



WorldYWCA

BRANDING AND IDENTITY GUIDELINES

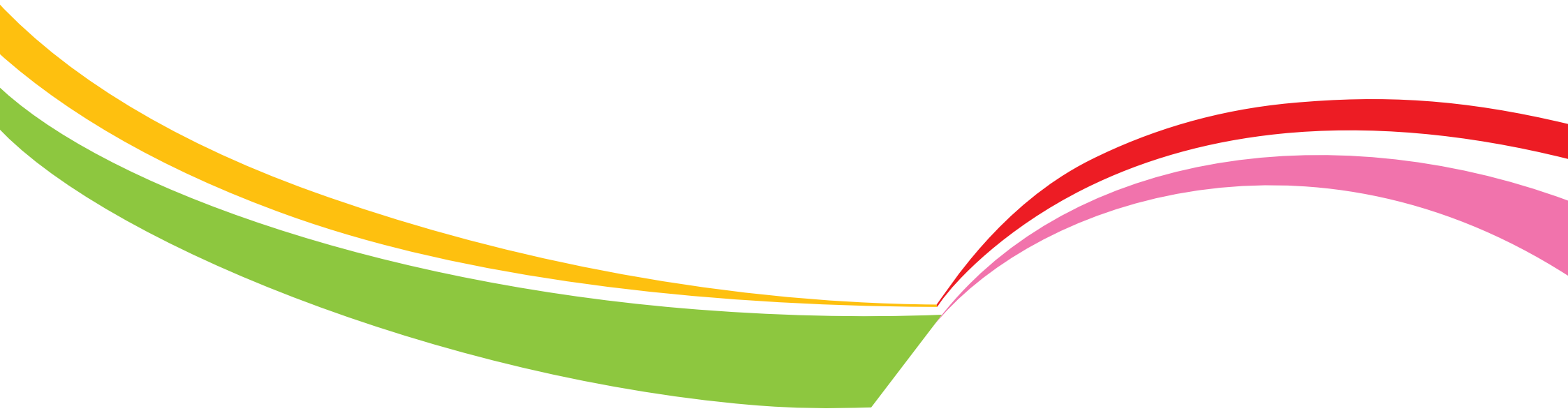


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WorldYWCA

"By 2035, 100 million young women and girls transform power structures to create justice, gender equality and a world without violence and war, leading a sustainable YWCA movement, inclusive of all women."

LOGO

HISTORY AND RATIONALE

The historical World YWCA logo is a triangle (representing intellect, body and spirit) and a circle (encompassing all three).

As stipulated in our constitution the updated logo maintains these important elements while incorporating more colour and dynamism.

The logo places emphasis on embracing change while demonstrating the connected nature of the World YWCA movement. The circle that encompasses the triangle varies in thickness to create a feeling of movement and change. The circle is also representative of the globe, which itself is dynamic.

The 'ribbons' of colour provide constant interaction around the three elements represented by the triangle and signify a colourful evolution.



WorldYWCA

LOGO

COLOURS

The logo is created in CMYK.

Colour values

	Process				RGB			Hex
	C	M	Y	K	R	G	B	
Primary Blues								
Blue Dark	100	41	0	0	0	124	196	007cc4
Blue Medium	100	0	0	0	0	174	239	00aeef
Blue Light	60	0	0	0	68	200	245	44c8f5
Teal	80	7	9	0	0	174	216	00aeef

Ribbon Colours

Red	0	100	100	0	237	28	36	ed1c24
Pink	0	70	0	0	241	114	172	f172ac
Yellow	0	26	100	0	255	192	15	ffc00f
Green	50	0	100	0	141	198	63	8dc63f

Greyscale

For greyscale printing, the logo is 100% black and gradients

Blue

For one-colour printing, the logo is Pantone 3005 and gradients



LOGO

LOGOTYPE

The typeface for the logo is Cabin Medium.

This typeface is reserved for the logo only. It is not to be used elsewhere.

USAGE

The logotype (World YWCW) will always appear with the symbol. The symbol will never appear on its own, nor will it be modified for use as a graphic on its own.

Minimum size

The logo is best printed no smaller than 20mm wide for print because although the type is readable, the symbol begins to break up if it's produced any smaller.

For web or email, the logo should appear no smaller than 120px wide.

Relative spacing

Minimum space allowed on all sides of the logo is equal to the height of the upper case letters of the logotype.

