



LEAGUE OF WOMEN VOTERS[®]

NAME & LOGO GUIDELINES

The League of Women Voters' logo, like our name, is our identity. It conveys the full collective power of the LWV mission to the public, our members and supporters. It says that we are 140,000 members and supporters strong. While each League is unique in its local activities and grassroots efforts, as a unified group, all Leagues contribute to our core mission - encouraging informed and active participation in government, increasing understanding of major public policy issues, and influencing public policy through education and advocacy. Maintaining the integrity of our logo and name is essential to our work and visibility nationwide.

It is very important to maintain the integrity and consistency of our trademarked name and logo. Over the years we have seen attempts to capitalize on the League's brand through deceptive alterations of our name and/or logo by other organizations. Maintaining a unified look is essential to our legal ability to protect our "mark" and pursue individuals and organizations who are misusing our name and image. Another problem is the confusion created among the general public when different Leagues brand their materials differently. In these cases, the advantage of being an important local part of a well-known national organization is reduced. Think of the LWV logo as our family identity. Proper use of the logo extends, reinforces and protects that identity.

The name and logo have been legally trademarked by LWVUS and are owned by LWVUS on behalf of all the state and local chapters who are part of our organization. Hence, LWVUS is responsible for protecting our brand and, in turn, those who are part of our family need to use it appropriately. We have established these guidelines in order to maintain the integrity of and reinforce our identity.

There are some distinctions between the requirements for online use (website, Facebook, Twitter, etc.) and print use (stationery, publications, banners, etc.). This document is organized to assist you in identifying how to use the logo in both mediums. In both applications, the guidelines address requirements pertaining to the following:

- logo design
- logo colors
- presentation of the League name
- use of the registration mark
- impermissible variations
- production tips

If you have questions about the logo and its uses, please send us an email at logo@lww.org.

HOW TO USE THE NAME AND LOGO ONLINE

We strongly urge all Leagues to have a robust online presence that reflects the current work you are doing in your communities and states. Your website, email communications (newsletters, action alerts, appeals, etc.), Facebook, Twitter, and other League-related social media sites should all incorporate both the LWV logo and name prominently at the top. Other pictures or graphics are allowed, but not in a way that overshadows the League name and logo.

Website templates designed to comply with these guidelines and to share overall League branding are available at <http://www.lwv.org/go/LWV-web-templates> or through the League Easy Web (<http://www.lwvnet.org>), which is a product of the LWV of California.

You can also download templates of the logo at <http://www.lwv.org/content/league-logos-available-downloads>.

LOGO DESIGN

There are two design options from which you can choose when using the logo. They are:

Traditional Logo



Open Logo

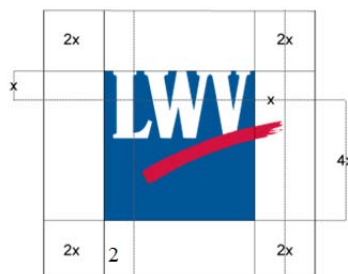


LOGO CLEARSPACE

The actual logo can be of any size. However, to ensure the visibility of the logo, it must be surrounded with a minimum amount of clearspace. This isolates the logo from competing elements such as photography, text or background patterns that may detract attention and lessen the overall impact. Using the logo in a consistent manner across all applications helps to both establish and reinforce immediate recognition of the LWV brand.

Traditional Logo

For the traditional logo design, the box is defined as being 5x tall. The clearspace is the equivalent of 2/5 the height of the box or 2x, regardless of the size of the logo reproduced.



