# OVERVIEW OF BRAND GUIDE

The National School Public Relations Association (NSPRA) recognizes that its brand assets, when used as prescribed, are an invaluable asset to the association in:

- Maintaining NSPRA’s reputation for professional excellence;
- Maintaining a sense of unity between state/regional chapters and the national association; and
- Modeling best practices for association members.

This brand guide outlines how NSPRA’s brand assets — including logos, name, tagline, colors and typography — are to be used to ensure visual and brand consistency across various print and digital applications.

The guidance in this publication pertains to all NSPRA-branded materials produced by the association as well as to those produced by NSPRA members, chapters, partners/sponsors, vendors or other outside groups.

# ADDITIONAL GUIDANCE FOR HOST CHAPTERS

NSPRA chapters located in a region hosting an upcoming NSPRA National Seminar should abide by this brand guide when developing any chapter promotional materials that use NSPRA’s brand assets.

In addition, a host chapter that develops a logo to promote its involvement in the National Seminar must also:

- Use the chapter’s name or abbreviation in its Seminar logo design, along with the NSPRA logo if desired, so that the logo is clearly branded as being from the chapter.
- Submit the chapter’s Seminar logo to the NSPRA associate director for review before the logo is used publicly.

---

The NSPRA logo is the property of NSPRA. This artwork is solely intended for the promotion of NSPRA and its chapters. Distortions, alterations or use of this artwork in ways contrary to the standards put forth in this guide are prohibited.
COLOR PALETTES

1 Primary palette
These colors are used in the logo and throughout all web and print applications.

2 Secondary palette
These colors may be used as accents to complement the primary colors.

All logo artwork was created using the PANTONE® Color System. On-screen representation of colors will vary. For the most accurate representation of printed color, consult a current PANTONE® swatch book. The CMYK, RGB, and HEX values listed here are from the current PANTONE® Color Bridge Coated swatch book.

If you are unable to match these color palettes, contact NSPRA at (301) 519-1227 or info@nspra.org with requests for alternatives.

COLOR DEFINITIONS:

PANTONE (or PMS) values are used to define colors for print, and are what most vendors will request or refer to for printing. These may also be referred to as the “spot” ink colors when printing in one- or two-color applications.

CMYK values are used to define colors for full-color printing. The letters refer to the four inks used in full-color printing: cyan, magenta, yellow, and black. The numbers represent the density of the inks from 0-100 percent.

RGB values are used to define colors to be viewed on screen, and may be used in applications such as Word or PowerPoint. The letters refer to the three colors of light: red, green, and blue. The numbers represent the intensity of each color, on a scale from 0 to 255.

HEX values are also used to define colors to be viewed on screen, and are most often used in web/mobile applications. The combinations of numbers and letters are another way to define the intensity of red, green, and blue light.
PRIMARY TYPEFACES

The primary typeface is *Libre Franklin*. This sans serif face adds a modern, professional feel and complements the serif letters of the logo. The subtly rounded corners of Libre Franklin’s letterforms also mimic those in the logo. This typeface has a wide variety of weights—from thin to black—which will allow for versatility in layout and design as it’s applied to communications.

*Libre Franklin* is a free font available from [Google Fonts](https://fonts.google.com). Google Fonts may be downloaded for use in print communications and may also be embedded on websites.

The serif typeface *Trirong* may be used in addition to Libre Franklin to add interest and contrast. This typeface also has a wide variety of weights—from thin to black.

*Trirong* is a free font available from [Google Fonts](https://fonts.google.com).
**TYPOGRAPHY**

**SYSTEM TYPEFACES**

In instances where downloading fonts is not possible or preferable, the following system fonts may be used:

*Calibri* may be used in place of Libre Franklin.

*Georgia* may be used in place of Trirong.

Calibri & Georgia are common on Mac & Windows systems.

