



My Name Is...

Branding and Marketing Your PTA

Lauren Suter
Ohio PTA Board Director

Tony Rett
Ohio PTA Vice-President of Field Service



Branding and Marketing

What is branding?

- Branding basics involve creating a memorable and positive perception of a business, product, or service.

The ABCs of Brand Positioning

- **Audience:** A deep understanding of the target market you aspire to reach
- **Benefit:** The functional advantage your brand and products provide
- **Context:** The relevant category, competitive & cultural dynamics that surround your brand
- **Distinctiveness:** What makes your brand unique
- **Emotional Resonance:** Your ability to tap into consumers' feelings
- **Factual Proof:** Hard evidence that your brand can provide its promised benefits



Branding and Marketing

What is marketing?

- Marketing basics encompass the fundamental principles and concepts used to plan, execute, and evaluate strategies aimed at connecting with a target audience and achieving business objectives.

The Four Ps

- Product
- Price
- Place
- Promotion



LOGOS



LOGOS

A logo is a visual representation, like a symbol or design, used to identify a company, organization, product, or brand.

Key aspects of a logo:

- Identification: A logo helps distinguish a company from its competitors and establishes its identity.
- Memorability: A good logo is easy to recall and recognize, making it a valuable tool for branding and marketing.
- Visual representation: Logos utilize visual elements like fonts, colors, shapes, and symbols to convey a brand's essence.
- Brand identity: A well-designed logo communicates a brand's values, personality, and overall message.



LOGO | Do's and Dont's

Do's:

- Keep it simple: A good logo is easy to recognize and remember, even at small sizes.
- Use colors wisely: Consider color psychology and choose colors that reflect your brand's personality.
- Choose fonts strategically: Select fonts that are legible and reflect your brand's style.
- Ensure scalability: Your logo should look good at various sizes, from small business cards to large banners.
- Have different logo variations: Create variations of your logo for different uses and backgrounds.



LOGO | Do's and Dont's

Dont's:

- Overdo it with detail: A cluttered logo is difficult to remember and can make your brand appear unprofessional.
- Copy other brands: Originality is key to a strong logo that stands out.
- Chase trends: Trendy designs quickly become outdated
- Use too many fonts or colors: Limit yourself to a few fonts and colors to avoid a cluttered appearance.
- Use drop shadows: Drop shadows can make your logo look dated and unprofessional.
- Change your logo too often: Consistency is important for brand recognition.
- Forget about white space: White space helps your logo breathe and makes it easier to read.
- Use imagery to replace text: A logo should primarily be visual, with text elements used sparingly.



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.



Primary Color



Expanded Colors



NATIONAL PTA®

Visual Identity Standards

QUICK REFERENCE GUIDE

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.



NATIONAL PTA®

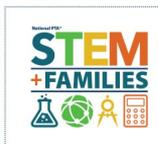
Visual Identity Standards

QUICK REFERENCE GUIDE

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.

Myriad Pro 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.





NATIONAL PTA[®]
STYLE GUIDE

What Colors Mean

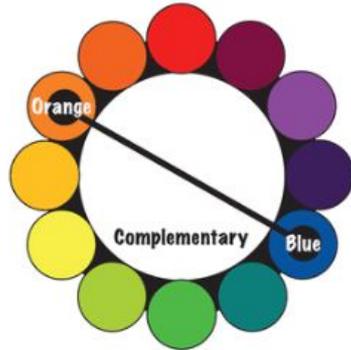
Reds EXCITEMENT PASSION DANGER	Blues TRUST RELIABILITY COOLNESS	Yellows WARMTH CHEER HAPPINESS	THE EMOTIONS OF COLOR	
Oranges PLAYFULNESS WARMTH VIBRANCE	Greens NATURE FRESHNESS GROWTH	Purples ROYALTY SPIRITUALITY DIGNITY		Pastels SOFTNESS NURTURE SECURITY
Whites PURENESS CLEAN YOUTHFUL	Blacks SOPHISTICATED ELEGANT MYSTERY	Golds PRESTIGE EXPENSIVE ELEGANT		Silvers PRESTIGE COLD SCIENTIFIC



COLOR EMOTION GUIDE



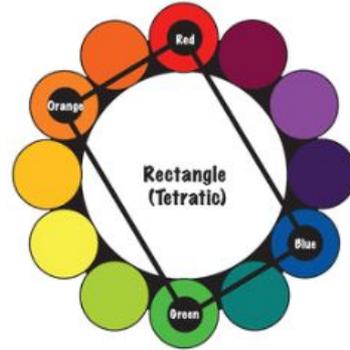
Color Schemes



Complementary color scheme

Colors that are opposite each other on the color wheel are considered to be complementary colors.

