PRSA

BRAND IDENTITY GUIDELINES

2024

MISSION STATEMENT

Mission

To make communications professionals smarter, better prepared and more connected through all stages of their careers.

Vision

PRSA provides an exceptional member experience that educates, inspires, guides and galvanizes a diverse community of ethical, strategic communications professionals.

About PRSA

The Public Relations Society of America (PRSA) is the leading professional organization serving the communications community through a network of more than 400 professional and student Chapters in the U.S., Argentina, Colombia, Peru and Puerto Rico. Guided by its Code of Ethics, PRSA empowers its members to succeed at every stage of their careers through a wide breadth of premium professional development programs, exclusive networking events and leadership opportunities. Signature events include the Anvil Awards and ICON, the premier annual gathering for communications professionals and students. For more information, visit prsa.org.

MAINTAINING BRAND CONSISTENCY

Do any of these statements sound familiar?

- "We made a minor update to the logo."
- "We're tired of the old logo."
- "It's fun to print the logo in different colors."
- "It's a new conference, so we created a logo specifically for it."
- "It's not a new tagline. It's just a different way of conveying the same thing."

Historically, consistency has meant two things in branding. First, it refers to the implementation of a brand's visual identity and tone of voice across all customer touch points. Second, consistency is a qualitative and quantitative measure of a brand's ability to repeatedly deliver the experience it promises to its customers. For the purpose of these branding guidelines, we'll focus on the implementation of PRSA's visual identity.

With more than 100 Chapters, 10 Districts, 14 Professional Interest Sections and nearly 30 Committees, maintaining a consistent brand across all of PRSA's communities is a difficult task. Still, most theories of brand creation and management include consistency as a major component of the process.

For that reason, PRSA must insist that all marketing vehicles and other forms of written and electronic communication intended for consumption by members or the general public endeavor to consistently reproduce PRSA's unique identity, which enables our organization to be easily recognized, distinguished from other brands and trusted to deliver on our mission: "PRSA helps communication professionals become smarter, better prepared and more connected through all stages of their careers." This is true whether delivering communications via traditional or new forms of media.

MAINTAINING BRAND CONSISTENCY

As a representative of PRSA, you have a unique role to play in making certain that your Chapter, District or Professional Interest Section conveys PRSA's brand identity in a consistent manner. As you will see in the guidelines contained on the following pages, this means that:

- The PRSA logo must be used in consistent ways across all collateral.
- PRSA written materials must utilize a single typeface (with particular guidelines).
- Specific colors and design styles must be applied across all marketing materials.

With Every Rule, Exceptions

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.

Make no mistake, branding still requires consistency over time, and such uniformity remains critically and centrally important to PRSA; however, as communicators, the key is to communicate the PRSA 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 PRSA's updated brand guidelines. We appreciate your diligence and adherence to these principles as critical parts of our overall branding efforts.

LOGO | PRSA AND PRSSA

The PRSA logo is the most vital aspect of our visual identity and must be used on all PRSA marketing materials.

LOGO COLOR

Consistent color usage across all media is essential to the integrity of the PRSA brand. Below are approved color formula variations for print and Web formats.

Certain printing systems may require different color specifications. When Pantone colors can be specified, please use Pantone® 647. When Pantone colors cannot be specified, use the four-color (CMYK) process equivalents.

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

In all cases, never scale the logo unproportionately, apply distortion effects or place at random angles, and never use a tint or any other colors other than the recommended palettes.

All brand guidelines also apply to the PRSSA logo.

These logos can be requested via:
brand@prsa.org

PANTONE: 647C
CMYK: 100, 55, 5, 25
RGB: 35, 71, 129
HEX: #234781

LOGO | SIZE AND SPACING

CLEAR SPACE

To ensure the prominence and clarity of the PRSA logo, a minimum clear space has been established so that the logo will not have to compete visually with other graphic elements.

The gray lines in these illustrations show how the minimum clear area is calculated. They are for reference only and should never be printed.

The minimum clear area to be left around the logo is at least one-half the height of the "P" in the PRSA logo, as shown at right. A larger clear area equal to the full height of the "P" is preferred, when possible.

