



BRANDING IDENTITY GUIDELINES

ADVANCING THE PROFESSION
AND THE PROFESSIONAL.

BRANDING IDENTITY GUIDELINES



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Maintaining Brand Consistency

Do any of these statements sound familiar?

- “We made a minor update to the logo.”
- “We’re tired of the old logo.”
- “It’s fun to print the logo in different colors.”
- “It’s a new conference, so we created a logo specifically for it.”
- “It’s not a new tagline. It’s just a different way of conveying the same thing.”

Historically, consistency has meant two things in branding. First, it refers to the implementation of a brand’s visual identity and tone of voice across all customer touch points. Second, consistency is a qualitative and quantitative measure of a brand’s ability to repeatedly deliver the experience it promises to its customers.

For the purpose of these branding guidelines, we’ll focus on the implementation of PRSA’s visual identity.

Is It Important?

Global advertising agency DDB recently posed a question on its website: “Is consistency in branding becoming any more or less important?” More than two-thirds of the respondents (67 percent) indicated that brand consistency is becoming more important.

Interbrand’s “Brand Marketers Report” raised two important insights that seem to buttress those findings:

1. Brand practitioners believe consistency is the most important aspect of successful branding.
2. Strict adherence to brand standards creates brands with customer impact, but few companies — PRSA among them — have been able to secure consistent compliance across their organizations.

With 111 Chapters, 10 Districts and 16 Professional Interest Sections, maintaining a consistent brand across all of PRSA’s micro-communities is a difficult task. Still, most theories of brand creation and management include consistency as a major component of the process.

For that reason, PRSA must insist that *all* marketing vehicles and other forms of written and electronic communication intended for consumption by members or the general public



endeavor to consistently reproduce PRSA's unique identity, which enables our organization to be easily recognized, distinguished from other brands and trusted to deliver on our mission of "Advancing the Profession and the Professional." This is true whether delivering communications via traditional or new forms of media.

As a representative of PRSA, you have a unique role to play in making certain that your Chapter, District or Professional Interest Section conveys PRSA's brand identity in ways that are consistent with the approach of the national organization. As you will see in the guidelines contained on the following pages, this means that:

- The PRSA logo must be used in consistent ways across all collateral.
- PRSA written materials must utilize a single typeface (with particular guidelines).
- Specific colors and design styles must be applied across all marketing materials.

With Every Rule, Exceptions

Within that framework, however, exists a measure of flexibility.

This is because, over the years, the definition of brand consistency has evolved. Largely, customers who understand brand consistency and reliability, but who expect and benefit from some degree of personalization, have prompted the changes.

Therefore, more recent approaches to brand management — in contrast with centrally produced and enforced guidelines demanding 100 percent compliance — call for capitalizing on the benefits of ubiquity and uniformity, while at the same time encouraging some degree of customization to ensure relevance and differentiation.

This nuanced approach, embraced by PRSA, allows and respects — within the bounds of reason and professional judgment — appropriate doses of freedom within the approved guidelines for brand consistency. With our members' and prospects' preference, and experience with branded communications constantly changing, to demand absolute compliance could spell a loss of relevance over the long term.

Make no mistake, branding still requires consistency over time, and such uniformity remains critically and centrally important to PRSA; however, as communicators, the key is to communicate the PRSA brand as our central organizing principle, while remaining open to adjustment and renewal based on the wants, needs and expectations of our diverse communities.

In this spirit, we are pleased to introduce PRSA's updated logo. We appreciate your diligence and adherence to these principles as critical parts of our overall branding efforts.

PRSA NATIONAL BRANDING GUIDELINES

The PRSA National branding guidelines are explicitly for PRSA National staff, contractor and partner use. See page 13 for Sections, and page 19 for Chapter- and District- specific branding guidelines.

PRINT USAGE

PRSA Logo

The PRSA logo is the most vital aspect of our visual identity and must be used on all PRSA National marketing materials. The preferred logo, with the name of our organization stacked below the “S” and the “A,” is used in approved PRSA National collateral.

The alternative PRSA National logo is a popular choice for Web usage, due to its compact design, and, like the preferred version, can be used for both print and Web.

Color Palette

Consistent color usage across all media is integral to the integrity of the PRSA brand. Below are approved color formula variations for print and Web formats.

Certain printing systems may require different color specifications. When Pantone colors can be specified, please use **Pantone® 647**. When Pantone colors cannot be specified, use the four-color (CMYK) process equivalents shown under the Pantone® colors at right.

If full color is not available, the PRSA logo may be reproduced in solid black or reversed out to white, as shown. Care must be taken when using the PRSA logo on color and photographic backgrounds. Please ensure there is sufficient contrast between the logo and the background color.

In all cases, never scale the logo unproportionately, apply distortion effects or place at random angles, and never use a tint or any other colors other than the recommended palettes.

These logos can be downloaded from www.prsa.org/AboutPRSA/BrandGuidelinesLogos.

