

Chapter Marketing Guidelines

PayrollOrg Logo Use & Chapter Marketing Examples

A Supplement to PayrollOrg's Local Chapter Guide



PayrollOrg

The Leader in Payroll Education

PayrollOrg

Chapter Relations Department

210.226.4600

ChapterRelations@payroll.org

Chapter Marketing Guidelines and Examples

As seen in the PayrollOrg's Local Chapter Guide

All Chapters must adhere to the Marketing Guidelines and policies. Chapters that do not comply with these guidelines may face sanctions including: loss of eligibility for chapter contests, loss of support from PayrollOrg, and loss of chapter charter.

Advertising or marketing includes traditional methods and social media.

Traditional marketing: includes but is not limited to brochures, mailings, save the date announcements, chapter websites, emails, and advertisements.

Social media: considered to be but not limited to Facebook, Twitter, LinkedIn, Instagram, social media posts, pages or groups and blog posts.



PayrollOrg's Chapter Relations Department must receive copies of all marketing outreach including emails, brochures, postcards, save-the-date announcements, etc. upon distribution. Chapter's may email or mail the marketing materials.

ChapterRelations@payroll.org

**PayrollOrg
Chapter Relations
660 N. Main Avenue, Suite 100
San Antonio, TX 78205**

All materials (including brochures, websites, save-the-date announcements, emails, advertising, etc.) must prominently display a PayrollOrg logo, PayrollOrg tagline, and a link to PayrollOrg's website.

All social media page/group descriptions and blog sites must include language about PayrollOrg and a link to PayrollOrg's website.

Under no circumstances should a comparison to any other chapter or PayrollOrg be made in any marketing or advertising. A cooperative atmosphere must be maintained at all times; competitive comparisons are not allowed.

Logo Placement and Language Suggestions

Logo Placement Suggestions:

1. **Brochures:** front cover, sponsors page or history of the event
2. **Website Pages:** homepage, about us, contact us or separate tab for information on PayrollOrg
3. **Save-the-Date Announcement:** Top right aligned with chapter logo or bottom of flyer
4. **Emails:** Bottom of email
5. **All other Advertising:** Located near the description of the event or near the hosting chapter

Language Suggestions:

1. ABC Chapter is an affiliated local chapter of PayrollOrg. Learn more about PayrollOrg at Payroll.org
2. PayrollOrg is the leader in payroll education. Learn more about PayrollOrg at Payroll.org
3. PayrollOrg is the authority in payroll education since 1982. Learn more about PayrollOrg at Payroll.org
4. ABC Chapter works in conjunction with PayrollOrg to provide outstanding networking, education opportunities and professional development resources through chapter meetings, study groups, statewide/regional conferences and community outreach. To learn more, go to Payroll.org

Website Examples

Correct Example for website

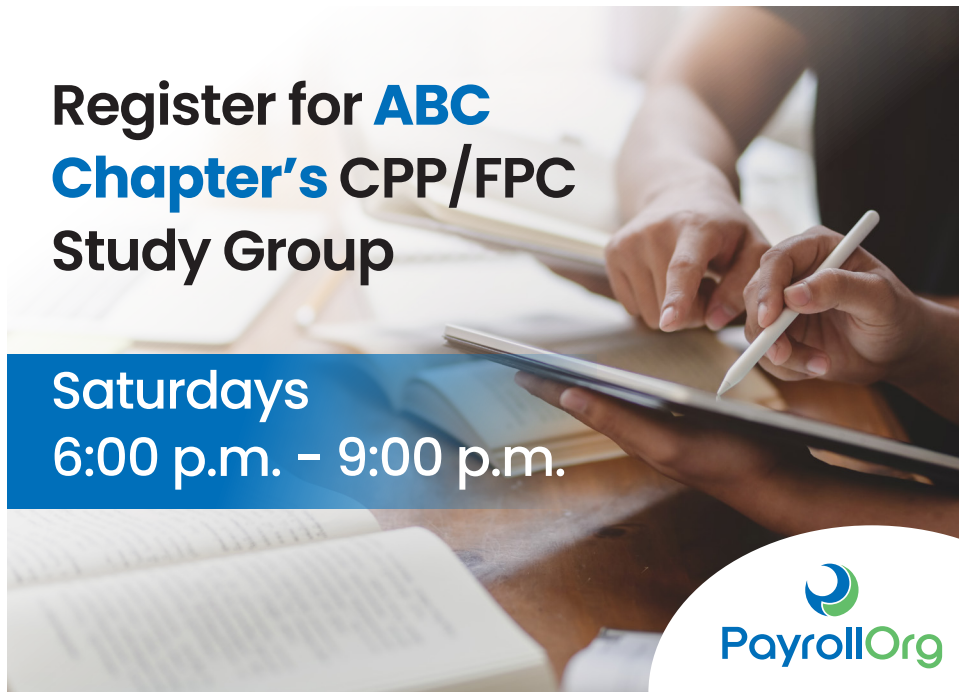


Incorrect Example for website




Social Media

Correct Social Media Post Example

A social media post example with a background image of hands writing on a tablet. The text is overlaid on the image. The main title is in blue and black, and the schedule is in white text on a blue background. The PayrollOrg logo is in the bottom right corner.

Register for **ABC
Chapter's CPP/FPC
Study Group**

**Saturdays
6:00 p.m. – 9:00 p.m.**



Incorrect Social Media Post Example


A social media post example with a background image of a hand writing on a document. The text is overlaid on the image. The main title is in yellow and black, and the schedule is in black text. The PayrollOrg logo is in the bottom right corner.

