



**NAWBO**

National Association of Women Business Owners

## **Brand Style Guide**

# LOGO HISTORY

## 1974-1988

The original NAWBO Graphic Mark was designed by Suzanne L. Ives with the technical assistance of an Alexandria, Virginia, graphic arts firm. Suzanne's public relations and marketing firm was based in Washington, D.C. Her interaction with NAWBO's founding members resulted in a unique mark that captured the wealth-building goals of the organization, which began as the Association of Women Business Owners in 1974. The original tagline on the letterhead read "Serving the professional needs and interests of the woman entrepreneur."



The Graphic Mark depicts two interlocking dollar signs enclosed in a circle. The two dollar signs are set perpendicular to each other so the vertical one is easily recognized as the international symbol of US currency. A hairline black border around and within the trademark is the "glue" to remind us of the black "bottom line."

The circle represents a wheel, with the downstroke of the dollar signs acting like the spokes of a wheel, encouraging us to move forward in a continuous business cycle to earn money, invest money, and grow. The cash/investment/growth cycle is recognized globally as the fundamental cycle for building wealth and success in our business and personal endeavors.

NAWBO chose the green color of the currency to underscore that our business goal is to make money. Green is also the centuries-old symbol of growth.

## 1988-2004

In 1988, Vice President of Membership Grace McGartland suggested that the Mark's color be changed to Pantone® (PMS) 321 Teal, a more progressive graphic expression for the times. The board, made up of voting representatives from all the chapters, voted in favor of Grace's motion.



Completing the Graphic Mark is the addition of the organizational name set in Garamond Condensed. The Garamond family of typefaces represent an elegant, timeless choice for ultimate readability. Based on the work of the eponymous sixteenth-century French printer, publisher, and type designer Claude Garamond (ca. 1480-1561), the Garamond typeface and its variations have been a standard among publishers and printers for four centuries. Like Suzanne Ives and our founding members, Mssr. Garamond was an innovator, and holds the historical distinction of being the first independent typefounder. He was also the first to make type available to printers at an affordable price.

For affiliate uses of the Logo, NAWBO chose the typeface Arial Narrow. According to the Typehead Chronicles, Arial was reworked from Helvetica in 1982. The typeface is modern and forward, yet remains a ubiquitous choice for many contexts. It is in this spirit that the font was chosen to display NAWBO's affiliate names, yielding a pleasingly elegant combination of Old World and New.

## 2005-2008

For NAWBO'S 30th anniversary, the updated Mark captures all of the original characteristics and blends them with two subsequent innovations. The original green selected by Suzanne and the teal selected by Grace inform the stronger, greener color of PMS 327 Teal. Dimensional shading is added to distinguish the dollar symbols and to echo the dynamic dimension of our organization and its membership.



## PRIMARY LOGO

The next generation of the NAWBO® Logo consists of a subtle variation of the Interlocking Dollar Signs and a humanist font in a streamlined arrangement. To strengthen the association of the Graphic Mark with the organization, the acronym of NAWBO appears as a focal element of the design.

The use of san serif fonts reflect an expression of modern sophistication. Humanist fonts have been around since the 1920s, but their popularity has recently grown by leaps and bounds within the few years. What was once considered unusual in typography—especially for publications and media—has rapidly become the de facto choice in this high-tech wired (and wireless) world we now live in.

The teal color (PMS 323) was chosen to give the Graphic Mark a richer tone, while the separation of the Interlocking Dollar Signs helps to distinguish their shapes and provide more flexibility in reproducing the Mark across different media.

This primary logo (horizontal arrangement) should be used whenever possible. Variations of the logo are outlined in the following section.

The NAWBO Logos are included on your chapter disc.



NAWBO  
National Association of Women Business Owners

## LOGO COLORS

Since its inception, color has symbolized NAWBO as readily as the Graphic Mark. The current Mark retains the overall history of its color, evolving into a rich, organic teal in PMS 323.

The Primary Logo should appear in two-colors as shown below. However, when it is necessary, the logo can appear in black or PMS 323 as shown below. The logo can also be reversed in white, if necessary.

*The representation of color throughout this guide is not an exact match due to the various limitations of the digital reproduction process. For this reason, please refer to a Pantone® swatch book, available from any commercial printer.*



Two-colors: PMS 323 and Black



"NAWBO" appears in 60% Black



All Black



All PMS 323



## LOGO COLOR BREAKDOWNS

In order to consistently reproduce the PMS 323 Teal and Black of the NAWBO Logo, refer to the following breakdowns according to the process being used.

Four-color process printing (**CMYK**) uses cyan, magenta, yellow and black to create virtually any color. Commercial printers use this method to print full-color images and graphics (i.e. magazines, posters, etc.).

On-screen digital color reproduction (**RGB**) uses a mixture of red, green and blue light to create full-color images on your computer monitor or TV.

On the Internet, **Web Color Codes** are used to replicate a limited palette of colors on computer monitors.

