

UH PRSSA

SPRING/FALL 2025

STYLE GUIDE

RETRO-FUTURISM

COLOR PALETTES

4 different palettes for each content type:

Org-Wide Announcements
& Philanthropic Events

UH PRSSA Monthly Calendar &
Professional Development Events

Social Events &
Organization Fundraisers

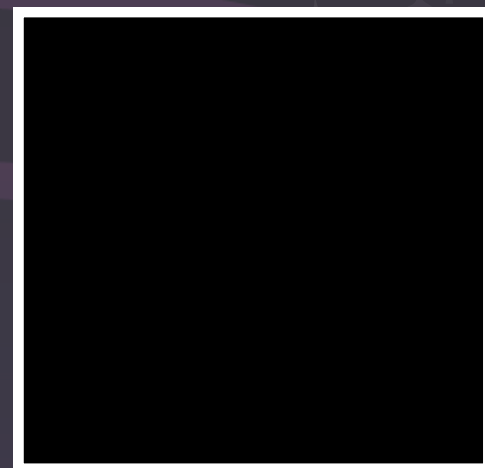
Official Site Visits

ORG-WIDE ANNOUNCEMENTS & PHILANTHROPIC EVENTS

PRIMARY

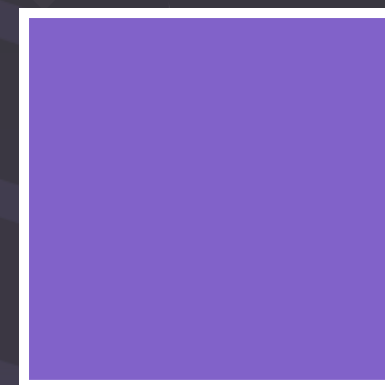


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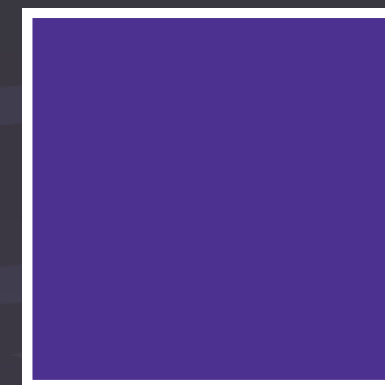


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SECONDARY



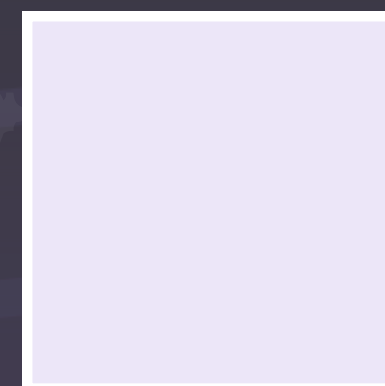
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#4d3190



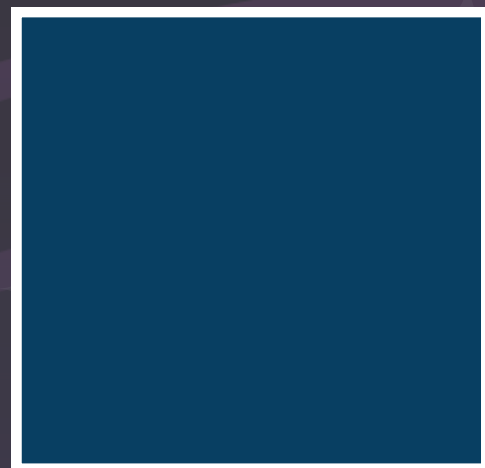
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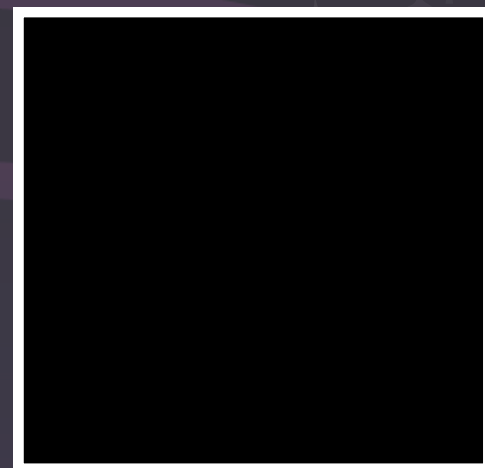
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MONTHLY CALENDAR & PROF. DEVELOPMENT EVENTS

PRIMARY

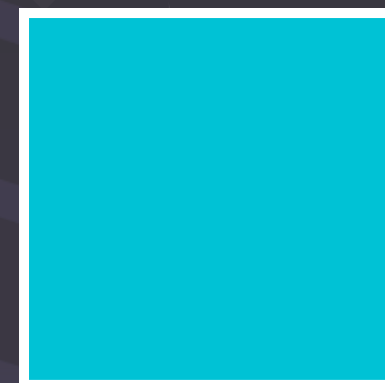


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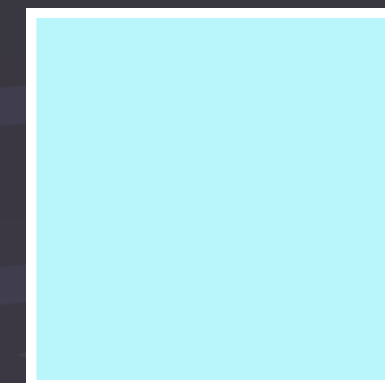