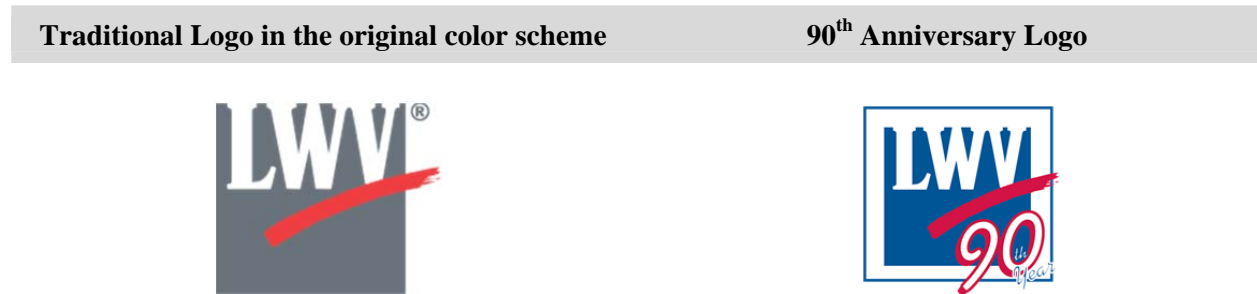
Open

For the open variation of the logo design, the height is defined at 4x. The clearspace is the equivalent of 1/2 the height from the top of the LWV to the bottom of the swoosh in the open variation or 2x, regardless of the size of the logo reproduced.



OBSOLETE VARIATIONS

Only the traditional and open logos depicted above should be used. The two obsolete variations of the logo design **should no longer be used**. They are:



ONLINE COLORS

The logo can only be used in the official colors (blue and red) online. These are the only colors that are to be used.

The following color codes are to be used to match elements of your website (header, page titles, etc) to the logo colors.

Standard Hexadecimal (six digit color code used with HTML and CSS.)	<p>Blue</p> <p>#005596</p>	<p>Red</p> <p>#CC0033</p>
RGB is a color model where red, green, and blue are added together in various ways to reproduce a broad array of colors.	<p>Blue</p> <p>RGB: 0-85-150</p>	<p>Red</p> <p>RGB: 190-15-52</p>

PRESENTATION OF THE LEAGUE NAME

The official font for use with the League name is Baskerville. Times Roman font is an acceptable substitute. The state or local League designation can be in Baskerville, Times Roman or Arial/Helvetica.

When using Baskerville (or Times Roman) the letters are spaced normally.

**LEAGUE OF WOMEN VOTERS®
OF KENTUCKY**

When using Arial or Helvetica the spacing between the letters must be expanded.

**LEAGUE OF WOMEN VOTERS®
OF KENTUCKY**

HINT: To create the expanded spacing used above, use the following code in your HTML

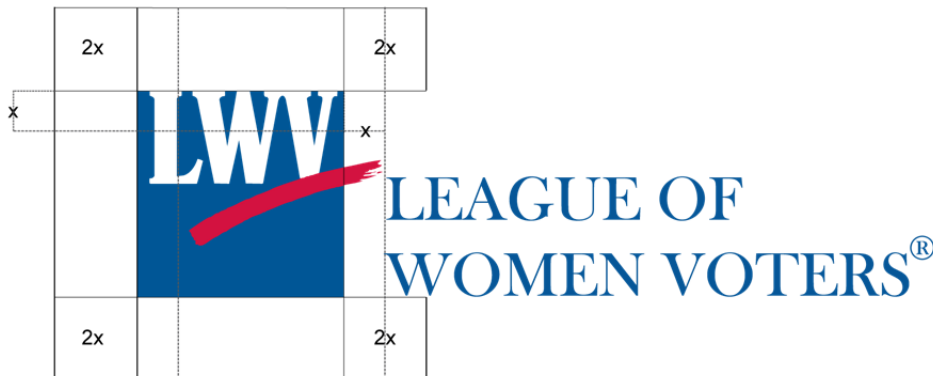
```
<div><span style="text-transform: uppercase; font-weight: bold; font-size: 1em; font-family: 'Baskerville Old Face', 'Times New Roman', serif;">League of Women Voters</span><br /><span style="font-weight: bold; letter-spacing: .4em; text-transform: uppercase; font-size: .7em; font-family: Arial, Helvetica, sans-serif;">of some league name</span></div>
```

LOGO CLEARSPACE WHEN USING THE LEAGUE NAME WITH THE LOGO

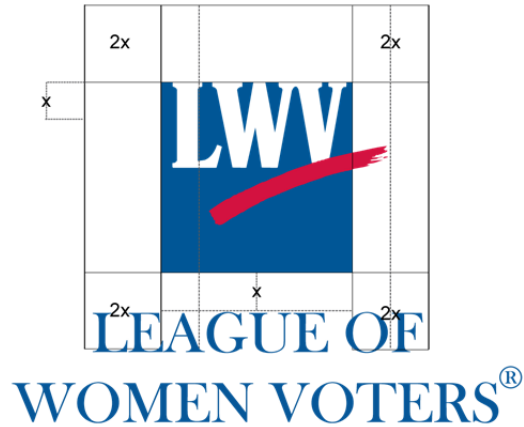
When using the League name with the League logo, the clearspace rules allow for the positioning of the League name closer to the logo than other images, graphics or texts are allowed. The League name can either be positioned to the right of the logo or centered beneath the logo.

Traditional Logo

When positioned to the right of the logo, the name should be placed no closer than 1x the distance from the box (about the end of the swoosh) and no further than 2x from the edge of the box and aligned to the bottom of the box.



When positioned below the box, the name should be placed half the border (1x) below and centered.

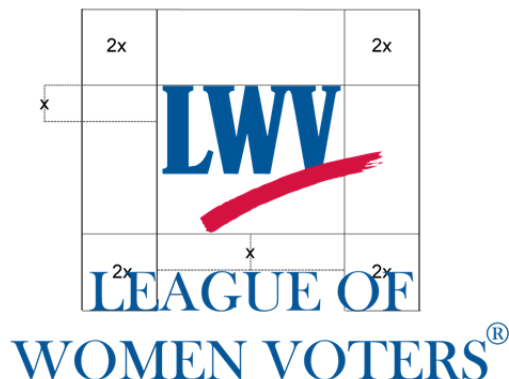


Open Logo

When positioned to the right of the open logo, the name should be placed no closer than 1x the distance from the top of the “V” (about the end of the swoosh) and no further than 2x from the top of the “V” and aligned to the top of the letters.



When positioned below the open logo, the name should be 1x below the bottom end of the swoosh and centered.



HOW TO USE THE REGISTRATION MARK “®”

When the logo is used by itself, the registration “®” mark should be placed at the top right corner of the logo’s box.

When the logo is used in conjunction with the League name, the registration “®” mark should be placed **ONLY** at the end of "League of Women Voters," to indicate that both the logo and the League name are trademarked.

Use the following HTML code to make the registered mark (®): `^{®}`



Please note that the registration mark ® is positioned after the “League of Women Voters” and NOT after the state name.

IMPERMISSIBLE LOGO VARIATIONS FOR ONLINE USE

The design of the logo must not be altered. Text or graphic should not appear within the design of or adjoining the logo. The LWV logo can be used alongside another logo or graphics, such as with other graphics on the website banner or in coalition materials, so long as the logo design is distinct and self-standing.



No shape or logo or additional art may be placed on top of the logo design.



The logo design may not be incorporated into any other shape or graphic.



For online usage, the only colors allowed are the official colors.



Do not add a bar, text or outline to the logo.

FILE FORMAT ONLINE USE

File Formats for Online Use: PNG and JPEG

What is a PNG?

A **PNG** is a type of graphic file that allows an image to be resized without significant loss of quality. The PNG file type was created as replacement for Graphics Interchange Format (GIF) file type. Like a GIF, a PNG supports images with or without transparency (a portion of the graphic is “clear,” allowing whatever is below the graphic to show through.) The PNG file type was designed for transferring images on the Internet.

What is a JPEG?

A **JPEG** or Joint Photographic Experts Group is a graphic format primarily used for photographic (and photo-like) images. The compression method a JPEG uses is specifically designed for photographic image data, which is typically dominated by soft, low-contrast transitions, and an amount of noticeable visual artifacts. JPEG does not support transparency.

What is the difference between a PNG and JPEG?

For images that contain text, line art, or graphics (like the logo), the PNG format can compress image data more than JPEG can, and without the noticeable visual artifacts which JPEG produces around high-contrast areas. JPEGs compression is better used where an image contains photographic parts. JPEG does not support transparency.

OTHER THINGS YOU NEED TO KNOW

How to download the logo files from the LWVUS website:

1. Go to <http://www.lwv.org/go/downloadLeagueLogos>
2. You will be prompted to save a file. Save the file to your computer.
3. Extract the files from the downloaded zip file. You should have two folders (Online, Print) that contain all the various file types of the logo.

HOW TO USE THE NAME AND LOGO ON PRINT MATERIALS

All Leagues are to use the name and logo in a prominent position on their stationery, banners, publications, buttons and other League paraphernalia.

