



Primary Colors

Three colors are used as AWCNJ’s primary colors and should apply to all printed materials (brochures, flyers), online media (websites, emails), and premiums (i.e., T-shirts, tote bags, etc.).

Red PMS 193 CMYK: 0-100-66-13 RGB: 209-18-66 Hex Code: d11242	Black Pantone Black C CMYK: 0-0-0-100 RGB: 0-0-0 Hex Code: 231f20	White (Reverse Type) CMYK: 0-0-0-0 RGB: 255-255-255 Hex Code: ffffff
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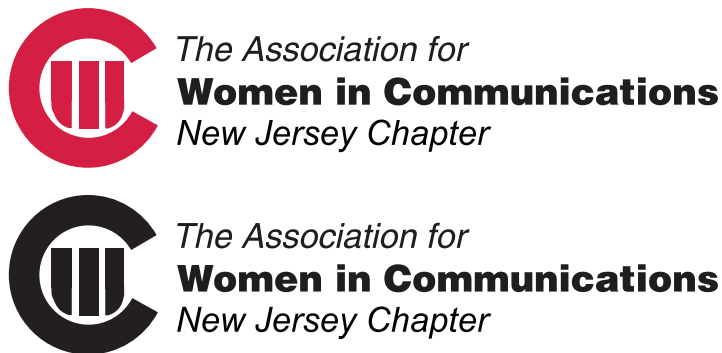
Secondary Colors - These colors are meant to be used as complimentary colors and should be used sparingly.

Light Purple PMS CMYK: 12-18-0-0 RGB: 217-206-243 Hex Code: d9cef3	Medium Purple PMS CMYK: 56-59-10-0 RGB: 129-113-166 Hex Code: 8171a6	Dark Purple PMS CMYK: 83-85-42-39 RGB: 54-44-77 Hex Code: 362c4d
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Primary Logo

This logo is the PREFERRED format and is highly recommended for all materials.

- Name: **The Association for Women in Communications – New Jersey Chapter**
- Font: Arial Italic for “The Association for” and “New Jersey Chapter”/Arial Black for “Women in Communications”



Alternate Logo - Stacked Version

A stacked format can be used ONLY when certain materials cannot use the primary logo or space is limited.

- Name: **The Association for Women in Communications – New Jersey Chapter**



The Association for
Women in Communications
New Jersey Chapter

Logo and Visual Guidelines

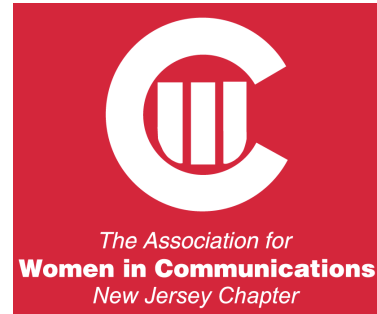
- Font: Arial Italic for “The Association for” and “New Jersey Chapter”/Arial Black for “Women in Communications”



The Association for
Women in Communications
New Jersey Chapter



The Association for
Women in Communications
New Jersey Chapter

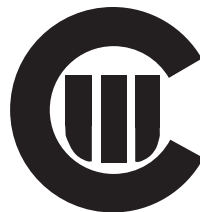


Initialized Logo - If space is very limited due to the name, then an initialized format can be used.

- Initials: **AWCNJ**
- Font: Arial Black (for AWC)/Arial Italic (for NJ)



AWCNJ


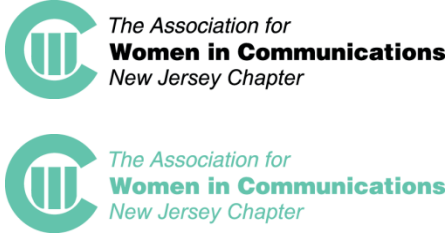






AWCNJ





Logo “DON'Ts”

<p>DON'T alter the size and shape of the logo.</p>	
<p>DON'T use any other color for the logo other than the PRIMARY colors.</p>	
<p>DON'T place the white logo over a light-colored background.</p>	
<p>DON'T use red all over the entire logo. The initialized logo is the only format that uses all red.</p>	
<p>DON'T reverse the colors of the logo and logotype.</p>	
<p>DON'T use the initialized logo and the name together.</p>	

AWCNJ Logo Requests

Contact the **VP of Marketing & Communications** to request a logo. Please specify the file format (high-resolution JPEG, EPS, GIF, PNG, etc.) of the logo.