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SECONDARY



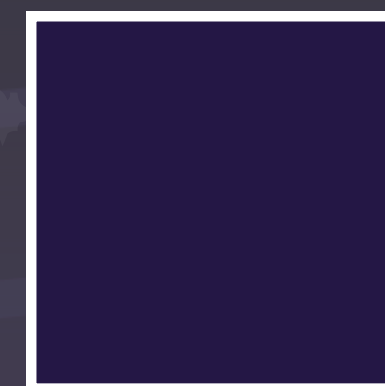
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#b8f6fc



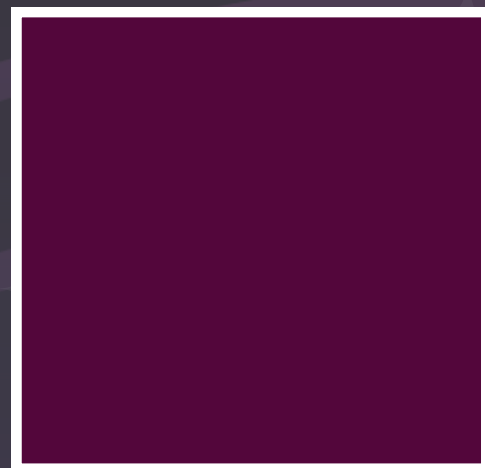
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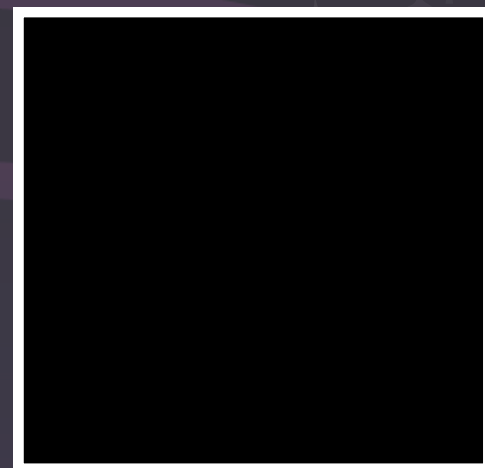
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SOCIAL EVENTS & ORGANIZATION FUNDRAISERS

PRIMARY

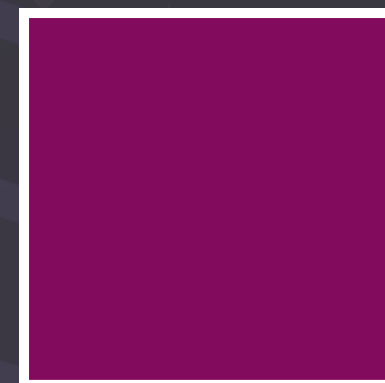


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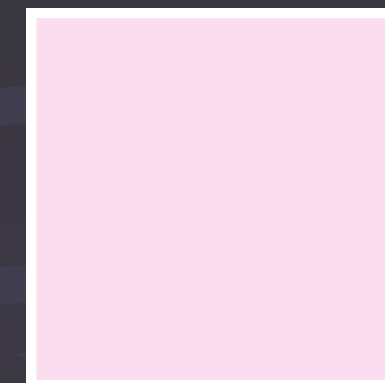


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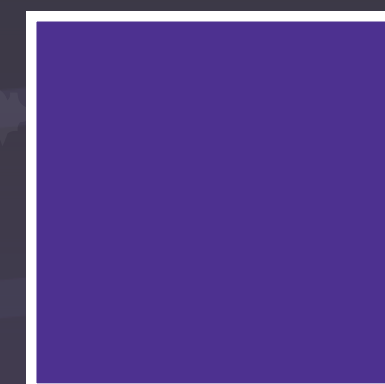
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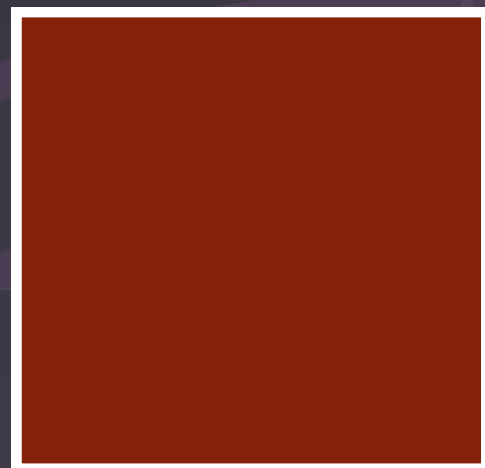
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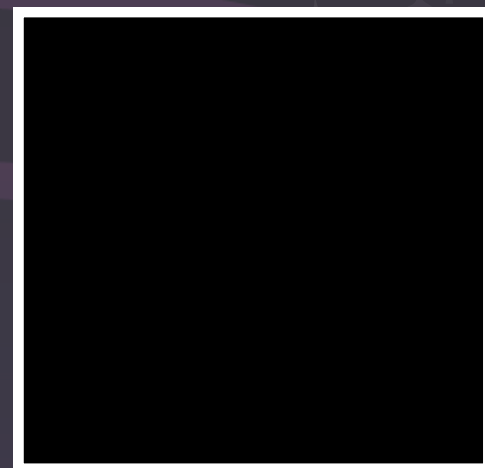
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OFFICIAL SITE VISITS

