

# PRSA Colorado Style Guide 2018

## General Content Guidelines

### **Brand Consistency**

PRSA's [Branding and Style Guidelines](#) were developed to maintain the integrity and voice of the PRSA brand. As volunteers for PRSA Colorado, it is incumbent upon us to make certain that we protect and uphold the PRSA brand by complying with the organization and chapter guidelines.

### **Chapter Name**

- PRSA Colorado
- Colorado Chapter of PRSA
- Colorado Chapter of the Public Relations Society of America
- PRSA Colo or #prsacolo may be used in text for social media and to shorten for headings where applicable.

### **Grammar/Usage Style**

- PRSA and PRSA Colorado follow AP Stylebook. (May use [Webster New World College Dictionary](#) when spelling, style and usage questions are not covered by AP.) [Associated Press Style Book](#)
- The Chapter Editor must review the enewsletter and blog content before publishing.
- Social media style guidelines based on [PRSA Social Media Policy](#).

### **PRSA Color Codes**

- HEX #00558d
- PMS 301 C

### **Font**

- Arial
- Graphic font: Franklin Gothic Medium, Franklin Gothic Standard Condensed

### **Font Size**

13-point for headlines/10-point for copy

### **Voice**

Clear, informative, positive, second-person. First person may be used for blog posts ("I") and in the enewsletter ("we"). Professional, but not formal. Respectful tone. For social media: conversational, engaging, authentic and with the inclusion of a call to action(s). Posts may present excitement but refrain from incitement and avoid inflammatory or insensitive statements.

### **Links/Contact/Hashtags**

Provide links to venues, PRSA Colorado website, registration and outside websites where applicable. Include @PRSA Colo handle and associated hashtags where applicable. Include a contact email address or one of the chapter's email addresses for more information, e.g., contact [prsacolorado@gmail.com](mailto:prsacolorado@gmail.com) or contact [info@prsacolorado.org](mailto:info@prsacolorado.org).

## Images

Visuals are encouraged (graphics, images, photos, videos). Images must fall under fair use, or the author must have rights to the visual. **Note: *Do not use photographs, graphics, music, videos, artwork, written expressions of ideas or any other copyrighted materials in their entirety without the advanced permission of the author/creator/owner of such materials, regardless of whether they are explicitly marked as copyrighted.*** ---PRSA Social Media Policy.

## Specific Guidelines per Promotion Channel

### PRSA Colorado Website

PRSA Colorado's [website](#) is managed by IMI Group and housed on the StarChapter platform.

Website image size guidelines:

- PRSA Colorado blog – 300 x112 pixels
- Enewsletter – max width 480 pixels
- Homepage Slider – 960 x 300 pixels

Submit website content via email to [info@prsacolorado.org](mailto:info@prsacolorado.org)

### ENews

The PRSA Colorado [newsletter](#) (ENews) is published by IMI Group and distributed to members biweekly (every other Wednesday) through the MailChimp email platform. The communications committee ENews Manager organizes the content that populates each edition of the newsletter. The Chapter Editor, ENews Manager and board President review the content before publication.

**Deadlines for Content Submission:** While a reminder email may be sent to board liaisons and committee chairs requesting content, for best results, **email content to [prsacolorado@gmail.com](mailto:prsacolorado@gmail.com) at least one week prior to the newsletter publication date.**

**Content Details:** Include a headline followed by two to four short paragraphs of text describing the content and linking to a blog posted on the website, an event posted on the website or other information relevant to members. The write-ups can include links to speakers, programs, registration information and should include either a contact email address or [info@prsacolorado.org](mailto:info@prsacolorado.org).

**For Events:** provide a summary of the event and deadline to register (links are helpful). Include the following:

- Title of Event
- Day, Date, Time
- Location (with link to electronic map or venue website)
- Registration information (with link to registration page on prsacolorado.org)
- Cost (if applicable)

**Images:** Submissions should include a relevant image or member-approved photo (see social media policy above). Images must fall under fair use or reproduced from PRSA, or the author must have rights to the visual.

