



# Brand Guidelines

Updated May 2024

Download the current PTI Brand Guidelines at  
[post-tensioning.org/events/marketingtoolkit](https://post-tensioning.org/events/marketingtoolkit).

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# Introduction



## OUR BRAND PERSONALITY

In 2023, the Post-Tensioning Institute (PTI) Executive Committee met for a strategic planning session to help guide our organization's decision and direction for the future. A discussion on the traits of the organization led to a list of the following characteristics that PTI aims to project to the world:

- Prominent
- Instructional
- Inclusive
- Authentic
- Specialized

## OUR MISSION

PTI will promote and advance the post-tensioning industry through education and technical leadership.

## OUR VISION

PTI envisions a future in which post-tensioning is the first choice for reinforcing all structures.

## OUR MEMBERSHIP

The Institute's membership comprises leading post-tensioning material fabricators across the United States, Canada, and Mexico, as well as manufacturers of prestressing materials spanning the United States, Canada, Mexico, Asia, and Europe. It also includes companies providing materials, services, and equipment for post-tensioned construction. Furthermore, PTI boasts over 400 professional engineers, architects, and contractors among its members.

# Our Name, Description, and Tagline

## OUR NAME

Spell out our complete name - Post-Tensioning Institute (PTI) - on first reference. Use PTI on all subsequent references.

## OUR DESCRIPTION

*Strength in Concrete* - The Post-Tensioning Institute is the leading informational site on the post-tensioning construction method, sponsored by the Post-Tensioning Institute (PTI) - a nonprofit organization for the advancement of post-tensioned, prestressed concrete design and construction.

PTI is recognized as the world-wide authority on post-tensioning and is dedicated to expanding post-tensioning applications through marketing, education, research, teamwork, and code development.

PTI represents a community of businesses and professionals dedicated to expanding quality post-tensioning applications.

## OUR TAGLINE

*Strength in Concrete* - Additional words, variations or punctuation should not be used. Our tagline is direct and meaningful to our audience and members. It is styled for a range of applications and purpose, from technical presentations to promotional formats such as pens and hard hats, etc.

The tagline should only be used as a tagline, not as a campaign theme or headline in advertisements or promotions.

# Our Primary Logo

## OUR LOGO

There are two main configurations of the PTI logo: horizontal logo with PTI icon in gold and tagline in black and stacked logo with PTI icon in gold and tagline in black.



# Our Logo Variation



## VERTICAL LOGO

The vertical logo may be used in settings where the primary logo would be too wide for the space given.



POST-TENSIONING INSTITUTE  
*Strength in Concrete*

*This variation may not be used any smaller than one inch in height from the bottom of the tagline to the top of the "pti".*

## PTI ICON

The "pti" portion of the logo may be used as a social media icon, a branding element or a watermark. Do not use the "pti" icon as the initial representation of the organization.



*When cropping for social media, maintain whitespace around the logo that is 5% of the total height on all sides.*

# Our Additional Logos



## PTI MEMBER

There is one main configuration of the PTI Member logo: horizontal stacked logo with MEMBER text and PTI gold icon.



## PTI CERTIFIED PLANT

There is one main configuration of the PTI Certified Plant logo: horizontal stacked logo with Certified Plant text and PTI black icon.



# Our Logo Usage

## REVERSED LOGO

Reversed logos replace the black in the original logos with white so they can be used on dark backgrounds. There are options available: one with the text in white and one with entire logo (pti icon) in white.



*Ensure that the color contrast is sufficient between the pti icon and the background; if the contrast is insufficient, use the all-white logo version.*



*The logo may be used over a photo if the area is not busy and the logo is clear and readable.*



# Incorrect Logo Usage

POST-TENSIONING INSTITUTE  
*Strength in Concrete*

*Do not use the wording without the "pti" icon.*



*Do not use the logo in any color but the approved*

## LOGO USAGE

The PTI logos should only be displayed without embellishments or adjustments, and in the correct colors as seen in previous sections.