PRIMARY

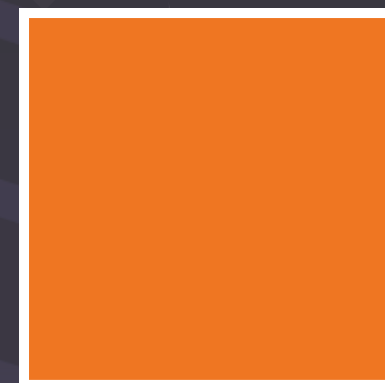


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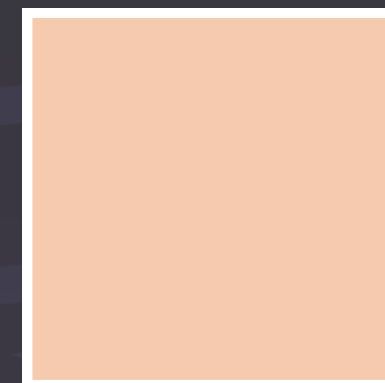


#000000

SECONDARY



#ef7622



#f5caaf



#ffffff



#ffa03d

TYPOGRAPHY

HEADING

Font Style: VAG Rounded Next Shine
UPPER-CASE LETTERING



Used with pink, light blue, orange, or purple type-color

- Incorporate a Neon effect, dial up to 100%
- letter spacing = 0
- line spacing = 1.3
- Can utilize a 5-8% curve if desired

SUB-HEADING

Font Style: Targo
UPPER-CASE LETTERING



Used with pink, light blue, orange, or purple type-color

- Incorporate a Neon effect, dial up to 80-90%
- letter spacing = 0
- line spacing = 1.2

Body

Font Style: Targo
Standard/Lower-case lettering



Typically used with white, with other colors available at designer's discretion

- May use neon effects – or alternatively, no active effect: but must include a white square background with the following settings:
 - Color = white
 - Opacity = 20-25%
 - Rounded Edge = 50%
- letter spacing = 0
- line spacing = 1.3

BACKGROUNDS

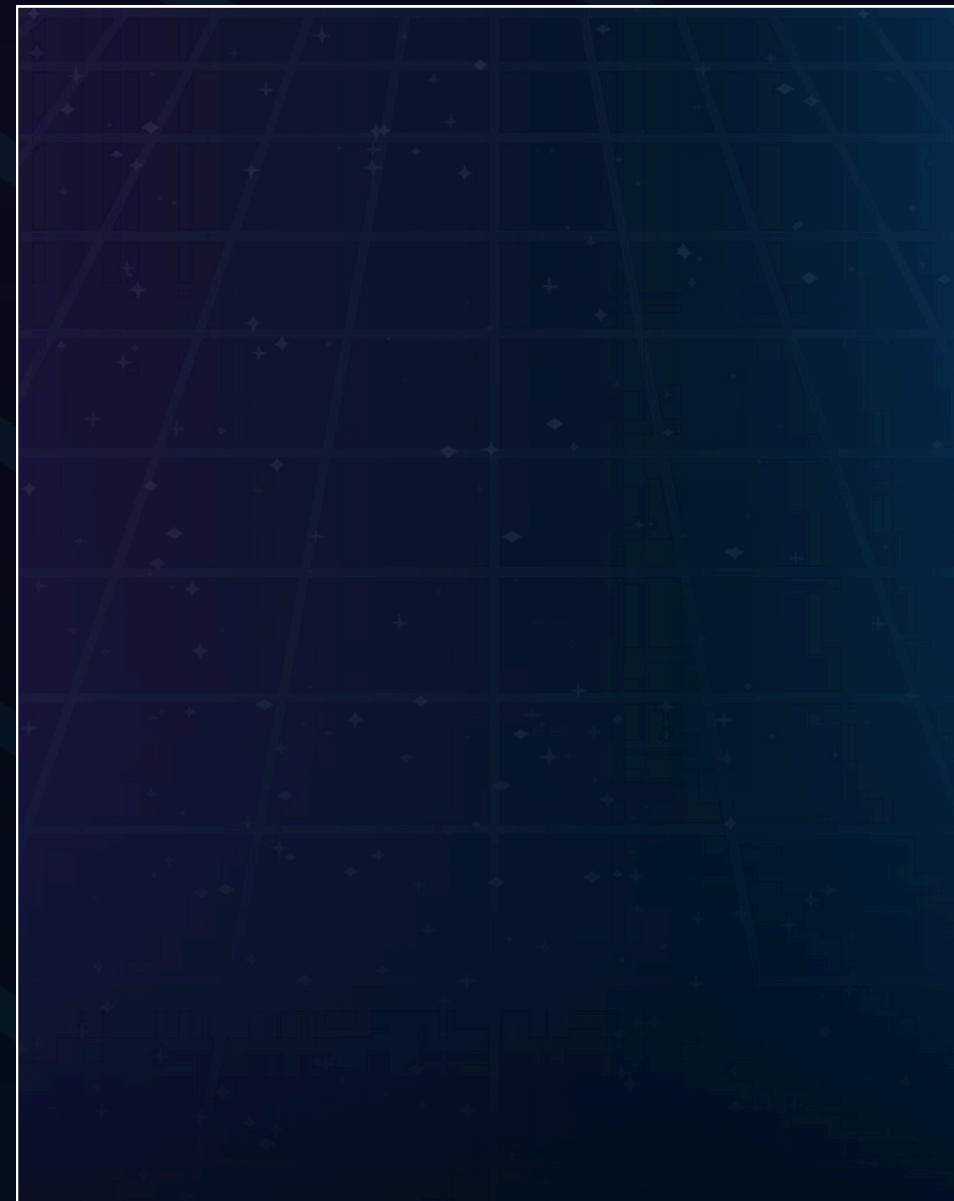
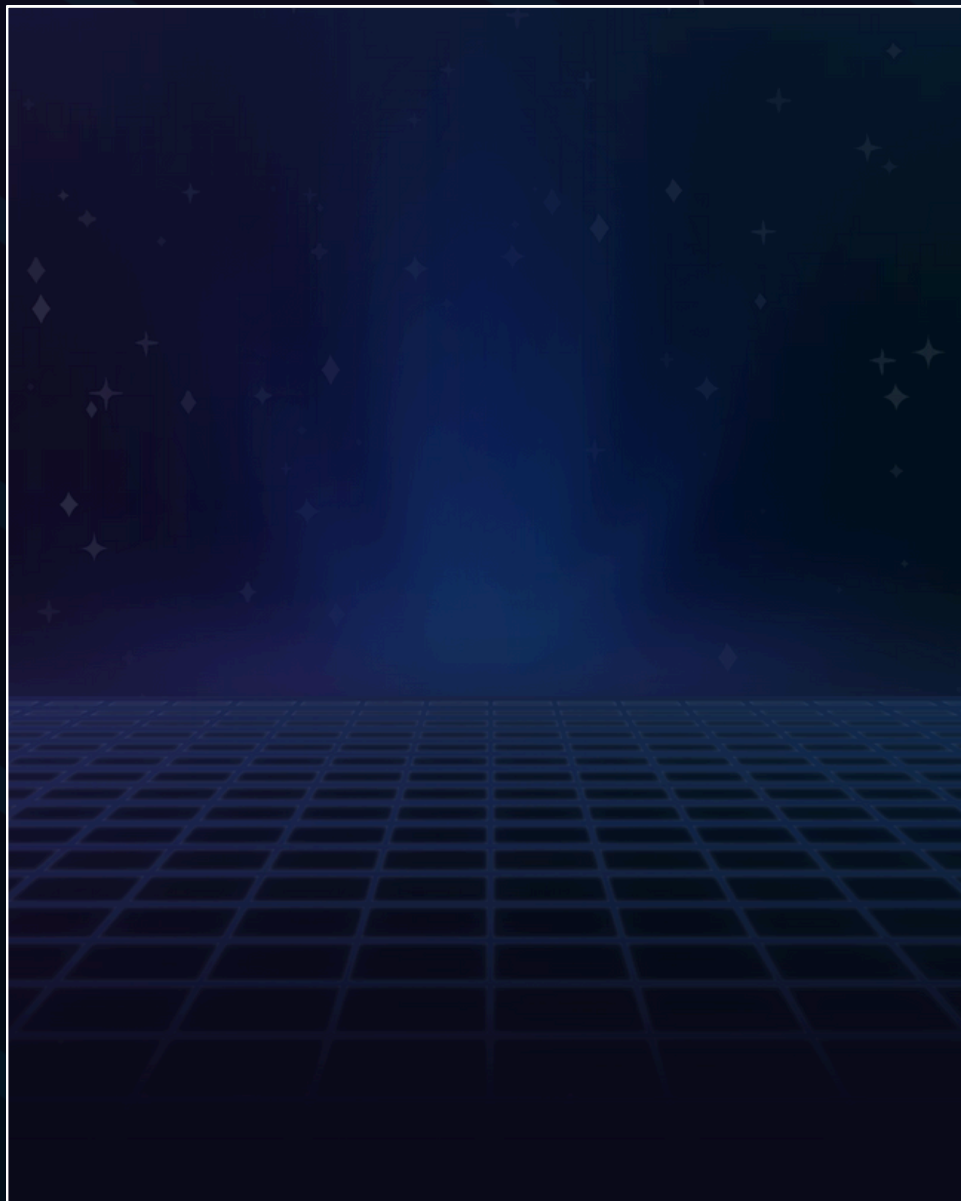
EXAMPLE BACKGROUNDS