LOGO DESIGN

There are two design options from which you can choose when using the logo. They are:

Traditional Logo



Open Logo

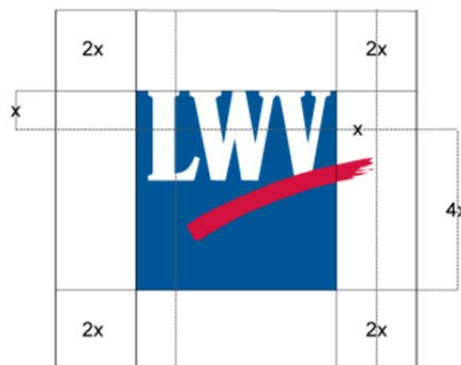


LOGO CLEARSPACE

The actual logo can be of any size. However, to ensure the visibility of the logo, it must be surrounded with a minimum amount of clearspace. This isolates the logo from competing elements such as photography, text or background patterns that may detract attention and lessen the overall impact. Using the logo in a consistent manner across all applications helps to both establish and reinforce immediate recognition of the LWV brand.

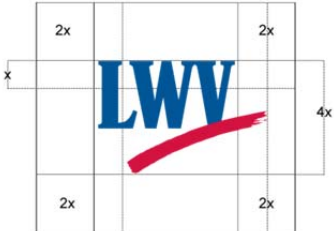
Traditional Logo

For the traditional logo design, the box is defined as being 5x tall. The clearspace is the equivalent of 2/5 the height of the box or 2x, regardless of the size of the logo reproduced.





Open Logo

For the open variation of the logo design, the height is defined at 4x. The clearspace is the equivalent of 1/2 the height from the top of the LWV to the bottom of the swoosh in the open variation or 2x, regardless of the size of the logo reproduced.



OBSOLETE VARIATIONS

Two obsolete variations of the logo **should no longer be used**. They are:

Traditional Logo in the original color scheme	90 th Anniversary Logo
	

If you are still using either of these obsolete logos in your print applications, we ask that you update to the correct version as soon as practicable.

LOGO COLORS

The official colors of the logo are Blue (*PMS 294*) for the square and Red (*PMS 200*) for the slash/swoosh. The logo should be used in the official colors whenever possible. However, this may vary by the number of colors used in your printed materials. For instructions on Color Variations, see Color Variations for Print Materials at the end of this document.

PRESENTATION OF THE LEAGUE NAME

The official font for use with the League name is Baskerville. Times Roman font is an acceptable substitute. The state or local League designation can be in Baskerville, Times Roman or Arial/Helvetica.

When using Baskerville (or Times Roman) the letters are spaced normally.

**LEAGUE OF WOMEN VOTERS®
OF KENTUCKY**

When using Arial or Helvetica the spacing between the letters must be expanded.

**LEAGUE OF WOMEN VOTERS®
OF KENTUCKY**

TIP: How to expand spacing between characters in Microsoft Word:

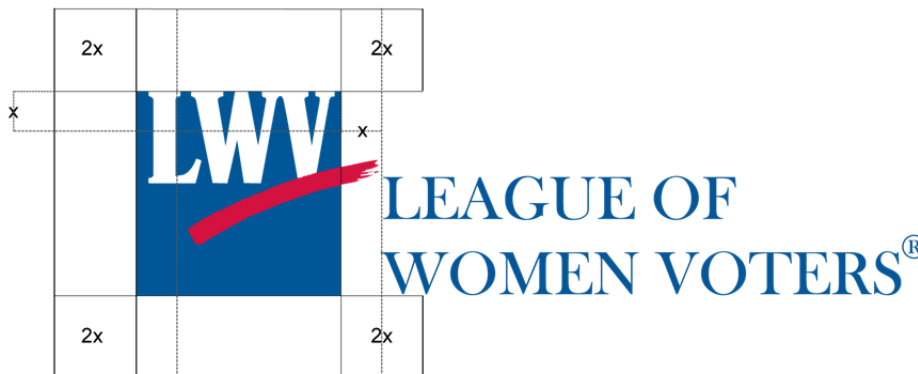
1. Select the text that you want to change.
2. On the home tab, click the font dialog box.
3. Click the spacing box.
4. Click Expanded or Condensed in the Spacing box, and then specify how much space you want. We recommend 2.5.

