Directors partnered with market research firm [McKinley Advisors](#) and branding firm [Ignite](#), who conducted interviews and focus groups with state and local FBLA Middle School, High School and Collegiate advisers and members, as well as performed extensive market research on FBLA brand recognition and other CTSOs.

SOME KEY FINDINGS

- Unanimous criticism of the FBLA-PBL logo and confusion about where the Greek letters originated and what they stand for. Many students mistakenly identified the letters as “OBA.”
- Unanimous agreement that the old logo font makes FBLA look and feel outdated and confusion as to why the “L” is larger and offset within the logo.
- Disconnect between red, white and blue colors of the old logo and the official FBLA colors of blue and gold (many chapters changed the flag logo to match school or local colors).
- Lack of brand consistency and a clear desire for more consistent logos, messaging and sub-brands.

THE NEW FBLA LOGO

Developed by Ignite, the new FBLA logo, consisting of the delta symbol and association abbreviation, as well as several variations, is the visual representation of FBLA’s three divisions (Middle School, High School and Collegiate), as well as our ideals of service, education, and progress. Each of the separate elements of the delta represent a division or ideal and is never used alone, showing that it is only when these divisions and ideals come together that the Greek letter delta, representing change, is formed, emphasizing the change and progress FBLA members experience through our education programs, skill-based competitions and networking opportunities.

BRANDING RESOURCES

The new [FBLA Brand Guidelines](#) and all official brand assets are available in the [FBLA Brand Center](#). To request custom brand assets for your state or chapter, please email communications@fbla.org.