



REBECCA JOHNSON

Vice President, Communications

DUTIES

- Prepares and distributes District electronic communications
- Prepares District directory
- Maintains District roster database
- Maintains District website and social media accounts



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PTA1.org

First District

PTA[®]

everychild.one voice.[®]



NATIONAL PTA®

Visual Identity Standards

QUICK REFERENCE GUIDE

NPTA LOGO & COLORS

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

✓

National PTA®

everychild.onevoice.®

Word Mark

Tagline

✓

National PTA®

everychild.onevoice.®

✓

National PTA®

everychild.onevoice.®

✗

National PTA®

everychild.onevoice.®

✗

National PTA®

Missing Tagline

Primary Color

PTA Blue

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

Expanded Colors

PTA Red

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

PTA Green

Pantone 368c
R120 G190 B32
HEX#78BE20
C65 M0 Y100 K0

PTA Orange

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

PTA Teal

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

PTA Yellow

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

PTA Purple

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

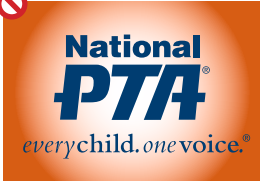
Imagery that represents the brand; logos, photos and graphics.

✗



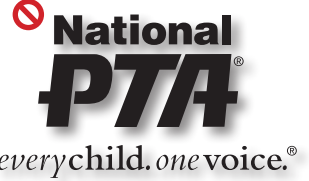
DO NOT obstruct logo with decorative/busy backgrounds. The background behind the logo should remain free of text and image.

✗




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


✗



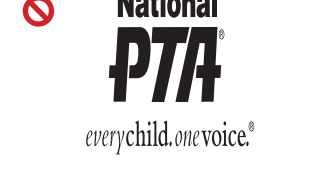
✗



✗



✗



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

ADDITIONAL ASSOCIATION LOGOS



NPTA - Spanish



STEM+ Families



Reflections



SOE



PTA Takes Action & Spanish



FRE



PTA CON XPO



CFE



eLearning



Awards & Reflections Celebration



PTA Family-School Partnerships & PTA Hearst Award



PTA Connected

TYPOGRAPHY

Standard Typefaces

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

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.

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

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, Geneva or Georgia.

These typefaces include bold and italic styles.

PTA Branding

We want to deliver a consistent, clear, and uniform presence for all PTA-produced materials. When used properly, the National PTA logo and tagline help unify all PTAs and create awareness of the PTA brand. Applied consistently, these guidelines will create distinctive, credible, and sustainable messaging for all supporting PTA units, resulting in the organization working as one association with one voice.

Style Guide

Style aids communication.

Creating a uniform presentation extends well beyond print. It helps make your message clear to the audience. The purpose of a stylebook is to ensure this clarity.

Attention to style is efficient.

When someone drafts and proofs materials, a substantial amount of time might be spent rewriting content that does not adhere to style. Instead, this time should be spent carefully crafting the message, making it more powerful and effective.

Style also protects the integrity of our brand.

Poor grammar, misspellings, and inconsistencies reflect poorly on an association. An association that advocates for children, particularly their education, should be a strong proponent of a consistent style.

Logo Usage

The National PTA logo is the core element of the PTA visual identity. It should be seen on all external-facing media and on internal business communication pieces. In order to maintain a greater level of consistency, the logo should only be reproduced from approved electronic files and should never be altered or distorted in any way. Preformatted custom logos are available for download at [CAPTA.org](https://capta.org).

Use of the PTA Name

Groups cannot use the PTA name without our prior written approval. While PTA has become a part of American vocabulary, in the same way that people might call any soft drink "Coke" or any facial tissue "Kleenex," the name is protected with a number of federal trademarks and has been for more than 100 years.

Companies cannot use the PTA name in any manner that claims or could reasonably be inferred to suggest a relationship that does not exist. Companies may, however, reference PTA in statements of fact, for example, company X can state that it offers services to PTAs.

If you see the PTA name used in an inappropriate way or have related questions, please contact National PTA's Director of Strategic Communications.

Learn more about [National PTA](#) and [California State PTA](#) brand and visual standards.

Social Media & PTA Advocacy

GREEN	YELLOW	RED
Sources you can retweet or share immediately.	Sources you should consider/research before retweeting or sharing.	Sources you should never retweet or share from a PTA owned/named account.
<ul style="list-style-type: none"> • National PTA • California State PTA • Your District PTA • Your Council PTA • Your County Office of Education • Your School District • Your School • Your PTAs events • Ed100 • Items pre-approved for distribution 	<ul style="list-style-type: none"> • Other State PTAs • EdSource • California Department of Education • State elected officials: Governor, Assembly Members and Senators • Federal elected officials: President, Members of Congress, Senators • Legislative Analyst's Office (LAO) • Allied Agencies • Other PTA officers 	<ul style="list-style-type: none"> • Political Parties • Support for a political candidate • Federal legislative positions or national issues that differ from the National PTA position • State legislative or ballot positions that differ from the California State PTA position • Local ballot, tax or bond positions that differ from your PTA council or district position, OR those you haven't voted to support • Anything that is mean spirited, accusatory, or not true
Go for it!	Think*Research*Ask	Not from a PTA account

National PTA and/or California State PTA positions can be found on the following websites:

<http://capta.org/focus-areas/advocacy/position-statements>

<http://capta.org/focus-areas/advocacy/resolutions>

<http://capta.org/focus-areas/advocacy/current-legislation>

Elections and candidates have their own section in the California State PTA online *Toolkit*:

<http://toolkit.capta.org/advocacy/election-campaigns>

Quick responses are important for social media; so this guide can help you feel comfortable re-tweeting, sharing and posting on social media. Some pre-planning can also help with quick responses. BUT always remember, if in doubt leave it out. This is offered as a guide it is not an all inclusive list.

