New York State Women, Inc. Logo Usage

Our success in communicating the quality and the distinction of our membership depends on being consistent in everything we do. Using the logo correctly help us will maintain consistency and respect for the NYS Women, Inc. brand. Our members, colleagues, and communities will immediately recognize us as NYS Women, Inc.

• **Use YOUR NYS Women, Inc. CHAPTER logo.** It's provided on the state website. (If you cannot access your logo on the website, contact Communications at pr@nyswomen.org and it will be emailed directly to you.)

The logos provided to chapters may not be altered in any way. Do not separate the "squares" from the typography. Do not change the color(s) of the logo or add additional type or graphics to it. Do not add shadows or special effects to the logo. Do not distort the proportions.

• **Use the logo as provided.** There are three acceptable color variations of the logo: 2-color version (dark blue with bright green); 1-color version (all black); or reverse (all white). If your chapter prints its identity materials (letterhead, envelope, and/business card) the colors to specify for your printer are PMS 294 and PMS 368. If you are using the logo for other chapter uses (name badges, signage, etc.) ask your vendor to MATCH the PMS colors (the dark blue is PMS 294; bright green is PMS 368).

• **If your chapter has an image or graphic, you can use it** but your chapter logo identifies you as part of NYS Women, Inc. Additional "chapter graphics" must not compete in size or location with your NYS Women, Inc. chapter logo and should not be placed next to or on top of your NYS Women, Inc. chapter logo.

* You can create logo merchandise – such as scarves, lapel pins, pens, or mugs – but first the design must be submitted to Communications. Any chapter – or individual who wishes to create/manufacture and distribute or sell NYS Women, Inc. items incorporating the logo, MUST FIRST SUBMIT A DESIGN TO THE COMMUNICATIONS TEAM. All product designs must then be approved by the Executive Committee before anything is manufactured.

Questions? Please email pr@nyswomen.org.

Logo Dos and Don'ts

DO use the complete logo whenever possible.

DO maintain clear space around the logo.

DO print a reverse (white) logo on a dark backgrounds; print the full color logo on a light or white background.

DON'T not use half or partial logos.

DON'T change the colors.

DON'T place other graphics on or close to the logo.

DON'T apply "special effects" to the logo or distort the proportions.