---

<table>
<thead>
<tr>
<th><strong>CALIBRI, BOLD</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm</td>
</tr>
<tr>
<td>Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz</td>
</tr>
<tr>
<td>1 2 3 4 5 6 7 8 9 0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>CALIBRI, REGULAR</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm</td>
</tr>
<tr>
<td>Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz</td>
</tr>
<tr>
<td>1 2 3 4 5 6 7 8 9 0</td>
</tr>
</tbody>
</table>

---

<table>
<thead>
<tr>
<th><strong>GEORGIA, BOLD</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm</td>
</tr>
<tr>
<td>Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz</td>
</tr>
<tr>
<td>1 2 3 4 5 6 7 8 9 0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>GEORGIA, REGULAR</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm</td>
</tr>
<tr>
<td>Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz</td>
</tr>
<tr>
<td>1 2 3 4 5 6 7 8 9 0</td>
</tr>
</tbody>
</table>
HORIZONTAL
LETTERS ONLY

The horizontal version is the standard, preferred orientation of the logo.

Color variations are provided for different applications (For example, the 1-COLOR, WHITE logo might be used for printing on a blue shirt).

HORIZONTAL
WITH FULL NAME

HORIZONTAL
WITH FULL NAME AND TAGLINE
VERTICAL WITH FULL NAME

Use the vertical version of the logo when it fits better in the available space.

VERTICAL WITH FULL NAME AND TAGLINE

The leader in school communication™
VERTICAL, WITHIN SHAPE
LETTERS ONLY

This version has been developed for use in special cases where the logo might work better with a solid background and uniform edges.

For example, among other logos on a list of sponsors, or on stickers or apparel.

VERTICAL, WITHIN SHAPE
WITH FULL NAME

VERTICAL, WITHIN SHAPE
WITH FULL NAME AND TAGLINE

1-COLOR, BLACK

1-COLOR, WHITE (example on a gray background)
**TEXT ONLY**  
**HORIZONTAL, NAME**

On applications where it’s not ideal to use the full logo (or where the letters-only logo is used elsewhere, separately on the piece) the text-only version may be used.

**TEXT ONLY**  
**HORIZONTAL, NAME AND TAGLINE**

**TEXT ONLY**  
**VERTICAL, NAME**

**TEXT ONLY**  
**VERTICAL, NAME AND TAGLINE**
APPLICATION/ALTERATION

All logo artwork must be used as provided and not be altered in any way. DO NOT:

1. Change the logo’s orientation or rotation.
2. Disproportionately scale (stretch) the logo. If the logo doesn’t fit the available space, choose another version from the artwork provided.
3. Change the logo’s colors, without prior approval, or make alterations to the logo’s text.
4. Attempt to recreate the logo.
5. Add special effects to the logo.
6. Use a dark logo on top of a dark background; use the white logo instead.
FILE FORMATS

Artwork has been provided for all variations of the logo.

These have been grouped within folders based on their intended usage. The following tips are provided to help you decide which file(s) to use for your application(s).

FOR PRINT APPLICATIONS:

All .ai and .pdf files in the “For_Print-ai” and “For_Print-pdf” folders are suitable for professional design and printing. These are the files you should provide to any vendors. These are all “vector” files (you may hear your vendor ask for this) and can be scaled to any size without loss of quality.

Note: The .ai files can only be opened with professional software. The .pdf files can be opened/viewed with the free Adobe Acrobat Reader. Vendors should accept either of these file formats.

Note: Files of the 1-color, white versions of artwork will appear to be blank/empty, because the artwork itself is white. Rest assured that the artwork is indeed in there—if sending to a vendor, they should provide you with a proof showing how the white artwork will look on your finished piece (for example, when printed on a dark colored shirt).

FOR WORD, POWERPOINT, OR WEB APPLICATIONS:

The files in the “For_WebWordPPT” folder are the files you’ll use when placing the logo into applications such as Word or PowerPoint.

These are .png files in RGB format. They have transparent backgrounds so that they can be placed over colors/background images.

Note: DO NOT USE THESE FILES TO SEND TO A VENDOR FOR PRINT. These are raster (not vector) files. You may scale them down, but these will lose quality when scaled up.
CONTACT

Questions and logo artwork requests may be directed to:

info@nspra.org
(301) 519-1227

This guide and the logo artwork was produced in cooperation with the Capital Region BOCES Communications Service.