



# GFWC Emblem and Typeface

## *Guidelines for Use and Restrictions*

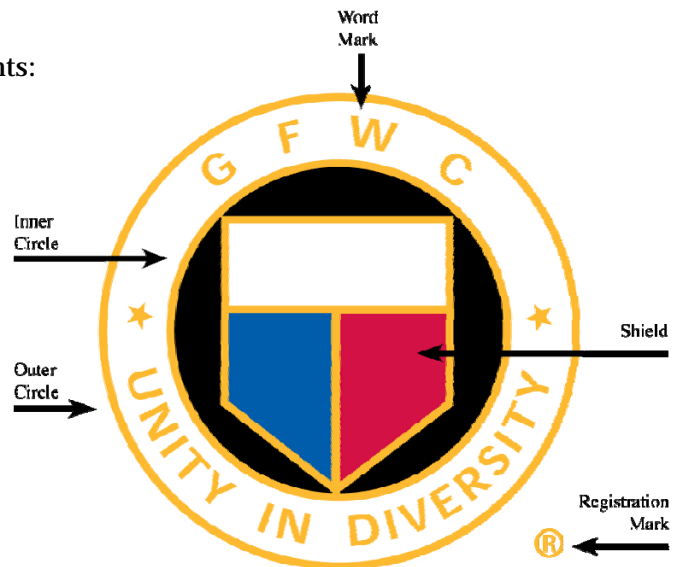
### COMPONENTS

The emblem used by GFWC depicts a circular band signifying eternity. In the center of the circular band, the crusader's shield emerges from a darkened world (represented by the field of darkness), which represents enlightenment. The enameled colors—red, white, and blue—are the colors of the United States of America. The red implies courage, the white equals purity, and the blue stands for constancy.

The following standards apply for all media, including the Web, print collateral, news articles, event signage, direct mail, and promotional items.

The GFWC emblem is comprised of five components:

- The outer circle
- The inner circle
- The shield
- The word mark
- The registration mark



The GFWC emblem must be used exactly as it appears on sample sheets (slicks) or electronic copies and cannot be changed or altered, other than to be enlarged or reduced in overall size, or reversed in color when on a dark background. The emblem should be used on all outward-facing communication materials.






When in doubt, always contact the publications department for assistance at [Publications@GFWC.org](mailto:Publications@GFWC.org).

## LIMITATIONS ON EMBLEM USE

The emblems may be used to promote GFWC at the club, district, state, regional, and/or international levels (such as stationery, advertising, marketing materials, signs, publications, forms, etc.) for similar business purposes only. Emblems trademarks may be posted on member’s websites and used as a link to the GFWC website. GFWC does not otherwise authorize use of its marks to promote or identify any product, including use on any product packaging, product labeling, product advertising, or product promotional materials, except as specifically authorized by GFWC.

## EMBLEM COLOR PALETTE

The emblem can appear in these colors or in black and white only. Do not alter the colors of the emblem in any way.

	<b>Pantone (PMS)</b>	<b>CMYK (for Print)</b>	<b>RGB (for Web)</b>	<b>HEX (Web-safe)</b>
	Pantone 1235PC	C0+M29+Y91+K0	R253+G187+B48	#FDBB30
	Pantone 286PC	C100+M66+Y0+K2	R0+G93+B170	#005DAA
	Pantone 200PC	C0+M100+Y63+K12	R211+G17+B69	#D31145
	Pantone Process Black PC	C0+M0+Y0+K100	R35+G31+B32	#231F20
	Pantone Process Black PC 0%	C0+M0+Y0+K0	R255+G255+B255	#FFFFFF

## EMBLEM VIOLATIONS

DO NOT alter the emblem artwork in any way. The GFWC trademark may be used to promote GFWC at the club, district, state, regional, and/or international levels (such as stationery, advertising, marketing materials, signs, publications, forms, etc.) for similar business purposes only.

## REGISTRATION MARK

DO NOT reproduce the emblem without the Registration ® mark.

## ORIENTATION

The emblem should NOT be displayed in any orientation different from what is provided in the artwork by GFWC. DO NOT turn the emblem on its side. The text should always read horizontally on the medium it is being placed.



**INCORRECT**

## STRETCHING/RESIZING

DO NOT distort the emblem by stretching or resizing. If resizing is needed be sure to hold down the <Shift> button, and drag the image from the corner. The emblem is a perfect circle and cannot appear as an ellipse.



**INCORRECT**



**INCORRECT**



**CORRECT**

## DOWNLOADING THE EMBLEM

A common request from members is the GFWC emblem. Whether it's for use on their club's website or needed for a graphic designer creating a new brochure, Headquarters yields many requests for this item weekly. We offer the emblem in many file types for all your needs.

Emblems are available for download in the following formats:

- JPEG - for use by club members in documents (like Word)
- PNG - for use on Web pages and in documents (such as Word and PowerPoint)
- Illustrator (AI and EPS) - for a graphic designer or printer