



PIANO  
TECHNICIANS  
GUILD®

# Graphic Standards Manual

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## I. Foreword

The Piano Technicians Guild has created this graphic standards manual in order to help the organization and each member know how to use the graphic elements that individually and collectively reflect the organization's image. Adhering to these guidelines will help to present a consistent image of PTG to the music industry and, most importantly, to consumers. Since this manual is an official part of the PTG Bylaws, any change, revision, or alteration requires approval of the PTG Board of Directors through bylaws amendment procedures.

## II. The Logo

The Logotype (“logo” for short) is the most visible graphic element of an organization. It is extremely important that its visual impact and integrity be preserved in all applications. The PTG logo essentially consists of two components: a symbol and the typographic portion. The two elements have been specifically designed to work together as a unit and must never be separated into two individual elements.

The typographic portion includes two elements. The main body is in a specially customized Bauer Bodoni typeface and has been electronically condensed by 30% (70% horizontal scaling). The subscript description line is in Helvetica. Except when specified otherwise, the main body shall consist of the words “Piano Technicians Guild” and the subscript shall be the Registered Piano Technician category description or name of chapter, conference, etc. In a logo version reserved exclusively for RPTs, the main body may be the Registered Piano Technician category description and the subscript may be the words “Piano Technicians Guild”.

### A. General Rules of Use

1. The PTG logo can be used by a Registered franchised member, but the subscript description line must always appear.
2. The size of the logo cannot be any smaller than 3/4” total width. This is to ensure that the logotype will always be readable and that it will not appear as a tiny, illegible symbol; there is no restriction on how large the logo may be.
3. The relationship of width to height should always be preserved.
4. The logo by itself with no subscript description line is reserved exclusively for the Home Office (see version 1 below) except as permitted by F.4 and F.5 below.
5. Under no circumstances should the initial caps (PTG) of the logotype appear in a different color than the rest of the words.
6. There is no approved logo for use by non-franchised members.

### B. Logo Versions

1. Home Office Logo: No subscript description line.



2. The Registered Piano Technician Logos:



3. Chapter, Region, and Other Versions – Samples of chapter and other miscellaneous logotype versions are pictured below. The length of the subscript description line may either be the same as the word “TECHNICIANS” or may extend the full length of the logo.



4. Color Variations – When at all possible, the logotype should be reproduced in black on a white background (similar to a keyboard). When it is reproduced on a solid color background, use the logotype in either all black or reversed out to white. There should always be sufficient contrast between the background and the logotype. Avoid patterned or photographic backgrounds. If a second color is used, it should be a bold or strong primary color. Under NO circumstances should the initial caps (PTG) of the logotype appear in a different color than the rest of the words.
5. Color Reversal – As shown below.



### C. Typography in Certain Association Publications

In order to maintain a consistent image in all consumer-oriented printed materials, no more than three (3) specific typeface families of fonts should be used in any one suite of publications.

1. Consumer Brochures – The same typeface should be used for all consumer brochure cover headlines and subheads. The body copy in our consumer brochures should always use the same typeface and should be consistent throughout each brochure suite. Typefaces come in several weights and also in italics. The application should determine the specific size and weight to be used.
2. Technical Bulletins – The “Technical Bulletin” series should maintain a consistent typeface throughout the suite. The headlines and subheads may be different from the body copy but should remain in the same family of typefaces. The typeface selected should have universal appeal, ready availability, and readability at smaller point sizes.

**D. Logo in Newsletters, Educational Publications, and Internet Web Sites**

1. Only official PTG documents or publications generated or approved by Council, the Home Office, and/or the Board of Directors may display the Home Office version of the logo except as permitted by F.4 and F.5 below.
2. As long as the PTG disclaimer (Bylaws V.E.6) appears prominently in a publication, franchised individuals, chapters, regions, and other recognized bodies within PTG may use the designated and proper form of the PTG logo in newsletters, web sites, and other publications with technical information or educational content. This practice protects PTG from statements that may be construed to be erroneous, misleading, or personal opinion.

**E. Logo in Promotion of Chapter and Regional Activities**

The logo with the appropriate subscript description line may be used to promote chapter and regional events/seminars.

**F. Advertising**

1. Only individuals may be members. All members shall have the right to advertise their membership in the Piano Technicians Guild. Such advertising shall be accompanied by the category name (i.e. Associate Member) in letters no smaller than those used for "Piano Technicians Guild." This applies not only to advertising but also to any use of the Piano Technicians Guild name, which is accompanied by the member name or identifies him or her as a member of the Piano Technicians Guild.
2. Businesses of more than one individual are restricted; they cannot advertise being PTG members or use the PTG logo. The PTG name may not be used or displayed by any company or corporation or in connection with any "dba" unless a member's name accompanies it. Only individual members can be listed along with the appropriate membership category (Registered Piano Technician or Associate Member).
3. The Home Office shall be allowed to utilize the PTG and RPT logos in marketing the brand. This includes media advertising, pamphlets, brochures, miscellaneous merchandise and other means of communicating the value of PTG and using RPTs to service pianos.
4. The Home Office shall be authorized to approve the Home Office version of the logo for use on other piano-related web sites when used as a clickable link.
5. Members are authorized to use the Home Office logo only as a link to [www.ptg.org](http://www.ptg.org). Such a link must be on a separate web page solely dedicated to links.

**G. The Round PTG Emblem and Its Use**

The round emblem is for the exclusive use of Registered Piano Technicians. For RPT's who choose to use the emblem in personal advertising and promotion, the rules that govern the use of the rectangular logo should also be applied to the round emblem.

