

Brand Standards Guide



*Leading
Builders.
**Building
Leaders.***

LOGO

NAWIC

The National Association of
Women in Construction

1.5" minimum width



The logo should not be used at less than 1.5" wide because it will become illegible.

NAWIC

The National Association of
Women in Construction

Leading Builders.
Building Leaders.

2" minimum width



The logo with tagline should not be used at less than 2" wide because it will become illegible.

SECONDARY MARK USAGE

“W” SYMBOL



The “W” symbol may be used as a graphic element or secondary mark in certain limited situations where the full logo appears elsewhere. Examples include business cards, brochures or invitations. It is not ever to be combined with the main logo text to reconfigure or replace the full logo for any reason.



“PLUMB BOB BETTY” INSIGNIA



The Plumb Bob insignia may be used as a secondary mark in certain limited situations. Examples include invitations or award certificates, but not day-to-day communications materials. It is not ever to be combined with the main logo design for any reason.



LOGO ELEMENTS

LOGO COLORS



PMS 199
c7 m100 y85 k1
r219 g0 b50
HTML DB0032



100% Black
c0 m0 y0 k100
r35 g31 b32
HTML 231F20



5% Black
c0 m0 y0 k50
r147 g149 b152
HTML 939598

LOGO FONT FAMILIES

Fashion Fetish Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(!?,"')#\$%&@

Raleway Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(!?,"')#\$%&@

Raleway Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(!?,"')#\$%&@

Raleway Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(!?,"')#\$%&@

Raleway Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(!?,"')#\$%&@

LOGO DO'S AND DON'TS

Leave adequate whitespace around the logo.



Never alter the color, typeface or proportions of the logo.



Never place the logo on multi-colored backgrounds or on a background darker than the color of the logo.



If it is necessary to place the logo on a background darker than the color of the logo, use the approved reverse version.



If color printing is not available, use the approved solid black version of the logo.



BANNER


NAWIC
The National Association of
Women in Construction

*Leading
Builders.
Building
Leaders.*


**BUILD
YOUR
CAREER**
with us.



FACEBOOK AD

W National Association of Women in Construction
Sponsored · 

NAWIC helps women grow their careers in construction. Learn more & find a local chapter.



**BUILD
YOUR
CAREER**
with us.

NAWIC.ORG
For women in construction.
Download our brochure.

[Learn More](#)

CHAPTER LOGO TEMPLATE

Below are examples of two design options for chapter logos. Chapters should choose one version and NAWIC national will prepare and supply the necessary files. It is not permitted to add additional elements of any kind to this logo such as a geographic outline or a chapter number.

STACKED LOGO



Northwest Arkansas CHAPTER

Raleway Bold
100% Black

Raleway Light
All caps
100% Black

HORIZONTAL LOGO



**Northwest
Arkansas**
CHAPTER

Raleway Bold
75% Black

Raleway Light
All caps
75% Black