(example: Orange and Blue).



Rectangle (tetratic) color scheme

The rectangle or tetratic color scheme uses four colors arranged into two complementary pairs.

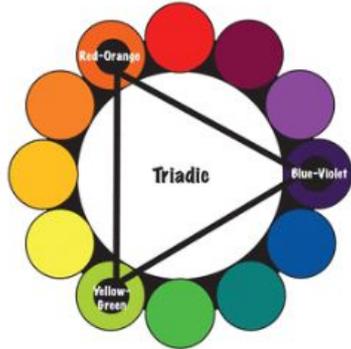
(example: Orange, Red, Blue and Green)



Analogous color scheme

Analogous color schemes use colors that are next to each other on the color wheel.

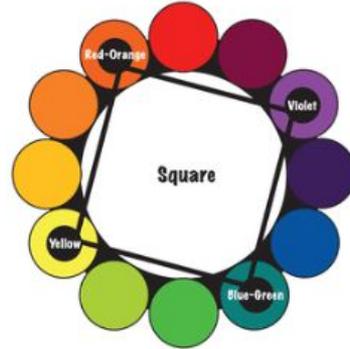
(example: Green, Blue-Green and Blue)



Triadic color scheme

A triadic color scheme uses colors that are evenly spaced around the color wheel.

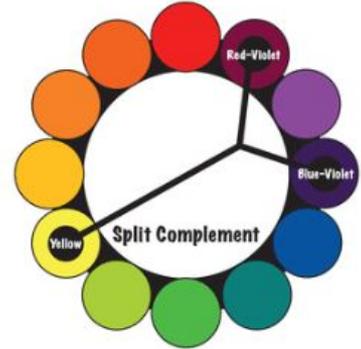
(example: Yellow-Green, Red-Orange and Blue-Violet)



Square color scheme

The square color scheme is similar to the rectangle, but with all four colors spaced evenly around the color circle.

(example: Yellow, Red-Orange, Violet and Blue-Green)



Split-Complementary color scheme

The split-complementary color scheme is a variation of the complementary color scheme. In addition to the base color, it uses the two colors adjacent to its complement.

(example: Yellow, Red-Violet and Blue-Violet)



All Aboard Convention 2025

Ohio PTA
every child, one voice
Ohio PTA: Infinite Tracks to Leadership



**NOW YOU CAN BEGIN BRAINSTORMING
YOUR
LOGO DESIGN!**

Design a Logo and Build a Brand Kit Using Canva



Create a Logo for Your PTA

Reference: [Logo design for beginners \(Canva\)](#)

- We want to create a unique PTA logo that aligns with the school's branding without directly copying it
- Incorporate elements like school colors or mascots to create a sense of unity
- Ensure the PTA logo is distinct to represent the organization's unique identity



Start With the School Brand

- Use elements like the tree and silhouettes of children
- Mimic fonts
- Use a similar color palette



Create Your Own Logo

- Start a new, blank logo in Canva
- Search elements for something similar to the school logo, such as “children learning tree”
- Change or refine your search if you need to
- Find an image that invokes, but does not copy the school logo or mascot



Combine With Elements of the School Brand

- Change the color palette to match the school's colors
- Use similar fonts
- Make sure the final design is distinct enough that is immediately recognizable as your organization and not the school





Before we move on, click Share, then download, and save your new logo as a .svg file. We'll need that file for the next step...

Using Canva's Brand Kit



Use Canva's Brand Kit for Consistent Marketing

- The Brand Kit allows you to store your PTA's logos, color palettes, and fonts all in one place
- This ensures all materials, newsletters, flyers, social media posts, etc. maintain a cohesive look



Create a New Brand

- Select Brand from the sidebar, then Brand Kits, then Add New
- In the logo section you can upload the .svg file you saved in the last step
- The brand kit will automatically import the color palette from your logo
- You can also link a folder with your assets as well
- Use the color tool to create one or more palettes, you can use the eyedropper to pull colors from your school's existing logo
- Rename your palette and colors as you like
- Add fonts that you used for your logo and any other fonts you want to use consistently in your content and communications



Create Brand Templates

- Select Brand from the side bar, then Brand Templates, then Add New
- Browse by category (flyer, social media post, etc.) or search using keywords
- Select a template, and once in the editor, select Brand from the sidebar
- In the Brand menu, you can click shuffle on your color palette to cycle through random applications of colors to template elements
- You can also manually replace element colors as you like
- Drag a logo from your brand logos and place it in the template
- Change any other elements or text to make the template your own
- When you are done, select Share, then See all..., then Brand Template



Use Your Brand with Givebacks Communication



Givebacks Website Builder

You can create multiple pages for your website. The first six pages will be displayed on the menu bar. Additional pages can be created and accessed through links on your web pages. You also get an automatic link to your Store page. Use the logo and color palette from Canva to keep your brand presence consistent.

