

# How to Use the PTA Logo and Tagline

## Consistency and Brand Identity -- An Introduction

The key to building a recognized name brand and identity is consistency. While the name PTA is recognized widely, many people still think it is a generic term that can be used to describe any parent group or school association. Over the course of our long history, the strength of our PTA brand has been diluted because we have used 54 different state-level logos and 26,000 different local PTA logos! We do not have a single brand identity that identifies us all as part of the same, great organization! The time has come for a single, recognizable and standard logo to be used by all PTAs everywhere to identify and brand all PTAs as one national organization.

Establishing and maintaining a strong brand identity is critical to increasing recognition and setting PTA apart from the competition. A brand identity program establishes criteria and guidelines for logo applications in various media and situations, as well as providing detailed specifications for type treatment, color usage and reproducing the PTA logo. The following guidelines are provided to establish a uniform, effective system for PTAs to use when presenting the name, logo and tagline of the PTA. It will help PTAs maintain a consistent, visual style and brand identity for all PTA-produced materials.

How important are these guidelines? Consistency is key. Think about how corporations, national chains or other grassroots organizations use their logos-they are always shown in the same typeface treatment and usually the same color, no matter where you see it displayed. Because of consistent use and standards, companies and organizations can count on being recognized by their logo alone or by a catchy, repeated slogan. What if Coca-Cola allowed its logo to be shown in blue and white instead of red and white? What if McDonald's allowed franchises to have green arches instead of "golden" ones? What if Nike® used variations on their popular "Just Do It" slogan? As you can imagine, without consistency, these companies would not enjoy the immediate recognition they have today.

The success of our PTA brand identity system depends on all PTAs' adherence to the established guidelines. If we continue to allow our PTA name or logo to be used in any way, shape or form, we lose the ability to build brand recognition and be identified as a single, strong organization. That's why National PTA has established these guidelines to help PTAs stay consistent and build equity in the PTA name and logo. We recognize there will be a transition from using existing symbols and logos to this new logo system, but it's worth it. By insisting that all PTAs use the same logo, it is the only way we will be able to maintain and position ourselves as the largest and oldest child advocacy organization in the country and a national leader in parent/family involvement.

We're PTA-not a parent-teacher organization, not a parent association, not a home school association. We're PTA, we're a national organization, and we're going to look like one!

## Glossary of Terms

**Logo** -- for our Guidelines the logo consists of the slanted letters P, T, and A followed by t.l.@ , a registered trademark symbol.

**Signature** -- the official/legal name of your PTA. Just as you have an official way to sign your name and represent you on documents and checks, your PTA also has a "signature" or an official name that is used to identify your PTA. For consistency, your PTA name should always appear in the same typeface and size in relation to the logo on all the materials you publish.

**Tagline** -- a memorable phrase or slogan an organization can use to help build recognition, excitement, and brand identity for itself, its products, and services. The PTA's current tagline is "everychild.onevoice." In the tagline, "every child" suggests our national scope and that our mission is about all children, and "one voice" implies our advocacy role and collective strength.

**Point Size** -- a unit of measure, commonly abbreviated "pt.," used to identify the size of a typeface or font. The smaller the point size, the smaller the size of the type. There are approximately 72 points to an inch.

**Corporate Typeface/Font** -- an official typeface or font used for a company's name or signature. The corporate typeface selected for use when showing the PTA signature is Arial Black (for PC users) or Helvetica Black (Macintosh users). This extra bold typeface was selected for PTA's signatures to help balance the weight of PTA names centered above the bold letters of the logo. The font Times Roman (same for PC and Macintosh users) was selected as the corporate typeface for the tagline. This font was chosen for the tagline because of how it contrasts nicely with the bold style of the logo. See the section on the "Correct Use of Tagline" for additional guidelines.

**Corporate Color** -- the official color used when showing the PTA signature, logo and tagline is a dark, slate blue. Please refer to the "Color Application," section for specifications for printing purposes.

### **What happened to the, traditional "oak tree" logo?**

The scalloped "oak tree" logo is being preserved for historical purposes as the official "seal" of the National Congress of Parents and Teachers. As the official "seal" of the organization, the "oak tree" logo will be judiciously used on formal documents such as proclamations, certificates, special awards, and select jewelry items.

The new, slanted PTA logo will be used in all day-to-day operations of the organization and for our external "face" to the public. The new slanted PTA will be used in all marketing materials and stationery items in order to give all PTAs a universal symbol to use to identify themselves and their work.

### **Using the PTA Name**

Your PTA name is important -- it not only identifies your state and the important work you do, it helps identify you as part of the national network of PTAs all working on behalf of children and youth.

Always publish, print or speak the name of your PTA in a consistent manner--be consistent in the typeface or font you use, how your logo appears, and the color(s) you use. You need to be consistent in order to build an identity for your state PTA--one that is recognizable and continues to build awareness of your PTA.

As a licensee of the National PTA, you are entitled to use the PTA or PTSA name. The name "PTA" and "PTSA" are registered service marks of the National Congress Of Parents and Teachers. A service mark has the same legal status as a trademark. The distinction is that a service mark is used for services and trademarks are used for commercial products. The symbol & designates that the PTA name has been registered with the federal government and may not be used by organizations not affiliated with the National Congress of Parents and Teachers. (PTA®, PTSA®)

### **Correct use of PTA name**

The following names are all registered service marks of the National Congress of Parents and Teachers:

National Congress of Parents and Teachers  
Parent Teacher Association (should not be hyphenated)  
Parent-Teacher-Student Association (should be hyphenated)  
National PTA  
PTA  
PTSA

### **Correct forms of abbreviation and punctuation**

PTA PTSA (no periods)  
PTAs PTSAs (plural, no apostrophe)  
PTA's PTSA's (singular possessive, use an apostrophe)  
PTAs' PTSAs' (plural possessive, apostrophe follows the "s")

## Using the PTA Logo

For many state PTAs, the use of their new standardized logo will be easy to adopt and implement. Because we are all non-profit organizations, we expect a transition phase. The National PTA Board of Directors' goal is to have all state PTAs begin using their new logos by the end of the 2001 calendar year and have all PTAs transitioned to only using the new standardized state logos by the end of 2002.

