Brand Identity Guidelines
2017–2018
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2017–2018 Brand Identity Guidelines

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Is Branding Important?

Software and services provider SDL conducted a global survey in 2014 that reveals, “60 percent of Millennials expect a consistent experience from brands.” This study highlights the importance of brands to adapt to audience expectations.

Interbrand’s “Brand Marketers Report” offered two insights that seem to support 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 have been able to secure consistent compliance across their organizations.

With more than 340 Chapters, maintaining a consistent brand across all of PRSSA is difficult. Still, most theories of brand creation and management include consistency as a major component of the process.

For that reason, all PRSSA marketing vehicles and other forms of written and electronic communication must endeavor to consistently reproduce PRSSA’s unique identity, which enables our organization to be easily recognized, distinguished from other brands and trusted to deliver our mission of “Advancing the Profession and the Future Professional.” This is true whether delivering communications via traditional or new media.

As a representative of PRSSA, you have a unique role in making certain that your Chapter conveys PRSSA’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 PRSSA logo must be used in consistent ways across all collateral, including social and digital media.
- PRSSA written materials must utilize a single typeface (with particular guidelines).
- Specific colors and design styles must be applied across all marketing materials.

Exceptions to Every Rule

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

This is because, over the years, the definition of brand consistency, as well as the public relations industry, has evolved to include new forms of multimedia. 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 PRSSA, 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’ preferences, combined with the constantly changing branded communication, demanding absolute compliance could lead to a loss in relevance over the long term. For example,
some Chapters choose to make their local PRSSA logo their school colors. This is OK by our standards.

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

Below are the brand guidelines. We appreciate your diligence and adherence to these principles as critical parts of our overall branding efforts.

Adapted from the PRSA Brand Identity Guidelines.
PRSSA Logos and Colors

Preferred Logo
The preferred PRSSA National logo must be applied to all communication materials. When full color is not available, the PRSSA National logo should be used in grayscale, black or white (see Pg. 4).

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

Color Palette
Maintaining consistent color and visual presentation is essential to PRSSA’s brand. Different printers may require different color specs. When Pantone colors may be specified, use Pantone® 647.

When Pantone colors cannot be specified, use the color equivalents shown below.

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

Pantone 647C
CMYK: 100C, 55M, 5Y, 25K
RGB: 35R, 71G, 129B
Hex: #234781
PRSSA Tagline

National Tagline
The PRSSA tag line is designed in a distinctive two-line format. Depending on the use and printing method, the tagline may be reproduced in Pantone 647, CMYK, black or white.

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Minimum Size
The tagline should never appear smaller than 2” wide.

Alternative Use
If space does not allow for the preferred version logo and the preferred two-line version of the tag line, it may appear on one line, as shown below.

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PRSSA Typeface

National Print Typeface
Use the Franklin Gothic typeface for all National identification media.

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

Franklin Gothic Book
Abcdefghijklmnopqrstuvwxyz1234567890

Franklin Gothic Book Italic
Abcdefghijklmnopqrstuvwxyz1234567890

Franklin Gothic Medium
Abcdefghijklmnopqrstuvwxyz1234567890

Franklin Gothic Medium Italic
Abcdefghijklmnopqrstuvwxyz1234567890

National Web Typeface
The Arial font is recommended for HTML, email and other electronic copy.

Samples
PRSSA Templates

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

Use the PRSSA logo in vector EPS file at 24 percent. The logo should be placed .5” from the left edge of the page and .5” from the top, as shown. The tag line should be 45 percent of the supplied size in Pantone 647, .5” from the right edge of the page. Center the tag line vertically between the top line and the base line of the “A” in PRSSA.

The address line should align with the left of the 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.

A white, 24# text weight paper stock such as Classic Crest Avon brilliant white is recommended for the letterhead.
News Release

Below is the suggested news release format.

For immediate Release
January 1, 2011

HEADLINE

Subheading


Etiam mollis enim sit amet nulla aliquet fermentum. Phasellus ipsum quam, vestibulum eget dictum eget, porttitor non magna. Donec risus est, eleifend at porta et, dapibus eget lorem. Pellentesque habitant morbi tristique senectus et netus at malesuada fames ac turpis egestas. Aliquam non eros libero, non accumsan leo. Morbi gravida eleifend lorem sit amet vulputate.


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About the Public Relations Student Society of America

The Public Relations Student Society of America (www.prssa.org), headquartered in New York City, is the world’s pre-eminent, pre-professional public relations organization. Founded in 1968 by the Public Relations Society of America (PRSA), the organization has grown to nearly 10,000 members at more than 300 Chapters across the United States and one Chapter in Argentina. PRSSA membership benefits include scholarships and awards; and internship, job and professional development opportunities.
Business Cards
Please use the following specifications when creating standard 3.5” x 2” business cards.

Use supplied color PRSSA logo at 22 percent size, .325” from the left edge and .675” from the top.

A 100 percent Pantone 647 color block should be 1.75” from the left and bleed off the top, bottom and right side.

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

The back of the cards should be printed in 100 percent Pantone 647 full bleed. The tagline should be 53 percent of the supplied size, reversed out to white, centered on the back of the card, as shown. If the budget does not allow for two-color printing on both sides, it is acceptable to leave the back of the card blank.

White 80# cover weight paper stock is recommended for business cards.
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. 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”.

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, 9 pt., with 12 pt. leading Pantone 647.
Chapter Recruitment Poster
The following is an example of how the PRSSA logo could be used on a recruitment poster.

Learn about the Public Relations industry
Network with other students and professionals
Advance your career by joining today

When: Tuesday
Where: PRSSA Office
Time: 6 p.m.

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Contact:
Please go to http://prssa.prsa.org/about/Brand/ to download PRSSA logos, tag lines and templates in a variety of file formats. Send questions regarding the PRSSA Brand Identity Guidelines to JaCey Lynn Yonke, PRSSA 2017–2018 Vice President of Digital Communications, at jaceyyonke@gmail.com.