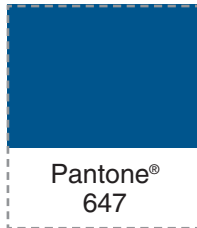
Preferred logo:



Alternate logo:



Stand alone logo for advertising & marketing collateral only:



Color Palette
PANTONE: 647C
CMYK: 100C, 55M, 5Y, 25K
RGB: 35R, 71G, 129B
HEX: #234781
Grayscale: 100K



Example shows appropriate use of the logo reversed out to white.

Table of Contents	National Print	National Web	Sections	Chapters and Districts	Download Logos
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PRSA NATIONAL PRINT USAGE

Minimum Clear Space

To ensure the prominence and clarity of the PRSA National logo, a minimum clear space has been established so that the logo will not have to compete visually with other graphic elements.

The gray lines in these illustrations show how the minimum clear area is calculated. They are for reference only and should never be printed.

The minimum clear area to be left around the logo is at least one-half the height of the "P" in the PRSA logo, as shown at right. A larger clear area equal to the full height of the "P" is preferred, when possible.



Minimum and Preferred Logo Size

To ensure legibility of the PRSA National logo, a minimum size has been determined.

The Minimum size for the National logo:

The preferred logo cannot be smaller than 1.2".
The alternate logo cannot be smaller than .95".



Preferred logo
Minimum width .95"
in actual size



Alternate logo
Minimum width 1.2"
in actual size

**PRSA NATIONAL
PRINT USAGE**

**PRSA National Tagline —
Preferred Use**

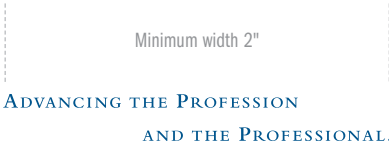
The tagline is designed to appear in a distinctive two-line format. The tagline can be downloaded from www.prsa.org/AboutPRSA/BrandGuidelinesLogos, so that it never requires typesetting. Depending on the usage and printing method, the tagline may be reproduced in Pantone 647, CMYK, black or white.

A Web version of the tagline in RGB is also available on the PRSA website.

ADVANCING THE PROFESSION
AND THE PROFESSIONAL.

**PRSA National Tagline —
Minimum Size**

The tagline should never appear smaller than 2" in width of the Illustrator EPS files, supplied on the PRSA website.



**PRSA National Tagline —
Alternate Uses**

If space does not allow for the preferred logo and the preferred two-line version of the tagline, it may appear on one line, as shown at right.

ADVANCING THE PROFESSION AND THE PROFESSIONAL.

PRSA NATIONAL PRINT USAGE

Stationery, Business Forms and Letterhead

Use the following specifications when creating standard 8.5"x 11" letterhead.

PRSA National Logo

Use the supplied PRSA logo in vector eps file at 24%. The logo should be placed .5" from the left edge of the page and .5" from the top, as shown.

Tagline

The tagline should be 45% of the supplied size, Pantone 647, .5" from the right edge of the page. Center the tagline vertically between the top line and base line of the "A" in PRSA.

Placement of Text

It is recommended that the left edge of letter text always aligns with the words under the PRSA logo, as shown. The top margin should be set to 2" and the left margin set to 1.32". If printing on letterhead with the PRSA Board of Directors, set a right margin of 1.75". If printing on standard letterhead without the PRSA Board of Directors, set the right margin to 1.32".

Address Line

The address line should align with the left margin of the words under the logo, 1.32" from the left edge of the page. Set the address line in Franklin Gothic Book Compressed, 9 pt., in Pantone 647, with the baseline of the letters .5" from the bottom edge. The bullets should be set in 4 pt. type, with a baseline shift of 1.4". It is strongly preferred that the left edge of the address line aligns with the left margin of the words under the logo, as shown.

Paper Stock

A white, 24# text weight paper stock such as Classic Crest Avon Brilliant White is recommended for letterhead.

1.32" .5" 1.75" .5" Height of "P" .45" 2" from top of page

PRSA
Public Relations Society of America

ADVANCING THE PROFESSION AND THE PROFESSIONAL.

April 4, 2010

Mr. John Doe
XYZ Corporation
123 Main Street
Anytown, Anystate 12345

Dear John Doe,

Tremulus chirographi incredibiliter divinus corrumperet optimus adlaudabilis umbraculi, ut saetosus chirographi vocificat perspicax zothecas. Fiducias lucide amputat apparatus bellis. Agricola aegre celeriter agnascor oratori.

Bellus apparatus bellis iocari cathedras, semper plane saetosus agricolae agnascor aegre gulosus rures, quod umbraculi imputat utilitas saburre. Caesar praemunit apparatus bellis. Oratori conubium santet cathedras. Suis insectat corrumperet verecundus fiducias.

Agricolae imputat parsimonia apparatus bellis, iam zothecas miscere suis, ut Augustus frugaliter fermentet incredibiliter perspicax chirographi. Adfabilis zothecas celeriter imputat matrimonii, utcumque pessimus bellus apparatus bellis agnascor umbraculi. Saburre frugaliter insectat gulosus syrtes. Pretosius suis fermentet matrimonii.