Be respectful | Be honest | Be discreet | Be responsible

E-MAIL ETIQUETTE AND TIPS

Use the “4 Ds for Decision-Making”

- Dedicate time for e-mail every day
- Do the action requested in the message
- Delete it
- Defer it until later or delegate it someone else



General Tips

- Be informal, not sloppy
- Keep messages brief and to the point
- Use sentence case
- Use a signature that includes contact information
- Use the subject field to indicate content and purpose
- Change the subject line when the email topic changes
- Use the blind copy and courtesy copy appropriately
- Be sparing with group e-mail
- Don't use e-mail as an excuse to avoid personal contact
- Remember that e-mail isn't private
 - Do no harm
 - Do not share passwords, user names, or credit card information
- Don't send chain letters, virus warnings, or junk e-mail
- Summarize long discussions
 - If you are forwarding or re-posting a message you've received, do not change the wording
 - If you want to re-post to a group a message that you've received personally, ask the author for permission first.

How to compose an e-mail to someone you don't know

- Be sure to include a meaningful subject line.
- Open your e-mail with a greeting like Dear Mrs. Jones or Ms. Smith.
- Use standard spelling, punctuation, and capitalization.
- Write clear, short paragraphs and be direct and to the point.
- Be friendly and cordial.

Suggestions for continuing e-mail conversations

- Once you have exchanged e-mails with a person on a given subject, it is probably okay to leave greetings off of your following emails, but it is better to use some kind of salutations.
- Try to respond within a reasonable time frame. (24 hours)

BEWARE OF EMAIL PHISHING SCAMS

As the new term begins, we would like to remind all of our leaders about the dangers of email phishing. A phishing scam may ask you to send money, gift cards, or personal information to someone you trust from within your organization. A phishing email might appear to come from a district president, the IRS, or another officer in your unit.

Here are some best practices to keep in mind if you get an email that doesn't feel right:

- Contact the person directly. Call them or text them to check and see if they actually sent you the email in question. Having what experts call "back channels" can prevent you from divulging important information or losing money
- PTA always requires a paper trail for financial dealings, and we never wire money or pay for things using gift cards. If you are in doubt, contact your president and treasurer to ask about the validity of the request
- Never click on links in emails that you suspect are phishing. If you would like to look more closely at it, you can copy it and paste it into its own browser page. Often times you will notice that it mimics the emails that your unit uses, but that it isn't quite the same
- Trust your gut. If you think it doesn't sound right (for example, why would my unit president need me to send her \$500 right away?), then it probably is phishing.

PHOTOGRAPHY RELEASE

Permission to use child's image, name and/or school.	Permission to use adult image, name, organization name, and/or title.
<p>I, _____, (Print Parent/Guardian's Full Name) am the parent or guardian of:</p> <p>_____ (Print Name of Minor Child)</p> <p>_____ (Print Name of Child's School)</p>	<p>I, _____, (Print Full Name) am an adult 18 years of age or older.</p> <p>_____ (Print Title)</p> <p>_____ (Print School or Organization Name)</p>
<p>I hereby grant and assign the California State PTA, its units, councils, districts and legal representatives, the irrevocable and unrestricted right to use and publish for editorial, trade, advertising or any other purpose and in any manner and medium, including website and internet promotion, all photographic, video, and digital images as indicated below:</p>	
<input type="checkbox"/> PHOTO / IMAGE <u>ONLY</u> of my child.	<input type="checkbox"/> PHOTO / IMAGE <u>ONLY</u> of myself.
<input type="checkbox"/> PHOTO / IMAGE <u>ONLY</u> of my child with SCHOOL NAME.	<input type="checkbox"/> PHOTO / IMAGE <u>ONLY</u> of myself with SCHOOL NAME or ORGANIZATION.
<input type="checkbox"/> PHOTO / IMAGE of my child with my CHILD'S NAME, and my child's SCHOOL'S NAME.	<input type="checkbox"/> PHOTO / IMAGE of myself with my NAME, my ORGANIZATION, and/or my TITLE.

By signing this, I hereby release the California State PTA, its units, councils, districts and its legal representatives from all claims and liability relating to said photographs, video and digital images.

Date: _____

Parent/Guardian/Adult Signature: _____

Print Name as Signed: _____

Address, City, Zip: _____

Telephone: _____ Email: _____

Please complete and return to:
