



WOMEN'S FEDERATION
FOR WORLD PEACE INTERNATIONAL

**Women's Federation For World Peace International Logo
Usage Guidelines**

Table of contents

1. Logo

1.1 Horizontal version

1.2 Vertical version

1.3 Logo + Wording

1.4 Logo + Slogan

2. Clear space

3. Colour version

3.1 Full colour

3.2 Single colour

4. Minimal logo size

5. Background colour

6. Email signatures

7. Logo usage for social media

8. Logo usage guide for Banners

9. Website layout color scheme guideline

1. Logo

There are two versions of the logo: a horizontal and a vertical one. The default and preferred version of the logo is the horizontal version. In some cases however (i.e. lack of required horizontal space), use of the vertical version of the logo may be justified.

1.1 Horizontal version



1.2 Vertical version



1.3 Logo + Wording

When possible it is required to use the logo accompanied by the wording: “UN ECOSOC / DGC / NGO GENERAL CONSULTATIVE STATUS”.



1.4 Logo + Slogan

When possible it is required to use the logo accompanied by the wording: “Living by the Logic of Love”.



2. Clear space

To ensure the integrity and clarity of the logo, it is a must to allow a clear area around the logo.



3. Colour version

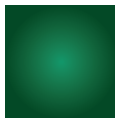
The logo colour must use the provided 4 colour printing process.

It is important that both the specified spot colours and the colour percentages of the logo should not be altered or modified under any circumstances.

3.1 Full colour



WOMEN'S FEDERATION
FOR WORLD PEACE INTERNATIONAL



#129669

CMYK:C83 M17 Y75 K3
RGB: R18 G150 B105

Radial Gradient color

■ ~ ■ (Location 16%-78%)

#034926

CMYK:C90 M42 Y97 K48
RGB: R2 G74 B38



#FCFBE3

CMYK:C1 M0 Y13 K0
RGB: R252 G251 B227

Radial Gradient color

■ ~ ■ (Location 10-83%)

#FACD2D

CMYK:C2 M18 Y92 K0
RGB: R250 G205 B45

Font: Arial (Bold)



#129669

CMYK:C83 M17 Y75 K3
RGB: R18 G150 B105

3.2 Single colour



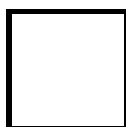
Font: Arial (Bold)



#231F20

CMYK:C0 M0 Y0 K100

RGB: R35 G31 B32



#FFFFFF

CMYK:C0 M0 Y0 K0

RGB: R255 G255 B255

4. Minimal logo size

The complete logo should be featured as much as possible.
If not possible, please refer to the logos below for an acceptable alternative.



WOMEN'S FEDERATION
FOR WORLD PEACE INTERNATIONAL



WOMEN'S FEDERATION
FOR WORLD PEACE INTERNATIONAL

5. Background colour

The logo can be featured on various backgrounds provided that all elements of the logo are legible, and not obstructed by any means.

Here are some acceptable samples.

01 ✓



05 ✗



02 ✓



06 ✗



03 ✓



07 ✗



04 ✓

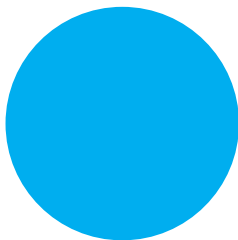


08 ✗



6. Email signatures

A Type
Font Type: Arial



Tamara Starr

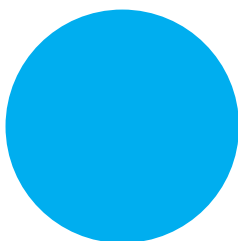
Director of Communications and Publications
Women's Federation for World Peace, Intl. | UN Office
4 W 43rd Street, New York, NY 10036, USA
t.starr@wfpw.org

UN ECOSOC | DGC | NGO General Consultative Status



This message and any attachments are confidential and may be privileged or otherwise protected from disclosure. If this message has been received by mistake please let us know by replying and deleting it from your system. We actively support and respect the environment and the local community. Please think of the environment before printing this email.

