Brand Standards Guide



Leading Builders. **Building Leaders.**

OGO



1.5" minimum width



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



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



c7 m100 y85 k1 r219 g0 b50 HTML DB0032



c0 m0 y0 k100 r35 g31 b32 HTML 231F20



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

LOGO FONT FAMILIES

Fashion Felish Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijkImnopqrstuvwxyz 1234567890(!?.,")#\$%&@

Raleway Bold

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

Raleway Light

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

Raleway Bold Italic

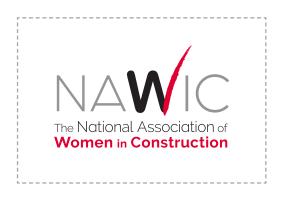
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(!?.,")#\$%&@

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



Leading Builders. Building Leaders.

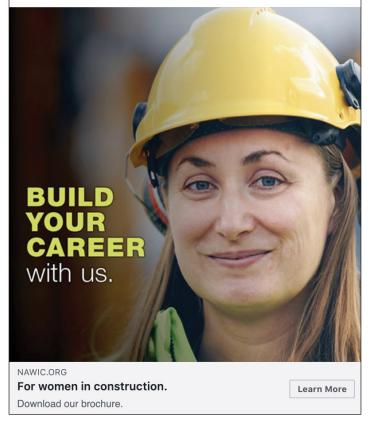
BUILD YOUR CAREER with us.

FACEBOOK AD



National Association of Women in Construction Sponsored · 🕥

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



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



Raleway Bold 75% Black

Raleway Light All caps 75% Black