**Prime Timers Chapter Logo Guidelines
11-FEB-21**

**1.**  **Overview and Options** In 2020, the PTWW Logo Refresh Project created a rainbow design with six colors and shades selected as the background for the Prime Timers Worldwide abbreviation letters “PTWW” along with description text.  In light of this change to the PTWW logo, Prime Timer Chapters now have two basic choices regarding their Chapter logos:

1. Since the handshake logo element is no longer required to be used by Chapters, some Chapters may choose to update their Chapter’s image by using a different logo, background, and/or design – providing that their new logo does not include design elements protected under copyright laws.  These new Chapter logos can be created by using standard color offerings and font styles available from desktop publishing tools.
2. Other Chapters may choose to continue using a handshake image as part of their Chapter logo.

**2. Resources Provided by PTWW** If a Chapter does not have access to PC-based publishing tools, then an authorized officer of that Chapter can contact the PTWW Secretary to initiate a request to the PTWW Logo Team for limited, preliminary graphic work (by volunteers) to customize the PTWW logo for that Chapter with one or more of the following:

**a.**   An overlay rainbow color bar with the Chapter’s initials (usually 3-5 letters) on a transparent background
**b.**   Editing of the upper or lower description line to include the Chapter’s name: “Prime Timers City/Town” or “City/Town Prime Timers”
**c.**   Editing of the lower description line to read “A Chapter of Prime Timers Worldwide.”

 Note that PTWW does not provide complete design services directly to Chapters, although a list of freelance graphics artists can be provided by the PTWW Logo Team for more extensive Chapter logo design work.

**3. Logo Design Considerations** Many Chapters using the oval/handshake logo can simply substitute a rainbow color bar with their Chapter’s initials on it.  Since most logos are primarily used for local newsletters, merchandise and banners, this should not pose a serious conflict of identity.
 However, since a significant number of **Chapters have identical Chapter initials,** Chapters may wish to look at the logos of other Chapters to develop a unique and easily identifiable logo.  Chapters using the rainbow color bar with their Chapter’s initials may wish to consider adding one or more additional logo differentiators:

**a.**   The upper description should have the full Chapter name above the rainbow color bar.
**b.**   Using a different rainbow color bar or similar design can also provide brand differentiation.  (Although the original 1978 Pride flag had eight colors, other variations include from 6 to12 colors.  Pick one of those variations or create your own.)

**4. Additional Notes** A file copy of each Chapter’s logo (or changes to that logo) is to be forwarded by the Chapter’s Secretary to the PTWW Secretary for archival and Web Tigers purposes, for use on the main PTWW website, and for news items posted by PTWW about Chapters.  In addition, the Chapter’s current “Logo on File” will be tracked on the annual Chapter Profile update report.
 No pre-approval of a Chapter’s logo is required by PTWW.  As long as a Chapter is in good standing and conducts itself in such a way that it will contribute to the good name of the Society, it may continue to be identified as “A Chapter of Prime Timers Worldwide.”