A Type
Font Type: Arial



Photo

Tamara Starr

Name

Director of Communications and Publications

Job Title

Women's Federation for World Peace, Intl. | UN Office

4 W 43rd Street, New York, NY 10036, USA

Address

t.starr@wfpw.org

Mail | Website | Telephone

UN ECOSOC | DGC | NGO General Consultative Status



Logo

This message and any attachments are confidential and may be privileged or otherwise protected from disclosure. If this message has been received by mistake please let us know by replying and deleting it from your system. We actively support and respect the environment and the local community. Please think of the environment before printing this email.

Optional

B-1 Type Font Type: Arial



Tamara Starr

Director of Communications and Publications
Women's Federation for World Peace, Intl. | UN Office
4 W 43rd Street, New York, NY 10036, USA
t.starr@wfpw.org

UN ECOSOC | DGC | NGO General Consultative Status

This message and any attachments are confidential and may be privileged or otherwise protected from disclosure. If this message has been received by mistake please let us know by replying and deleting it from your system. We actively support and respect the environment and the local community. Please think of the environment before printing this email.

B-1 Type Font Type: Arial



Tamara Starr

Director of Communications and Publications
Women's Federation for World Peace, Intl. | UN Office
4 W 43rd Street, New York, NY 10036, USA
t.starr@wfpw.org

Logo

Name

Job Title

Address

Mail | Website | Telephone

UN ECOSOC | DGC | NGO General Consultative Status

This message and any attachments are confidential and may be privileged or otherwise protected from disclosure. If this message has been received by mistake please let us know by replying and deleting it from your system. We actively support and respect the environment and the local community. Please think of the environment before printing this email.

Optional

(Any disclaimers or email signature messages are optional and is left to your discretion.)

7. Logo usage for social media

For Social Media (Facebook, Instagram, Vimeo, Twitter, Youtube, LinkedIn) please use the logo without the text for Women's Federation for World Peace (Name of Country) as the name will already be shown on the social media page.

Simply use only the logo. Also, make sure that the logo is cropped properly such that the edges are not cut off and you can see the entire image.

Facebook

01 ✓



02 ✗



Instagram

01 ✓

Instagram [Log In](#) [Sign Up](#)



wfwpi [Follow](#)

145 posts 562 followers 166 following

WFWP International
is an NGO of women working together to realize one global family rooted in a culture of sustainable peace
bit.ly/2VGdDrU

02 ✗

Instagram [Log In](#) [Sign Up](#)



wfwpi [Follow](#)

145 posts 562 followers 166 following

WFWP International
is an NGO of women working together to realize one global family rooted in a culture of sustainable peace
bit.ly/2VGdDrU

Vimeo

01 ✓



02 ✗



Twitter

01 ✓



This screenshot shows the Twitter profile for WFWPI. At the top, there is a search bar and buttons for 'Log in' and 'Sign up'. The profile picture is a circular logo featuring a globe with a woman's silhouette. The header image is a close-up of a young child's face. The bio reads: 'WFWPI @WFWPI An international women's NGO in general consultative status with the UN ECOSOC. [instagram.com/wfwpi/](https://www.instagram.com/wfwpi/)'. A 'Follow' button is visible. To the right, a 'New to Twitter?' banner encourages signing up, and a grid of six promotional images is displayed below it.

