



## **University of Florida PRSSA Style and Identity Guide**

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### **UF PRSSA Mission**

We strive to serve members by enhancing knowledge of public relations and the world in which it functions as well as providing innovative professional development and other opportunities.

### **UF PRSSA Vision**

We seek to build a professional organization that fosters positive and lasting relationships through a collaborative approach between its members and leadership.

### **UF PRSSA Values**

- Professional
- Transparent
- Authentic
- Accessible
- Responsible
- Innovative
- Supportive
- Organized
- Communicative
- Diverse



## Logo

On full-color communications, the color UF PRSSA logo should be used. The logo can be downloaded on the UF PRSSA Web site, [www.ufprssa.com](http://www.ufprssa.com).



## Official Colors

Color	RGB	HEX
Blue	0, 33, 165	#0021A5
Orange	255, 74, 0	#FF4A00

## Typeface

**Franklin Gothic Medium – Headlines**

Franklin Gothic Book – Body

*Monotype Corsiva – Tagline (A Continuing Legacy)*

The Franklin Gothic family is used on letterhead, envelopes, business cards, mailing labels, fax cover sheet and news releases.

For publications and collateral, use Franklin Gothic Demi-Compresses or Bembo Semibold for headlines and Bembo Regular for body copy.

Use Arial for Web publications – not the default font Veranda.

## References

Associated Press Stylebook (latest edition). This is used in an effort to stay consistent throughout publications and even e-mails.



Webster's New World College Dictionary (latest edition) to resolve questions about spelling and usage. Online thesaurus and dictionary can be found at [www.m-w.com](http://www.m-w.com).

### **Capitalization**

The following words, phrases, events, etc. need to be capitalized at all times:

- The Alpha Chapter
- Chapter
- Chapter President
- Chapter Liaison
- National Conference ("Conference" on 2<sup>nd</sup> reference)
- National Committee
- National Assembly ("Assembly" on 2<sup>nd</sup> reference)
- PRSA Chapter
- PRSA Board
- PRSSA Chapter
- Society

### **Events**

Please make sure that UF PRSSA is placed before all events:

Correct: UF PRSSA Speaker Series

Incorrect: Seminar for PRSSA

### **PRSSA Terminology**

Capitalization, spelling and format for commonly used terms throughout the Society.

- Speaker Series
- Skill Seminar
- Mixer
- FORUM is PRSSA's national newspaper. Connecting with PRSSA is PRSSA's national newsletter for leaders
- Champions For PRSSA, formerly the Friends for PRSSA
- PRSSA Web site (not website or Website)
- PRSSA Student-run firm or student-run firm
  - UF PRSSA Student-run firm (Alpha Productions)
- PRSSA Bateman Case Study Competition
- PRSSA Day-of-Competition
- PRSSA National Committee
- When typing out a phone number, it should be: (555) 4061616 (not 555.406.1616 or 555/4061616)



- Spell out public relations (lower case) in copy. Do not write “PR,” except for titles. Example: “Tourism PR: How to Sell a City”
- The symbol “&” may be used for marketing purposes when referring to professional interest groups; otherwise, type out the word “and.”
- Regional Activity

### **PRSA/PRSSA Exceptions to AP Stylebook**

- Accreditation, Accredited
- Advancing Diversity
- Advocacy Advisory Board
- Affinity Groups
- Career Tools
- PRSA Chapter, Districts
- PRSA Chapters Resources Quick Guide
- College of Fellows, Fellow PRSA
- Communications Audit
- Diversity Initiatives
- Diversity Pros
- e-Groups
- G.E.A.R.S (Growth, Education, Advancement Students)
- JobCenter (one word)
- Global Alliance for Public Relations and Communications Management (“Global Alliance” on 2<sup>nd</sup> reference)
- Leadership Rally
- Member Code of ethics
- MemberNet
- Profolios
- Professional Development (when referring directly to PRSSA/PRSA programming)
- PRSA (insert year) International Conference
- PRSA/PRSSA Bylaws, Policies and Procedures
- PRSA Foundation Board
- PRSA Media Room