LOGO CLEARSPACE WHEN USING THE LEAGUE NAME WITH THE LOGO

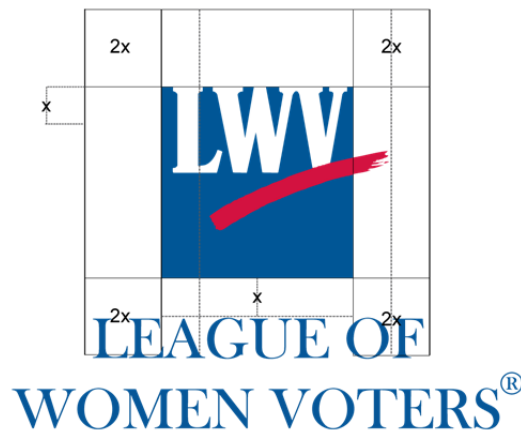
When using the League name with the League logo, the clearspace rules allow for the positioning of the League name closer to the logo than other images, graphics or texts are allowed. The League name can either be positioned to the right of the logo or centered beneath the logo.

Traditional Logo

When positioned to the right of the logo, the name should be placed no closer than 1x the distance from the box (about the end of the swoosh) and no further than 2x from the edge of the box and aligned to the bottom of the box.



When positioned below the box, the name should be placed half the border (1x) below and centered.

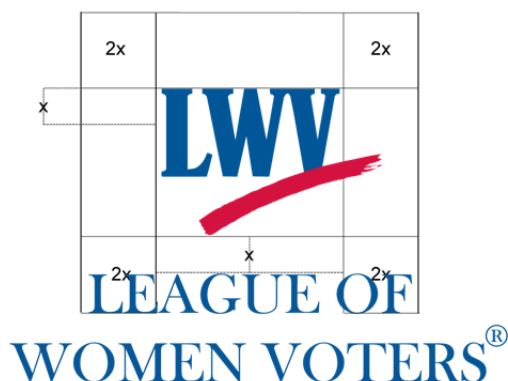


Open Logo

When positioned to the right of the open logo, the name should be placed no closer than 1x the distance from the top of the “V” (about the end of the swoosh) and no further than 2x from the top of the “V” and aligned to the top of the letters.



When positioned below the open logo, the name should be 1x below the bottom end of the swoosh and centered.



HOW TO USE THE REGISTRATION MARK “®”

When the logo is used by itself, the registration “®” mark should be placed at the top right corner of the logo’s box.



When the logo is used in conjunction with the League name, the registration “®” mark should be placed **ONLY** at the end of "League of Women Voters," to indicate that both the logo and the League name are trademarked.



Please note that the registration mark ® is positioned after the “League of Women Voters” and NOT after the state name.

IMPERMISSIBLE LOGO VARIATIONS FOR PRINT

The design of the logo must not be altered. Text or graphic should not appear within the design of or adjoining the logo. The LWV logo can be used alongside another logo or graphics, such as in coalition materials, so long as the logo design is distinct and self-standing (see the clearspace information above.)



No shape or logo or additional art may be placed on top of the logo design.



The logo design may not be incorporated into any other shape or graphic.



Do not add a bar, text or outline to the logo.

Tip: How to Use the Logo in a Word Document

Most programs like Microsoft Word and PowerPoint allow you to insert a graphic into a document. Select the logo and file format you want to use and download onto your hard drive. You have two file options: JPG or PNG files. PNG files are larger and will give you better clarity and sharpness. You may have to resize the PNG graphic to fit your document.

- 1. Download the logo onto your hard drive*
- 2. Open your document and place your cursor where you want the logo to appear.*
- 3. On the tool bar menu click “insert.”*
- 4. Click on picture.*
- 5. Click on “from file”*
- 6. Select the download logo you want to use.*

FILE FORMAT FOR PRINT MATERIALS

JPEG

Word processing documents, website

Vector (AI, EPS and SVG)

Banners, stationery, brochures, billboards, etc.

What is a vector file?

A vector file is a graphic that is stored as mathematical formulae rather than pixels. Common vector file types end with the extension AI, EPS and SVG. Vector files are easier to manipulate and have more creative options. These files can scale to fit a billboard and are ideal for stationery and other print materials such as brochures and publications.

OTHER THINGS YOU NEED TO KNOW

How to download the logo files from the LWVUS Website:

4. Go to <http://www.lwv.org/go/downloadLeagueLogos>
5. You will be prompted to save a file. Save the file to your computer.
6. Extract the files from the downloaded zip file. You should have two folders (Online, Print) that contain all the various file types of the logo.

