

This guide is Washington State PTA's supplement to the PTA Brand Guidelines found on the [National PTA website](#). All publications, messages, correspondence, speeches and presentations, both internally and externally, created and maintained on behalf of WSPTA, should conform to these guidelines. We also adhere to the [Associated Press Stylebook](#).

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.

Our 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[®]
- National PTA[®]
- PTA[®]
- PTSA[®]
- **Washington Congress of Parents and Teachers[®] (our formal name)**
- **Washington State PTA[®]**
- **WSPTA[®]**

The three bolded items are the only correct ways to refer to our organization. Do not use WAPTA or WAPTA State PTA. Likewise, do not use the abbreviation NPTA, always use National PTA.

Our Logo

Mirroring National PTA's guidelines, the following applies to our logo.

Approved Logo Usage



Style

The logo may also be etched, engraved, embossed, or foil-stamped (Pantone® 541 equivalent, black or white).

PTA corporate visual

Use only the logo and tagline available on the Washington State PTA website, wastatepta.org.

Incorrect Logo Usage

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.
- Do not scale the logo disproportionately so it is wider, taller, thinner, or thicker than the approved proportions.
- Do not change the color of the logo. The logo is only approved to be represented in Pantone® 541, black or white.
- Do not recreate the logo in any way or add a drop shadow to the logo.
- Do not obstruct the logo with highly decorative/busy backgrounds. Any background behind the logo should remain free of text and image.

Typography

Standard Typefaces

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

- Myriad Pro Light, Myriad Pro Regular, Myriad Pro Semibold, Myriad Pro Bold, Myriad Pro Black

Alternate Typefaces

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

- Arial, **Arial Bold**, *Arial Italic*
- Calibri, **Calibri Bold**, *Calibri Italic*
- Garamond, **Garamond Bold**, *Garamond Italic*

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

These typefaces include bold and italic styles.

**This font may not be available in all versions of MS Office.*

File formats

- .tif or .eps: for professionally printed materials
- .jpeg: Microsoft programs
- .gif or .png: online usage

Font Size

Up your default font size to 12 and larger and ensure your text and background colors have a high enough contrast.

Color Scheme

Primary Color

Primary Color The official color representing the Washington State PTA logo is Pantone® 541 (blue).

Expanded Color Palette

The expanded color palette offers flexibility in design application, especially where product distinction warrants use of a visual color brand. In such an instance, only one color from this palette is allowed to be more dominant than the primary colors.

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



Pantone 368c
R120 G190 B32
HEX#78BE20
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

Terms Specific to Washington State PTA

Events

According to the AP Stylebook, capital letters are used for the full official name of an event. For example:

- WSPTA Convention and Annual Meeting
- Region 7 Fall Leadership Conference
- WSPTA Focus Day

Otherwise, use lower case letters: “Registration is now open for the WSPTA Legislative Assembly. Our positions go through a formal process before being placed on our platform: vetting by committee and board; outreach to members via survey; and finally voting by representative delegates at our annual legislative assembly.”