

## LOGOS

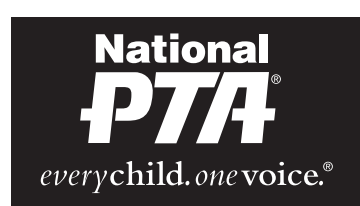
The National PTA logo is PTA Blue. The two other acceptable versions of the logo are in black and white.

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.

PRIMARY VERSION



REVERSE VERSION



BLACK VERSION



SPANISH VERSION



HORIZONTAL VERSION



## LOGO SPACING AND ANATOMY



Clear space should not be less than .5" on all sides. The actual distance will change depending on how the logo is scaled.

Word Mark  
Tagline

## COLOR PALETTE



Pantone 7738  
C56 M0 Y61 K36  
R72 G162 B63  
HEX#47a23f



Pantone 512c  
C0 M63 Y9 K49  
R131 G49 B119  
HEX#833177



Pantone 1595c  
C0 M56 Y89 K15  
R216 G96 B24  
HEX#d86018



Pantone 3145c  
C88 M40 Y36 K7  
R0 G119 B139  
HEX#00778b



Pantone 1797c  
C0 M75 Y71 K20  
R203 G51 B59  
HEX#cb333b



Pantone 7549c  
C0 M29 Y100 K0  
R255 G182 B0  
HEX#ffb600

## TYPOGRAPHIC STYLE:

These typefaces include bold and italic styles.

PRIMARY FONT

# Myriad

The quick brown fox jumps over the lazy dog.

SECONDARY FONT

# Minion Pro

The quick brown fox jumps over the lazy dog.

ALTERNATE FONTS

For internal documents created with Microsoft Office: Arial, Aptos or Garamond.

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

For Canva: Open Sans or Cormorant Garamond

## LOGO DONT'S

**DO NOT** obstruct logo with decorative/busy backgrounds, add a drop shadow to the logo or change the color of the logo.



**DO NOT** recreate the logo in any way or scale the logo disproportionately so it is wider, taller, thinner or thicker.



For web watermarks or situations when the primary logo needs to be featured smaller than **.5 inches in height**, it is ok to use the **No Tag** or **Horizontal** versions. The tagline will become difficult to read when smaller than 1/8th of an inch.

## FILE FORMATS

**.tif** or **.eps** For professionally printed materials

**.jpeg** or **.png** For Microsoft programs

**.jpeg**, **.png** or **.svg** For web use

## SERVICE MARK:

The National PTA logo is a registered trademarks and should always reflect the ® symbol.