

**Public Relations
Student Society of America**

Brand Identity Guidelines



May 2011



PRSSA Brand Identity Guidelines

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Is Branding 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” 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 300 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 on 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.
- PRSSA written materials must utilize a single typeface (with particular guidelines).
- Specific colors and design styles must be applied across all marketing materials.

Exceptions with Every Rule

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 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’ 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 PRSSA; 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.

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

Adapted from the PRSSA Brand Identity Guidelines.

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, though, like the preferred version, 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 four-color process 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
Web safe: #224488

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.

ADVANCING THE PROFESSION
AND THE PROFESSIONAL.

ADVANCING THE PROFESSION
AND THE FUTURE PROFESSIONAL.

Minimum Size

The tagline should never appear smaller than 2” wide.

ADVANCING THE PROFESSION
AND THE FUTURE PROFESSIONAL

ADVANCING THE PROFESSION
AND THE PROFESSIONAL.

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.

ADVANCING THE PROFESSION AND THE PROFESSIONAL.

PRSSA Typeface – Section 2

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 coversheets and news releases.

National Web Typeface

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

Samples

Franklin Gothic Book

Abcdefghijklmnopqrstuvwxyz1234567890

Franklin Gothic Book Italic

Abcdefghijklmnopqrstuvwxyz1234567890

Franklin Gothic Medium

Abcdefghijklmnopqrstuvwxyz1234567890

Franklin Gothic Medium Italic

Abcdefghijklmnopqrstuvwxyz123456789

Letterhead

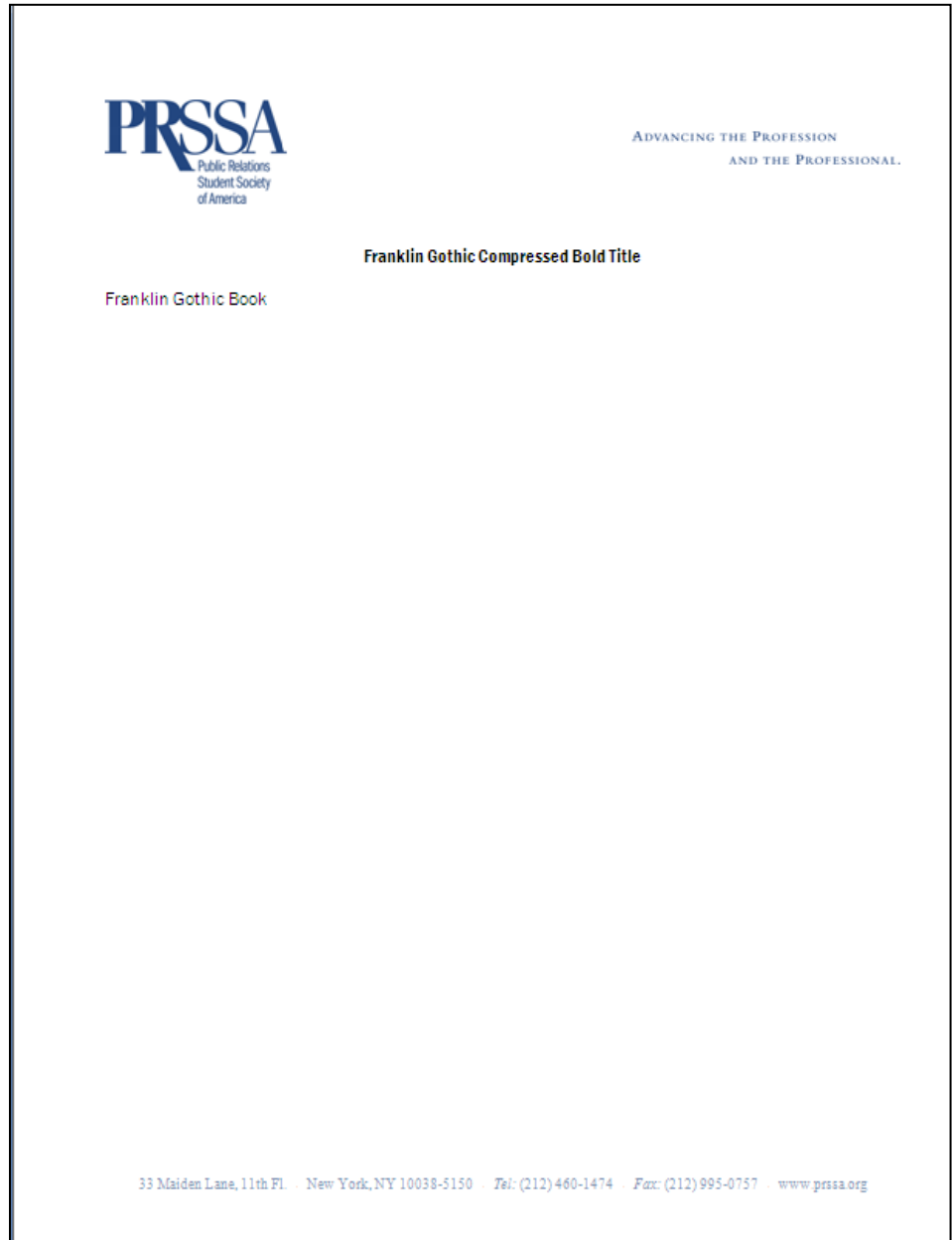
Please use the following specifications when creating standard 8'5" x 11" letterhead.

