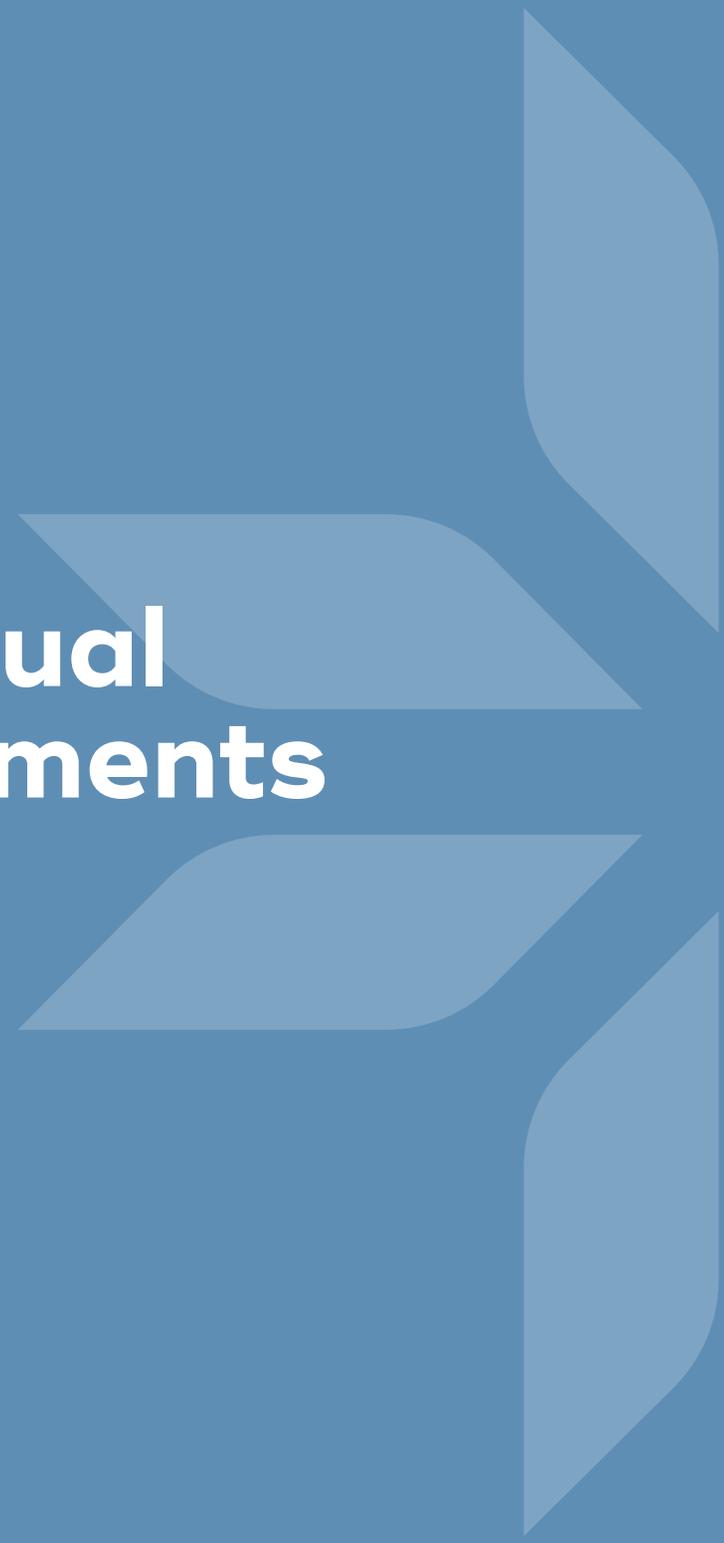




Visual elements



You have an instant to make an impression

We've developed a new visual system that includes key elements to enhance the consistency of our brand. When used across all communications, they reinforce our qualities as united, professional, and confident, making our brand more powerful and more memorable. Using this system will also make creating communications efficient and more effective, ultimately making your work easier.

Our logo

Our new logo represents the past, present, and future of our organization. The symbol refers to our Christian roots. The multicolored pieces of the cross coming together represent the diversity we aim for and the inward and outward reflection we engage in as women of faith. The typography is solid, modern, and bold, showcasing our power to support the causes in which we invest.



United
Women
in Faith

Logo use

The primary full-color logo versions are preferred and should be used whenever possible. They can be used on a white background or reversed out of a dark gray background. Make sure there is sufficient contrast between the gray chosen and the four colors of the logo.

When necessary, a solid black logo or reversed out white logo may be used.

Electronic Files

Artwork for the logo has been provided in four electronic file formats: EPS, PNG, JPG and PDF.

Which file should I use?

EPS files are vector-based and preferred by professional printers.

PNG files are appropriate for Microsoft Word and PowerPoint documents or for applications requiring a transparent background.

JPG files are appropriate for use on the web or also in Microsoft Word and PowerPoint.

PDF files can be viewed by anyone with Adobe Reader. They can be placed in multiple document types.

**Primary:
Full color**



United
Women
in Faith

**Primary:
Reversed
color**



United
Women
in Faith

**Black and
white**



United
Women
in Faith

**Reversed
black and
white**



United
Women
in Faith

Logo use

Clear space

For maximum visibility and impact, a minimum amount of clear space or area of noninterference should always surround the United Women in Faith logo. Use the height of the portion of the symbol outlined below as a clear space around the entire logo for all applications.



Minimum size

The smallest the logo should appear is 1" wide.

Backgrounds

Adequate contrast should always be created when using the United Women in Faith logo over graphic patterns or photography.



Logo use

Symbol

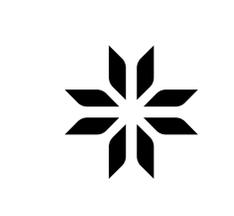
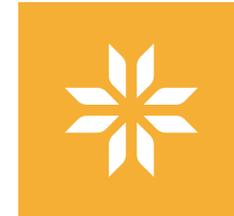
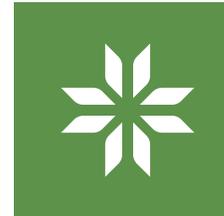
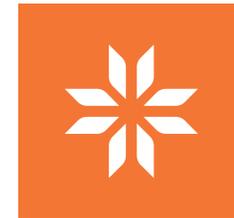
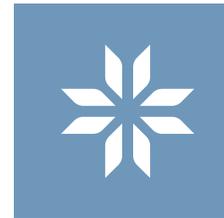
The symbol may be used on its own in certain applications and color combinations. Using the symbol alone on the footer of an email, in the corner of a PowerPoint slide, on a social media graphic, or on a button allows our brand to be present without overwhelming. It is useful for avatars and instances when the full logo would not be readable.

Use this graphic in situations where audiences have already seen our logo in full, unless the space is too small, such as a social media post.

The symbol can appear in these color configurations:

- Full color on white
- Full color on dark gray or black
- Reversed white on dark gray, black, UWF Blue, UWF Orange, UWF Green, or UWF Yellow
- Reversed white on a photograph of sufficient contrast
- Black on white (this should only be used if printing in one color)

Do not change the color order of the sections of the cross. Do not angle, rotate, or skew the cross. Do not use a single UWF color for the entire cross. See the examples in this guidelines for more guidance on how to use it.



Incorrect use

It is important to maintain the integrity of our brand.
Use the logo files as provided in all applications.
Avoid these common mistakes.



Do not use non-UWF colors.



Do not change the order of the colors in the cross.



Do not use just one color for the sections of the cross.



Do not skew the proportions of the logo.



Do not recreate the logo with a different typeface.



Do not add a tagline lockup to the logo.



Do not put the logo in another shape that doesn't allow proper clear space.