*NOTE: Because each process has many variables that affect color (i.e. paper stock, screen settings, etc.), consistency will vary and will not always produce exact matches.*



**PMS 323**



**CMYK**

Cyan	100
Magenta	0
Yellow	38
Black	47



**RGB**

Red	0
Green	98
Blue	105



**WEB**

0e5f66

**WEB SAFE**

006666



**BLACK**



**CMYK**

Cyan	0
Magenta	0
Yellow	0
Black	100



**RGB**

Red	0
Green	0
Blue	0



**WEB**

000000

**WEB SAFE**

000000



**60% BLACK**



**CMYK**

Cyan	0
Magenta	0
Yellow	0
Black	60



**RGB**

Red	129
Green	130
Blue	134



**WEB**

6d6f72

**WEB SAFE**

999999

# GRAPHIC MARK

Although use of the complete NAWBO Logo is always preferred, there are instances when the Graphic Mark will be used as a stand-alone graphic. The Graphic Mark is a registered trademark, and the ® should always appear with the Mark when it is the only logo representation being used. The ® should be in the position shown below and in the same color as the outer rim of the Mark.

When used as a stand-alone graphic, the Mark can appear only as reversed white, PMS 323 or black/grayscale as shown below.

When used as a sublimated graphic, the Mark may appear as a watermark in a 7-10 percent screen of PMS 323. In this format, text may be overprinted. In any other format, overprinting text is unacceptable.

PMS 323



100% BLACK



WHITE



60% BLACK



WATERMARK 7-10% PMS 323



## VERTICAL LOGO

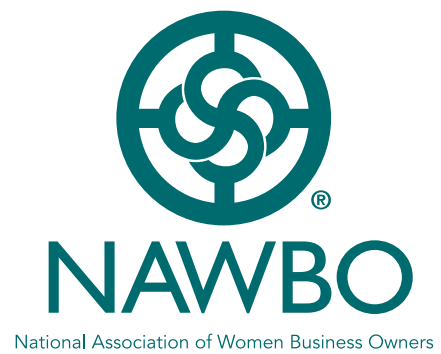
For situations where the primary Logo will not suit the application, such as with certain shaped branded merchandise, it is acceptable to use the following alternate Logo.



Two-colors: PMS 323 and Black



All Black



All PMS 323



## AFFILIATE LOGOS

The following are other versions that address the need to associate NAWBO's brand with entities such as chapters, partners, and members. This format is acceptable only for those entities and does not appear on national-only printed material. These logos should follow the same color and other general guidelines of the primary and alternate logos.

The affiliate name appears below "NAWBO" in a Humanist 521 font and in 50% Black, as shown in the examples below.

Your chapter logo is included on your chapter disc.

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### CHAPTERS



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### MEMBERS



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### CORPORATE PARTNERS



## TRADEMARK NOTICE

On digital or printed marketing and communication materials, where the NAWBO Graphic Mark and Logo appear as part of a promotional piece meant for public consumption, the following trademark notice should be included within that piece.

The NATIONAL ASSOCIATION OF WOMEN BUSINESS OWNERS, NAWBO, and the Interlocking Dollars Symbol are registered trademarks of NAWBO. © NAWBO 2009 All Rights Reserved.

The notice is not required to be adjacent to the logo, but should appear within the piece in a visible location.

## USE OF THE LOGO

Recognizing that the Logo will be reproduced for a variety of applications, this section will address the permissible range of variations. By following these guidelines, the use of the logo will maintain consistent and better reinforce the NAWBO brand.



DO NOT change the colors or alter the Logo in any fashion



DO NOT alter the Logo in any unapproved fashion



DO NOT distort the Logo in any fashion



DO NOT use only a portion of the Logo or the Logo without the Graphic Mark



DO NOT use the Logo against a dark color. There should always be enough contrast to be able to view the Logo clearly.



DO NOT use the Logo against a dark or busy image or graphic element.



DO maintain a clean space around the entire Logo relative to the dotted line shown above.



DO use the complete Logo no smaller than 1.5" in width

## F O N T S

The approved fonts for printed materials such as brochures, fact sheets, press releases, and information on the chapter's Web site are the Akzidenz Grotesk (as used throughout this Style Guide), Calibri families (bold, italic, etc.) or Arial families. The NAWBO name and Logo remains standard according to the Brand Style Guide requirements.

NAWBO chapters have latitude on the fonts for promotional materials such as posters, themed events, and invitations. However, no changes of any kind may be made to the Logo itself.

Akzidenz Grotesk  
*Akzidenz Grotesk Italic*  
**Akzidenz Grotesk Bold**  
***Akzidenz Grotesk Bold Italic***

Calibri  
*Calibri Italic*  
**Calibri Bold**  
***Calibri Bold Italic***

Arial  
Arial Italic  
**Arial Bold**  
***Arial Bold Italic***