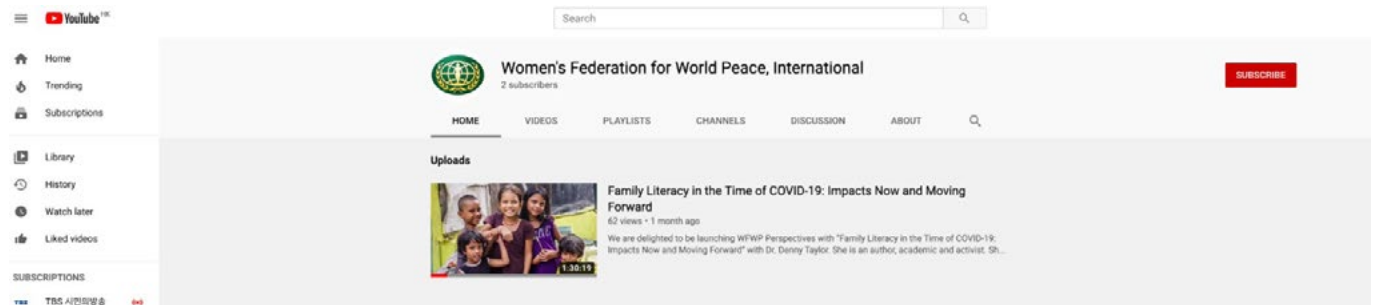
02 ✗



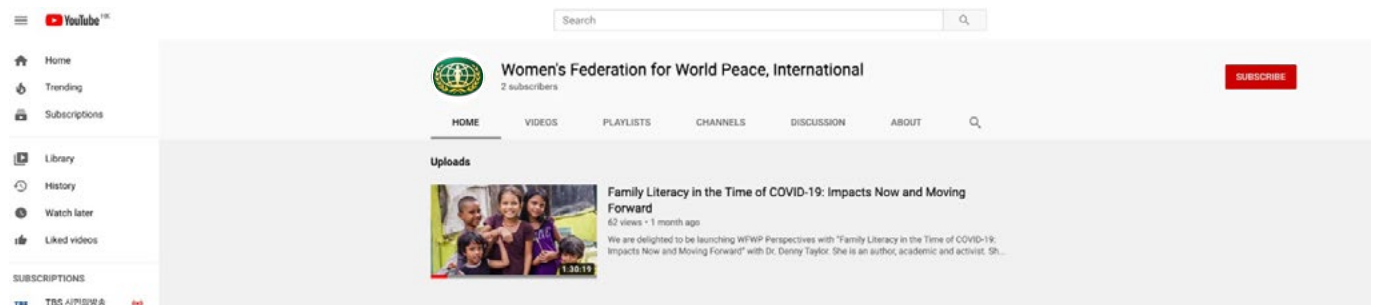
This screenshot is identical to the one above, showing the Twitter profile for WFWPI. It includes the search bar, 'Log in' and 'Sign up' buttons, the profile picture, header image, bio, 'Follow' button, and the 'New to Twitter?' banner with a grid of promotional images.

Youtube

01 ✓





02 ✗



LinkedIn

01 ✓

LinkedIn Vagas Women's Federation for World ... Hong Kong Cadastre-se Entrar



Women's Federation for World Peace USA
Filantropia
♥ Empowering leaders of the heart 🌐 To build a global family 🌟
Rooted in sustainable peace under God

Visualizar vagas Seguir

Visualizar todos os 8 funcionários



Páginas semelhantes

- Women's Federation for World Peace International**
Gestão de organização sem fins lucrativos
New York, NY
- Universal Peace Federation**
Relações internacionais
Tarrytown, NY
- the3million**
Gestão de organização sem fins lucrativos
Bristol, Bristol
- European Women in Business**
Serviços para eventos
melbourne, Victoria

Exibir mais páginas semelhantes

02 ✗

LinkedIn Vagas Women's Federation for World ... Hong Kong Cadastre-se Entrar



Women's Federation for World Peace USA
Filantropia
♥ Empowering leaders of the heart 🌐 To build a global family 🌟
Rooted in sustainable peace under God

Visualizar vagas Seguir

Visualizar todos os 8 funcionários

Páginas semelhantes

- Women's Federation for World Peace International**
Gestão de organização sem fins lucrativos
New York, NY
- Universal Peace Federation**
Relações internacionais
Tarrytown, NY
- the3million**
Gestão de organização sem fins lucrativos
Bristol, Bristol
- European Women in Business**
Serviços para eventos
melbourne, Victoria