Do not add a dropshadow, glow, or other graphic technique.

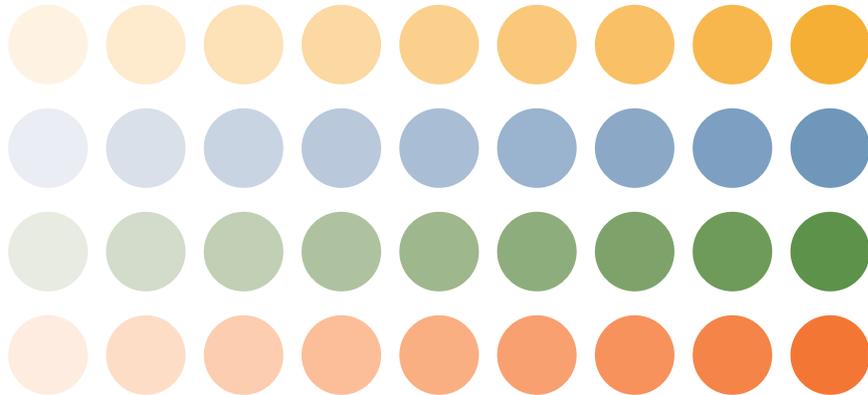
Color Palette

Primary colors

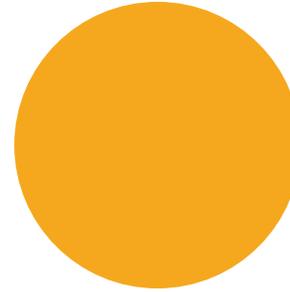
Four primary colors have been identified for the United Women in Faith visual system. These preferred colors should be used consistently on all communications to reinforce our brand image and create greater recognition.

Tints or percentages of these colors can be used to create proper contrast when necessary.

If additional colors are needed for specific individual communications, special care should be given to select colors that are neutral and/or complementary to the brand colors shown in this document.

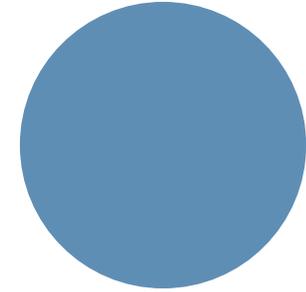


The colors shown here and throughout this guidebook are meant to represent specific Pantone colors as indicated. The print or screen quality shown in this guide may not be precise and has not been evaluated by Pantone, Inc. for accuracy. Please consult a current edition of the Pantone Color Formula Guide for accurate color standards.



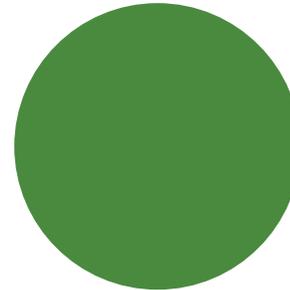
UWF Yellow

Pantone® 130
C 2 M 38 Y 100 K 0
R 246 G 168 B 0
#f6a800



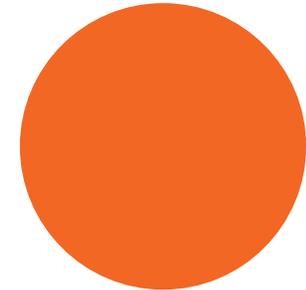
UWF Blue

Pantone® 7454
C 66 M 36 Y 15 K 0
R 96 G 142 B 181
#608eb5



UWF Green

Pantone® 363
C 75 M 24 Y 100 K 9
R 74 G 139 B 44
#4a8b2c



UWF Orange

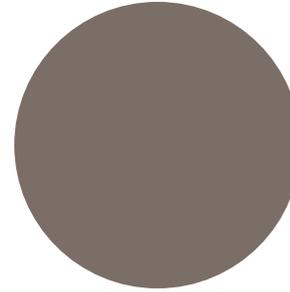
Pantone® 165
C 0 M 74 Y 98 K 0
R 255 G 104 B 29
#ff681d

Color Palette

Secondary colors

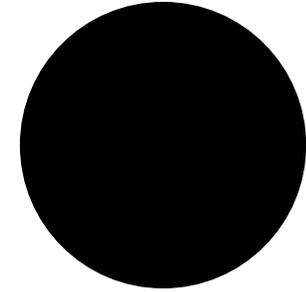
A dark-warm gray and black are our secondary colors. These can be used as backgrounds or type throughout the visual system.