Org-Wide Announcements
& Philanthropic Events



EXAMPLE BACKGROUNDS

Monthly Calendar &
Prof. Development Events

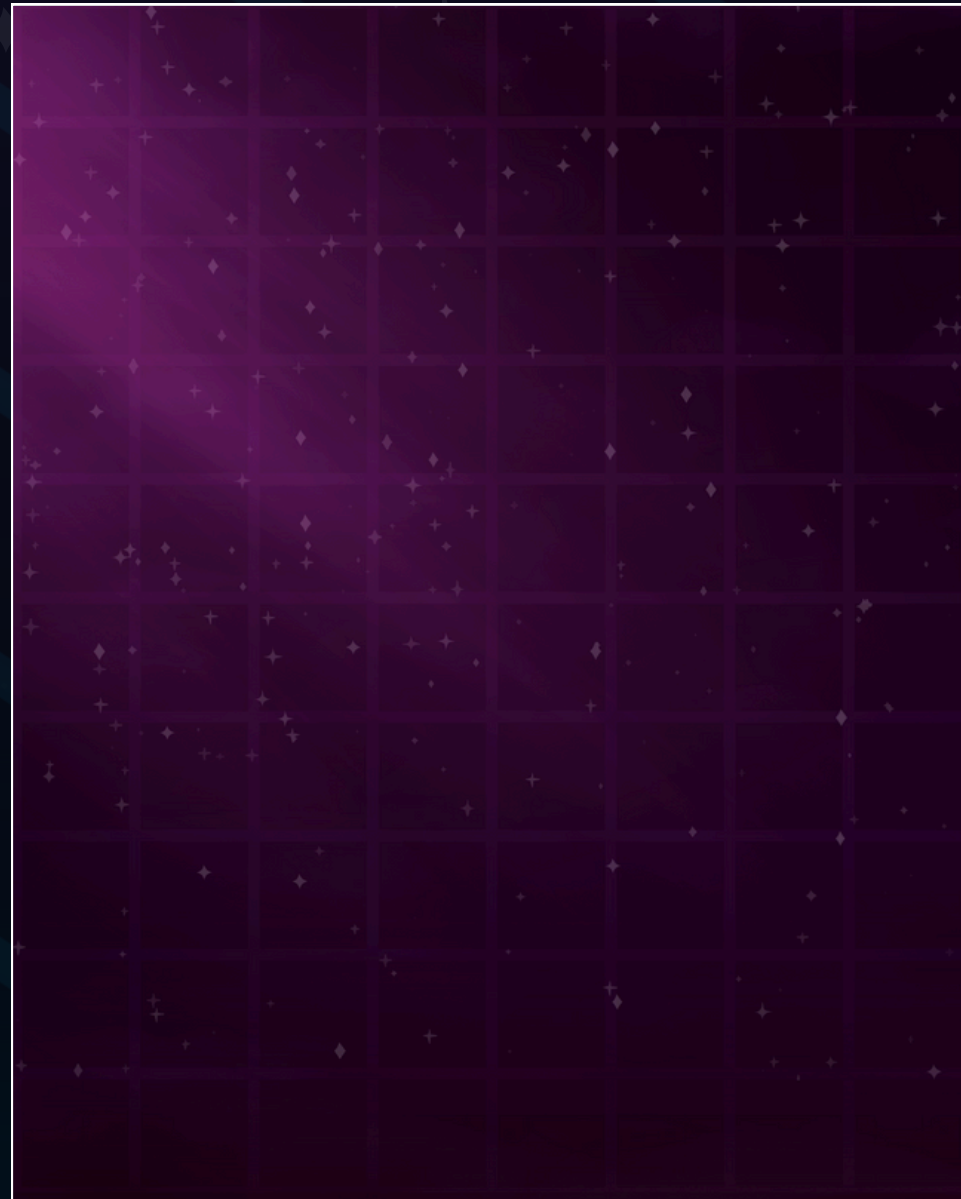


Note the consistent
use of grids &
low-opacity stars



EXAMPLE BACKGROUNDS

Social Events &
Organization Fundraisers



EXAMPLE BACKGROUNDS

Official Site Visits

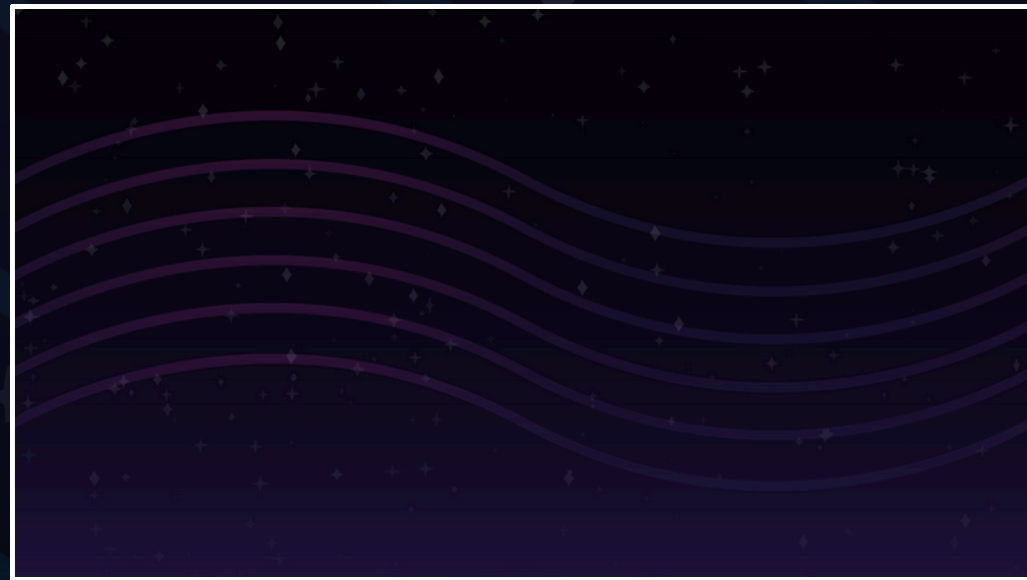


For Site Visit Promo:
Include imagery that
establishes a sense
of place



EXAMPLE BACKGROUNDS

Presentations



PURPLE



PINK



BLUE

These backgrounds can be utilized for internal comms or workshops facilitated by board members.

