



Brand Guidelines

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Introduction

In 2021, the National School Public Relations Association (NSPRA) underwent a brand clarification process. Working with CESO Communications, the focus of the project was to not only refresh NSPRA's graphic identity, but even more importantly clarify the organization's brand, including language and messaging used for marketing and communications. This guide reflects the outcomes of that process.

Key highlights from research include the following, which ultimately informed the final brand refresh:*

NSPRA's brand is defined by its members. It is clear that the most important aspect of NSPRA membership lies in its members and the professional network provided.

People are seeking a strong return on their investment in a professional association membership. In today's world of tightening school budgets the cost of NSPRA membership and whether or not the return on that investment is worthwhile is critical for NSPRA's brand.

NSPRA needs to lead the way and be the standard for school communicators. How people experience NSPRA is directly correlated to their view on the communications NSPRA produces, the value it places on critical issues such as educational equity, and the relevance of professional learning at all points in one's career.

For NSPRA to remain sustainable, it needs to ensure greater diversity and representation. Across data sets, people are seeking better representation in the membership of NSPRA. The brand experience is dependent upon whether or not a member feels welcomed, included and valued for their experience.

NSPRA's facilitation and support of local chapters reflects on its overall brand. An opportunity exists for NSPRA to enhance its brand by making stronger connections and providing more support to state and local chapters.

**Adapted from NSPRA Branding Research Executive Summary prepared by Susan Brott, APR, Senior Strategic Consultant, CESO Communications.*

Brand Architecture

Strategy

Why

To grow, sustain, and invest in a vibrant community of school communications professionals.

Archetype

The Servant

How

We use our broad influence and deep expertise to create opportunities for meaningful relationship and relevant education.

What

As a champion for excellence in school communication, we enrich our membership with a deep well of best practices and vitalizing experiences to draw from as they lead with professionalism, confidence, and authority.



Brand Expression

Values

Connection, Acumen, Relevancy

Personality

Responsive, Vibrant, Nurturing

Brand Vision

To inspire ingenuity and excellence in our members through vibrant community and professional support

Tone

Informed, Celebratory, Compelled

Brand Promise

We will perpetually elevate our profession with the most relevant, responsive education and the best opportunities for career-defining relationships.



Marketing

Brand Positioning

We're a driven coalition of school communicators serving a vibrant community of professionals in search of greater inspiration. Using our broad influence and deep expertise, we create vitalizing opportunities for career development and connectedness amongst our membership.

Brand Idea

The table. There is a place where we can gather, share, collaborate and connect. What's sure and true is that this table is a place where we are always welcomed, and where there's always room for one more.

Logo

Below are the approved NSPRA logo options. Colors, elements and orientations must remain as shown. The NSPRA logo may only be used on official NSPRA content or sponsored NSPRA content.



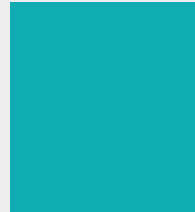
Logo Colors

Acceptable colors for NSPRA's logo options are shown are below.

Color Logo

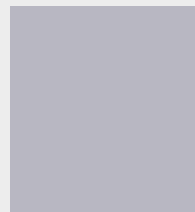


C 100 M 100 Y 0 K 23
RGB 36, 34, 120
Pantone 2735
#242473



C 100 M 0 Y 36 K 0
RGB 0, 170, 179
Pantone 3262
#00a7b0

Grayscale Logo



C 7 M 8 Y 0 K 24
RGB 184, 183, 194
#b8b7c2



Also acceptable
C 30 M 30 Y 0 K 70
RBG 75, 74, 93
#4b4a5d

Typography

Below are the official fonts of NSPRA.

Merriweather (Serif font)

Aa Bb Cc Dd Ee Ff Gg

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Noir (Sans serif font)

Aa Bb Cc Dd Ee Ff Gg

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Blackjack

Aa Bb Cc Dd Ee Ff Gg

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

OSTRICH SANS

(to be used very seldomly/strategically; i.e., for "NEW" "BONUS" "BIG NEWS" etc.)