Tints or percentages of these colors can be used to create proper contrast when necessary.



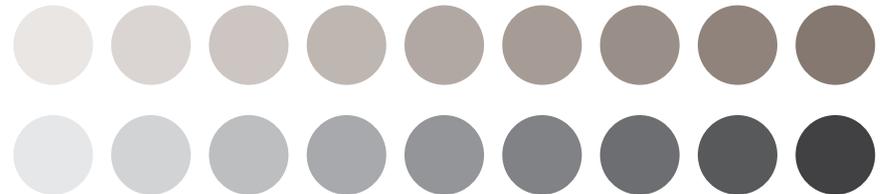
UWF Warm Gray

Pantone® Warm Gray 10
C 50 M 50 Y 54 K 17
R 122 G 110 B 103
#7a6e67



UWF Black

Pantone® Black
C 0 M 0 Y 0 K 100
R 0 G 0 B 0
#000000



Typefaces

Barlow

Barlow is a narrow sans serif typeface that can be used when you need to fit more copy into smaller space. It should be used for text and subheads. Regular weight is preferred for text and Bold weight is preferred for subheads. Adjust weight as necessary when reversing out of a color or photograph.

In most instances you will use Barlow in black or gray.

Refer to the example section of this guidelines document for suggested uses.

Barlow is a free Google font; it can be downloaded here: <https://fonts.google.com/specimen/Barlow>

Barlow Regular

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Barlow Italic

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Barlow Bold

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Barlow Bold Italic

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Typefaces

Playfair Display

Playfair Display is a decorative serif typeface that can be used as an accent to add some playfulness to your designs. It should be used sparingly for intro copy and callouts. Choose Regular or Bold weights as needed for readability depending on the size and placement. Adjust weight as necessary when reversing out of a color or photograph. It is best to use it at 14 pt. or larger.

In most instances Playfair Display can be used in any of the UWF colors, provided it is legible.

Refer to the example section of this guidelines document for suggested uses.

Playfair Display is a free Google font; it can be downloaded here: <https://fonts.google.com/specimen/Playfair+Display>

Playfair Display Regular

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Playfair Display Italic

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Playfair Display Bold

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Playfair Display Bold Italic

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Typefaces

Montserrat

Montserrat is a wide sans serif typeface that can be used as a substitute for Ridley Grotesk. It can be used in situations where Ridley is not available such as websites and HTML emails. It should be used for headlines, subheads, and intro copy. Regular weight is preferred for text and Bold weight is preferred for headlines and subheads. Adjust weight as necessary when reversing out of a color or photograph.

Subheads can appear in any of the four UWF colors, but take care when using the yellow to make sure the type is large enough.

Refer to the example section of this guidelines document for suggested uses.

Montserrat is a free Google font; it can be downloaded here: <https://fonts.google.com/specimen/Montserrat>

Montserrat Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Montserrat Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Montserrat Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Montserrat Bold Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Graphic elements

Differentiation points graphic

This graphic highlights the reasons members choose us—faith, action, and sisterhood. It can be used as another tool to quickly show what we are all about.

Suggested uses are at the end of a PowerPoint presentation; on a piece of swag such as a bag, button or t-shirt; a social media post; or a banner or flag at an event. It should not lock up with our logo but can appear on the same page.

Use this graphic in situations where audiences have already seen our logo in full, unless the space is too small such as a button.

Recommended color combinations are a light-yellow graphic shape with green type. It can appear on any of the UWF colors or on white.