EXAMPLE BACKGROUNDS

General Promo Rules

Always include a rounded rectangle border

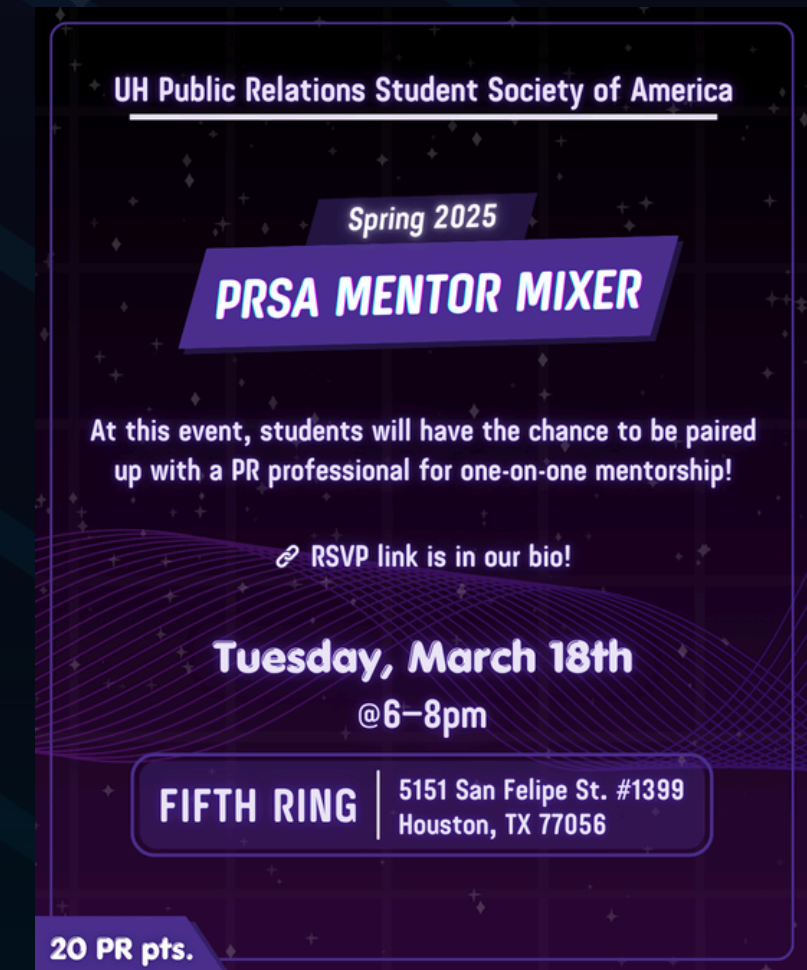


Always include PR Point info (if relevant)



↑
Align along
bottom-left corner

Example Graphic





EXAMPLE TEMPLATES

EXAMPLE TEMPLATES

Org-Wide Announcements
& Philanthropic Events

UH Public Relations Student Society of America

Partner Org Logo Here

X

UH PRSSA

PHILANTHROPIC EVENT NAME

Start Date — End Date

Additional Info Line 1
Additional Info Line 2 (if needed)
📍 Location / Address

Philanthropy Drive/Event

UH PRSSA

EVENT NAME

Additional information (up to 3 lines)

JOIN US ON

Date

TIME

LOCATION

25 PR pts.

General Meeting Promo

UH Public Relations Student Society of America

UH PRSSA

EVENT NAME

Additional Information / Context

🔗 RSVP link is in our bio!

Date

Time

VENUE | Address Line 1
Houston, TX + ZIP CODE

20 PR pts.

Houston PRSA x
UH PRSSA Collab

EXAMPLE TEMPLATES

Monthly Calendar &
Prof. Development Events

UH PRSSA
UPCOMING EVENTS
» MONTH «

Date Time	Event Name Visit our Linktree for more info!
Date Time Extra Notes if Needed	Event Name (if longer than usual) Location/Address
Date Time	Event Name Location/Address
Date Time	Event Name Location/Address
Date Time	Event Name Location/Address

Monthly Calendar Update

UH PRSSA
Public Relations Student Society of America

**Professional Development
Workshop**

WORKSHOP TITLE

Guest Speaker's Role &
Organization
SPEAKER NAME

Date
Time
Valenti Room 244

30 PR pts.



Guest Speaker Workshop

EXAMPLE TEMPLATES

Social Events &
Organization Fundraisers

UH Public Relations Student Society of America

Date

Time

📍 Location & Address

35 PR pts.

Org Fundraiser

UH Public Relations Student Society of America

Date

Time

📍 Valenti Room 244

25 PR pts.

Social Event

EXAMPLE TEMPLATES

Official Site Visits

UH Public Relations Student Society of America

Partner Logo

2025 SITE VISIT

OPEN TO ALL FULL-MEMBERS OF UH PRSSA

🔗 Visit our Link in Bio to sign-up BEFORE [date]!

