



Plimmerton Residents' Association communication style guide

These communication guidelines have been developed over the past ten years with our graphic designer Anne Johnston. They are used by our communications manager and designer to ensure that all information from this association is presented consistently and professionally. It is important when PRA is asking people to invest time and money in the organisation that we have a strong brand that represents our trustworthiness, community values and professionalism.

We also need a strong brand that cuts through increasing email, Facebook and other media clutter. We consistently use recognisable elements to achieve this.

Logo

Our logo is crisp clean and to the point. It is used on letterhead, signage and other print material like our annual letterbox fliers.

Banner

The banner header is used on newsletters and other print material. The clear blue is complemented with the perky ubiquitous seagull.

Colour

Our colour is used in the logo and other artwork on our print material and signage. This blue is bright and clear and represents our sea and sky.

Font

Our font is Trebuchet which was selected by the designer to go with the logo. This is used in all signage, posters, leaflets, newsletters and everywhere on our website.

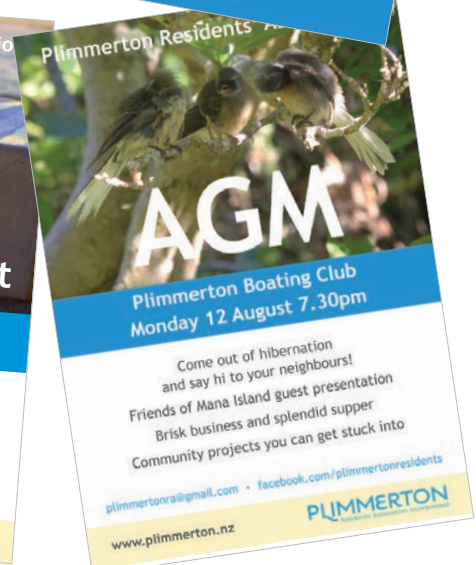
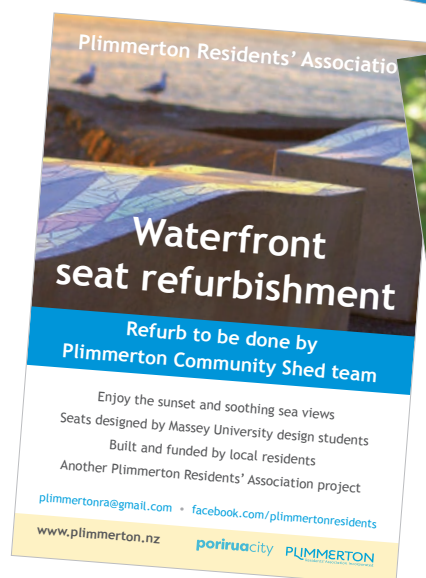
Signage

A style has been developed which is modified by our designer for different purposes but retains all our instantly identifiable elements.

Posters

The same applies for posters.

PLIMMERTON
Residents' Association Incorporated



Newsletters

Our monthly newsletters are circulated via Mailchimp to an email list. They reflect the same high and consistent design values as all our other communications material.

Facebook posts

We aim to use short, punchy visual posts which keep people up-to-date and link to our website for more information.

Website

Our website is our shop front and it uses all our brand values and standards. The way images are displayed, headlines, text layout and captions have all been thought through and are applied consistently.

PRA projects

We try to incorporate PRA branding into the amenities we create in our community.

Annual letterbox drop and publicity flier

This communication item is valuable to PRA as it gets key information into the hands of new residents and reminds others. It sets the style for all comms material.

Writing style

Our style is informative, informal and friendly. We aim to be clear and to the point... and as brief as possible.

We avoid writing in capital letters or using underlining. These have developed negative responses on social media.

In headings, cross heads and text we use caps and lower case. We only use caps for names not titles, organisations or terms like executive committee or district council.



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