

MAKE YOUR PIASC LOGO WORK FOR YOU

PIASC is a visible, positive symbol of you and your industry. The Association represents the interests of over 1,600 member companies throughout Southern California. Its strength is in its numbers-and being the largest graphic arts trade association in the nation, it is highly recognized for its activities on behalf of its members.

PIASC is a leader in California's business sector. It provides the graphic arts community and general public with news on industry trends, breakthroughs and events; it supports graphic arts programs at every level of the educational system; and it promotes the industry's interests before legislative and regulatory bodies.

THE PIASC LOGO IS A VALUABLE ASSET

The PIASC logo is a valuable asset in promoting your business. As a member of PIASC and Printing Industries of America, the largest graphic arts trade association in the world, your membership affiliation logo communicates that you are a reputable, recognized company involved in the industry. Our logo's ability to promote your company is a simple yet effective way of gaining credibility and recognition for you and your trade association.

The PIASC logo puts you in a different league from your competitors. By using the logo on business stationery, print advertising, business vehicles, exhibits or anything you would feel inclined to put your company logo on, you can ensure the most effective business promotion available through your PIASC membership.

MAKE THE PIASC LOGO PART OF YOUR COMMUNICATIONS' PROGRAM

Make your PIASC logo part of every communication your company generates, from your business card to your signage. Here are a few suggestions on how and where to incorporate the PIASC logo into various elements of your communication program:

COLLATERAL LITERATURE: Incorporate the PIASC logo into the color design of your business brochures, flyers, catalogues and price sheets.

LETTERHEAD: Use a small logo after your address/ phone number. Alternatively, run a line of type across the bottom of your letterhead saying "Member, Printing Industries Association, Inc. of Southern California" with the small logo.

EXHIBIT/DISPLAY ADVERTISING: Place the PIASC logo near your own (subordinate to it), preferably in conjunction with a positioning statement about your firm ("we make sure our last impression is as good as the first." Member, [PIASC logo]).

PRINT ADVERTISING: Use the PIASC logo as a small element reversed out of the upper or lower right hand corner of an illustration; as a subordinate element in conjunction with your own logo (below your address); as part of a standard company call-to-action element (Call us first), include the PIASC logo with it, or use the logo to precede it.

SIGNAGE: Include the PIASC logo on all interior and exterior signs, including windows. For exterior signage, we recommend you follow the billboard rule and make it large enough to be readable from a moving automobile. If room permits, we also recommend including the phrase, "Member, Printing Industries Association, Inc. of Southern California" along with the logo.

PHONE LISTINGS: If you advertise in the "Yellow Pages" (or other telephone directories), you know how much competition you face from surrounding ads. By using the PIASC logo in the corner of your ad-and/ or the words "Member, Printing Industries Association, Inc. of Southern California"-you can improve the impact of your ad.

CALENDARS: Calendars are one of those pieces your clients look at every day. Tag onto your calendars your PIASC logo.

COMPANY VEHICLES: Include your company cars, trucks and delivery vans in this program. The PIASC logo is an important element to strengthen your overall message. Remember, your graphics should be simple: Do not use too many that might confuse the reader.

NEWSLETTERS: Placing the PIASC logo strategically in your business newsletter says even more about the high quality of your company. Things readers notice from the corner of their eyes—such as a logo — imprint an image on their minds. So make sure your PIASC membership is touted in your customer’s newsletter.

WEBSITE: Using the PIASC logo on your main webpage shows your affiliation with the largest Graphic Arts Trade Association in the nation.

USE THE PIASC LOGO WITH PRIDE!

The PIASC logo is your logo—use it with pride. It not only benefits the Association, but also its members. Its strength rests in the amount of recognition it receives.

PIASC’S GOAL

Our goal as an Association is to serve and help our members in every practical, possible way and to promote a positive image for our industry- an industry that touches everyone.

PIASC LOGO FOR MEMBER USE

The PIASC logo is available for download for use in your printed piece or electronic communications, such as website. The 3 formats are available at the very bottom of the “Links” section of our website at www.piasc.org. You can also request the logo by email, or get camera ready art mailed to you by calling PIASC’s Graphics Department at (323) 728-9500, Ext. 247, or email: erika@piasc.org. Please adhere to the following guidelines when using the PIASC logo:

- Use the logo in its entirety: do not delete or change any element.
- Your company’s use of the logo must include the phrase “**Member of**” in any application. To make it simple for you, we have set up the logos to include the phrase.
- If you have any questions about the use of the logo, call PIASC at (323) 728-9500 or email ara@piasc.org.

The PIASC Logo:

A Valuable Business Asset

The logo for PIASC, with "PIA" in a bold, black, sans-serif font and "SC" in a lighter, brown, sans-serif font.

**The Number One Source for
Graphic Communications**

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