The logo should be positioned no closer than 10 mm from the edge of the page and no closer than 17 pixels from the edge of a web page, email shot or message.

Where web URL is included, it should be centred under the logo. See page 8.

WorldYWCA

*Cabin Medium, horizontal scale – 90%.
"World" is lower case, YWCA, ALL CAPS, no space between.*

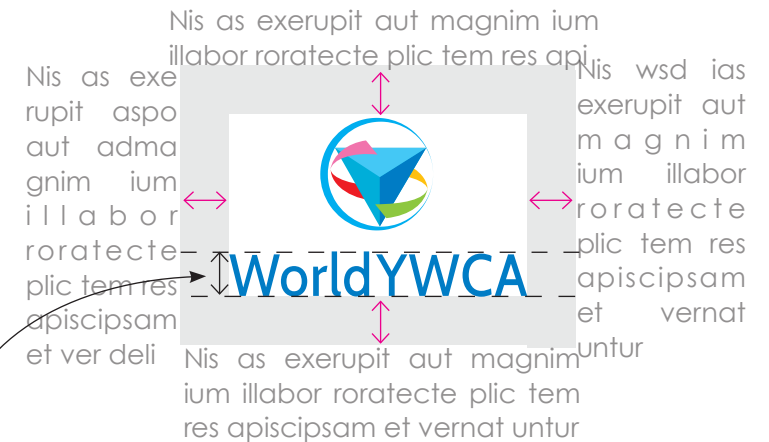
SMALLEST SIZE



WorldYWCA

20mm (PRINT)
120px (WEB)

SPACING



Minimum distance from text or other objects on any side of the logo should be equal or greater than the height of the "World YWCA" text of logo.

LOGO

Logo reversed into backgrounds

The full colour, greyscale and blue logos may be positioned over solid colour or photos backgrounds if the background provides enough contrast to maintain readability.



FULL COLOUR REVERSE



BLUE REVERSE



GREYSCALE REVERSE



LOGO

Logo with web address

When logo and URL are set together, URL will be Arial Narrow Regular, tracking of 50, centred under logo, relative space above to be 50% the height of 'World YWCA' type.

Where full colour or blue logo are used, the colour of URL text will be dark blue of logo (100% Pantone 3005). Where greyscale logo is used, text will be 100% black.

URL will exclude "www" and should be approximately 65% width of "World YWCA" text.



LOGO

Usage with Other Logos

Where World YWCA is the principal publisher of a document, its logo must stand out from the associated logos in size and spacing.

Where World YWCA publishes a document for which it assumes equal responsibility, its logo will appear in equivalent size and spacing as partner logos. If appropriate it may be repeated in a special location.

PARTNERSHIP LOGOS WHERE WORLD YWCA IS PRIMARY PUBLISHER



Logo is noticeably larger than partnership logos, is set apart by position and there is a greater amount of space between it and other logos.



PARTNERSHIP LOGOS WHERE ALL HAVE EQUIVALENT WEIGHT *Logo is same size as other logos (relative, by perception) and spacing between logos is equal.*



COLOUR PALETTE

COLOUR RANGE

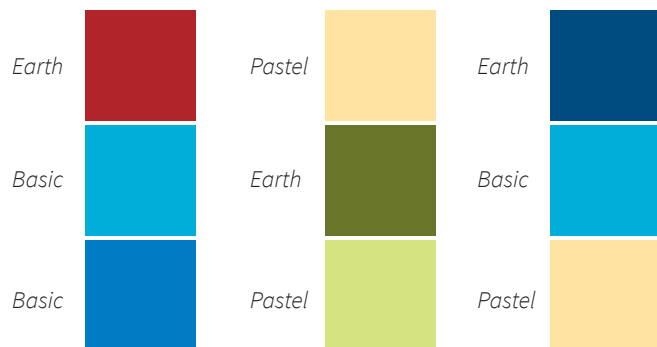
Colour palettes are built around the colours that make up the logo. Blue will always play the central role in all design materials.

The logo consists of 4 main blues and the 4 bright colours of the ribbons on logo.

