

Women's Council of **GREATER BATON ROUGE**

BRAND IDENTITY GUIDELINES

The brand identity for the
Women's Council of Greater Baton Rouge
is designed to create an instantly
recognizable brand identity to
members, partners, press,
and the Baton Rouge community.

The key elements in these
brand identity guidelines
will effectively convey the brand
of WCGBR.

LOGO

The WCGBR logo is the most visible and recognizable element of the brand identity. Consistent use is important in protecting rights and building brand identity. Always use the electronic artwork. Never redraw the logo or alter it in any way.

CORRECT USAGE



Two color usage

This is the minimum clear space that should always surround the logo.

Women's Council of
GREATER BATON ROUGE

One color usage

The logo in its simplest form is black and white. It should be in black.



Dark color usage

The logo on a dark color should be reversed to white to maintain maximum contrast. The preferred background color is PMS 2756.

NAMES AND ABBREVIATIONS

Our official name is the Women's Council of Greater Baton Rouge. The full name should be spelled out the first time you use it in correspondence or other text development. After that you may abbreviate it as WCGBR.

COLOR PALETTE

Like the logo, color conveys a unique visual identity that sets the Women's Council of Greater Baton Rouge apart from others. When color is applied consistently, graphic identity is more memorable. The tables listed below are the mathematical formulas, for both the primary and secondary color palette. When creating printed materials always refer to Pantone Matching System (PMS) chips for precise matching.

PRIMARY COLOR PALETTE



PMS	C	M	Y	K	R	G	B
Violet C	98	100	0	0	24	0	124

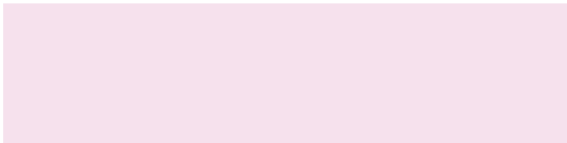


PMS	C	M	Y	K	R	G	B
2415C	33	100	0	8	154	1	116

SECONDARY COLOR PALETTE



PMS	C	M	Y	K	R	G	B
600C	0	22	0	0	255	255	204



PMS	C	M	Y	K	R	G	B
677C	2	13	0	0	248	221	237



PMS	C	M	Y	K	R	G	B
7456C	55	35	0	7	109	123	176



PMS	C	M	Y	K	R	G	B
5145C	30	44	13	0	178	128	166

TYPOGRAPHY

Typography plays a critical role in brand identity. As with the logo, consistent usage of typography contributes to the overall quality and effectiveness of the WCGBR brand.

VERDANA (BOLD)

**abcdefghijklmnopqrstuvwxy
z
1234567890**

Use for
subheads and
for emphasis

VERDANA

abcdefghijklmnopqrstuvwxy
z
1234567890

Use for text

Arial & Arial Bold

abcdefghijklmnopqrstuvwxy
z
1234567890

Alternate usage
for Web and
PowerPoint
presentations

For any additional questions regarding the usage of the Women's Council of Greater Baton identity, please contact the Public Relations Committee at 225.926.9447.