*Do not rotate or tilt the logo.*



*Do not add a drop shadow or any other graphic effect.*

# Logo File Types and Color Models

## FILE TYPES

Various file types for each of the logos have been provided in our downloadable materials. Below is a guide to their usage.

**.EPS/.AI** - The file is a vector, meaning printers can scale it to any size needed without compromising quality. This file type is useful when making large-scale printed pieces such as banners.

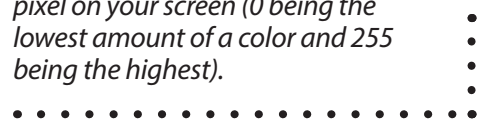
**.JPG** - This file is not a vector and can't be enlarged without compromising its quality. It can be reduced in size without issue. This file type can be used for printed pieces or for web/screen-based usages. This file doesn't have a transparent background and should only be used on a white background.

**.PNG** - This file is suitable for web/screen-based usage where you also need a transparent background. They are not for use in printed materials. When placing a .PNG of the PTI logo over an image, ensure the contrast is sufficient and the logo is clear enough to read.

*The numbers in the CMYK model correspond with the amounts of Cyan, Magenta, Yellow and Black ink used by the printer.*



*The numbers in the RGB model correspond with the levels of intensity of Red, Green and Blue light in a single pixel on your screen (0 being the lowest amount of a color and 255 being the highest).*



## COLOR MODES

The logos (and PTI's brand colors) come in a variety of color models:

**CMYK** - This color model is used for printed pieces such as brochures, banners, business cards, etc. CMYK has fewer colors than RGB.

**RGB** - This color model is intended for web/screen-based usage, such as PowerPoint, Word documents, digital ads and graphics, etc. The RGB color model may also use a hex code, a six-digit combination of numbers and letters that correspond to a color's RGB value, when doing web design.

# Our Colors

## COLOR PALETTE

PTI has a six-color brand palette with black as its base and five supporting colors. These colors appear in our logos, our website and our branded content. Multiple color model numbers are provided (see previous section).

	C = 0 M = 0 Y = 0 K = 100	R = 36 G = 32 B = 33	Hex = #242021
	C = 0 M = 20 Y = 100 K = 17	R = 212 G = 169 B = 0	Hex = #D4A900
	C = 96 M = 10 Y = 0 K = 38	R = 6 G = 141 B = 157	Hex = #068D9D
	C = 55 M = 21 Y = 0 K = 53	R = 53 G = 94 B = 119	Hex = #355E77
	C = 0 M = 3 Y = 16 K = 3	R = 247 G = 239 B = 208	Hex = #F7EFD0
	C = 0 M = 0 Y = 0 K = 48	R = 133 G = 133 B = 133	Hex = #858585

# Our Primary Typeface

## HEADER AND BODY TEXT FONT

Myriad is a sans-serif typeface intended as a neutral typeface, successful in a range of uses. In PTI communications, Myriad Pro is to be used as both the headings and the body copy. Italic and bold fonts should only be used in body copy to place emphasis on selected text. Myriad is available through [Adobe Fonts](#).

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

## SUBHEADINGS TEXT FONT

Frutiger is a sans-serif typeface that complements Myriad Pro. Frutiger is intended to be clear and highly legible at a distance or at small text sizes. Frutiger BQ is to be used as the subheadings in PT communications.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

# Our Secondary Typefaces

## ARIAL FONT FAMILY

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

## CHAPARRAL PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

## RALEWAY

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

If the primary typefaces are not available, there are three additional font options permitted for use: Arial, Raleway, and Chapparral Pro.

## HEADER AND BODY TEXT FONT

Arial is a sans-serif typeface and is a part of the very successful Arial typeface family. Arial is to be used as body copy when Myriad Pro is unavailable. Myriad is available through [Adobe Fonts](#).

Chaparral Pro is a hybrid slab-serif design. This font is approved for use as headlines in PTI communications if Myriad Pro is not an option. Chaparral Pro is available through [Adobe Fonts](#).