Use the supplied 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 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 letterhead.



News Release

This header is designed to be used at 100 percent.

NEWS



PRSSA
Public Relations
Student Society
of America

For Immediate Release
January 1, 2011

HEADLINE
Subheading

CITY, St (Jan. 1, 2011)— Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque blandit pulvinar erat, quis pulvinar nisi porta nec. Donec a nibh sed est suscipit sagittis eget nec lectus. Pellentesque posuere interdum congue. Nam lacinia porta viverra.

Vestibulum sed nisi eget felis eleifend tempus quis vel elit. Nullam non nisi sit amet tortor ultrices suscipit non non nisi. Integer consequat hendrerit arcu, vitae cursus quam mattis sit amet. Fusce eu neque turpis, molestie bibendum lacus. Fusce imperdiet justo eu metus posuere dictum. Quisque vel ipsum nunc, in luctus est. Pellentesque vel dui leo, ut gravida elit. Suspendisse volutpat, lacus nec bibendum viverra, purus tortor iaculis quam, et laoreet ante nulla non erat.

Quisque metus purus, consequat et varius sit amet, fringilla sed nisi. Etiam rhoncus leo quis quam vulputate vitae porta nisi posuere. Quisque ultricies ipsum in arcu accumsan pretium. In ac dolor ac nunc semper sodales. Etiam adipiscing luctus ligula non accumsan. Nulla fringilla mattis libero nec faucibus.

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 et malesuada fames ac turpis egestas. Aliquam non eros libero, non accumsan leo. Morbi gravida eleifend lorem sit amet vulputate.

Pellentesque augue ligula, tempor id ullamcorper vitae, euismod eu quam. Nulla luctus nisi ac augue iaculis et ornare massa fringilla. Sed ultrices metus eu lorem faucibus molestie. Integer lorem tellus, euismod malesuada scelerisque nec, vulputate et nisi.

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About the Public Relations Student Society of America
The [Public Relations Student Society of America \(www.prssa.org\)](http://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.

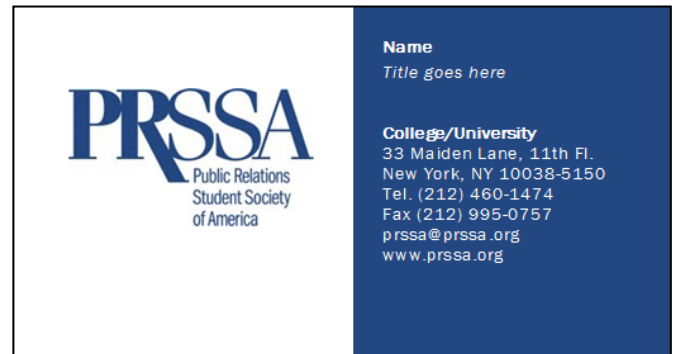
Use supplied color PRSSA logo at 22 percent size, .325" from the left edge and .675" from the top.

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 card, as shown. If 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 Meeting Agenda

The following is an example of how you may want to organize your Chapter meeting agenda.

Chapter/School's Name
Chapter Meeting Agenda
Date & Time
Announcements:
New Chapter Business:
Old Chapter Business:
Officers Updates:
Travel/Speaker Sessions/Agency Visits:
Student-Run Firm Update:
Awards:
Next Meeting:


Chapter Recruitment Poster

The following is an example of how the PRSSA logo could be used on a recruitment poster.



The poster features the PRSSA logo at the top, followed by a collage of four black and white photographs showing students in various professional settings: a group of four women standing together, a woman presenting to a man, a group of five women in white shirts, and a group of people seated at a table. Below the photos is the text 'Join Now!' and event details: 'When: Tuesday', 'Where: PRSSA Office', and 'Time: 6PM'. At the bottom, it reads 'ADVANCING THE PROFESSION AND THE FUTURE PROFESSIONAL.' and 'Contact:'.

PRSSA
Public Relations
Student Society
of America



Join Now!

When: Tuesday
Where: PRSSA Office
Time: 6PM

ADVANCING THE PROFESSION
AND THE FUTURE PROFESSIONAL.

Contact:

Contact

Send questions regarding the PRSSA Brand Identity Guidelines to Lauren Gray, PRSSA vice president of public relations, at laurenkgray2@gmail.com.

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