The modern, slanted PTA logo is the single most important element that can be used to build a PTA's brand image and unify all PTAs as part of our national organization. The PTA logo should appear the same at all times on the correspondence, whether it is a memo, press release, newsletter, poster, or brochure.

Not only is the name 'PTA,' a registered service mark, but the slanted design treatment of the logo also has been registered as an official service mark of the organization.

The PTA logo can be shown alone with a signature (your PTA name), with both a signature and tagline, or with the tagline alone. When the logo is shown with other elements, such as with a signature of tagline, all the elements should be centered above or below the logo as shown and always appear in a single color - either the corporate dark blue or black. DO not print the signature in one color and the logo in another color.

Original artwork is provided or can be downloaded from the member's area of the National PTA Web site. All reproductions of the logo should be made from this artwork.

## Correct Use of Logo

The logo can be used alone. Always reproduce the logo with its registered trademark symbol.

The name of your PTA, or signature, should always be set in **Arial/Helvetica Black** type and may be centered or stacked above the logo. Do not repeat "PTA" in your signature above the PTA logo - your signature and logo should read as one, cohesive name (see samples).

In order to establish consistency and build recognition for the PTA logo, it should always be shown in the same color-either black or corporate dark blue, or can be shown in white, reversed out of a solid field of color. Color consistency is key to building and maintaining a solid, recognizable brand identity for PTA (see PTA color applications on page 7 of this section).

### **Incorrect Uses of Logo:**

- Do not alter the spacing between the letter in the logo artwork provided

- Do not cut the letter apart and stack them vertically. This makes the PTA logo difficult to read and hard to recognize
- Do not make a pattern by repeating the logo or use as a decorative element.

### Using the PTA Tagline

The tagline "**everychild.onevoice.**" always appears in lowercase text below the PTA symbol. Together, the signature, letters "PTA," and tagline form a standard, positive image and brand identity system for all PTAs.

Use the artwork provided and try not to reset the tagline. If you need to reset the tagline to show it in copy and not with the logo, it can be set as follows:

Use **Times Roman** or **Times New Roman** typeface and all lowercase letters.

*every* - typed in italic, followed by no space

**child.** - typed in bold with a period, followed by one space

*one* - typed in italic, followed by no space

**voice.** - typed in bold with a period

The tagline should look like this: *everychild.onevoice.*

### Incorrect Uses of Tagline

- Do not alter the spacing between words or capitalize the words in the tagline.
- Do not alter the size or relationship of the tagline to the PTA logo.
- Do not set the tagline above the logo.

## PTA Corporate Typefaces

Consistency is a key element for an effective brand identification system, especially when using corporate typefaces. The corporate typefaces act as a visual bond for all PTAs and help provide a consistent, brand look in communications and marketing materials.

The corporate typeface **Arial Black/Helvetica Black** was selected for the PTA signature because of its modern appearance and legibility. Exclusive use of this typeface for PTA names reinforces the consistent style of the logo throughout the organization. The extra bold weight, referred to as "black" in the Helvetica and Arial typeface families was selected to help balance each PTA's signature with the bold design of the slanted PTA and PTSA letters of the logo.

The font **Times Roman** or **Times New Roman** (same for PC and Macintosh users) was selected as the corporate typeface for the tagline, "**everychild.onevoice.**" This font was chosen for the tagline because of how it contrasts nicely with the bold style of the logo. **Times Roman** is also used for all text and copy in advertising and promotional copy, brochures, in stationery items, and in all correspondence materials for the organization.

## Supporting Typefaces

While it is not required, it is highly recommended that your PTA adopt and use Arial/Helvetica and Times Roman typeface families in regular, italic, bold or other weights as your official supporting typefaces for your publishing needs. Using these two typefaces will help create a consistent, family look for your PTA and the materials it produces.

The simple, clean style of the Arial / Helvetica typeface family is best used for emphasis and not large blocks of text and copy. It can be used for headlines, subheads for newsletters, posters, and promotional copy. The legible and easy-to-read Times Roman typeface can be used for setting text and copy for brochures, newsletters, and as the typeface you use for your letters, press releases, and press statements.

While using just two typeface families for all of your PTA work may seem limiting or too redundant to you, limiting the design elements you use and keeping your materials simple is one way to maintain consistency and create a professional look and image for your PTA. The entire Annual Resources for PTAs manual is set using only main two typeface families! The result is a clean and simple look that is easy to read.

## PTA Color Applications

The official corporate color of the PTA is a dark, slate blue. For professional printing purposes, the ink color is Pantone Matching System® color 541.

The PTA signature, logo and tagline should always appear together in the same color--either all in black or corporate blue. Never print your PTA name in a different color when shown directly above the logo or tagline.

The logo may be reversed out of a background or color field strong enough to maintain a distinct impression of the logo. The background must completely surround the logo. Do not isolate or reverse individual elements, such as reverse your PTA signature, but not the PTA logo and tagline.