## SUBHEADINGS TEXT FONT

Raleway is a sans-serif typeface family. This font is to be used as subheadings when Frutiger is not available. Raleway is available through [Above Fonts](#).

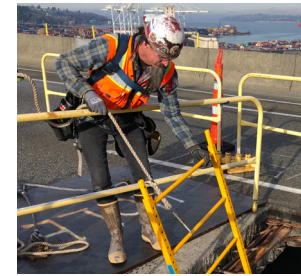
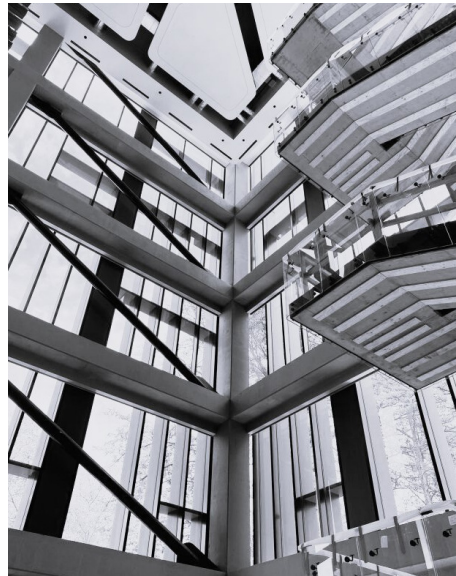
# Our Strategic Plan



# Photography

## STOCK PHOTOGRAPHY

Our Institute goes beyond post-tensioning; it encompasses individuals, education, collaboration, and advancements. Consequently, our visual representation, including imagery and photography, should mirror our brand identity by showcasing high-quality concrete outcomes, individuals, collaborative efforts, and progress, with a focus on the principles and techniques promoted by the Post-Tensioning Institute.



# Our Annual Events & Brandmarks



## POST-TENSIONING CONVENTION

The name of PTI's bi-annual convention is the **PTI Post-Tensioning Convention**.

When referring to a specific PTI bi-annual convention, use the language: **(Insert Year) PTI Post-Tensioning Convention**. The date and location should follow: the type, style, color, and placement as indicated here.

On subsequent reference it is acceptable to use: the **PTI Convention**.

## COMMITTEE DAYS

The name of PTI's bi-annual week-long event of committee meetings is the **PTI Committee Days**.

When referring to a specific PTI bi-annual convention, use the language: **(Insert Year) PTI Committee Days**. The date and location should follow: the type, style, color, and placement as indicated here.

On subsequent reference it is acceptable to use: the **PTI Committee Days**.



# Our *JOURNAL*

## PTI *JOURNAL*

The official product name should always and only be referred to as the: **PTI *JOURNAL***.

Do not use: Post-Tensioning Journal or PTI Journal.  
-- must italicize and use all capitals: "*JOURNAL*"

This is a short description that should be used when explaining the *PTI JOURNAL*:

The *PTI JOURNAL* is a platform for publishing state of the art research, design, repair, and construction advances of post-tensioned buildings, bridges, slab-on-ground, rock and soil anchors, and infrastructure with the engineering and construction industry. Each issue contains technical papers, case studies, industry news, and occasionally discussions, PT treasures, etc.

The *PTI JOURNAL*, published twice annually, is available by subscription (free to members) on the PTI Store.



# Our *JOURNAL* Publication Policy



## PUBLICATION POLICY

The purpose of the PTI *JOURNAL* Publication policy is to set minimum standard for the publication of technical and non-technical work related to the post-tensioned concrete industry. Adherence to such minimum standards will ensure both uniformity and quality of published work. The procedures established are subject to change in the interest of maintaining high standards. The Technical Director serves as the Editor-in-Chief of the PTI *JOURNAL*.

For more details and submission deadlines, please contact Emily Emanuelsen by email: [Emily.Emanuelsen@post-tensioning.org](mailto:Emily.Emanuelsen@post-tensioning.org) or by phone at (248) 848-3818.

# Questions

## CONTACT INFORMATION

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