**Register for ABC
Chapter's CPP/FPC
Study Group**

John Smith, CPP will prepare
you for the CPP or FPC exam.

Classes will be held on Saturdays from 6:00 – 9:00 PM,
April 7 – September 8, 2018.

REGISTER NOW!




Print Media


Correct Flyer Example

ABC Chapter Statewide

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quaspel. Ecte ium
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rem



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ipsantiores mintem rernatiume
con pratisincte velluptati


 PayrollOrg

for more information,
please visit ABCstatwide.org

Incorrect Flyer Example

ABC Chapter Statewide

Join us for our annual
statewide on October 19–
22, 2018 to learn about
Year-End procedures, ACA
reporting requirements, and
more from expert speakers!



Attend all three days to receive 20 RCHs
towards your recertification!

REGISTER TODAY
to SAVE \$100!

*For more information
and to register, visit
ABCstatewide.org*

ABC Chapter
Logo

The Logo



PayrollOrg

The Leader in Payroll Education

Whenever possible, the logo should appear in full color. No other color is acceptable, with the exception of black and white.



Our Insignia can be use as stand-alone.

The Structure



PayrollOrg

The Leader in Payroll Education

Stacked Logo



PayrollOrg

Logo Without Tagline



White Logo



Black Logo

The Do's & Don'ts

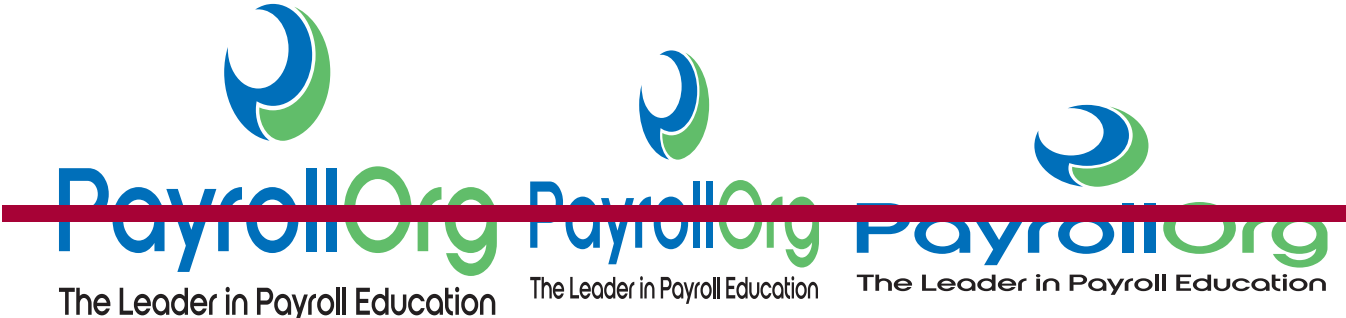
BLACK AND WHITE

The logo may be produced in black or white. When using the logo on color projects, please use the black or white logo (*either version*) if the colored logo clashes with the background color.



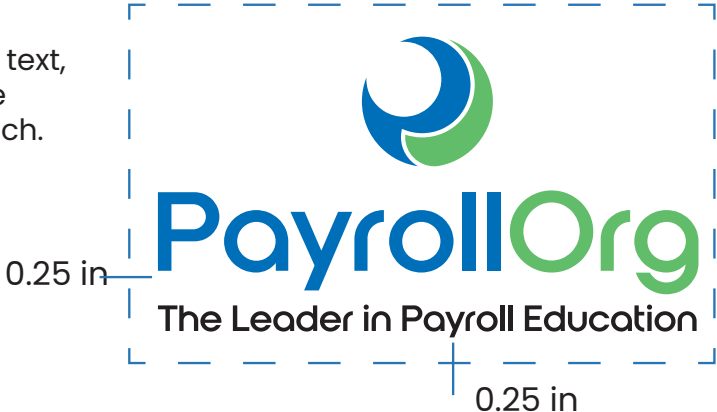
SIZE

The logo may be resized as needed, but always maintain the proportion. To ensure legibility, the logo should never be smaller than 1.5 inches. Please use the logo without the tagline or the insignia for anything smaller than 1.5 inches. **Never stretch or squish the logo.**



CLEAR SPACE

The logo should be a set distance from text, photos, and other design elements. The minimum clear space is at least 0.25 inch.



Brand Colors

Primary colors are the foundation of the brand.



Pantone: 106-8 C
CMYK: 100/52/0/0
RGB: 0/111/186
Hex: 006fba



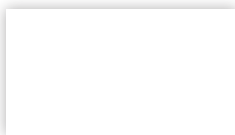
Pantone: 148-6 C
CMYK: 63/0/79/0
RGB: 99/190/106
Hex: 63be6a

Secondary color and **neutrals** should be used minimally. They act as accent colors.



Pantone: 103-16 C
CMYK: 97/81/0/51
RGB: 5/36/96
Hex: 052460

White



CMYK: 0/0/0/0
RGB: 255/255/255
Hex: ffffff

Black



CMYK: 0/0/0/100
RGB: 0/0/0
Hex: 000000

50% Black



CMYK: 0/0/0/50
RGB: 147/149/152
Hex: 939598

Typography

Roie

The official PayrollOrg typeface is **ROIE**. The typeface used in our logo is custom. It is not used outside of our logo.

Poppins

PayrollOrg primary typeface is **POPPINS**, classified as a San Serif typeface. A full-featured with a family of 18 fonts (in seven weights: thin, light, regular, medium, semibold, bold, and black.) For web and print use.

Use **ARIAL** if above option is not available.