1/2 "P"   1/2 "P"

1/2 Height of "P"

1/2 Height of "P"

MINIMUM LOGO SIZE

To ensure legibility of the PRSA logo, the minimum logo cannot be smaller than .95".

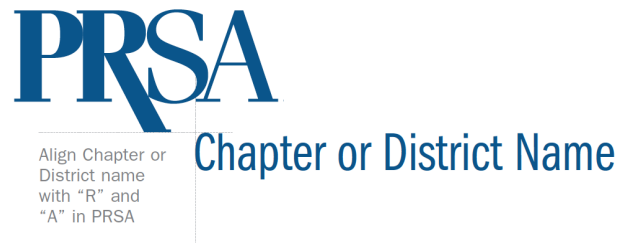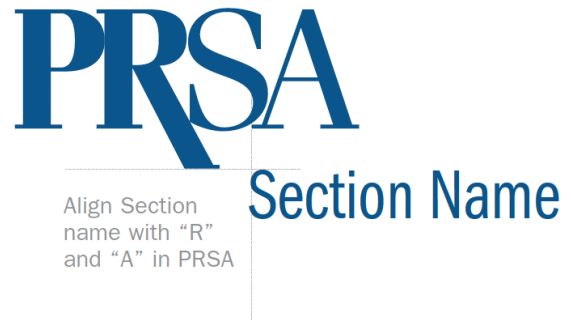.95 inches

Specific logos for Sections, Chapters and Districts can be requested via:

brand@prsa.org

To maintain brand consistency, these logos should follow all color and usage specifications as designated for the PRSA logo.

PRSA

Align Section name with "R" and "A" in PRSA

Section Name

PRSA

Align Chapter or District name with "R" and "A" in PRSA

Chapter or District Name

PRSA COLOR PALETTE

PRIMARY COLOR & TINT

PANTONE: 647C
CMYK: 100, 55, 5, 25
RGB: 35, 71, 129
HEX: #234781

CMYK: 100, 76, 38, 26
RGB: 8, 63, 98
HEX: #083F62

PRINT:

Certain printing systems may require different color specifications. When Pantone colors can be specified, please use the Pantone® color. When Pantone colors cannot be specified, use the four-color (CMYK) process equivalents.

DIGITAL:

If the use of color is for digital only, use the RGB or HEX equivalent.

SECONDARY COLORS

CMYK: 69, 0, 18, 0
RGB: 0, 194, 213
HEX: #00C2D5

CMYK: 87, 98, 2, 0
RGB: 77, 49, 144
HEX: #4D3190

CMYK: 1, 10, 72, 0
RGB: 255, 222, 102
HEX: #FFDE66

CMYK: 1,10, 72, 0
RGB: 239, 107, 17
HEX:#EF6B11

CMYK: 79, 30, 71, 14
RGB: 56, 125, 96
HEX: #387D60

TEXT & BACKGROUND COLORS

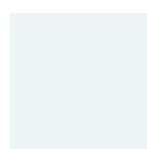CMYK: 70, 63, 61, 54
RGB: 54, 55, 56
HEX: #363738

CMYK: 70, 51, 42, 15
RGB: 85, 105, 118
HEX: #556976

CMYK: 43, 26, 21, 0
RGB: 150, 170, 184
HEX: #96AAB8

CMYK: 14, 7, 6, 0
RGB: 216, 223, 228
HEX: #D8DFE4

CMYK: 5, 2, 2, 0
RGB: 239, 242, 244
HEX: #EFF2F4

PRSA LETTERHEAD

Use the following specifications when creating standard 8.5"x 11" letterhead and business forms for PRSA, Section, Chapter or District communications.

