



ELEVATING PCA'S EVENT BRANDING:

How Platform Built a Unified Design System That Connected Six National Events Under One Recognizable Identity

SUMMARY

Throughout the years, the PCA's branding treated each of its national events as a standalone visual identity. The PCA decided it was time to create a cohesive branding system that aligned all events, making it clear it's a PCA event when people see it. The PCA aligned all event logos, colors, and visual assets while also keeping the character unique for each event location or audience.

THE CHALLENGE

PCA's event branding lacked consistency. Each event logo was redesigned from scratch, usually based solely on the host city. That approach created several problems:

- No instant visual connection back to the PCA brand
- Extra design time, cost, and feedback rounds for every single event
- Fragmented identity across digital, merch, signage, and marketing assets

In order to strengthen the PCA's Brand equity, it was crucial to introduce a new system that was not six separate logo projects. This system allowed for creativity to include place-based design, but still cohesive with PCA branding.

THE SOLUTION

Platform transformed PCA's event branding into a versatile visual system based on the company's signature red, typography, and core colors. The team developed a unified design architecture so that each event could have its own individuality while still appearing to be a part of the PCA brand family, rather than beginning from scratch for each one. A uniform set of event logos (icon-based, horizontal, and stacked)

- Shared brand elements across all events (color hierarchy, typography, layout rules)
- Location-based design details are used as accents, not the full brand
- Women in Paint branding driven by pink + neon to capture Nashville's energy, while keeping the rest PCA Signature red
- San Antonio event branding built around bold, Western-inspired visuals
- Introduction of Brushie, a character mascot designed to support youth-focused trades programming and future coloring-book activations

The end product was a scalable, repeatable branding system that decreased design time, improved brand identification, and gave each PCA event a unique, yet instantly related, appearance.

THE IMPACT

- PCA now has a recognizable, unified visual identity across all national events
- Design production shifted from "new logo every time" to a reusable brand system
- Event branding can now be replicated year-to-year with minor updates, not full redesigns
- Audience familiarity increased: events now look like PCA before anyone reads the title
- Visual structure allows faster approvals and cleaner collaboration with printers, vendors, and sponsors
- Brushie opened the door to a new youth-engagement brand extension untouched by past PCA visuals

CONCLUSION

Platform assisted PCA in strengthening its overall brand by improving the appearance and feel of each event, switching from one-time logo production to a scalable design solution. Originality and local storytelling is still a part of branding, offering the PCA flexibility, future-proofing, and visual uniformity.