

National PTA Visual Identity Standards



Revised 2012

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Introduction

THE NATIONAL PTA VISUAL IDENTITY STANDARDS are created to help deliver a consistent, clear, and uniform presence for National PTA® and all PTA® produced materials. When used properly, National PTA's logo and tagline create a consistent message, help unify all PTAs, and create awareness of the National PTA Brand.

These guidelines will aid National PTA in maintaining a unified public presence by communicating with consistency, clarity, and effectiveness, when used to direct and measure all messages, publications, correspondence, speeches, and presentations, both internally and externally.

Applied consistently, these guidelines will create a distinctive, credible and sustainable messaging for all supporting PTA units, to gain their loyalty and grow our organization, resulting in the organization working together—as one team with one voice.

Introduction

THE NATIONAL PTA VISUAL IDENTITY GUIDELINES are created to help deliver a consistent, clear, and uniform presence for National PTA® and all PTA® produced materials. When used properly, National PTA's logo and tagline create a consistent message, help unify all PTAs, and create awareness of the National PTA Brand.

These guidelines will aid National PTA in maintaining a unified public presence by communicating with consistency, clarity, and effectiveness, when used to direct and measure all messages, publications, correspondence, speeches, and presentations, both internally and externally.

Applied consistently, these guidelines will create a distinctive, credible and sustainable messaging for all supporting PTA units, to gain their loyalty and grow our organization, resulting in the organization working together—as one team with one voice.

The National PTA Logo and Tagline



The National PTA logo is the core element of the PTA visual identity. It should be seen on all external facing media and on internal business communication pieces. Its positioning, size and color are governed by the rules outlined in this document. This logo is the only graphic that is used to indicate media that originate from the National PTA Office.

PROPORTION:

The logo is a unique design and cannot be modified in any way. In order to maintain a greater level of consistency, the logo should only be reproduced from approved electronic files and should never be altered or distorted in any way that conflicts with the approved versions shown on these pages.

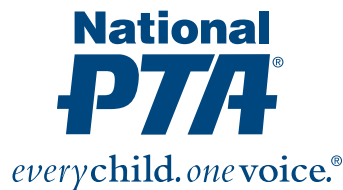
Trademark Guidelines

National PTA Logo and Tagline

The National PTA logo and its tagline are registered trademarks and should always reflect the ® symbol.



Approved Logo Usage



**The box is for reference only to show logo as a knockout against a dark background. It is not meant to be part of the logo.*

FILE FORMATS:

.tif or .eps: for professionally printed materials

.jpeg: Microsoft programs

.gif or .png: online usage

STYLE:

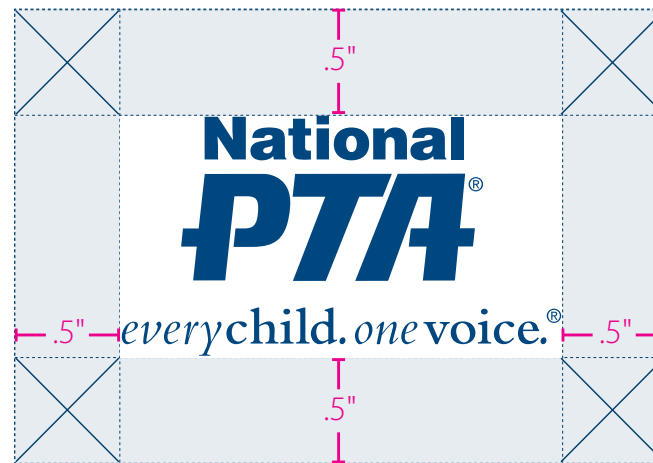
The logo may also be etched, engraved, embossed, or foil-stamped (Pantone 541 equivalent, black, or white).

USE ON BACKGROUNDS:

The logo must always have good contrast with the background to ensure maximum contrast and readability. Displaying the National PTA logo against a background of black or white is optimal; however, there are instances where the overall layout will dictate using the logo over a solid color background.

Against backgrounds of values 30% black or lighter, use the logo in solid black. For backgrounds 50% black or darker, reverse the logo as white (knockout).

Positioning of Logo



The space around the PTA logo should not be any closer than .5" on all sides.

CLEAR SPACE REQUIREMENTS:

To maximize its visual presence, the logo and tagline must have a surrounding area clear of any other graphic elements or text in order to maintain its visual impact. **The clear space surrounding the logo must be at least .5" on all sides.** The actual distance will change depending on the size that the logo is scaled.

LOCATION:

For all National PTA communications, the logo should be placed at least .25" from the corner (bottom left or right, top left or right). The logo should never be placed against the edge of the page as a bleed because when the page is trimmed, the logo would be cropped disproportionately violating the logo standards.

Incorrect Logo Usage



Do not scale the logo disproportionately so it is wider, taller, thinner, or thicker than the approved proportions.



Do not recreate the logo in any way or add a drop shadow to the logo.



Do not change the color of the logo. The logo is only approved to be represented in Pantone 541, black or white.



Do not obstruct logo with highly decorative/busy backgrounds. The background behind the logo should remain free of text and image.

Primary Color

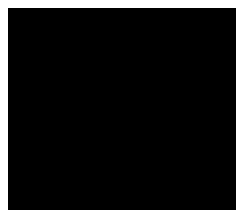
The official color representing the National PTA logo is Pantone 541 (blue), 100% black, or white (knock out). The Pantone 541 blue should be used whenever color is available. The PTA Blue may also be used as a primary or secondary with any degree of shade between 100% and 10%.

he Pantone 541 blue is best complemented by a vivid color (as represented in the expanded color palette on page 8) when used on internal and external communication pieces that reflect the National PTA logo. Deliberate application of the approved colors will aid in creating visual cohesion by linking all National PTA media.

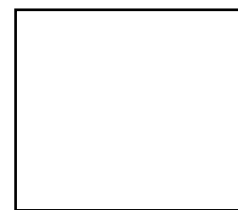
The primary color palette should be used as the dominant colors when designing all print materials. The colors in the primary color palette should always cover more area or be used more than any other color that appears in the material.



*National PTA Blue



100% Black

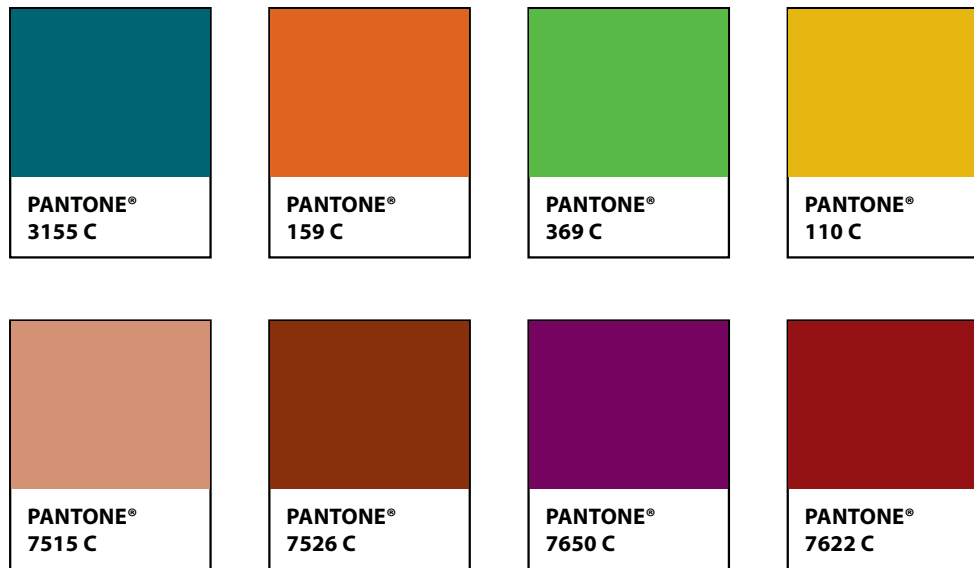


White (knockout)










**Please see color specifications on page pg. 9*

Expanded Color Palette

The expanded color palette offers flexibility in design application, especially where product distinction warrants use of a visual color brand. In such an instance, only one color from this palette is allowed to be dominant than the primary colors.



