# NATIONAL PTA®

# Visual Identity Standards

# NPTA LOGO & COLORS

The National PTA logo is PTA Blue. The two other acceptable versions of the logo are in black and white below.











#### **Primary Color**



Pantone 541c R0 G60 B113 HEX#003C71 C100 M58 Y9 K46

#### **Expanded Colors**



Pantone 1797c R203 G51 B59 HEX#CB333B C2 M97 Y85 K7



PTA

Pantone 368c R120 G190 B32 HEX#78BF20 C65 M0 Y100 K0



Pantone 1595c R203 G96 B21 HEX#CB6015 C1 M72 Y100 K7



Pantone 3145c R0 G119 B139 HEX#00778B C100 M10 Y29 K20



Pantone 124c R234 G170 B0 HEX#EAAA00 C0 M30 Y100 K0



Pantone 255c R114 G36 B108 HEX#72246C C53 M96 Y10 K24

# LOGO USAGE & FILE TYPES

When placing the logo into a document or on a product, be mindful of the proportions and background distractions. Do not apply any effects or recreate the logo.

#### **File Formats** .tif or .eps

For professionally printed materials

# .jpeg

For Microsoft programs

#### .gif or .png

For web use

# **Design Terms**

#### Logo

A visual mark that represents a brand.

# **Brand**

A combination of marketing strategies, messaging, values, design and more.

# **Brand Identity**

The personality, appearance, values and communication of a brand.

# **Visual Identity**

Imagery that represents the brand; logos, photos and graphics.





**DO NOT** obstruct logo with decorative/busy backgrounds. The background behind the logo should remain free of text and image.



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**DO NOT** recreate the logo in any way or add a drop shadow to the logo.



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**DO NOT** scale the logo disproportionately so it is wider, taller, thinner or thicker than the approved proportions.

# ADDITIONAL ASSOCIATION LOGOS







Myraid Pro has various styles including condensed and italic options for each weight.

TYPOGRAPHY

Standard Typefaces

MyriadPro Light Myriad Pro Regular Myriad Pro Semibold **Myriad Pro Bold Myriad Pro Black** 

Minion Pro has various styles including condensed and italic options for each weight.

Alternate Typefaces

Minion Pro Regular Minion Pro Medium Minion Pro Semibold Minion Pro Bold

Garamond.

Arial **Arial Bold** Arial Italic

For internal documents created with Microsoft Office use Arial, Calibri or Calibri

Calibri Bold Calibri Italic

Garamond **Garamond Bold** 

Garamond Italic

For web content use Arial, Helvetica, Lucida Sans Unicode, Verdana, Geneva or Georgia.

These typefaces include bold and italic styles.





NPTA - Spanish





STEM+ Families Reflections



SOE





2019

PTA CON XPO



& Spanish

















PTA Family-School

Partnerships & PTA Hearst Award



PTA Connected