WOMEN'S FEDERATION
FOR WORLD PEACE INTERNATIONAL

Women's Federation For World Peace International Logo

Usage Guidelines

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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

Radial Gradient color
■～■ (Location 16%-78%)

■ #129669
CMYK:C83 M17 Y75 K3
RGB: R18 G150 B105

■ #034926
CMYK:C90 M42 Y97 K48
RGB: R2 G74 B38

Radial Gradient color
■～■ (Location 10-83%)

■ #FCFBE3
CMYK:C1 M0 Y13 K0
RGB: R252 G251 B227

■ #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.

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 ✓

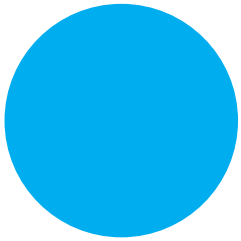
07 ✗

04 ✓

08 ✗

6. Email signatures

A Type
Font Type: Arial



Tamara Starr

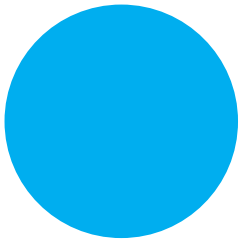
Director of Communications and Publications
Women's Federation for World Peace, Intl. | UN Office
4 W 43rd Street, New York, NY 10036, USA
t.starr@wfwp.org

UN ECOSOC | DGC | NGO General Consultative Status

WOMEN'S FEDERATION
FOR WORLD PEACE INTERNATIONAL

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@wfwp.org — Mail | Website | Telephone

UN ECOSOC | DGC | NGO General Consultative Status

WOMEN'S FEDERATION
FOR WORLD PEACE INTERNATIONAL — Logo

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B-1 Type
Font Type: Arial

WOMEN'S FEDERATION
FOR WORLD PEACE INTERNATIONAL

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
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B-1 Type
Font Type: Arial

WOMEN'S FEDERATION
FOR WORLD PEACE INTERNATIONAL

Logo

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@wfwp.org

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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 ✓