Date
TIME

📍 **LOCATION OR ADDRESS**
HOUSTON, TX + ZIP CODE

30 PR pts.

Please plan to arrive ~20 minutes early

Reminder to include
imagery relevant to
the site location

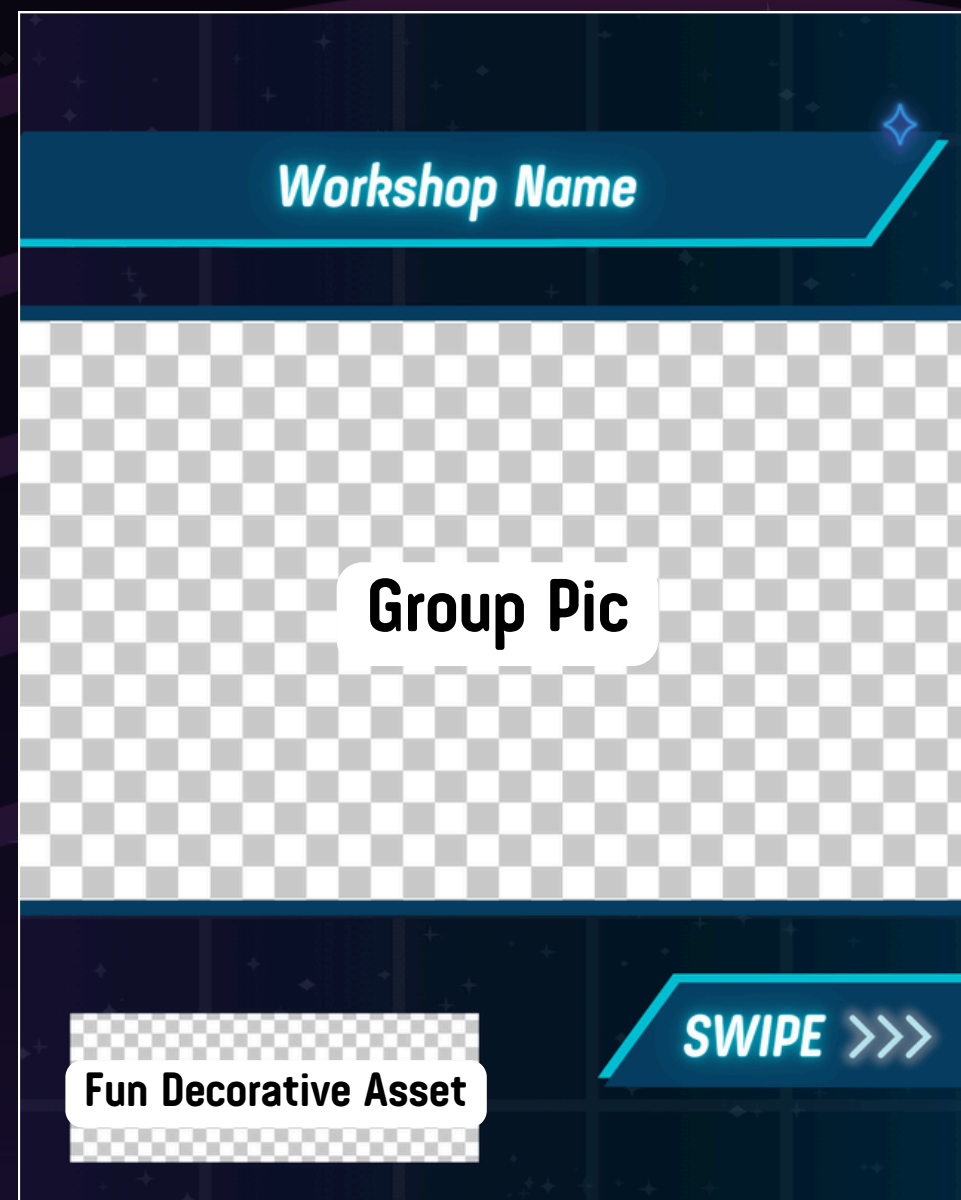
(Houston City Skyline, NRG
Stadium, Daikin Park, etc.)