Paper Stock and Ink Specifications

Printing one-color (Pantone 647) on a white, 24# text weight paper stock such as Classic Crest Avon Brilliant White, is recommended for letterhead.
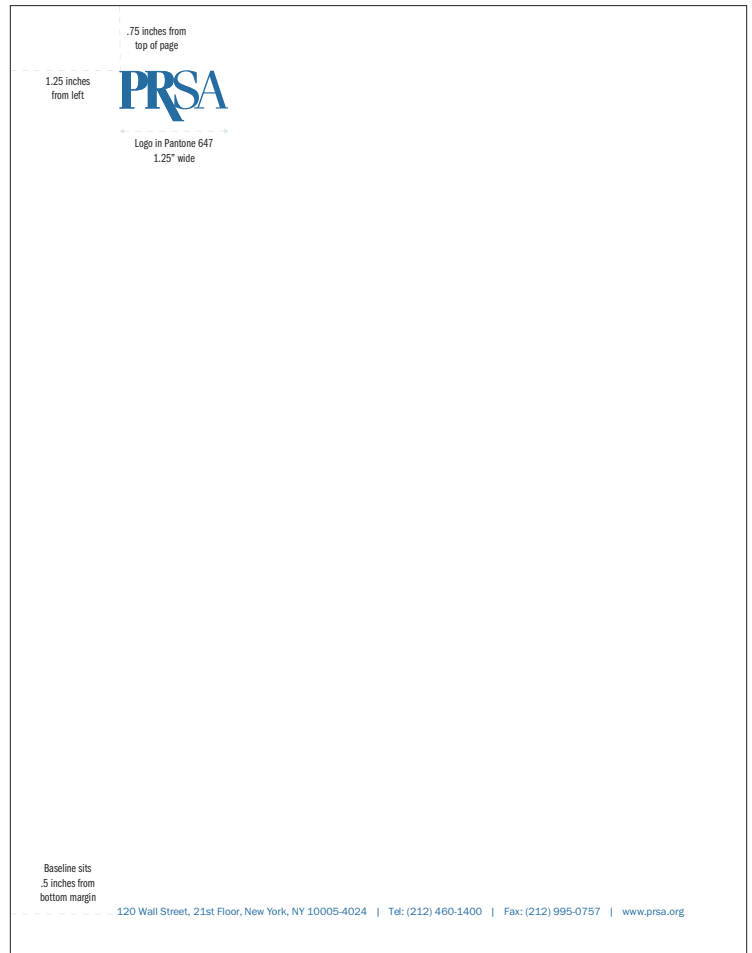
Placement of Logo

Place the PRSA logo 1.25" from the left edge of the page and .75" from the top, as shown. The logo should be sized 1.25" wide.

Font and Placement of Text

It is recommended that letters be typed in Franklin Gothic Book, 10 pt. The left edge of letter text should always align with the PRSA logo. The top margin should be set to 2" and the left margin set to 1.25". If printing on letterhead with the PRSA Board of Directors, set a right margin of 1.75". If printing on standard letterhead without the PRSA Board of Directors, set the right margin to 1.25".

Address Line

Center the address line on the page, placed so the baseline of the letters is .5" from the bottom edge. Set the address line in Franklin Gothic Book, 9 pt., allowing two spaces on each side of vertical lines separating information.

.75 inches from top of page

1.25 inches from left

PRSA

Logo in Pantone 647
1.25" wide

Baseline sits .5 inches from bottom margin

120 Wall Street, 21st Floor, New York, NY 10005-4024 | Tel: (212) 460-1400 | Fax: (212) 995-0757 | www.prsa.org

PRSA ENVELOPES

Use the following specifications when creating standard No. 10 (4.125" x 9.5") envelopes for PRSA, Section, Chapter or District communications. Adjust specifications if creating envelopes of a different size.