Color Specifications

PTA COLOR	PANTONE® MATCH	CMYK	RGB	HTML
	PANTONE® 541 C	C=100 M=58 Y=9 K=46	R=0 G=60 B=113	HEX#003C71
	PANTONE® 3155 C	C=100 M=9 Y=29 K=47	R=0 G=98 B=114	HEX#006272
	PANTONE® 159 C	C=1 M=72 Y=100 K=7	R=203 G=96 B=21	HEX#CB6015
	PANTONE® 369 C	C=68 M=0 Y=100 K=0	R=100 G=167 B=11	HEX#64A70B
	PANTONE® 110 C	C=2 M=22 Y=100 K=8	R=218 G=170 B=0	HEX#DAAA00
	PANTONE® 7515 C	C=5 M=43 Y=49 K=11	R=197 G=139 B=104	HEX#C58B68
	PANTONE® 7526 C	C=9 M=83 Y=100 K=46	R=138 G=57 B=27	HEX#8A391B
	PANTONE® 7650 C	C=34 M=98 Y=0 K=41	R=114 G=34 B=87	HEX#722257
	PANTONE® 7622 C	C=0 M=97 Y=89 K=45	R=147 G=39 B=44	HEX#93272C

Standard Typeface

A distinctive typographic style is an essential extension of a brand's visual identity standard. Myriad Pro and Minion Pro are the approved typefaces chosen to best complement the National PTA's brand as reflected on all external facing media that are created in-house or commissioned from external design agencies.

MYRIAD PRO

CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&*?;:;#

BLACK CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&*?;:;#

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&*?;:;#

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&*?;:;#

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&*?;:;#

BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&*?;:;#

CONDENSED ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&?;:;#*

BLACK CONDENSED ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&*?;:;#

LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&?;:;#*

ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&?;:;#*

BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&*?;:;#

BLACK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&*?;:;#

Standard Typeface

When using both typefaces in design layout, Myriad Pro should be used for headlines and captions, and Minion Pro should be used for both headline and body copy.

MINION PRO

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890 !@%&*?;:#

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890 !@%&*?;:#

SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890 !@%&*?;:#

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890 !@%&*?;:#

ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890 !@%&?;:#*

MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890 !@%&?;:#*

SEMIBOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890 !@%&?;:#*

BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890 !@%&?;:#*

Alternative Typeface - Microsoft

For internal documents created with Microsoft Office, the following list of alternative typefaces are acceptable.

PLEASE NOTE: To assist in maintaining a consistent look to all communication media, please use only the fonts listed here. Additionally, as a general rule, do not use more than two typefaces within the same document.

CALIBRI
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

CALIBRI BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

CALIBRI ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ARIAL
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ARIAL BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ARIAL BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ARIAL ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

GARAMOND
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

GARAMOND BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

GARAMOND ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Alternative Typeface – Browser Safe

For online content developed for access using web browsers such as Chrome, Firefox or Internet Explorer, the following list of browser safe typefaces are acceptable and can be modified with bold or italics for headlines or emphasis:

SANS-SERIF

Arial, Helvetica (Regular)

Arial, Helvetica (Bold)

Arial, Helvetica (Italic)

Lucida Sans Unicode, Lucida Grande (Regular)

Lucida Sans Unicode, Lucida Grande (Bold)

Lucida Sans Unicode, Lucida Grande (Italics)

Verdana, Geneva (Regular)

Verdana, Geneva (Bold)

Verdana, Geneva (Italics)

SERIF

Georgia (Regular)

Georgia (Bold)

Georgia (Italics)

Image Usage

The intentional use of imagery is critical to brand perception in the minds of an organization's intended audience. Images chosen for use within National PTA media should reflect family engagement situations (such as parents' involvement with children) and K-12 learning environments (reflecting children of diverse backgrounds who are happy and engaged in a spontaneous activity).



Please Note: To ensure that selected image does not offend or alienate, try to avoid clichés, racial or gender stereotyping.

State and Local Use of Logo

The follow logos are examples of state and local use to show PTA or PTSA affiliation. The logos are customizable within any standard Microsoft software. To customize, create a text box above the PTA or PTSA logo and center type (as shown below) to reflect state or local unit name, using only Arial Black font. Preformatted custom are available for download at PTA.org. **Please refer to pages 4-7 of the National PTA Visual Identity Standards for guidelines on approved positioning and color application.**

STATE LOGO USE (EXAMPLE)



LOCAL UNIT LOGO USE (EXAMPLES)



LOCAL UNIT STUDENT LOGO USE (EXAMPLE)



National PTA Reflections Logo



**The box is for reference only to show logo as a knockout against a dark background. It is not meant to be part of the logo.*

ABOUT THE LOGO:

The PTA Reflections logo was created in celebration of the 40th anniversary of the PTA Reflections Program.

USES:

The PTA Reflections logo may be used by any local or State PTA in good standing. The logo is available for download online at PTA.org and can be used for both print and online media promotions, internal documents, awards/recognition, signage, etc.

COLORS:

The Reflections logo can be represented in any of the following approved colors: Pantone 7622, 100% black, or white (knock out)

FILE FORMATS:

.tif or .eps: for professionally printed applications

.jpeg: Microsoft programs

.gif or .png: online usage

SERVICE MARK:

The PTA Reflections logo is a registered trademark and should always reflect the ® symbol.

PTA Take Action Logo



**The box is for reference only to show logo as a knockout against a dark background. It is not meant to be part of the logo.*

ABOUT THE LOGO:

The PTA Takes Action logo was created for the promotion and branding of all National PTA advocacy efforts.

USES:

The PTA Takes Action logo may be used by any state, local, or council PTA in good standing. The logo is available for download online at PTA.org and can be used for print and online media promotions, internal documents, awards/recognition, signage, brochures, and PTA trainings.

COLORS:

The PTA Takes Action logo should only be represented in the approved colors as follows:

Dome art and type "Take Action" in Pantone 110, with wordmark and registered trademark "PTA®" in Pantone 541.

Acceptable alternatives, 100% black or white (knock out)

FILE FORMATS:

.tif or .eps: for professionally printed materials

.jpeg: Microsoft programs

.gif or .png: online usage

Artwork Submission Guidelines

The following serves as a guideline when requesting artwork from external sources (*ie: sponsors, advertisers, donors and creative service bureaus*).

PLEASE NOTE: All artwork must be submitted electronically. Artwork submitted on disk media is not acceptable.

LOGO (VECTOR FILE):

Adobe Illustrator is the preferred program in which to create artwork, saved for 4-Color output as CMYK and sent as .EPS files.

PHOTO (RASTER FILE):

Adobe Photoshop is the preferred program with which to create or scan hard copy images, saved for 4-Color output as CMYK and sent as high resolution .JPG or .TIF as follows:

- Black and White (line art/bitmap): 300 and 600 dpi
- Color and Gray-scale: 266 and 300 dpi

PLEASE NOTE: Graphics submitted with resolutions less than the dpi listed above are not acceptable such as screen captures (images taken from a computer screen or Web site that are 72-96 dpi). These types of images are suitable for screen display but not for print reproduction.

ADVERTISEMENT (VECTOR OR RASTER):

Press-ready (high resolution) PDF is preferred with the following specifications:

- 300—1200 dpi resolution
- Embedded fonts and images
- Composite CMYK
- Crop marks and 1/8"-1/14" bleed (if applicable)

COMMON PROBLEMS WITH AD SUBMISSIONS:

- Not embedding fonts during PDF conversion
- Not converting original file to Press-ready PDF
- PDF created in RGB instead of CMYK
- Not selecting overprint option in original file
- Not converting all text to outline in Illustrator or rasterizing type layer in Photoshop
- Submitting PDF at 72 dpi (screen resolution) for use in print publications.

Conclusion

The revision of the National PTA Visual Identity Standards is intended to provide staff and stakeholders with information necessary to strengthen the National PTA brand.

For questions related to the guidelines outlined within, please contact National PTA Creative Services Department at (703) 518-1200.



everychild.onevoice.®

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