Official Site Visit

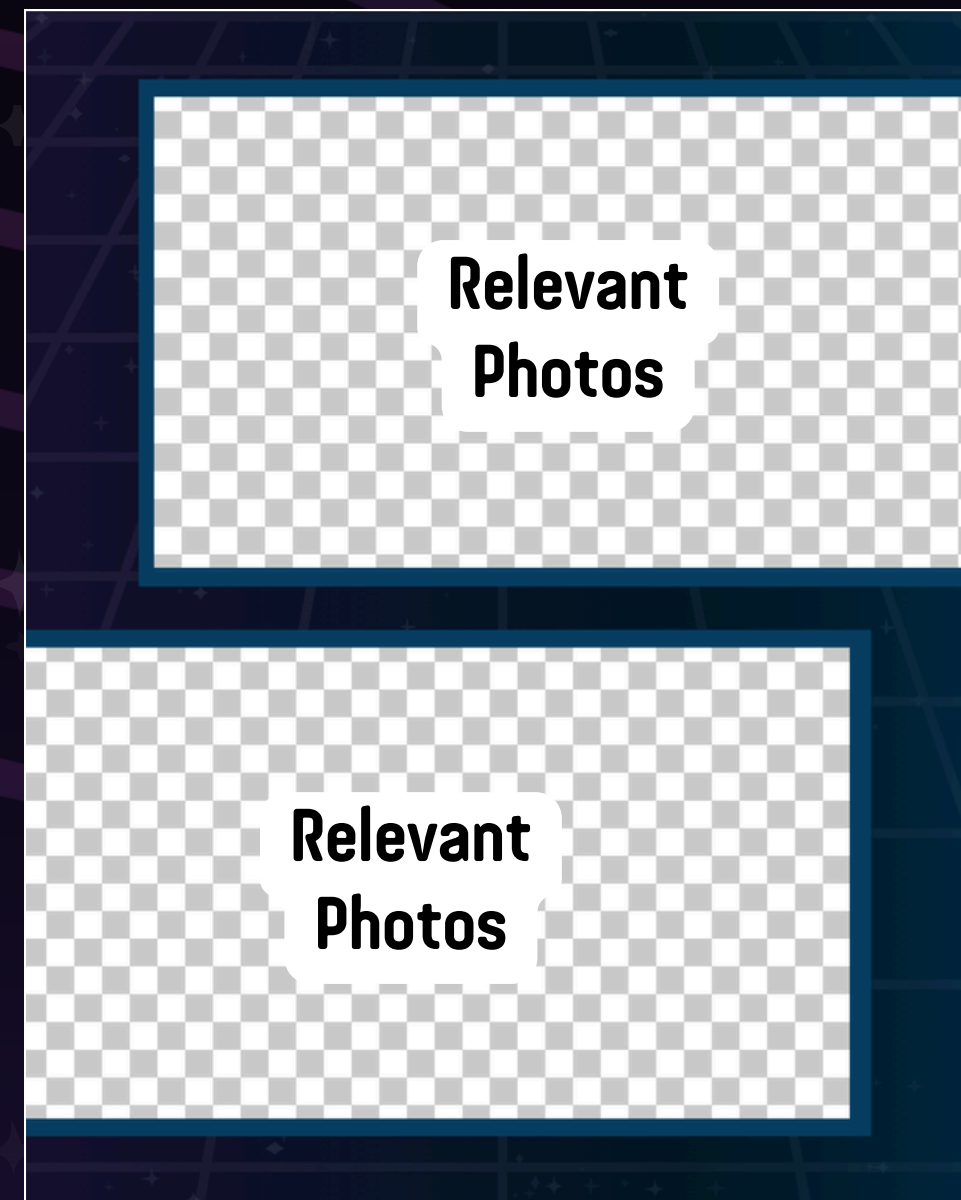
EXAMPLE TEMPLATES

Event Recaps

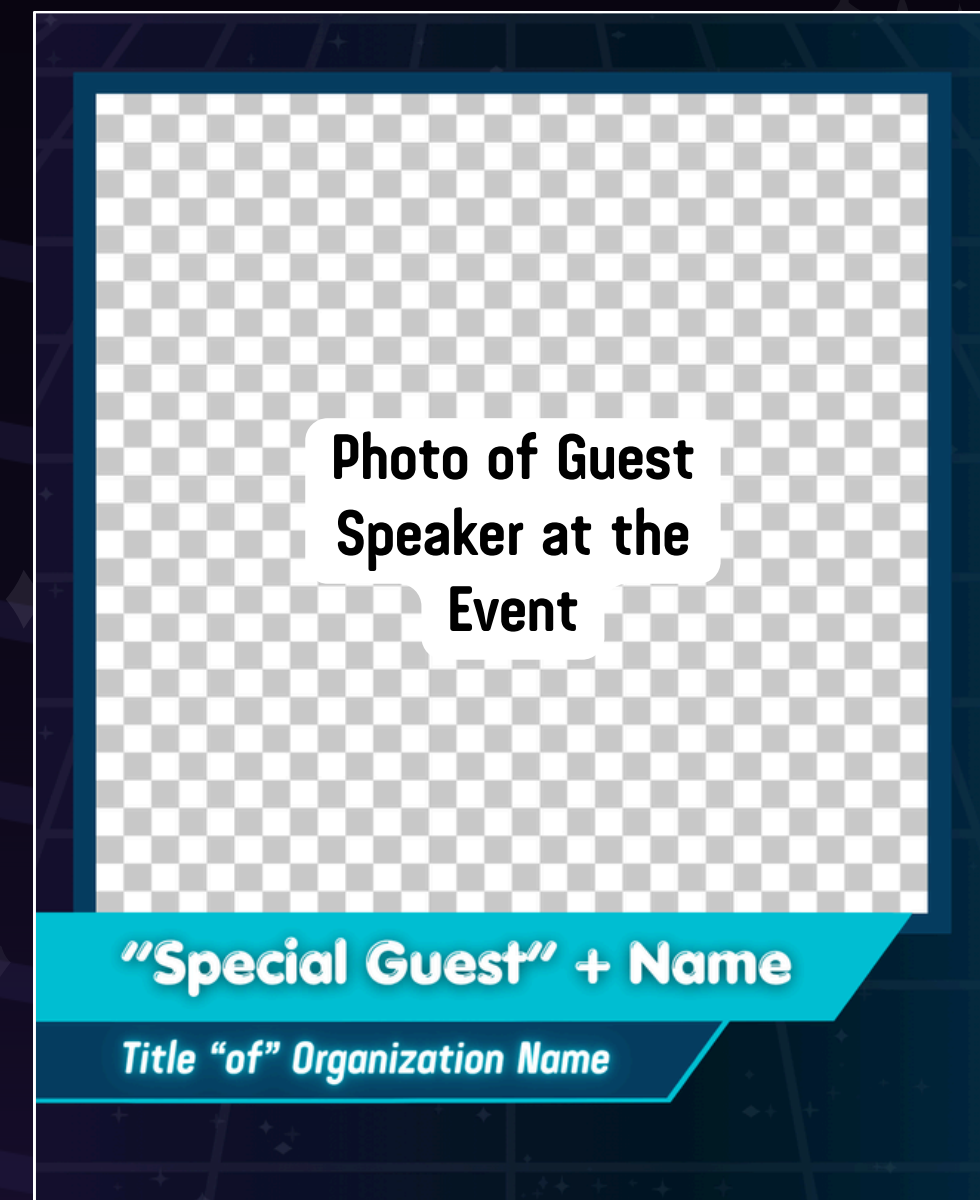
Utilize different color palettes as needed



Starting Graphic



Middle Graphic
(Make Variatons as Needed)



Ending Graphic
(If Relevant)

ASSETS

ORG LOGOS

For All Content Types



↑
Official Social
Media Icon

UH PRSSA
Public Relations Student Society of America

UH PRSSA
Public Relations Student Society of America

UH PRSSA
Public Relations Student Society of America

↑
For Internal Comms

UH Public Relations Student Society of America

UH Public Relations Student Society of America

UH Public Relations Student Society of America

UH Public Relations Student Society of America

↑
Social Media
Graphic Headers

LOGISTICAL ASSETS

For All Event Promotional Graphics



Location Icon by @Canva Teams



Link by @Icon8

Rules for Use:

- Set color to pure white (#ffffff)
- Add a “shadow” effect
- Match the shadow color with overall color palette



DECORATIVE ASSETS

For All Content Types



Arrow neon light element
illustration by @artdee2554



Star Neon Pink
by @Bella Kaweski

Rules for Use:

- Set color to pure white (#ffffff)
- Add a “duo-tone” effect
- Match the shadow/highlight colors with overall color palette
- Adjust temp, tint, or saturation as needed