- From the toolbar, select Website, then Website Builder.
- Click the Get Started button. Your Home Page with the Landing Page format will be created for you.
- Click the three dots next to the Home page to see options to edit the page and edit the page visibility.
- Click the Add Page button to start building a new page.



Givebacks Website Builder (cont'd)

- Fill in the information for your new page and click Save.
 - Name: This is the name of your page that will show on the menu bar for your website.
 - Path: The path must start with a "/" followed by additional characters except for the Home Page which should only have a path of "/". (For example, a page with the name About Us could have the path of /aboutus.)
 - Layout: Page types are not editable once chosen
 - Contents
 - Customizable Header Text and optional Image
 - Title Section/ Text Body
 - Events - Not available to Ohio PTAs
 - Landing
 - Banner image and text (We recommend an image size of 1000 pixels by 200-300 pixels.)
 - About Us and Get Connected boxes (titles are editable)



Givebacks Website Builder (cont'd)

- Officers
 - Pulls your officers directly from Givebacks and makes your titles/emails easily accessible to your unit.
 - Not editable
- Custom Page Editor
 - Drag and drop page editor
 - Build your own page layout and fully customize the page
 - Learn more [here](#)
 - Starting At: (optional) You can enter a start date for your page to go live.
 - Expires At: (optional) You can enter an end date for your page to turn off.
- Set up your new page by clicking the three dots next to your page and selecting Edit Webpage. **Be sure to click Save on the top of the page after each edit.**



Givebacks Website Builder (cont'd)

- Make your pages live. For each page, click the three dots next to your page and select Edit Visibility. Check the is Live box.
- Make the entire website live by clicking the Make Live button. Your site is now viewable.

Share your website with your users – you can find your website link at the top of the website admin page.



Givebacks Newsletters

Newsletters are formatted emails, usually sent on a rotational basis. You can group messages into campaigns, to create matching emails for a specific topic. For example, you may choose to use one campaign for your weekly newsletters, one for promoting membership sales, etc. Like your Givebacks website, use the logo and color palette you created in Canva to keep your brand presence consistent.



Create a Newsletter in Givebacks

- From the toolbar select Communications, then select Newsletters.
 - This page will show you a chronological listing of all newsletters sent from your organization. If you prefer to see a listing of campaigns, click "View Campaigns" at the top left. There is no limit to the number of newsletters or campaigns you can create.
 - In either the newsletter or campaign view, you will see a list of newsletters, the number of sends, opens, and click-through rates as well as a button to copy each newsletter.
- Click Add Message. You can also choose the copy option next to an existing newsletter.
- You will then be prompted to choose your campaign or to start a new one. This will create the campaign groupings described above.
 - Choose an existing campaign title from the list, to create another newsletter within that campaign, or click Start a new Campaign. **Note:** Campaigns can be archived while individual newsletters can not. Archiving can help free up space for more newsletters.



Create a Newsletter in Givebacks (cont'd)

- If you started a new campaign click Edit Name under New Campaign and type the name of the campaign.
- Select the Recipients. You can type names into the Recipients box or use the shortcut links below the box.
 - Everyone - Sends to everyone in your contact list except those who only have the role of Donor or Customer.
 - Contacts - Allows you to select from your list of contacts.
 - Hubs - Allows you to select specific hubs. The newsletter will go to everyone in the selected hubs.
 - Roles - Allows you to send to specific roles such as Members, Customers, or Donors.
 - Saved Filters - You can save filters under Contacts > All Contacts to use for messaging.
- Enter the Subject that will show in the subject line of your message. Click Next.
- Select the Template for your newsletter. You can browse lots of pre-created options which you can then edit for your organization. Or choose the basic option and completely create your preferred design/layout.



Create a Newsletter in Givebacks (cont'd)

- Customize your template. You can do so by clicking anywhere on the current template to edit that section. You can add new blocks and content elements to the current layout by dragging the items from the right to the main section in the middle. Don't forget to click Save at the top right of your template.
- Send your newsletter now or later.
 - Click the Send Now button if you are ready to send your message.
 - If you wish to send your newsletter at a future date and time, slide the toggle switch for Scheduled Send to the right. Click in the Select Date & Time box. This will bring up a calendar where you can choose the future day and time to send the newsletter. Once you pick your date and time, click Next.
- Click Save & Schedule Send at the top of the page. **Note:** If you aren't ready to send your newsletter, it's ok. Just make sure you save the template. Your newsletter will be listed as a Draft. You can click on the newsletter to edit, schedule the send, or cancel the send.





Questions?