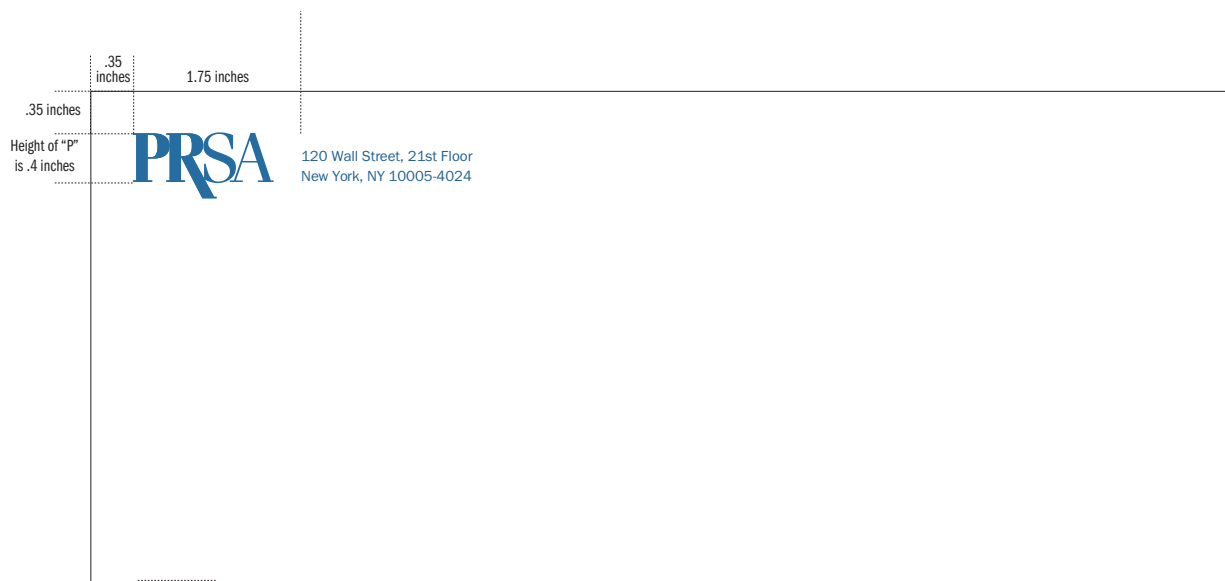## Paper Stock and Ink Specifications

Printing one-color (Pantone 647) on an envelope made from same stock as letterhead is recommended.

Placement of Logo

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".

Address Line

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. Set the address line in Franklin Gothic Book Condensed, 9 pt., with 12 pt. leading, Pantone 647.

PRSA BUSINESS CARDS

Use the following specifications when creating standard 3.5"
x 2" business cards for PRSA, Section, Chapter or District
communications.

Paper Stock and Ink Specifications

Printing one-color (Pantone 647) on a white, 130# cover
weight paper stock (preferably matching the letterhead), is
recommended.

Susan Belanich
*Project Coordinator, PRSA
and PRSA Foundation*

Office: 212.460.1442
susan.belanich@prsa.org

120 Wall Street, 21st Floor
New York, NY 10005-4024
www.prsa.org

PRSA Logo & Keyline

The PRSA logo appears vertically on the card, rotated PRSA counter-clockwise 90 degrees. Size the logo so that it maintains a clear
space of 1/2 the height of the "P" from the edges of the card (approximately .31"). A .25 pt keyline, in Pantone 647, is placed 1.125"
from left side of card, with .125" margin on top and bottom.

Person's Contact Information

All contact information should be set in a right justified text box, placed .31" from right edge of card, and centered from top to bottom.
Add an extra line return below the title, and the email address, as shown in example. All copy should appear in Pantone 647. Typeset
as follows:

Person's Name: Franklin Gothic Demi Condensed, 11.5 pt.

Title: Franklin Gothic Book Compressed Italic, 8 pt., 10 pt. leading.

Remaining Info: Franklin Gothic Book Compressed, 8 pt., 10 pt. leading

Back of Card

The PRSA logo, set at 25% opacity, is placed so that it maintains
a clear space of 1/2 the height of the "P" from the edges of the
card. If budget does not allow for printing on both sides, the back
of the card may be left blank.

TYPEFACES FOR USE IN PRINT MEDIA

Use the Franklin Gothic typeface for all PRSA print media, as well as letterhead, envelopes, business cards, mailing labels and other documents.

See the PRSA Web Style Guide for typefaces approved for HTML, as well as email and other electronic copy.