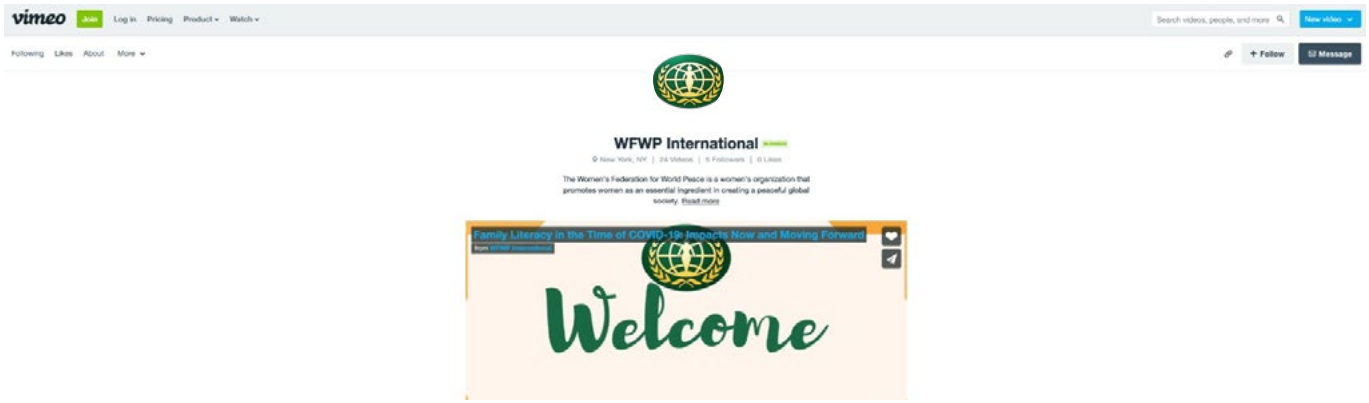
02 ✗

Vimeo

01 ✓

vimeo
WFWP International
Welcome

02 ✗


vimeo
WFWP International
Welcome

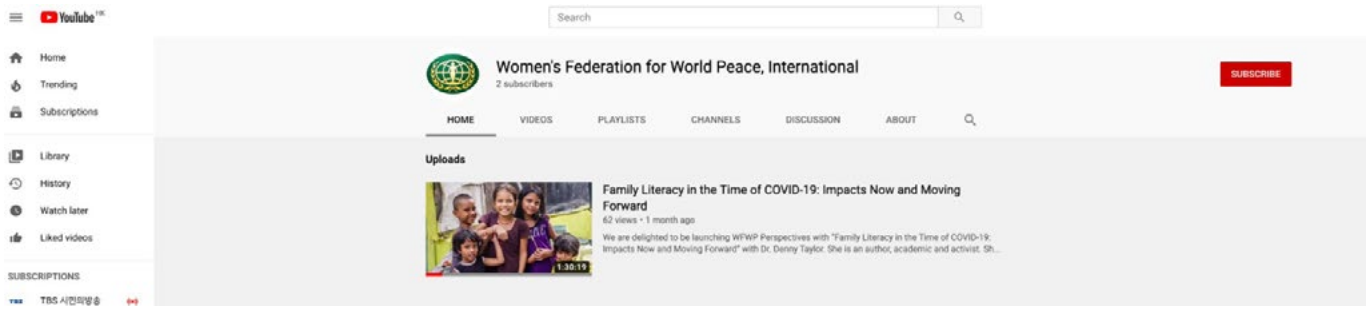
Twitter

01 ✓

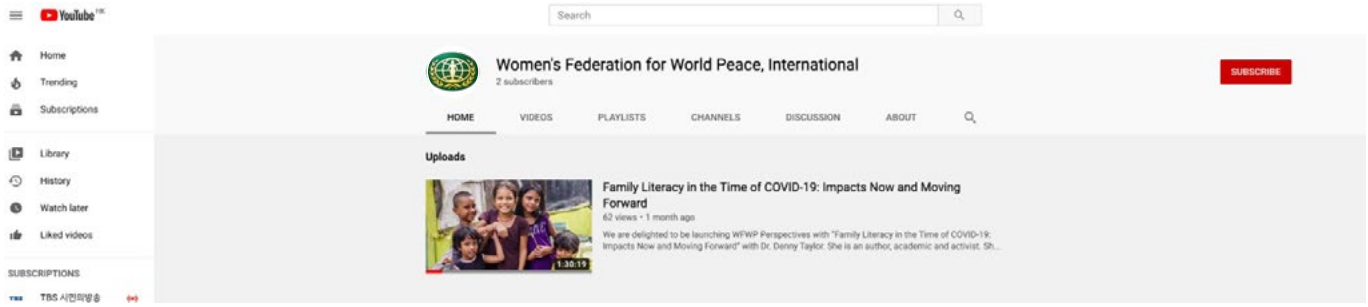
02 ✗

Youtube

01 ✓

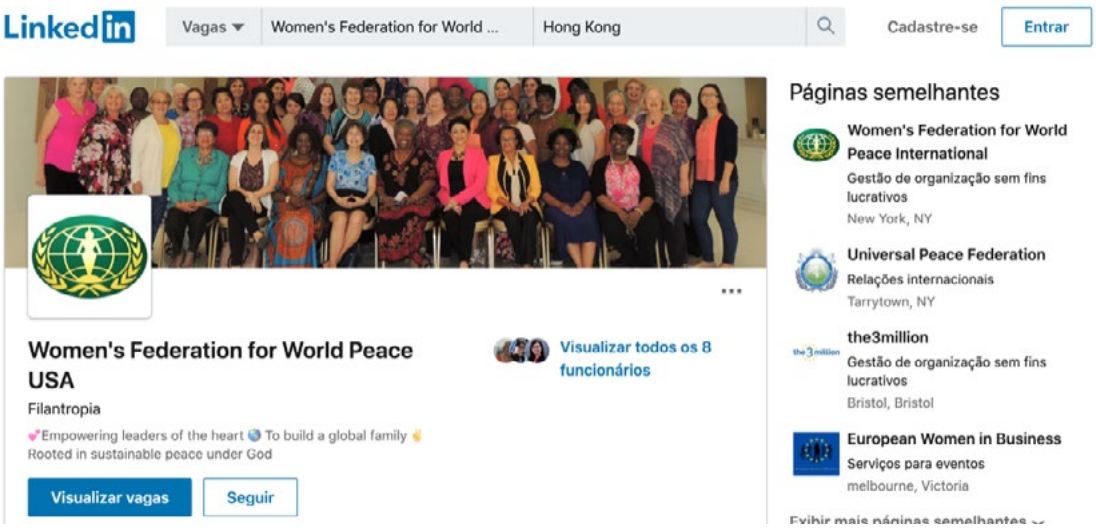


02 ✗



Linkedin

01 ✓



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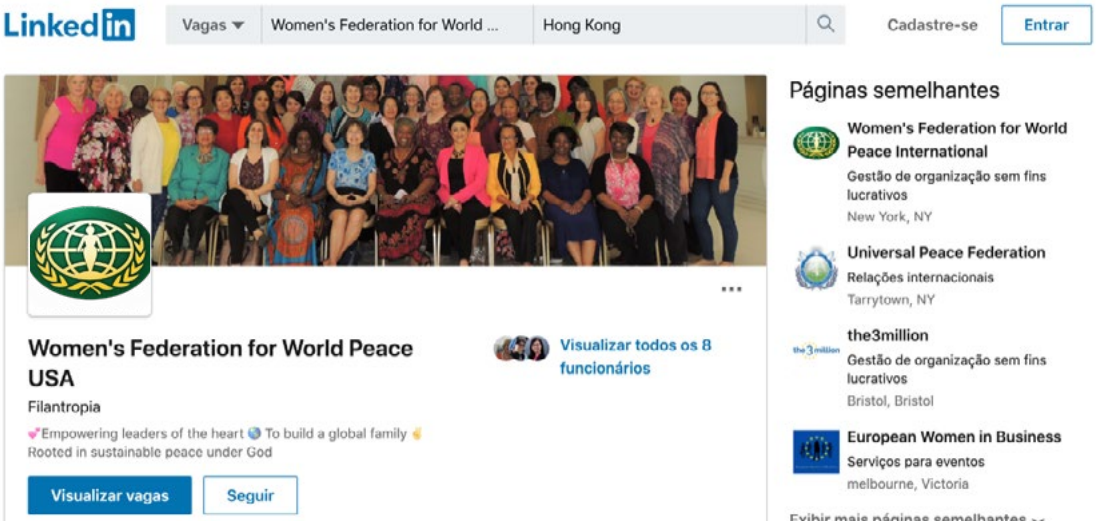


8. Logo usage guide for Banners

Banner

01 ✓

04 ✓

02 ✓

05 ✗

03 ✓

06 ✗

Banner

07 ✓

08 ✓

09 ✓

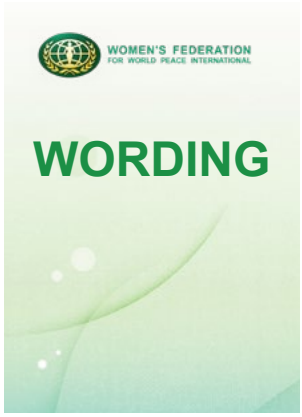
10 ✗

11 ✗

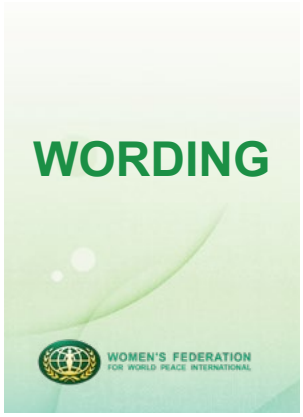
12 ✗

Standing Banner

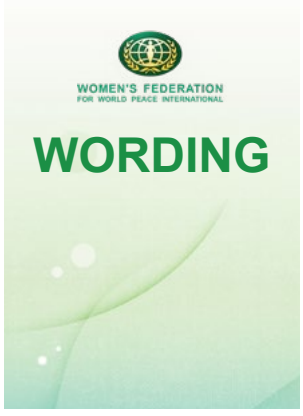
01 ✓



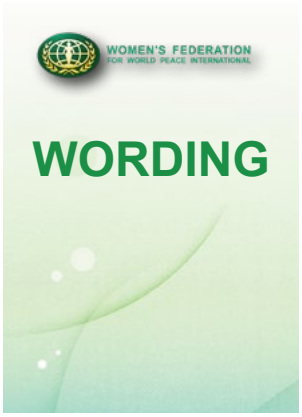
02 ✓



03 ✓



04 ✗



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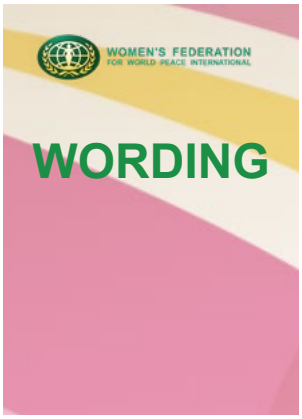
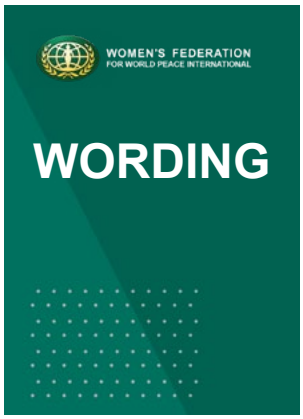


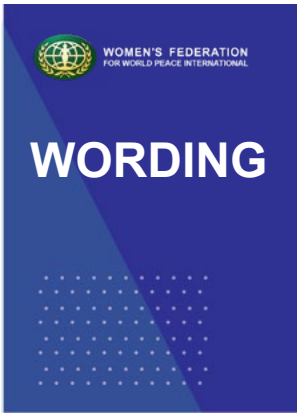
06 ✓

Standing Banner

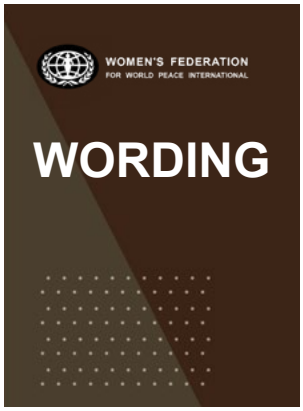
01 ✓



02 ✓



03 ✓



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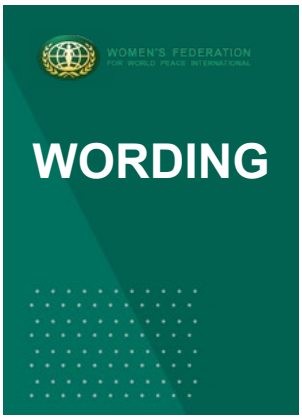

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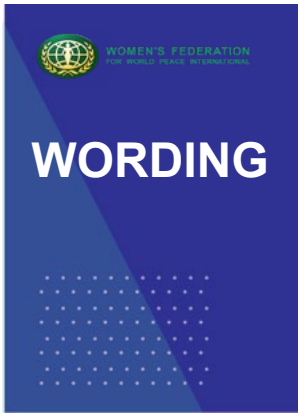
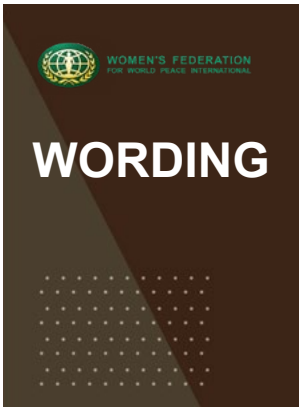


06 ✗



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

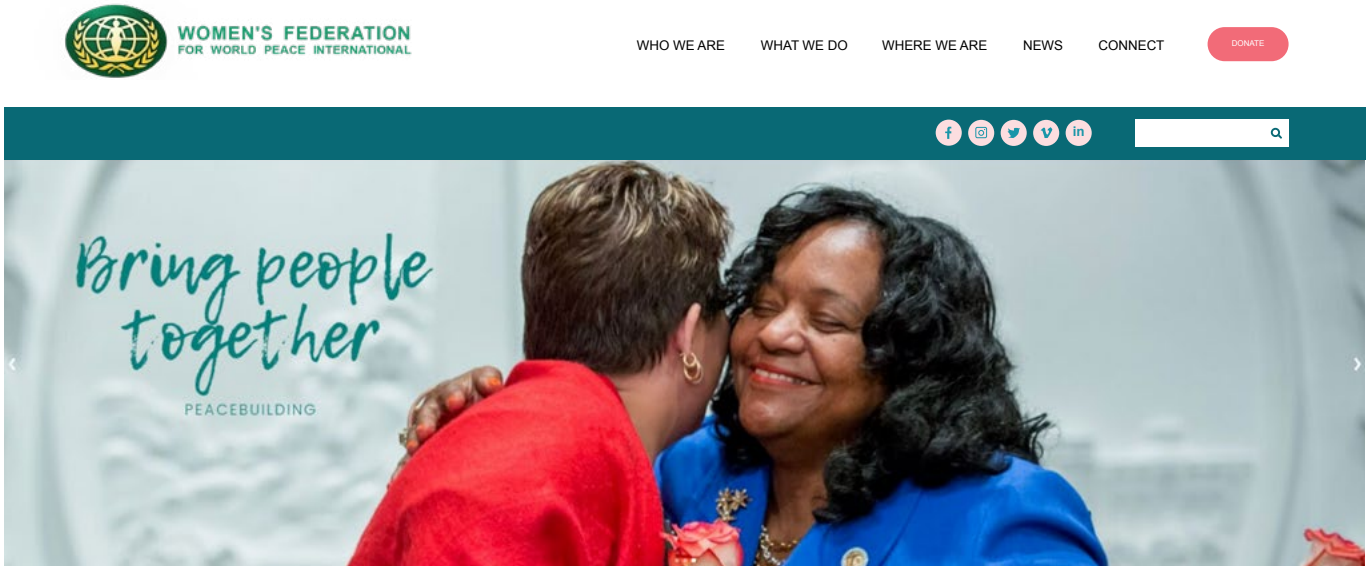
#096975
CMYK:C89 M44 Y45 K16
RGB: R9 G105 B117

Sub Color

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

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

D-1



Teal Color

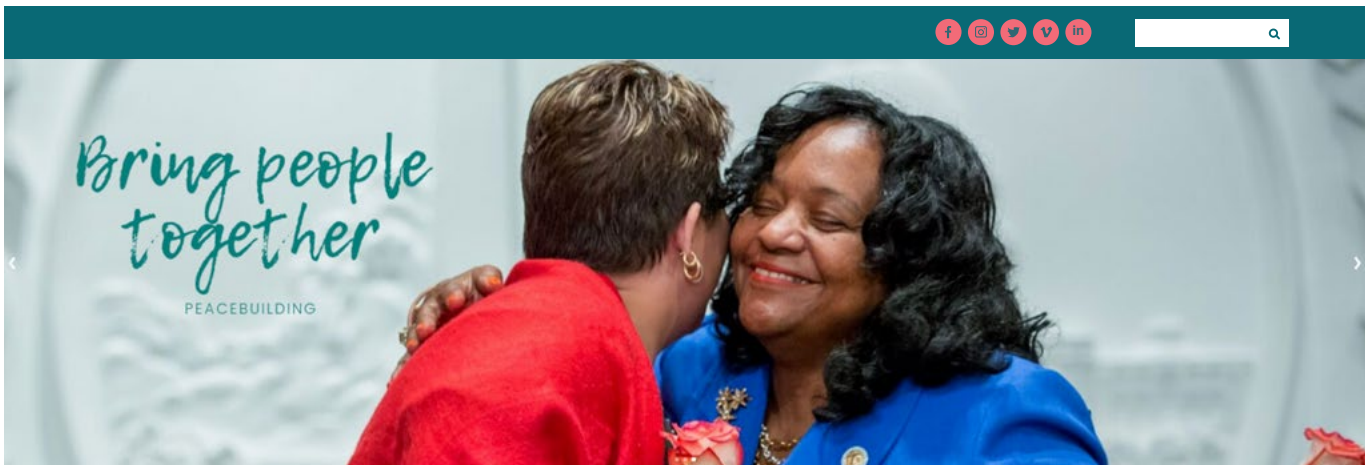
#096975
CMYK:C89 M44 Y45 K16
RGB: R9 G105 B117

Sub Color

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

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

D-2



Teal Color

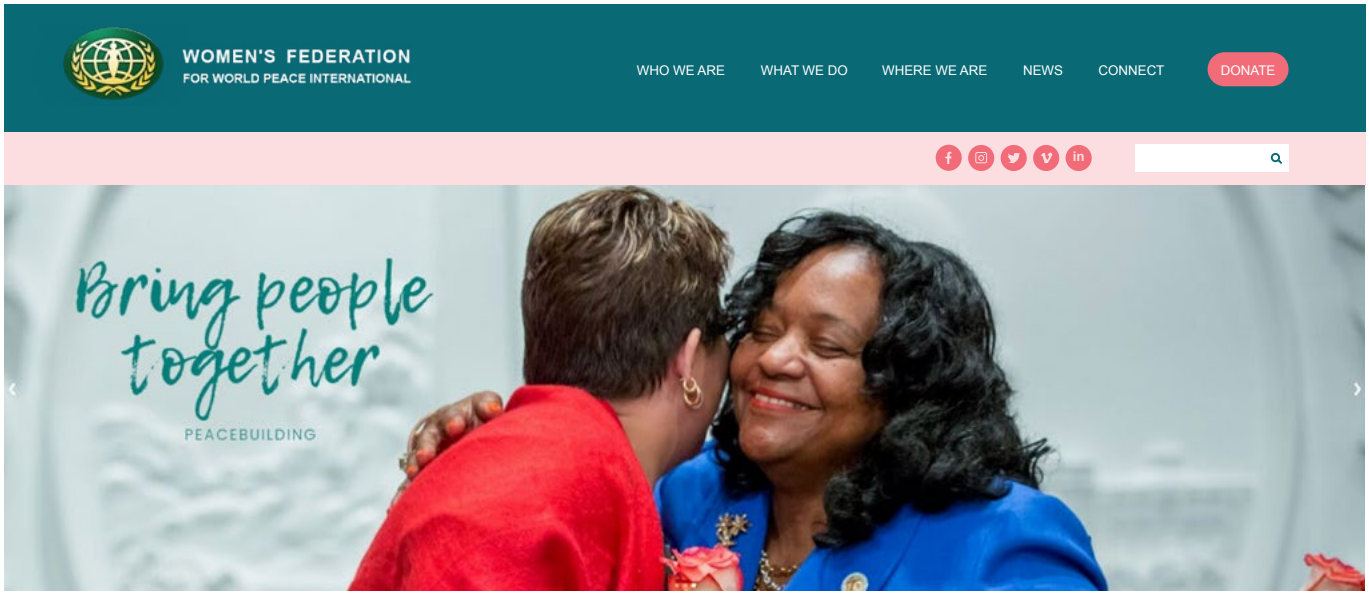
#096975
CMYK:C89 M44 Y45 K16
RGB: R9 G105 B117

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

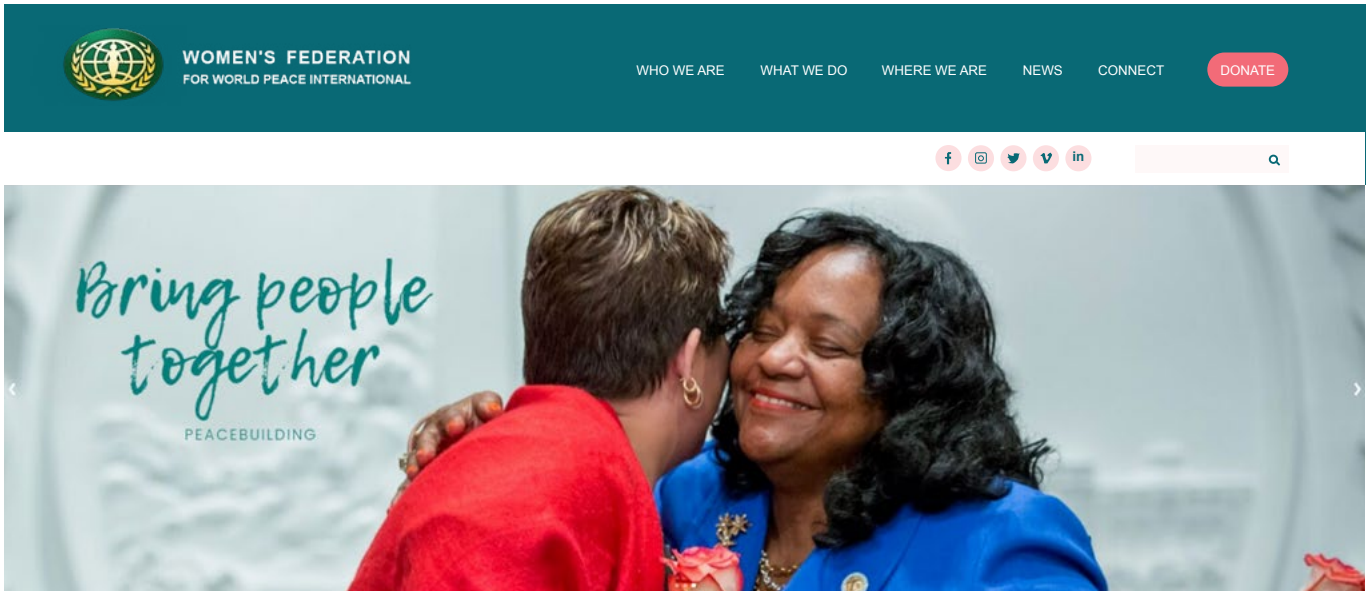
#096975
CMYK:C89 M44 Y45 K16
RGB: R9 G105 B117

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 ✗