wpf
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WOMEN IN **PUBLIC FINANCE**

A national organization that advances women's leadership opportunities...

Brand Standards

...by fostering relationships and providing educational activities and forums.

OUR LOGO

All chapters are encouraged to utilize the official Women in Public Finance logo on all products both internally and externally to promote the organization.

However, to ensure brand integrity here are some correct and incorrect ways to use the logo.

CORRECT LOGO USAGE

The correct usage of the WPF logo is to avoid modification in any form. **The official logo, to the right, should never be used without the registered trademarking or without the light-medium green box** surrounding the WPF, which is in lowercase.

This logo should be used on any promotional or educational material used in the name of promorting the organization.

It should not be tied to anything that will defame the organization.

INCORRECT LOGO USAGE

In order to maintain brand consistency, the logo and all elements should remain intact.

- Do not separate logo elements.
- Do not remix, delete, or introduce new design elements.
- Do not distort the logo in any way.
- Do not place the logo against a background that would result in low contrast. Do not swap the greens for a different shade.
- Do not introduce new colors within the logo.

RIGHT!

WRONG!

*Why is this one wrong? Because the creator altered the entire look of the logo. They changed the fonts, colors, and removed the official trademark.

WOMEN IN PUBLIC FINANCE

SECTION IV: BRANDING OUR LOGO

CORRECT CHAPTER LOGO

Chapters official logos should include the national logo with the chapter name underneath using the official WPF Font. Below is the Chicago Chapter logo as an example. The chapter name goes first with the words CHAPTER after and centered to the logo. Both words should be CAPITALIZED. Go to the website and download the logo at www.WPFC.com.

EXAMPLE

WOMEN IN PUBLIC FINANCE
CHICAGO CHAPTER

FONT USED IN WPF FONT

The "Women in Public Finance" portion of the logo is VERDANA.

Verdana

The chapter name of the logo is SANS SERIF.

AaBbCc Sans-serif font

LOGO OFFICIAL COLORS

The official colors for the WPF logo are as following:

PMS: 377
CMYK: 41 0 100 22
RGB: 122 154 1
HEX: 7A9A01

Knowing the official colors will allow you to design promotional and educational material that will be in uniform with the logo and the national branding of the organization. Items such as PowerPoint presentations, letterheads, business cards, and pamphlets all benefit from consistent branding. Examples below.