CalSPRA

Connect • Communicate • Inspire

BRAND STYLE GUIDE

2022

WHY BRAND MATTERS

The messages an organization sends — whether verbally, written, image-based, electronic, or through video — can affect its overall image and reputation. It's important, then, that a common brand — or style — be maintained to ensure consistency, uniformity, and professionalism.

A new CalSPRA positioning statement, logo, and tagline were introduced during the 2022 CalSPRA Conference held in Sacramento. These new brand assets were based on research conducted by CalSPRA's Marketing Committee, which found that the organizaton's new brand should be uniquely "Californian" and capture the essence of what the organization represents.

Our Positioning Statement

CalSPRA provides connections, resources, and collaboration to support and inspire school communicators.

Our Logo's Story

A grizzly bear adapted from California's flag represents the strength and tenacity of each and every CalSPRA member. Seven rays of inspiration — one for each of CalSPRA's regions — rise to form a semi-circle to shield and protect the integrity of our profession.

Our Tagline

CalSPRA has adopted the tagline "Connect, Communicate, Inspire," which perfectly encapsulates what our organization is all about. The word "Communicate" is situated in the center of the tagline, as it's at the heart of what we do every day in support of our schools and our communities.

PREFERRED LOGO VERSIONS

Full Color With Tagline

Full Color Without Tagline

ALTERNATE LOGO VERSIONS

Black & White

Grayscale

Reversed
Only use against a dark background

Text Only

When the logo needs to be used in a horizontal space, the all-text versions of the logo below should be used.

CALIFORNIA SCHOOL PUBLIC RELATIONS ASSOCIATION

LOGO USE BEST PRACTICES

- Use the full-color version with tagline in most cases.

- Always size the logo at a minimum of 1" high. If the logo must be reproduced smaller than 1" high, the "horizontal" text-only version should be used.

- Ensure there is ample space around the logo and other elements such as graphics, photography, and text.

- Always constrain the proportions when sizing the logo.

- Always use high resolution versions of the logo.

LOGO DO NOTS

Do not alter the logo in any way including reconfiguring elements, changing colors, or applying drop shadows other effects.
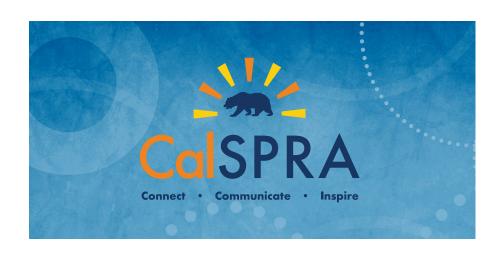

Do not stretch or distort the logo

Do not place the full-color logo over dark/patterned backgrounds and/or photos.

COLOR PALETTE

RUSTIC ORANGE
RGB: 236, 130, 35
CMYK: 4, 59, 100, 0
HEX: ec8223

CALIFORNIA GOLD
RGB: 251, 206, 15
CMYK: 2, 17, 99, 0
HEX: fbce0f

CLASSIC NAVY
RGB: 27, 54, 98
CMYK: 100, 86, 34, 24
HEX: 1b3662

FERN
RGB: 119, 192, 68
CMYK: 58, 0, 99, 0
HEX: 77c044

SKY BLUE
RGB: 51, 178, 204
CMYK: 75, 13, 0, 20
HEX: #33b1cc

50% Black