The PRSA Web Style Guide can be found at: **prsa.org/style-guide**

Franklin Gothic Book Compressed
abcdefghijklmnopqrstuvwxyz1234567890

Franklin Gothic Book Compressed Italic
abcdefghijklmnopqrstuvwxyz1234567890

Franklin Gothic Condensed Medium
abcdefghijklmnopqrstuvwxyz1234567890

Franklin Gothic Condensed Medium Italic
abcdefghijklmnopqrstuvwxyz1234567890

Franklin Gothic Demi Compressed
abcdefghijklmnopqrstuvwxyz1234567890

Franklin Gothic Demi Compressed Italic
abcdefghijklmnopqrstuvwxyz1234567890

Franklin Gothic Book
abcdefghijklmnopqrstuvwxyz1234567890

Franklin Gothic Book Italic
abcdefghijklmnopqrstuvwxyz1234567890

Franklin Gothic Medium
abcdefghijklmnopqrstuvwxyz1234567890

Franklin Gothic Medium
abcdefghijklmnopqrstuvwxyz1234567890

Franklin Gothic Demi
abcdefghijklmnopqrstuvwxyz1234567890

Franklin Gothic Demi Italic
abcdefghijklmnopqrstuvwxyz1234567890

TERMS, STYLE & EXCEPTIONS

Style Guides to Reference

PRSA uses both the AP Stylebook and PRSA style guidelines for writing, editing and proofreading copy.

PRSA Terms, Styles & Exceptions

A Note on Committees

- Always capitalize the name of the Committee on first reference (Diversity, Equity & Inclusion Committee, Advocacy Committee).
- Use Committee on second reference. (Jane Doe is a member of the Governance Committee. She joined the Committee in 2020.)

A Note on Titles

- Capitalize PRSA titles (CEO, Chair, Chair-elect, Treasurer, Secretary)

Anvil Awards

- Bronze Anvil
- Gold Anvil
- Silver Anvil
- Anvil Awards Ceremony

APR (Accreditation in Public Relations)

- APR follows a person's name, separated by a comma (John Doe, APR).
- APR+M (Accredited in Public Relations and Military Communications)
- This is a joint effort among the Universal Accreditation Board, the Department of Defense and PRSA.
- APR+M follows a person's name, separated by a comma (John Doe, APR+M).

Bateman Case Study Competition

- This is PRSSA's premier national case study competition for PR students.
- Use Bateman Competition on second reference.

Board of Ethics and Professional Standards

- Write out on first reference.
- Abbreviate as BEPS on second reference.

Chapter

- Always capitalize Chapter. (Mary Jane is a member of PRSA New York. She joined the Chapter in 2020. PRSA has 100+ Chapters.)

College of Fellows

- The College of Fellows title follows a person's name and the APR designation, separated by commas (John Doe, APR, Fellow PRSA).

District

- Always capitalize District. (PRSA Boston is part of the Northeast District. The District includes eight PRSA Chapters.)

Examination for Accreditation in Public Relations

- This is the official title of the test for obtaining the APR credential.

ICON

- ICON (year) e.g. ICON 2024

Issues & Trends

- Italicize PRSA's daily e-newsletter title.

Jobcenter

- Use one word when referring to PRSA's website for communications job openings.

TERMS, STYLE & EXCEPTIONS

MyPRSA

- Use when referring to the online Community.

PRSA

- Use this acronym when referring to the Public Relations Society of America.
- Refrain from using the Society.

PRSA Board of Directors

- Use Board on second reference.
- Refrain from using National Board of Directors.

PRSA Bylaws

- Use Bylaws on second reference.

PRSA Code of Ethics

- Use Code on second reference.

PRSA Foundation

- Use Foundation on second reference.

PRSA Foundation Board

- Use Board on second reference.

PRSA Leadership Assembly

- Use Assembly on second reference.

PRSA Leadership Rally

- Use Rally on second reference.

PRSA Policies and Procedures

- Use Policies and Procedures on second reference.

Professional Development

- Use when referring to PRSA programming.

Professional Interest Section

- Always capitalize Professional Interest Section.
- Use Section(s) on second reference. (Mary Jane is a member of PRSA's Travel and Tourism Section. She joined the Section in 2020. PRSA offers membership in 14 Professional Interest Sections.)

PRsay

- Use this spelling and capitalization when referring to PRSA's blog.

PRSSA

- Use this acronym when referring to the Public Relations Student Society of America.

PRSSA Leadership Assembly

- Use Assembly on second reference.

Public Relations

- Spell out public relations on first reference. PR can be used on second reference and is typically used as an adjective when it precedes a noun. (The school offers many classes in public relations. PR is among the most popular subjects for communications students. John Smith is an experienced PR professional.)

Strategies & Tactics

- Italicize PRSA's monthly publication title.

Universal Accreditation Board

- Use UAB as an acronym when referring to the group who oversees the APR credentialing process.