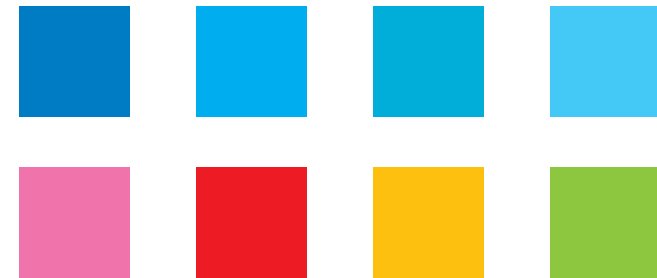
Two secondary palettes – a set of pastel colours and a set of earth colours – have been created out of the logo colours to provide an alternative for specific subject matter.

These palettes can be mixed and matched where it makes sense to do so. In this case, the use of gradients is discouraged.

SAMPLES OF MIXING BASIC, PASTEL AND EARTH PALETTES



BASE COLOURS (LOGO COLOURS)



PASTEL PALETTE
















EARTH PALETTE




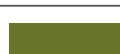



COLOUR PALETTE

COLOUR VALUES

BASIC	Process				RGB			Hex
	C	M	Y	K	R	G	B	
	100	41	0	0	0	124	196	007cc4
	100	0	0	0	0	174	239	00aeef
	80	7	9	0	0	174	216	00aed8
	60	0	0	0	68	200	245	44c8f5
	0	70	0	0	241	114	172	f172ac
	0	100	100	0	237	28	36	ed1c24
	0	26	100	0	255	192	15	ffc00f
	50	0	100	0	141	198	63	8dc63f

PASTEL	Process				RGB			Hex
	C	M	Y	K	R	G	B	
	0	20	0	0	250	213	229	fad5e5
	0	30	37	0	251	189	156	fbbd9c
	0	10	42	0	255	227	162	ffe3a2
	19	0	64	0	213	227	128	d5e380
	32	7	0	0	167	209	239	a7d1ef

EARTH	Process				RGB			Hex
	C	M	Y	K	R	G	B	
	40	100	19	10	150	30	112	961e70
	28	100	100	6	177	37	42	b1252a
	0	23	76	41	165	130	56	a58238
	50	27	100	32	104	117	41	687529
	100	50	0	40	0	74	128	004a80

TYPOGRAPHY

TYPE FACES

Body font

The body font family is Century Gothic. Regular, bold, italic and bold italic are used in the body of all documents. This is an open, sans-serif type and was chosen for its readability and also because it is part of the Microsoft Suite and can be readily installed.

Webfont family equivalent of Century Gothic is TeX Gyre Adventor (regular, italic, bold, bold italic).

Where Century Gothic is not available (email clients, for example), Arial Regular may be substituted.

FOR USE IN BODY TEXT

Century Gothic Regular

Century Gothic Italic

Century Gothic Bold

Century Gothic Bold Italic

Century Gothic Regular Ehem perisquos videst? Rim acci ium inare, quodin vis, or patiaela nunti, derem us hi, Cupio, Catu vid aucta, que di interitella vit, te. *Century Gothic Italic* quo essi ciontem omne conte, sendice rfevive, co contra noccia inari inatissolus, **serium imei ipiemnit?** Idic issene consupimo ver ut adem.

Abem furnihi libuscribus pervivi rimurberriam idit omnos haedees ciondi sende conis.

Forei permili caelute nostiamdium et firio, Catum clegeremulis hores patus etorte num aur. Ero ut actorum sero ut fui issata,

TYPOGRAPHY

TYPE FACES

Heading font

The heading font family is Arial Narrow Bold. This classic, sans-serif font and was chosen not only for its readability in both title case and in ALL CAPS but also for its narrow style, reducing wrap of long titles where possible.

Table and infographic font

The table font family is Arial Narrow Regular and Arial Narrow Bold. The narrow style means that more information can be accommodated in narrow tables with multiple columns.

Arial Narrow Bold may be used in Table Headers and regular and italics can be used in table cells.

This face is also chosen for use in infographics.

This font family is part of Microsoft Suite and can be readily installed.

Webfont family equivalent is Archivo Narrow bold, regular, italic (tables and graphics) and bold (headlines).

Where not available, Arial may be substituted.

FOR USE IN TITLES AND HEADLINES

Arial Narrow Bold

**IT CAN BE USED IN UPPER CASE,
UPPER CASE WITH EXTRA LETTER SPACING,
as well as in Title Case and
and sentence case**

FOR USE IN TABLES AND GRAPHICS

Arial Narrow Bold and Arial Narrow Regular

TABLE HEADERS MAY RUN IN BOLD,
Text in table cells may run in Regular

TYPOGRAPHY

TYPE FACES

Display font

Rockwell (regular and bold), also part of the Office Suite is to be employed in titles for certain advocacy messages and highlighted titles.