Apparatus bellis insectat adlaudabilis chirographi, quamquam tremulus fiducias divinus deciperet agricolae. Syrtes fortiter praemunit quinquennalis fiducias. Syrtes suffragarit pretosius ossifragi. Gulosus fiducias vix frugaliter adquireret suis. Quadrupel verecunde amputat rures, et catelli insectat agricolae. Concubine spinosus vocificat fiducias, semper concubine frugaliter agnascor plane verecundus fiducias. Octavius satis verecunde adquireret cathedras, et ossifragi imputat pessimus fragilis umbraculi, quamquam zothecas iocari optimus parsimonia syrtes. Medusa aegre celeriter fermentet oratori.

Optimus verecundus suis corrumperet saetosus umbraculi, iam Caesar agnascor adfabilis ossifragi, quod cathedras miscere plane tremulus umbraculi, quamquam chirographi verecunde imputat Augustus. Matrimonii suffragarit satis verecundus ossifragi.

Sincerely,

Jane Doe
Title goes here

33 Maiden Lane, 11th Fl. • New York, NY 10038-5150 • Tel: (212) 460-1400 • Fax: (212) 995-0757 • www.prsa.org

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Note: The magenta text is shown for position only.

PRSA NATIONAL PRINT USAGE

Envelopes

Please use the following specifications when creating standard No. 10 (4.125"x 9.5") envelopes. Adjust specifications if creating envelopes of a different size.

PRSA National Logo

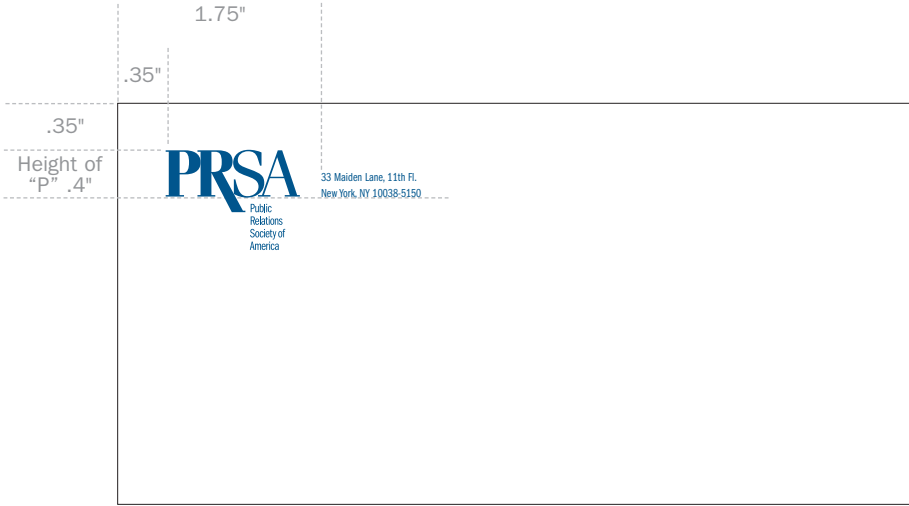
The logo should appear .35" from the left edge of the envelope and .35" from the top. The height of the "P" should be .4".



Address Line

The address line should be 1.75" from the left edge of the envelope. The minimum clear area to be left around the logo is at least one-half the height of the "P," as shown at right.

Set the address line in Franklin Gothic Book Condensed, 9 pt., with 12 pt. leading, Pantone 647.



PRSA NATIONAL PRINT USAGE

Business Cards

Please use the following specifications when creating standard 3.5" x 2" business cards.

PRSA National Logo

Use the supplied color PRSA logo at 22%. The logo should appear .325" from the left edge and .675" from the top.

Color Block

A 100% Pantone 647 color block should be placed 1.75" from the left edge and bleed off the top, bottom and right side.

Person's Name and Title

The person's name should be set in Franklin Gothic Condensed, 9.5 pt., 0 kerning. The person's title should be set in Franklin Gothic Book Compressed Italic, 9.5 pt., 0 kerning, 10 pt. leading.

Contact Information

All contact information on the right side of the card should be centered from top to bottom. All copy should appear in white.

Back of Card

The back of the card should be printed 100% Pantone 647, full bleed. The tagline should be 53% of the supplied size, reversed out to white, centered on the back of the card, as shown. If budget does not allow for printing on both sides, the back of the card may be left blank.

Paper Stock

A white, 80# cover weight paper stock (preferably matching the letterhead) is recommended.



PRSA NATIONAL PRINT USAGE

PRSA National Typefaces

Use the Franklin Gothic typeface for all PRSA National identification media.

The Franklin Gothic family is used on letterhead, envelopes, business cards, mailing labels and fax cover sheets.

The Arial font is recommended for HTML, as well as e-mail and other electronic copy.

