

NPTA LOGO & COLORS

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



Primary Color



Expanded Colors



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.



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

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.

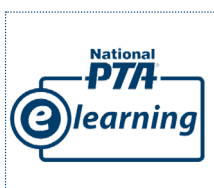
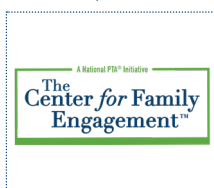
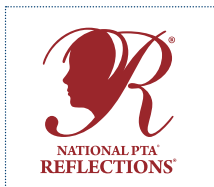


DO NOT recreate the logo in any way or add a drop shadow to the logo.



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

ADDITIONAL ASSOCIATION LOGOS



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.