

TRTA STYLE GUIDE

Any written communication from the local or district level is a reflection of TRTA as an entire organization. In order to effort to promote consistency and minimize controversy, the following guidelines are to be used when preparing printed materials on behalf of TRTA, the district or the local unit.

1. All public relations efforts must reflect:
 - A. TRTA Policies
The Public Relations Committee shall coordinate the Children's Book Project. The Committee shall develop methods of promoting the goals, objectives, and ideals of TRTA to other education groups and to the general public.
 - B. TRTA Mission Statement
"The Texas Retired Teachers Association advocates improved benefits for all education retirees and promotes the well-being of its members."
2. Avoid topics such as:
 - A. Political opinions or endorsements
 - B. Religious points of view
 - C. Any topic, wording or references that might be interpreted as discriminatory or inflammatory
3. When preparing written materials (such as directories and newsletters):
 - A. Consistently use the TRTA logo and letterhead. Add district or local information such as the district or local officer(s) and/or the local website, to clearly communicate the originator of the material.
 - B. Consistently use the tagline, ("TRTA: The Voice for Retired Educators") for all communication. On letters, the tagline can be centered at the bottom of the page.
 - C. Clearly identify the level of TRTA that is producing the document: state, district or local unit.
4. When color is used, use the association colors (red, blue and white) as the predominant colors.
5. For letters and written correspondence, follow these suggestions when feasible:
 - A. Font should be clear, uncluttered and easy to read (no smaller than 10 pt). Suggestions include Arial, Arial Narrow, Book Antigua and Times New Roman.
 - B. Business letters should be block justified, single spaced (see figure A on the following page) and professional in appearance.
6. Reflect the diversity of the membership in public relations communications.

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Figure A: *Template for Correspondence*, the stationary style

Text Area

Font: Arial, Arial Narrow, Book Antiqua and Times New Roman


Font size: no smaller than 10pt.

Letter Style: Block

Justified and Single spaced

Left/right margin: no less than 1/2"

Bottom margin: no less than 1/2"



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January 1, 2010

Mr. John Doe
Title
Address
City, State Zip Code

Dear John:

Insert Text Here

Insert Text Here

Sincerely,

Jane Doe
Title

Enc.

Cc.

TRTA: The Voice for Retired Educators

1/2"

Text Area

Figure A: *Template for Correspondence*