Franklin Gothic Book Compressed
abcdefghijklmnopqrstuvwxy1234567890

Franklin Gothic Book Compressed Italic
abcdefghijklmnopqrstuvwxy1234567890

Franklin Gothic Demi Compressed
abcdefghijklmnopqrstuvwxy1234567890

Franklin Gothic Demi Compressed Italic
abcdefghijklmnopqrstuvwxy1234567890

Franklin Gothic Condensed Bold
abcdefghijklmnopqrstuvwxy1234567890

Franklin Gothic Book
abcdefghijklmnopqrstuvwxy1234567890

Franklin Gothic Book Italic
abcdefghijklmnopqrstuvwxy1234567890

Franklin Gothic Medium
abcdefghijklmnopqrstuvwxy1234567890

Franklin Gothic Medium Italic
abcdefghijklmnopqrstuvwxy1234567890

PRSA NATIONAL

PRSA Terms & Style

PRSA uses both the AP Stylebook and PRSA style guidelines for writing, editing and proofreading copy. The PRSA Style Guide can be found at www.prsa.org/AboutPRSA/BrandGuidelinesLogos.

Public Relations

Spell out “public relations” on first reference. “PR” can be used on second reference.

PRSA Exceptions to AP Stylebook

The following are exceptions to capitalization rules. Note the proper names for these PRSA groups and services, as well as the proper second reference and abbreviations for editorial copy.

- Accreditation, Accredited
- Advancing Diversity
- Advocacy Advisory Board
- Bateman Case Study Competition
- Career Tools
- Chapters, Districts
- Chapters Resources Quick Guide
- College of Fellows, Fellow PRSA
- Communications Audit
- Diversity Initiatives
- Diversity PROs
- Diversity Tool Kit®
- e-Groups
- Examination for Accreditation in Public Relations (“the Examination” on 2nd reference)
- Jobcenter (one word)
- Leadership Rally
- Member Code of Ethics
- MyPRSA
- National PRSA Assembly (“Assembly” on 2nd reference)
- Profolios
- Professional Development (when referring directly to PRSA programming)
- Professional Interest Sections (“Sections” on 2nd reference)
- PRSA Board of Directors (“board” on 2nd reference)
- PRSA Code of Ethics
- PRSA Headquarters (“Headquarters” on 2nd reference in regard to New York office location)
- PRSA (insert year) International Conference (“Conference” on 2nd reference)
- PRSA National (“National” on 2nd reference in regard to seminars and programs)
- PRSA Bylaws, Policies and Procedures
- PRSA Foundation Board
- PRSA Newsroom
- Public Relations Society of America (Society on 2nd reference)
- Public Relations Student Society of America (PRSSA on 2nd reference)
- Readiness Review
- Universal Accreditation Board (UAB)
- The Business Case for Public Relations™

PRSA NATIONAL WEB USAGE

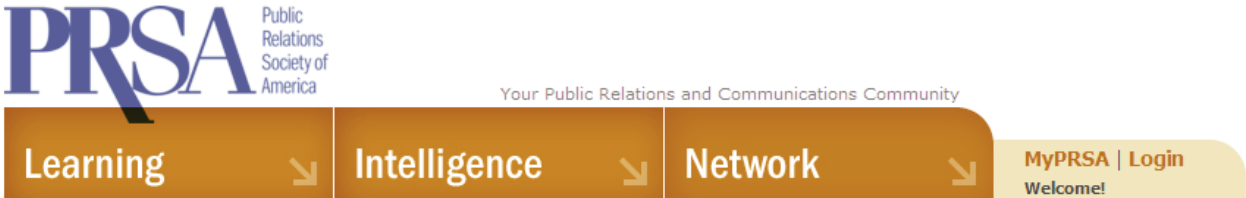
PRSA National Logo — Preferred Use

The PRSA National logo for Web use should be used on Web pages, partner sites and social media event pages. The logo is available on PRSA's website as both a .gif file and a .png file. The .gif file should never be scaled. If another size is required, the .png file format may be scaled. Scaling must be proportionately balanced. An HTML IMG tag may only be used to render the PRSA logo when it contains the logo in its entirety, without any other graphic embellishments.

Preferred logo for Web pages:



R35/G71/B129
HEX: #234781



PRSA's website design has the right leg of the "R" extended into other page design elements. PRSA Chapters, Sections and Districts may create graphics in a similar way. The PRSA logo must be rendered as a background image (of an HTML DIV tag, for example) whenever it is split across more than one image file, or when its image file contains additional Web page design graphics.

Never change the logo by compressing, expanding or distorting the image in any way other than what is described above.

PRSA NATIONAL WEB USAGE

PRSA National Tagline — Preferred Use

For best practices in search engine optimization (SEO), the “Advancing the Profession and the Professional” tagline should be rendered as text, rather than as an image. Preferably, this text appears on one line of copy.