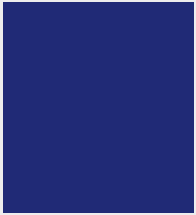
AA BB CC DD EE FF GG

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Color Palette

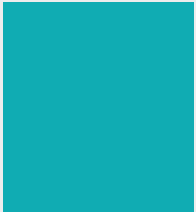
Below is the approved NSPRA color palette. When used together, the colors provide many creative possibilities while aligning with the NSPRA brand.



C 100 M 100 Y 0 K 23
RGB 36, 34, 120
Pantone 2735
#242473



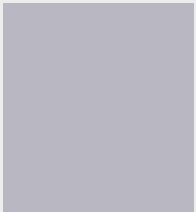
C 0 M 87 Y 41 K 0
RGB 219, 86, 110
#db566e



C 100 M 0 Y 36 K 0
RGB 0, 170, 179
Pantone 3262
#00a7b0



C 60 M 0 Y 100 K 0
RGB 133, 189, 86
#85bd56



C 7 M 8 Y 0 K 24
RGB 184, 183, 194
#b8b7c2
(use for backgrounds as well)



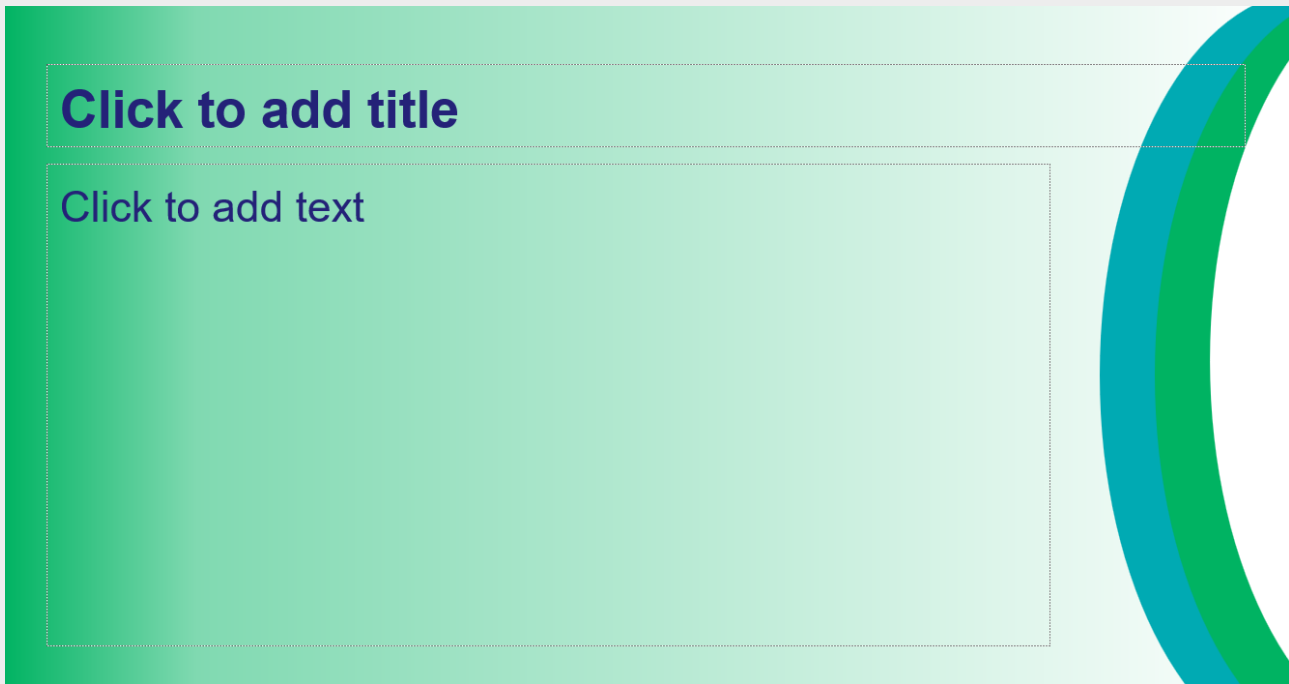
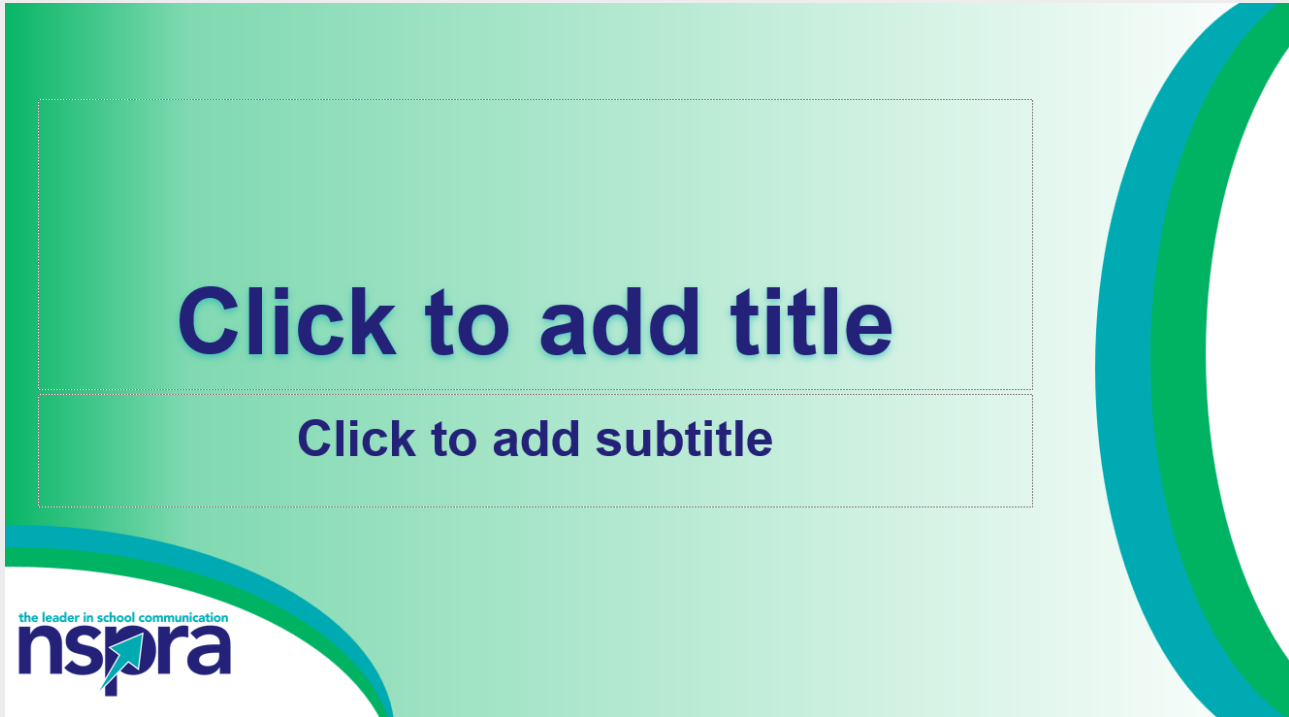
C 0 M 50 Y 89 K 0
RGB 232, 152, 75
#e8984b



C 30 M 30 Y 0 K 70
RGB 75, 74, 93
#4b4a5d
(use for backgrounds as well)

Power Point Branding

Below is the approved NSPRA-branded Power Point template.





For additional information or to obtain logo artwork, please contact the NSPRA office at editorial@nspra.org

nspra.org