IWIRC

Brand Identity
and Usage Guidelines

Why use corporate identity standards?

The corporate identity is a visual representation of a company to the public. When used properly, elements of an identity contribute to a positive and distinct impression, in the minds of the viewers.

Consistent implementation of graphics, copy and color are vital. This style guide will assist you in protecting and maintaining one of our most valuable assets.

IWIRC

**Brand Identity
and Usage Guidelines**

Our Logo

Our logo consists of a graphic symbol and a wordmark together in a distinct lockup. This logo should never be redrawn or altered in any way. The logo is available in several file formats for your convenience.

Please use the artwork provided and review the documents in this guideline before applying the logo to your specific application. Consistent and appropriate use of the logo will ensure successful representation of our identity.

IWIRC

Brand Identity and Usage Guidelines

Logo Color

The full color version is preferred, but other versions are included for those times when full color is not an option.

When placing the logo on a colored background choose the version that will produce the most contrast. The full color logo looks best on a white or a very light background. When printing on a dark or medium color background it is best to reproduce this logo in one color. See samples below.

IWIRC

Brand Identity
and Usage Guidelines

Do not alter the colors of the logo.

Do not place the logo in a shape.

Do not reproportion the elements of the logo.

Do not try to recreate any part of the logo.
Use the artwork provided.

August 12, 2010

IWIRC

**Brand Identity
and Usage Guidelines**

Tag Line Usage

The tagline "connecting women worldwide" is a corporate message that may be used in a variety of applications such as advertising, brochures, banners, and exhibits. This page provides some basic standards by which it can be used, both with the IWIRC logo and independently.

Using the tag line with the logo

When using the logo and tag line together as a unit please use the artwork files provided.

IWIRC
connecting women worldwide

Using the the tag line without the logo

When using the tag line as a graphic element, independant of the logo, use the artwork provided.
Do not attempt to recreate the logo with text.

If using the tagline within a sentence, or as a headline within regular text, please do not use the logo, treat it as you would any other text.

connecting women worldwide

IWIRC

Typography

Though the primary goal of typography (text) is to communicate ideas and facts, it is also an essential tool for maintaining visual consistency throughout all corporate, marketing and product material. It is critical to use the corporate type families. By doing so, it will help build brand recognition of our company.

MYRIAD REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Consectetuer adipiscing elit, sed diam nonummy nibh euis mod tincidunt ut laoreet dolore quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

MYRIAD BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Consectetuer adipiscing elit, sed diam nonummy nibh euis mod tincidunt ut laoreet dolore quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

MYRIAD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Consectetuer adipiscing elit, sed diam nonummy nibh euis mod tincidunt ut laoreet dolore quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

MYRIAD BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Consectetuer adipiscing elit, sed diam nonummy nibh euis mod tincidunt ut laoreet dolore quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

IWIRC

Corporate Color Palette

Primary Colors

PURPLE
PMS:	2593c
CMYK:	c:55 / m:85 / y:0 / k:0
RGB:	r:140 / g:67 / b:162

GREEN
PMS:	368c
CMYK:	c:45 / m:0 / y:100 / k:0
RGB:	r:146 / g:210 / b:60

Complimentary Colors

BLUE
PMS:	285c
CMYK:	c:80 / m:15 / y:0 / k:0
RGB:	r:0 / g:162 / b:238

ORANGE
PMS	4625c
CMYK:	c:0 / m:60 / y:100 / k:0
RGB:	r:255 / g:130 / b:0

GRAY
PMS:	424c
CMYK:	c:0 / m:0 / y:0 / k:65
RGB:	r:120 / g:120 / b:120

PMS, CMYK, or RGB?

PMS

These are custom inks. This format is preferred for tshirts, silk-screened promotional items, printed stationery, and other items where a limited palette is okay. PMS will give you the most accurate reproduction of the colors.

CMYK

This is the version to use for most print applications using 4 color process printing. Examples would be color brochures or magazines.

RGB

This version will give you the best color reproduction for web and other on-screen applications. This is also the color format preferred by many Microsoft applications.

IWIRC

Brand Identity and Usage Guidelines

Our Logo

Logo Color

Improper Logo Usage

Tag Line Usage

Typography

Corporate Color Palette

Logo Artwork Files

Artwork for the logo is available in several file formats. Descriptions of available file formats and their typical uses are provided below.

IWIRC

iwirc_logo_pms.eps
iwirc_logo_cmyk.eps
iwirc_logo_rgb.eps
iwirc_logo_black.eps
iwirc_logo_white.eps

iwirc_logo_rgb.jpg
iwirc_logo_rgb.png
iwirc_logo_black.png
iwirc_logo_white.png

IWIRC
connecting women worldwide

iwirc_logo_wtag_pms.eps
iwirc_logo_wtag_cmyk.eps
iwirc_logo_wtag_rgb.eps
iwirc_logo_wtag_black.eps
iwirc_logo_wtag_white.eps

iwirc_logo_wtag_rgb.jpg
iwirc_logo_wtag_rgb.png
iwirc_logo_wtag_black.png
iwirc_logo_wtag_white.png

connecting women worldwide

iwirc_tagline_pms.eps
iwirc_tagline_cmyk.eps
iwirc_tagline_rgb.eps
iwirc_tagline_black.eps
iwirc_tagline_white.eps

iwirc_tagline_rgb.jpg
iwirc_tagline_rgb.png
iwirc_tagline_black.png
iwirc_tagline_white.png

EPS
Scalable vector (line) artwork. This allows for the artwork to be sized to any size without loosing quality. Best format for print production.

JPEG
Compression format developed primarily for screen reproduction. This is the easiest format for import into web programs, and Miicrosoft products. When using files of this type always scale down for resizing. Do Not Scale Up.

PNG
Similar to JPEG, but artwork has a transparent background which makes it easier to place on a background other than white.

PMS
These are custom inks. This format is preferred for tshirts, silk-screened promotional items, printed stationery, and other items where a limited palette is okay. PMS will give you the most accurate reproduction of the colors.

CMYK
This is the version to use for most print applications using 4 color process printing. Examples would be color brochures or magazines.

RGB
This version will give you the best color reproduction for web and other on-screen applications. This is also the color format preferred by many Microsoft applications.

August 12, 2010