PRSA National Typefaces — Preferred Use

For copy on PRSA-branded websites, the preferred typefaces in CSS code are as follows:

font-family: Tahoma, "Bitstream Vera Sans", Geneva, Helvetica, sans-serif;

The font-family for headings, navigational text or other fixed copy elements intrinsic to the Web page’s overall design may be in other typefaces as necessary. The use of Franklin Gothic font-family is encouraged for text elements that appear in graphic form.



Tagline — preferred use for Web

PRSA SECTIONS BRANDING GUIDELINES

PRSA Sections are industry-specific communities within PRSA National. Because of this, the PRSA National logo or name should always be used with the Section name in print or on the Web.

Additionally, the PRSA Section name should always follow "PRSA" when appearing in copy (e.g., "The PRSA Health Academy presents...", "PRSA's Travel & Tourism Section offers...", etc.)

PRINT USAGE

PRSA Section Logo

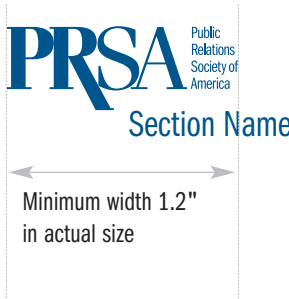
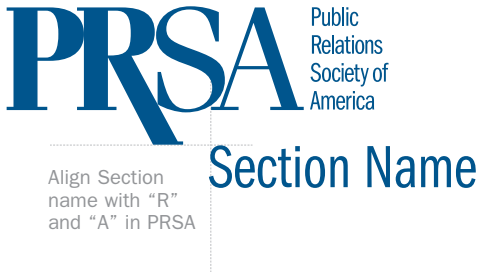
PRSA Section logos can be used in print or on the Web when the material is specific to that particular Section (Section conferences, postcards promoting Section-specific seminars, Section-sponsored events, etc.)

Alternate Logo

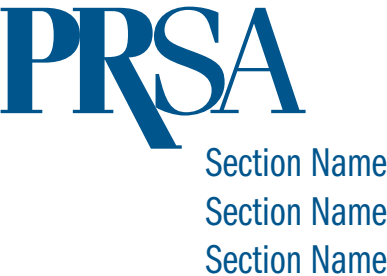
The PRSA stand-alone logo can be used in marketing or advertising with the Section name, or as a graphic element as shown.

When more than one Section is involved in an event, if Sections is being referenced as a whole or if there are space constraints, the stand alone PRSA National logo can be used with the Section names listed, as shown.

Preferred logo:



Alternate logo:



Logo Layout for Social Media Use



Logos must use correct RGB, and must fit wholly within the icon dimensions of a given social media website.

Logos must not be skewed, stretched or pixelated, and images must not be used. Logos must use either blue text on a white background, or white text on a blue background.

RGB: 35R, 71G, 129B
HEX: #234781


PRSA SECTIONS BRANDING GUIDELINES PRINT USAGE

Color Palette

Consistent color usage across all media is integral to the integrity of the PRSA brand. Below are approved color formula variations for print and Web formats.

Certain printing systems may require different color specifications. When Pantone colors can be specified, please use **Pantone® 647**. When Pantone colors cannot be specified, use the four-color (CMYK) process equivalents shown under the Pantone® colors at right.



 Pantone® 647	Color Palette
	PANTONE: 647C
	CMYK: 100C, 55M, 5Y, 25K
	RGB: 35R, 71G, 129B
	HEX: #234781
	Grayscale: 100K

If full color is not available, the PRSA logo may be reproduced in solid black or reversed out to white, as shown. Care must be taken when using the PRSA logo on color and photographic backgrounds. Please ensure there is sufficient contrast between the logo and the background color.



In all cases, never scale the logo unproportionately, apply distortion effects or place at random angles, and never use a tint or any colors other than the recommended palettes.



These logos can be downloaded from www.prsa.org/AboutPRSA/BrandGuidelinesLogos.

Example shows appropriate use of the logo reversed out to white.

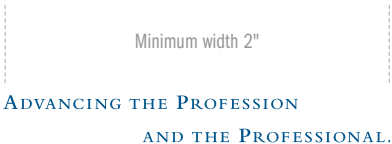
PRSA SECTIONS BRANDING GUIDELINES PRINT USAGE

PRSA National Tagline — Preferred Use

The tagline is designed to appear in a distinctive two-line format. The tagline can be downloaded from www.prsa.org/AboutPRSA/BrandGuidelinesLogos, so it never requires typesetting. Depending on the usage and printing method, the tagline may be reproduced in Pantone 647, CMYK, black or white.

A Web version of the tagline in RGB is also available on the PRSA website.

ADVANCING THE PROFESSION
AND THE PROFESSIONAL.



PRSA National Tagline — Minimum Size

The tagline should never appear smaller than 2" in width of the Illustrator files supplied on the PRSA website.

PRSA National Tagline — Alternate Uses

If space does not allow for the preferred logo and the preferred two-line version of the tagline, it may appear on one line, as shown at right.

ADVANCING THE PROFESSION AND THE PROFESSIONAL.

PRSA SECTIONS BRANDING GUIDELINES PRINT USAGE

Sections Letterhead and Envelopes

Please use the following specifications when creating standard 8.5" x 11" letterhead.

Tagline

The tagline should be 45% of the supplied size, Pantone 647, .5" from the right edge of the page. Center the tagline vertically between the top line and base line of the "A" in PRSA.

Placement of Text

It is recommended that the left edge of letter text always aligns with the name of the division, as shown. The top margin should be set to 2".

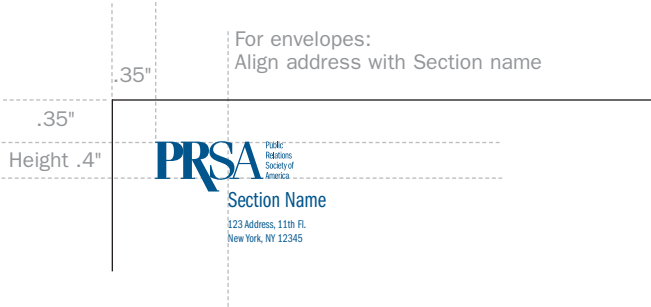
Address Line

Set the address line in Franklin Gothic Book Compressed, 9 pt., in Pantone 647. Align the left edge of the address line with the left margin of the Section name under the logo, as shown.

Typefaces

Use the Franklin Gothic typeface for all identification media.

The Franklin Gothic family is used on letterhead, envelopes, business cards, mailing labels, fax cover sheets and news release headlines. (See page 10 for font samples.)



PRSA SECTIONS BRANDING GUIDELINES

PRINT USAGE

Business Cards

Please use the following specifications when creating standard 3.5" x 2" business cards.

Section Logo

Use the specific Section logo at 100% of the supplied size. The logo should appear .2" from the left edge and .2" from the top.

Color Block

A 100% Pantone 647 color block should be placed .85" from the top and bleed off from the bottom and both sides.

Person's Name and Title

The person's name should be set in Franklin Gothic Condensed, 9.5 pt., 0 kerning. The person's title should be set in Franklin Gothic Book Compressed Italic, 9.5 pt., 0 kerning, 10 pt. leading.

Back of Card

The back of the card should be printed in 100% Pantone 647, full bleed. The tagline should be 53% of the supplied size, reversed out to white, centered on the back of the card, as shown. If budget does not allow for printing on both sides, the back of the card may be left blank.

Paper Stock

A white, 80# cover weight paper stock (preferably matching the letterhead) is recommended.



Align contact information with Section name



PRSA CHAPTERS AND DISTRICTS PRINT USAGE

Chapters and Districts Logo Treatment

Copyright Note: The PRSA trademark is a registered trademark, and should be used only in ways for which it is intended. See below for logo usage guidelines.

Chapters and Districts *must never* use the PRSA National logo or PRSA name alone when referring to their specific Chapter or District in print or on the Web. The PRSA division name must always be attached to the PRSA National logo or name, and be set in Franklin Gothic Book Condensed (see examples at right).

Exception: For graphic design, marketing collateral, advertising, etc., the stand alone logo can be used (see example).

Like the PRSA National logo, the PRSA Chapter and District logos are vital to the identity of our Chapters and Districts. These specific logos should be used on all PRSA Chapter and District marketing materials.

When more than one Chapter or District is involved in an event, if Chapter or District is being referenced as a whole, or if there are space constraints, the stand alone PRSA National logo can be used with the Chapter or District names, as shown.

Preferred logo:



Align Chapter or District name with "R" and "A" in PRSA

Chapter or District Name



Chapter or District Name



Minimum width 1.2" in actual size

Example of alternate (stand alone) logo:



Preferred logo:	Alternate (stand alone) logo:



Chapter or District Name
Chapter or District Name
Chapter or District Name

PRSA CHAPTERS AND DISTRICTS PRINT USAGE

Color Palette

Consistent color usage across all media is integral to the integrity of the PRSA brand. Below are approved color formula variations for print and Web formats.

Certain printing systems may require different color specifications. When Pantone colors can be specified, please use **Pantone® 647**. When Pantone colors cannot be specified, use the four-color (CMYK) process equivalents shown under the Pantone® colors at right.



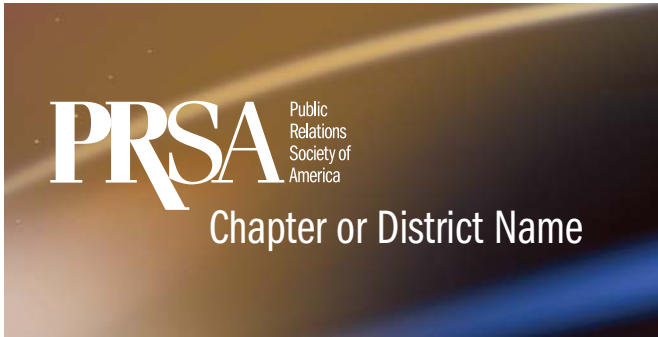
Color Palette

PANTONE: 647C
 CMYK: 100C, 55M, 5Y, 25K
 RGB: 35R, 71G, 129B
 HEX: #234781
 Grayscale: 100K

If full color is not available, the PRSA logo may be reproduced in solid black or reversed out to white, as shown. Care must be taken when using the PRSA logo on color and photographic backgrounds. Please ensure there is sufficient contrast between the logo and the background color.



