



About the Logo

The new PTA® ReflectionsSM logo was created in celebration of the 40th anniversary of the PTA Reflections Program and is to be used starting in the 2009–2010 program year.

Uses

The PTA Reflections logo may be used by any PTA in good standing. There are formats for both print and Web, for use in promotions, rules documents, awards/recognition, signage, etc. The new logo should not be used to recognize or promote 2008–2009 or earlier Reflections Program artwork, unless such promotions are in the context of promoting the program in general.

Colors

The logo is available in maroon (Pantone 208; CMYK 0/100/36/37), black, and white.* The maroon should be used except in black and white documents or when it would not provide sufficient contrast with the background. In those instances, use the black or white logo. The logo should not be used in any other color.

There is no restriction on what color background may be used as long as there is significant contrast between the background and logo.

* For the white logo above, the blue background is for contrast and is not part of the logo. Because the white logo requires a transparent background, it is available only in PNG format.

Tagline

The “40 Years of Achievement in the Arts” tagline should be used throughout the 40th anniversary program year (2009–2010). If materials are being used beyond the 2009–2010 year, you may use the tagline but it is not necessary. The tagline should not be used in materials beyond the 2014–2015 program year.

Formats

The logo is available in three formats:

- * JPEG (.jpg): for use on the Web
- * TIFF (.tif): for use in print
- * PNG (.png): for use on the Web or in print, with a transparent background

Download the logo at PTA.org/Reflections or PTAreflections.org.

Please do not alter the logo in any way.

Size

The logo can be resized as needed, but the proportions must remain the same.

Service Mark

National PTA® has filed for trademark status of the new PTA Reflections logo. Always include the **SM** with the logo to indicate its protected status.