If you do not have Adobe Illustrator, Photoshop or a similar program, you will not be able to open or manipulate the *vector graphic (EPS or AI) files*. However, professional designers and printers (including places like Kinkos/FedEx) will be able to open and use these files.

Remember to tell your designer that the registered mark should be positioned after the word “Voters” in the League’s name, if it is grouped with the logo.

COLOR VARIATIONS FOR PRINT MATERIALS

The following information is useful when working with your printer or graphic designer. Leagues have the option of using colors other than the official logo when creating publications in the following situations.

FOUR COLOR PRINTING

When printing in full or 4-color, use PMS 294 blue for the square and PMS 200 Red for the slash. PMS or Pantone® Matching System, is a color reproduction system used by designers and printers.



If printing on a dark background that provides little or no contrast, use the reverse color variation for the box. In these situations, the swoosh is always 25% of the background color.

ONE AND TWO COLOR PRINTING

When printing in 1-color or 2-color use the single color version of the logo. There are no restrictions on the specific colors to be used. However, the following rules apply:

When the League logo is placed on a background color that is either white or a light color, the box is a 100 % darker version of the background. The swoosh is 25 percent of box color. LWV is the same color as the background.

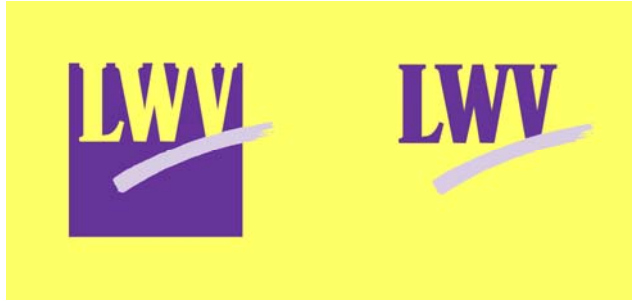
Sample #1: Two Color (Black and White)

- Standard Black and White Logo
- In the *traditional logo*, the box is 100% black
- In the *open logo*, the LWV is 100% black
- The swoosh is 25% Black



Sample #2: Two Color (Purple and Yellow)

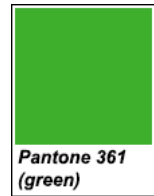
- The sample is using light yellow as the background color.
- In the *traditional logo*, the box is 100% of the darker color – Purple and the LWV is the light yellow.
- In the *open logo*, the LWV is 100% of the darker color - Purple
- The swoosh is 25% of the darker color (Purple)



REVERSE COLOR VARIATIONS

The logo may be used in reverse on a solid, colored background. In such cases, the box and the swoosh are both percentages of the background color. LWV is the same color as the solid background. The percentage of color for the box and swoosh are determined by the background.

For all the samples below, the base color is PMS 361 (Green).



Sample #3: A background that is 25% or less of the base color

If the background is 0-25% of the base color, the box would be 100% of the base color and the swoosh would be 50% of the base color.

- Background is 20% (less than 25%) of PMS 361
- In the *traditional logo*, the box is 100% of PMS 361.
- In the *open logo*, the LWV is 100% of PMS 361
- The swoosh is 50% of PMS 361.
- Use this combination when background is between 0 and 25% of the darkest color.



Sample #4: A background that is between 26 and 50% of the base color

If the background is 26% - 50% of the base color, the box would be 100% of the base color and the swoosh would be 25% of the base color.

- Background is 40% of PMS 361 (green).
- In the *traditional logo*, the box is 100% of base.
- In the *open logo*, the LWV is 100% of base.
- The swoosh is 25% of PMS 361 (green).
- Use this combination for backgrounds between 25% and 50% of the darkest color.
- This is the standard for one or two color usage as shown above in samples 1 and 2.



Sample #5: (51-100%): A background that is between 51 and 100% of the base color

If the background is greater than 50% of the base color, the box should be 0% of the base color and the swoosh should be 25% of the base color.

- Background is 100% of PMS 361.
- In the *traditional logo*, the box is 0% of PMS 361.
- In the *open logo*, the LWV is 100% of PMS 361.
- The swoosh is 25% of PMS 361.
- Use this combination when background is 50% and 100% of the darkest color.

