

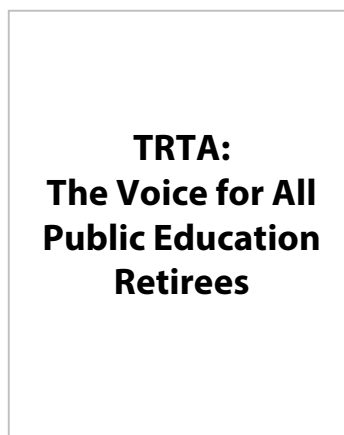
TRTA STYLE GUIDE

Any written communication from the local or district level is a reflection of TRTA as an entire organization. In order 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 public 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 printed materials (such as directories and newsletters):
 - A. Consistently use the TRTA Logo. To request the TRTA Logo, contact Laura Rios at 800.880.1650 or laura@trta.org.
 - B. Consistently use the tagline, "TRTA: The Voice for All Public Education Retirees."
 - C. Clearly identify the level of TRTA that is producing the document: state, district or local unit.
4. 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 and professional in appearance.
5. TRTA colors are red, white, and blue.
6. When using visuals for public relation efforts, reflect the diversity of the membership.



TRTA Logo
For use at state, district
and local unit levels



TRTA Tagline
For use at state, district
and local unit levels



Capitol Icon
For use at state level