

## The Periodical Publishers Association (PPA)

The Periodical Publishers Association (PPA) is the key organisation for promoting magazines within the UK on behalf of a membership of leading magazine publishers.

### Brief

Preparation of brand guidelines to emphasise the PPA identity as an 'overbranding' to be applied across all marketing literature produced by the various PPA departments.

### Activities

- Creative options – rationalisation and assessment
- Internal presentations for PPA buy-in
- Brand guidelines document
- Stationery
- Powerpoint and website templates
- On-line guidelines incorporating key artworks for download

### Result

PPA communications are creating a strong brand presence across the many different types of communication issued by the Association.

*“MPH Creative understood our requirements to present a coherent yet flexible image across a variety of output – both in digital and print. The guidelines they produced enabled us to roll out the new image with minimum disruption.”*

Nick Mazur, Deputy Chief Executive, PPA



Stationery

Powerpoint templates

Brand guidelines

Membership pack