## **PRSA Colorado Blog**

Categories for chapter blogs include:

- Member Chat
- Committee Profile
- Best Practices in PR
- Guest Member Blog
- From the Board
- Diversity in PR

***While members of the communications committee write many of the blogs, board members, chairs and volunteers are encouraged to submit blog posts.***

### **Blog Guidelines:**

- Submissions must be relevant to PRSA Colorado chapter members.
- The member submitting the blog post must also be the author; i.e., submissions by PRSA Colorado members of content written by non-members will not be accepted.
- Self-promotion (either of services, books, or other sales materials) is discouraged.
- Blogs can be written in first person but must adhere to a respectful tone.
- Adhere to AP Style Guidelines.
- Bylines are included on blog posts, which are archived on the website.
- PRSA Colorado will share/link blog posts to its social media channels.
- Include headshot/photo (jpg) or relevant graphic when submitting.
- There is no word limit on blog posts. Please use Microsoft Word when submitting.
- Members from the communication committee and Chapter Editor review all blogs and may offer suggested edits before publication.

**Deadlines for Blog Posts Submission:** For best results, please submit blog posts **two weeks before publication to [prsacolorado@gmail.com](mailto:prsacolorado@gmail.com)**

The PRSA Colorado Board of Directors reserves the right to exclude any postings or material that it deems to be unsuitable, unlawful or objectionable for any reason, such as ---but not limited to the following:

- Content of the posting/material (for example, the usage of inappropriate language).
- Subject matter (including, but not limited to, material that is directed at an individual).
- Timeliness or relevance of the material/posting.
- Other reasons related to intellectual property contained in the postings, among others.

## Social Media

PRSA (and PRSA Colorado) operate under a [code of ethics](#) and require adherence to applicable laws with respect to intellectual property (trademark and copyrights), disclosure/confidentiality, defamation, harassment and invasion of privacy. The guidance below focuses on social media channels with respect to image sizing and calendar submission. For guidance on policy, visit the [PRSA Social Media Policy](#).

The PRSA Colorado social media team has developed a comprehensive content calendar for the chapter that incorporates events, posts and information from PRSA National and other chapters. It is recommended that members customize posts per channel and size images accordingly.

**Deadlines for Social Media inclusion:** While all content will be considered for promotion, for best results, there is a **two-week turnaround time** for inclusion to the calendar. **Submit social media content via email to [prsacolorado@gmail.com](mailto:prsacolorado@gmail.com)**

### Social Media Channels and Image Guidelines

PRSA has a presence on the following channels

- [Facebook](#)
- [Facebook Member](#)
- [Twitter](#)
- [Instagram](#)
- [LinkedIn](#)

**Image Guidelines:** *Note: static graphics should be 1MB-5MB in size and high resolution*

#### FACEBOOK

**Profile Image:** 180px X 180px

- *Appears on page as 160px X 160px)*

**Cover Image:** 820px X 310px

- *Appears on page as 820px X 310px*
- *RGB JPG file less than 100KB*

**Shared Image:** 1200px X 630px

- *Will scale to a max of 1:1 ratio*

**Event Cover Image:** 1920px X 1080px

- *Shows in feed as 470px X 174px*

#### TWITTER

**Profile Photo:** 400px X 400px

- *Displays at 200px X 200px*

**Header Photo:** 1500px X 500px

- *Maximum file size of 10MB*

**In-Stream Photo:** 440px X 220px

- *Maximum file size of 5 MB for photos and 3 MB for animated GIFs*
- *2:1 ratio*

## **INSTAGRAM**

- **Shared Image:** 1080px X 1080px

## **LINKEDIN**

- **Profile Photo:** 400px X 400px
- **Cover Image:** 1536px X 768px
- **Shared Image:** 1200px X 628px

## **Cautionary Refrain**

- Do not use material that may be deemed to contain exaggeration, colorful language, guesswork, obscenity, copyrighted materials, legal conclusions and derogatory remarks or characterizations.
- Do not disclose without authorization any information that is confidential or proprietary to third parties.
- Always obtain permission from rights holders to use any previously created materials not governed by fair use.
- Respect PRSA's ethical guidelines and the [PRSA Member Code of Ethics](#).