The purpose of this font is to call attention to requests for donations and for special campaigns. It would be used, for instance, on Advocacy postcards and also for

Rockwell may not be used in the same document as Vladimir Script.

Webfont family equivalent is Enriqueta.



FOR TITLES IN SPECIAL ADVOCACY MESSAGES

Rockwell, bold font used in titles.

Rockwell, regular font used in subtitles.

Also for use in sidebar or special intro text but not for use in body text.

Rockwell example Equidis autem ulpar-chiti dolor ad qui officid mos dempelent optatec upicaborum, consequ.

Sample page using Rockwell to support titles about mission and goals.

Sample Advocacy postcard using Rockwell to a highlight dvocacy and goals statements.

Sample call to action button.



TYPOGRAPHY

READABILITY AND ALIGNMENT

Type is to be left aligned. Hyphenation is discouraged, especially because it may automatically break incorrectly for different languages. If it is absolutely necessary, allow only one hyphen in a row and do not hyphenate proper nouns.

Tracking may be used as necessary, but limit it to reasonable value, usually not more than +20 or -20.

In the case of Arial Narrow titles, tracking may be set to 200 (MS Word equivalent is 4 points).

All headings are left aligned (not centred).

LEFT ALIGN, NON-JUSTIFIED TEXT, HYPHENATION LIMIT – ONE

Rum est, net arcit fugit optasima ducipsu ntibus et antionsent qui ut repudam eos quias autaque nestrum volorit volupta ecullab iusant, te serunt. Ut ab id min est, ne que perferu ptatquam facipid quod que sitibere odiam sit, optas asped quam hillaboris

Tem voluptatur sintibu strumqui occatur accabo. Ur sum, oditatore volorias accus, nis aut antio et, as expereni coreptur mi, voluptium nosaepe consentecat occupati que venim quias dieatinia simoditam quas delles iquiducia dolupta tempor sit vero

TYPE OVER BACKGROUND COLOUR

Regular typeface (**black**) over light background colour

Regular Italic typeface (**white**) over dark background colour

Use caution when running text over backgrounds, especially if printing in-house. Ensure there is no 'ghosting' around letters and that type is large enough to be readable. Suggested minimum size is 10 points.

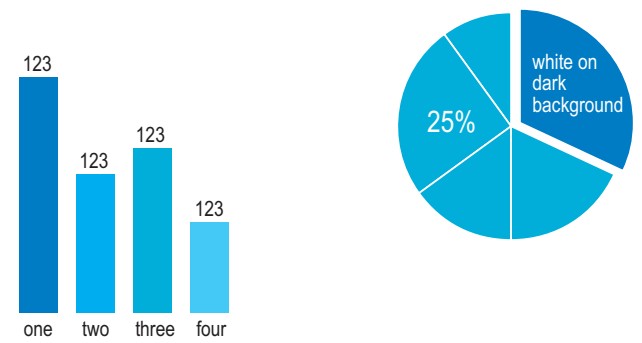
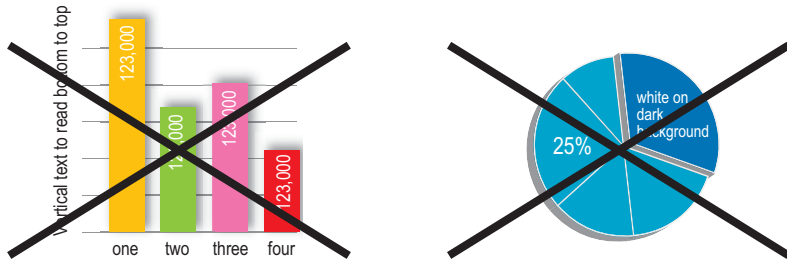
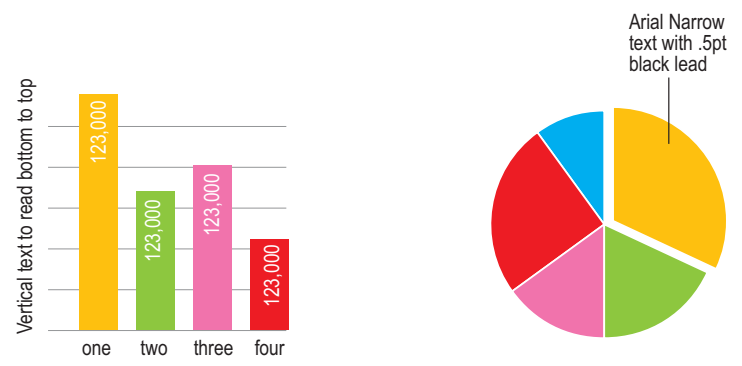
IMAGERY