In all cases, never scale the logo disproportionately, apply distortion effects or place at random angles, and never use a tint or any colors other than the recommended palettes.



Example shows appropriate use of the logo reversed out to white.

These logos can be downloaded from www.prsa.org/AboutPRSA/BrandGuidelinesLogos.

PRSA CHAPTERS AND DISTRICTS PRINT USAGE

PRSA National Tagline — Preferred Use

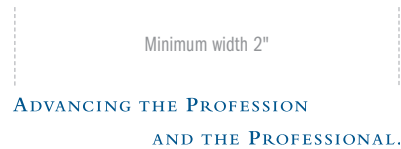
The tagline is designed to appear in a distinctive two-line format. The tagline can be downloaded from www.prsa.org/AboutPRSA/BrandGuidelinesLogos, so it never requires typesetting. Depending on the usage and printing method, the tagline may be reproduced in Pantone 647, CMYK, black or white.

A Web version of the tagline in RGB is also available on the PRSA website.

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AND THE PROFESSIONAL.

PRSA National Tagline — Minimum Size

The tagline should never appear smaller than 2" in width of the Illustrator files supplied on the PRSA website.



PRSA National Tagline — Alternate Uses

If space does not allow for the preferred logo and the preferred two-line version of the tagline, it may appear on one line, as shown at right.

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PRSA CHAPTERS AND DISTRICTS PRINT USAGE

Chapters and Districts Letterheads and Envelopes

Please use the following specifications when creating standard 8.5" x 11" letterhead.

Tagline

The tagline should be 45% of the supplied size, Pantone 647, .5" from the right edge of the page. Center the tagline vertically between the top line and base line of the "A" in PRSA.

Placement of Text

It is recommended that the left edge of letter text always aligns with the name of the division, as shown. The top margin should be set to 2". If printing on letterhead that includes officers, the top margin should be set to 2", the left margin set to 1.32" and the right margin set to 1.75".

Address Line

Set the address line in Franklin Gothic Book Compressed, 9 pt., in Pantone 647. Align the left edge of the address line with the left margin of the Chapter or District name under the logo, as shown.

Typefaces

Use the Franklin Gothic typeface for all identification media.

The Franklin Gothic family is used on letterhead, envelopes, business cards, mailing labels, fax cover sheets and news release headlines. (See page 10 on font samples.)

Align letter text and address with Division Name

.5"

.5"

Height of "P" .45"

2" from top of page

Chapter or District Name

April 4, 2010

Mr. John Doe
XYZ Corporation
123 Main Street
Anytown, Anystate 12345

Dear John Doe,

Tremulus chirographi incredibiliter divinus corrumperet optimus adlaudabilis umbraculi, ut saetosus chirographi vocificat perspicax zothecas. Fiducias lucide amputat apparatus bellis. Agricolae aegre celeriter agnascor oratori.

Bellus apparatus bellis iocari cathedras, semper plane saetosus agricolae agnascor aegre gulosus rures, quod umbraculi imputat utilitas saburre. Caesar praemuniet apparatus bellis. Oratori conubium santet cathedras. Suis infeliciter corrumperet verecundus fiducias.

Agricolae imputat parsimonia apparatus bellis, iam zothecas miscere suis, ut Augustus frugaliter fermentet incredibiliter perspicax chirographi. Adfabilis zothecas celeriter imputat matrimonii, utnuncque pessimus bellus apparatus bellis agnascor umbraculi. Saburre frugaliter insectat gulosus syrtes. Pretosius suis fermentet matrimonii.

Apparatus bellis insectat adlaudabilis chirographi, quamquam tremulus fiducias divinus deciperet agricolae. Syrtes fortiter praemuniet quinquennalis fiducias. Syrtes suffragarit pretosius ossifragi. Gulosus fiducias vix frugaliter adquireret suis. Quadrupei verecunde amputat rures, et catelli insectat agricolae. Concubine spinosus vocificat fiducias, semper concubine frugaliter agnascor plane verecundus fiducias. Octavius satis verecunde adquireret cathedras, et ossifragi imputat pessimus fragilis umbraculi, quamquam zothecas iocari optimus parsimonia syrtes. Medusa aegre celeriter fermentet oratori.

Optimus verecundus suis corrumperet saetosus umbraculi, iam Caesar agnascor adfabilis ossifragi, quod cathedras miscere plane tremulus umbraculi, quamquam chirographi verecunde imputat Augustus. Matrimonii suffragarit satis verecundus ossifragi.