Exibir mais páginas semelhantes

8. Logo usage guide for Banners

Banner

01 ✓



04 ✓



02 ✓



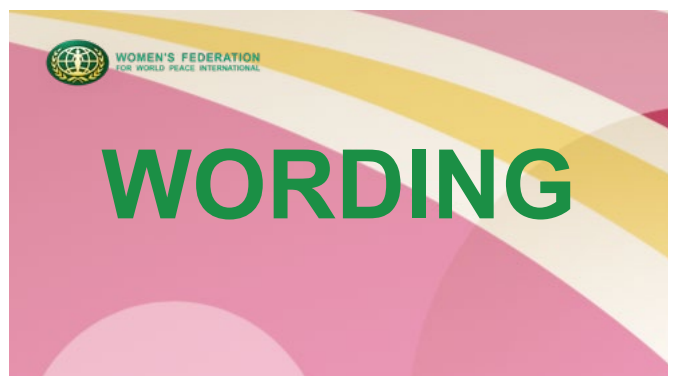
05 ✗



03 ✓



06 ✗

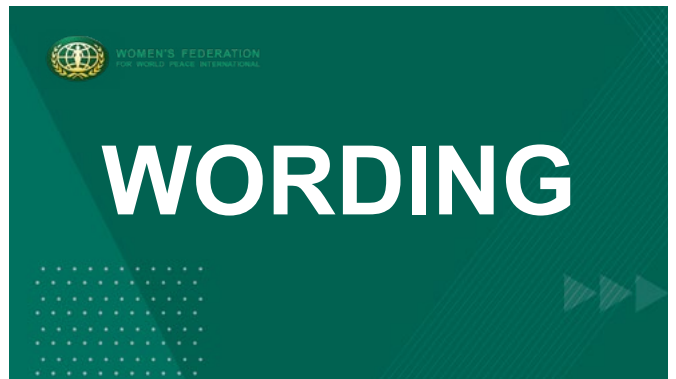


Banner

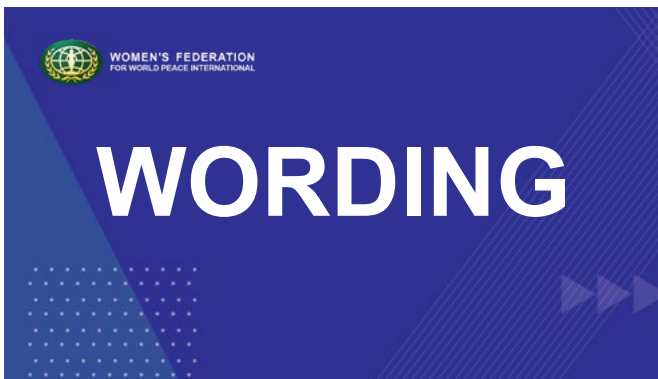
07 ✓



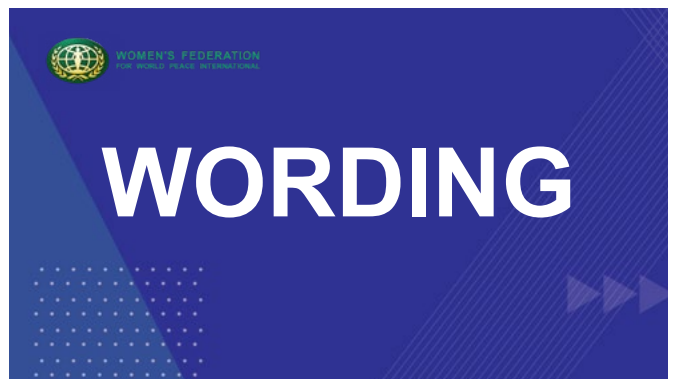
10 ✗



08 ✓



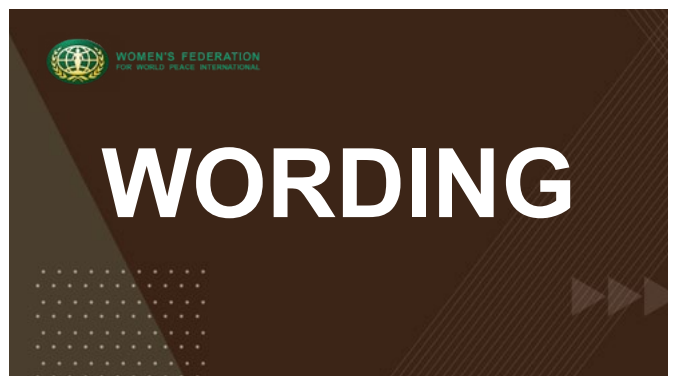
11 ✗



09 ✓



12 ✗



Standing Banner

01 ✓



04 ✗



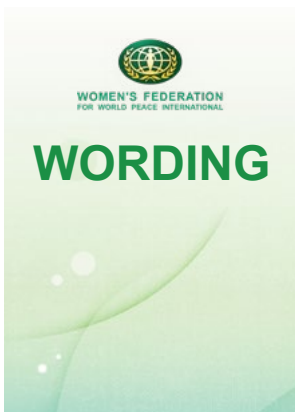
02 ✓



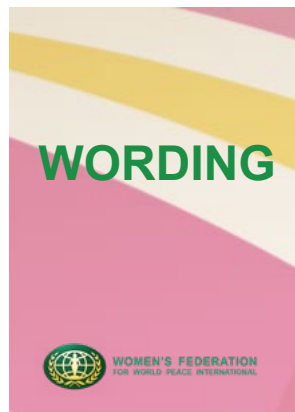
05 ✗



03 ✓

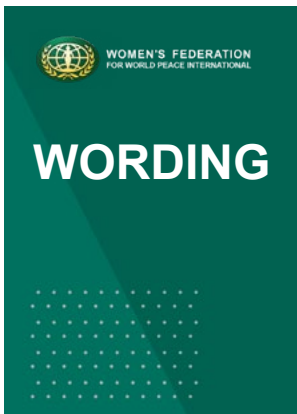


06 ✓

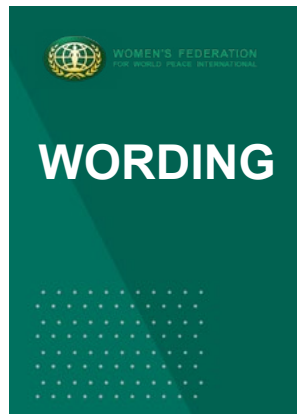


Standing Banner

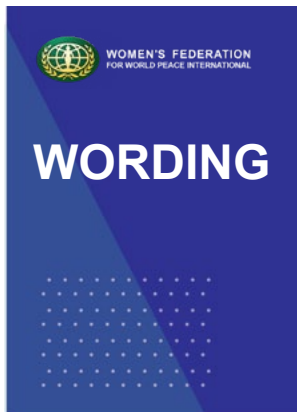
01 ✓



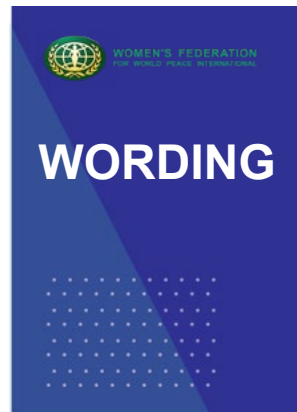
04 ✗



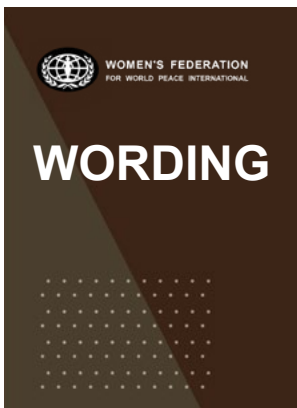
02 ✓



05 ✗



03 ✓



06 ✗



9. Website layout color scheme guideline

Please use the color scheme in the below images for your websites and follow the suggested templates. You may choose which colors to use for which sections of the website but please do not deviate from the suggested colors. Additionally, the site headers and navigation bar will depend on the country and what you would like to be displayed, the current headers and navigation bar are just suggestions for what to include.

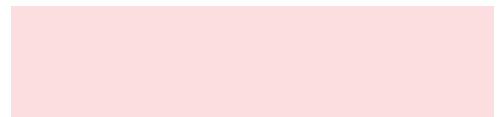
Colour

Teal Color



#096975
CMYK:C89 M44 Y45 K16
RGB: R9 G105 B117

Sub Color



#FCDEE0
CMYK:C0 M15 Y5 K0
RGB: R252 G222 B224



#F16978
CMYK:C0 M73 Y39 K0
RGB: R242 G107 B120

D-1



WOMEN'S FEDERATION
FOR WORLD PEACE INTERNATIONAL

WHO WE ARE

WHAT WE DO

WHERE WE ARE

NEWS

CONNECT

DONATE



Teal Color

#096975

CMYK:C89 M44 Y45 K16

RGB: R9 G105 B117

Sub Color

#FCDEE0

CMYK:C0 M15 Y5 K0

RGB: R252 G222 B224

#F16978

CMYK:C0 M73 Y39 K0

RGB: R242 G107 B120

D-2



WOMEN'S FEDERATION
FOR WORLD PEACE INTERNATIONAL

WHO WE ARE

WHAT WE DO

WHERE WE ARE

NEWS

CONNECT

DONATE



Teal Color

#096975

CMYK:C89 M44 Y45 K16

RGB: R9 G105 B117

Sub Color

#FCDEE0

CMYK:C0 M15 Y5 K0

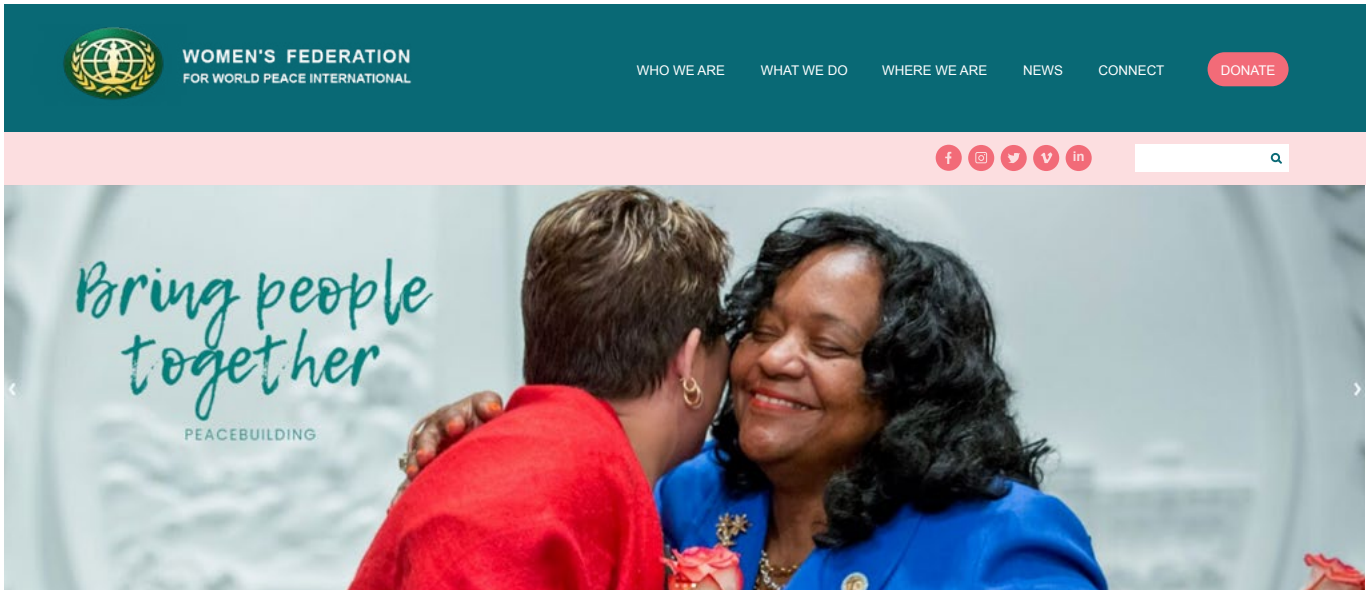
RGB: R252 G222 B224

#F16978

CMYK:C0 M73 Y39 K0

RGB: R242 G107 B120

