



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 chapter.

TRTA authorizes its affiliated chapters and districts to utilize its official logo (or any likeness thereof) only as described in this style in the *TRTA Leadership Manual* and for merchandise or promotional materials that will be used only by and within the respective chapter or district and strictly prohibits its use by third parties or for political messaging or commercial purposes, unless expressly approved in writing in advance by TRTA. A chapter or district may charge its members for such merchandise or promotional materials in an amount to recover the cost to produce such items.

1. All public relations efforts must reflect:
 The TRTA Communications Committee shall promote and publicize TRTA state, district and local chapter activities to the general public, all active and retired educational employees and elected officials. The committee shall promote the use of district and local web pages, newsletters, social media and coordinate the Children’s Book Project. The committee shall publicize local chapters recognizing fifty years of formation. The committee shall collaborate with other standing and special committees as appropriate to further the mission of TRTA.
2. TRTA Mission Statement:
 “The Texas Retired Teachers Association advocates improved benefits for all public education retirees and promotes the well-being of its members.”
3. 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
4. When preparing printed materials (such as directories and newsletters):
 - A. Consistently use the TRTA Logo. To request the TRTA Logo, email info@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 chapter.
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 Calibri and Times New Roman.
 - B. Business letters should be left alignment, single-spaced and professional in appearance.
6. TRTA colors are red, white, and blue.
7. When using visuals for public relations efforts, reflect the diversity of the membership.



TRTA Logo (Vertical)

For use at state, district and local chapter levels



TRTA Logo (Horizontal)

For use at state, district and local chapter levels



TRTA Seal

For use at state level