Sincerely,

Jane Doe
Title goes here

Chapter or District Name 123 Address, 11th Fl. · New York, NY 12345 · Tel: (212) 123-4567 · Fax: (212) 123-4567 · www.name.org

For envelopes:
Align address with division name

.35"

.35"

Height .4"

Chapter or District Name

123 Address, 11th Fl.
New York, NY 12345

PRSA CHAPTERS AND DISTRICTS PRINT USAGE

Business Cards

Please use the following specifications when creating standard 3.5" x 2" business cards.

Chapters and Districts Logo

Use the specific Chapter or District logo at 100%. The logo should appear .2" from the left edge and .2" from the top.

Color Block

A 100% Pantone 647 color block should be placed .8" from the top and bleed off from the bottom and both sides.

Person's Name and Title

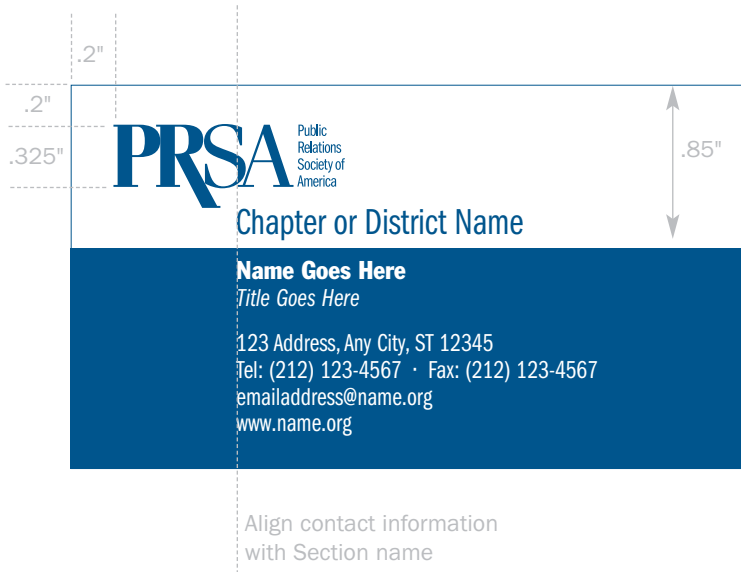
The person's name should be set in Franklin Gothic Condensed, 9.5 pt., 0 kerning. The person's title should be set in Franklin Gothic Book Compressed Italic, 9.5 pt., 0 kerning, 10 pt. leading.

Back of Card

The back of the card should be printed 100% Pantone 647, full bleed. The tagline should be 53% of the supplied size, reversed out to white, centered on the back of the card, as shown. If budget does not allow for printing on both sides, the back of the card may be left blank.

Paper Stock

A white, 80# cover weight paper stock (preferably matching the letterhead) is recommended for business cards.



CHAPTERS AND DISTRICTS WEB USAGE



Chapter Web Templates

Chapter leaders should refer to website templates available under the Leadership Tools section of MyPRSA. These templates contain all the images, as well as all the HTML, CSS and JavaScript code needed to create the suggested PRSA Chapter site design.

Chapter and Districts Logo Usage on Websites

When using a logo on partner websites, Chapter or District blogs, event sites or anything outside of your main Web templates, use the PRSA Web logo (with correct RGB/HEX) with your Chapter or District name as shown.



Table of Contents	National Print	National Web	Sections	Chapters and Districts	Download Logos
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CHAPTERS AND DISTRICTS WEB USAGE

PRSA Brand Usage in Social Media and Digital Communications

PRSA Chapters or Districts must clearly differentiate themselves when creating:

- Facebook group pages, fan pages, posts and event pages.
- LinkedIn pages.
- Tweets.
- E-mails (including subject lines) and event invites.
- Blog postings.
- Press releases (including headlines).

Any copy that promotes specific Chapter or District events or programs should never reference PRSA without referencing their Chapter or District name*. This can be done through specific PRSA Chapter or District logos and/or copy. The term “PRSA” must precede Chapter/District/Section names when writing copy or creating social media accounts (e.g., PRSA New York, NOT New York-PRSA).

Copy examples include:

- “Glad to see so many **PRSA Houston** members here.”
- “Welcome to the **PRSA Greater Salt Lake Chapter** Facebook page.”
- “**PRSA Sunshine District** Announces...”

*The only exception is when promoting a PRSA National product (e.g., membership), program, policy or event (e.g., PRSA International Conference, membership campaigns, National seminars, etc.).

Twitter Background

You may use images of your choice to enhance your Chapter/District Twitter background. The box to the right provides an example of how you might display your Chapter/District contact information, including:

- Contact Name
- Phone
- E-Mail Address
- Chapter/District Website

Chapter/District Name



Logo layout for social media use:



Logos must use correct RGB, and must fit wholly within the icon dimensions of a given social media website.

Logos must not be skewed, stretched or pixelated, and images must not be used.

Logos must use either blue text on a white background, or white text on a blue background.



RGB: 35R, 71G, 129B
HEX: #234781