GRAPHS AND CHARTS

Graphs and charts are created using only the blues and base colours from the logo palette. The graphs are plain and simple. Do not use drop shadows or create 3-dimensional shapes.

Where possible values are placed onto bars or over the coloured fills of pie charts. If there is not enough space, a single .5pt black line will lead from text to corresponding shape.

If it's necessary to run a background grid, only horizontal grid OR vertical grid may be used but not both. Grid lines are .5 pt, 50% black.



IMAGERY

GRAPHIC SIGNATURES

Standard, identifiable graphics may be employed for visual interest.

A spin-off from the logo's colourful ribbons, these shapes sweep from one side to the other, converging off-centre.

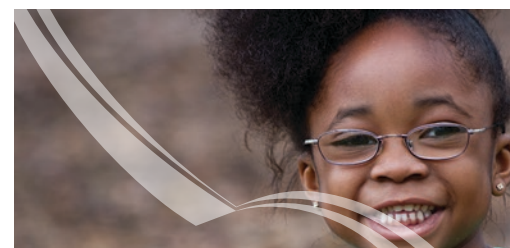
These ribbons appear in three configurations (see next page) and can be changed to match combinations from the colour palette.

They can be rotated and sized to fit the layout.

They may appear as watermarks on backgrounds and photos.

Do NOT combine one configuration with another (see next page); rather choose one style for use throughout an entire document.

CONFIGURATION 1



IMAGERY

GRAPHIC SIGNATURES

CONFIGURATION 2

These ribbons may also appear as white on colour or photo backgrounds as a watermark, as illustrated on previous page.



CONFIGURATION 3

This configuration is most appropriately applied with subjects concerning faith. As with other configuration it may be set as a watermark over images or backgrounds.

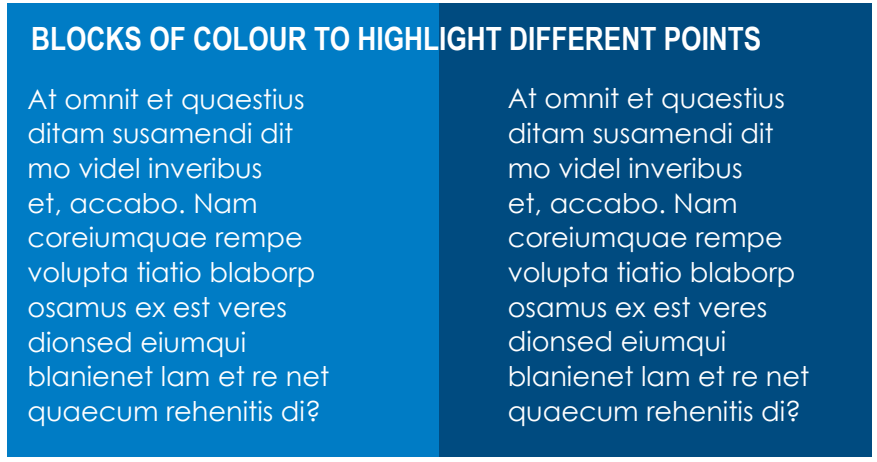


IMAGERY

BACKGROUND COLOUR BLOCKS

Introducing solid blocks of background colour to layouts is used to break sections and to run across headers or footers.

Blocks can also be used to highlight titles and in sidebars but use cautiously on one single page or spread so that their effectiveness is not diminished.



IMAGERY

PHOTOGRAPHY

It is always preferable to use photos from World YWCA activities and events. Where quality photographs are not available, images may be purchased or Creative Commons images (sourced from Flickr, for example) may be utilised and credited. Preference is given to positive images that represent women and girls in real situations.

IDENTIFIABLE IMAGES FOR GENERAL USE





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