



Arkansas Retired Teachers Association

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www.artanow.com

**Graphic
Standards
Guidelines**



Arkansas Retired Teachers Association



ARTA GRAPHIC STANDARDS GUIDELINES

This document describes the Graphic Standards Guidelines for the organization known as the Arkansas Retired Teachers Association.


The standards state what is acceptable practice for using organization identity elements in different situations.

These standards apply to all organization publications, materials, and websites.

Outside organizations that use the organization identity elements must also follow these guidelines.

Application of these standards will ensure that the organization presents a consistent, engaging image.

For identity elements or applications not covered in this document, contact the Executive Director or the Communications Coordinator at 501-375-2958.



EMAIL SIGNATURES

STANDARD E-MAIL SIGNATURE FORMAT

Jane Doe

Title, Arkansas Retired Teachers Association

1200 Commerce St, Ste 103 | Little Rock, AR 72202

501-375-2958 | Mobile Phone (optional)

Jane_arta@att.net | www.artanow.com

Follow us: (an optional line to include your professional social networks is acceptable on the last line)

E-MAIL SIGNATURE GUIDELINES

E-mail signatures should not be longer than 4 lines.

Use pipes (|) to separate components. Use two spaces between the text and the pipes.

Do not use special colors, fonts or graphics.

Use your email client's default font or a simple 12-point standard font. Times is recommended. Non-standard fonts and HTML do not translate across all email clients

Refrain from using images or logos within the e-mail signature. Images increase the size of emails and some email clients and mobile devices will block the appearance of images.

Do not use quotes or epigraphs.

Avoid using vCards. vCards are a convenient way to share contact information however, they add size to your email and appear as attachments.

Use complete urls instead of hyperlinks to ensure there are no problems with the link working.

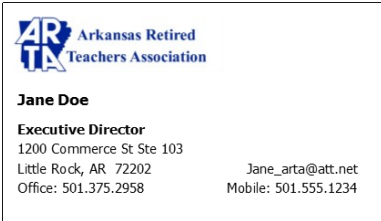
Avoid using multiple phone numbers and email addresses. Pick the most important phone number and email address.

Only include links to social media if it is appropriate to the work of your office.

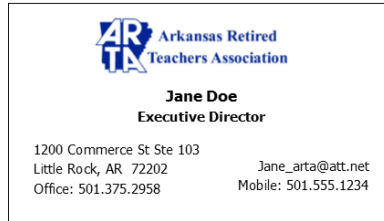
Include your email address. Not all email clients will include header information in replies and forwards.