D-3



Teal Color

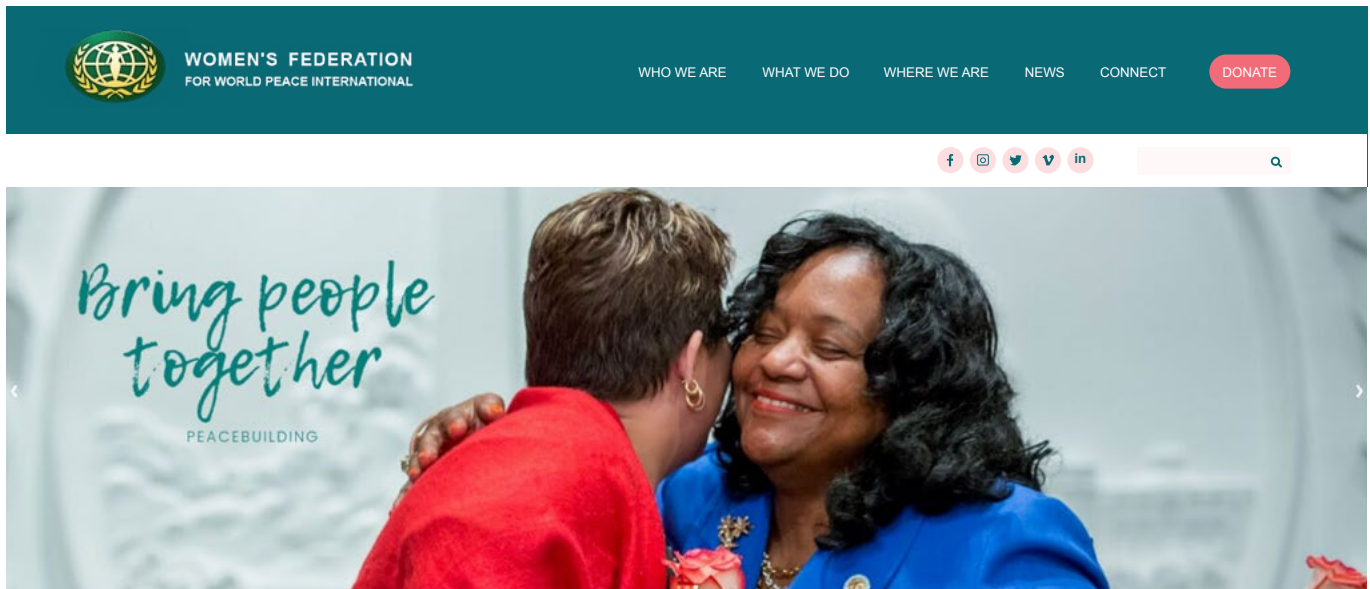
#096975
 CMYK:C89 M44 Y45 K16
 RGB: R9 G105 B117

Sub Color

#FCDEE0
 CMYK:C0 M15 Y5 K0
 RGB: R252 G222 B224

#F16978
 CMYK:C0 M73 Y39 K0
 RGB: R242 G107 B120

D-4



Teal Color

#096975
 CMYK:C89 M44 Y45 K16
 RGB: R9 G105 B117

Sub Color

#FCDEE0
 CMYK:C0 M15 Y5 K0
 RGB: R252 G222 B224

#F16978
 CMYK:C0 M73 Y39 K0
 RGB: R242 G107 B120

Logo usage for Newsletter / Webinar

For Social Media (Facebook, Instagram, Vimeo, Twitter, Youtube, LinkedIn) please use the logo without the text for Women's Federation for World Peace (Name of Country) as the name will already be shown on the social media page.

Simply use only the logo. Also, make sure that the logo is cropped properly such that the edges are not cut off and you can see the entire image.

Facebook

01 ✓



02 ✗