STATIONERY

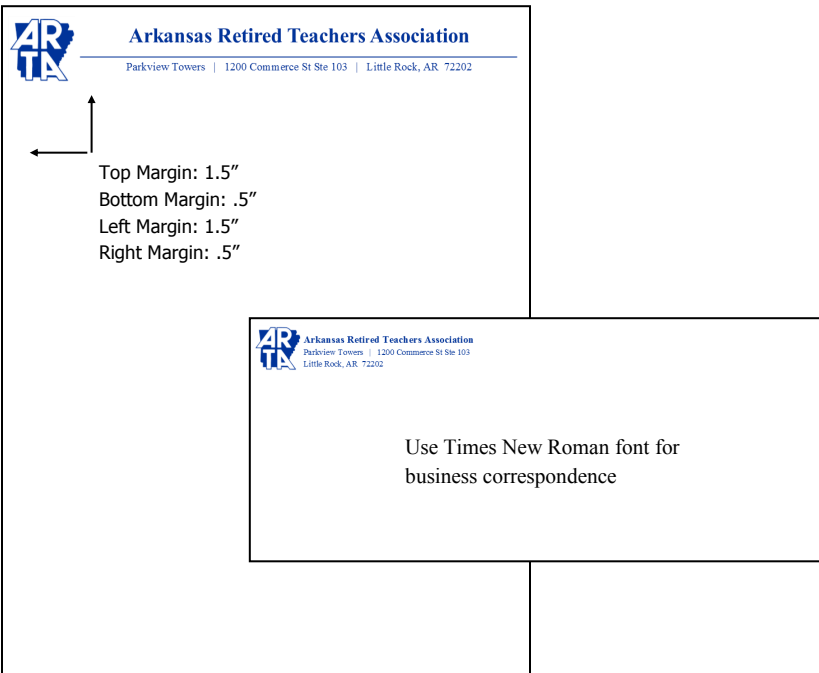
Business Card Right Justified



Business Card Centered



Letterhead



ORGANIZATION NAME

The official name of the organization is the Arkansas Retired Teachers Association.

The full name of the organization should be used on first reference.

On second and subsequent references, the acronym ARTA may be used.

The acronym ARTA may be used in internal communications.

When the organization is represented in a collaboration, the graphic standards for our name and visual identity must be observed.

ORGANIZATION COLORS

The organization color is Pantone Reflex Blue.

Full colors or tints from the secondary color palette may be used for variety as long as the primary color is used first or most prominently.

Blue	Red	Gray
Pantone Reflex Blue		
RGB 0 20 137	RGB 145 8 8	RGB 142 142 139
HEX 001489	HEX 910808	HEX 8E8E8B
CMYK 100 89 0 0	CMYK 0 94 94 43	CMYK 0 0 2 44

ORGANIZATION TYPEFACE

The organization typeface is Times New Roman. It is to be used any time the organization name is used as an identifying element.

VISUAL IDENTITY ELEMENTS

The current visual identity elements of the organization are the ARTA icon and the organization wordmark.

The wordmark is the full name of the organization, in Times New Roman Font, used as a visual element in place of text.

The ARTA icon should ideally not be used as a standalone element. When the icon is used alone, it is only after the icon and wordmark have been used together, or where the full organization name also appears in close proximity.

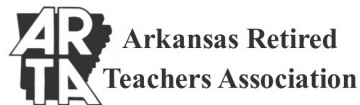
The acceptable colors for the icon are Pantone Reflex Blue or Black. The acceptable colors for the wordmark are Pantone Reflex Blue, Black or white on a color from the organization color palette.

Following are some acceptable uses of the organization identity elements:

Horizontal Blue



Horizontal Black



Header Bar



EXTERNAL USE OF IDENTITY ELEMENTS

Organizations that wish to use the ARTA icon should submit an Agreement Request for **each** use. Approved requests will follow the above guidelines as well as the following:

When using the organization icon on a web page, it should link back to the organization's home page.

When using the organization elements, be sure there is copy in close proximity that references the nature of the relationship.

Text or graphics that misrepresent the relationship between the two organizations, or give the impression the organizations are not two separate entities, will not be approved and may be subject to removal.

PUBLICATIONS & MATERIALS

APPEARANCE

For single-page publications, the organization's identifying elements should appear at the top or bottom of the publication

For two-sided publications, the organization's identifying elements should appear at the beginning and end of the publication. If the item will be mailed, the organization's identifying information may be limited to the mailing area.

For items with a cover, the organization's identifying elements should appear, at a minimum, on the front cover.

For publications that will be mailed, the organization's identifying elements should be included in the mailing area.

COPY

Wherever appropriate, the organization tag line "The Voice of Arkansas's Retired School Employees" should be incorporated into the copy of organization publications and materials.

Publications should be set in the organization font, Times New Roman or a san serif font, such as Tahoma, Twentieth Century MT or Verdana.

PHOTOS

Whenever possible, the organization should use photos of our members or photos submitted by our members. Consent for use is implied.

When resources from outside the organization are used:

- follow all copyright and trademark laws
- purchase rights to, establish the fair use of, or otherwise obtain approval from the copyright or trademark owner prior to use
- attribution for the resource should be made according to the instructions of the copyright or trademark owner

Clip art should be used sparingly and should be limited to graphics that illustrate an object or a concept.