



# BRAND GUIDELINES

If you're hosting a PF or QF event for women, then your event is automatically a Women on the Wing Event! To create consistent messaging and imagery for our national Women on the Wing initiative, it's imperative that you utilize the following logos, fonts and colors in all of the marketing and materials for your event.

## PRIMARY LOGO



## SECONDARY LOGOS



Primary and secondary logos should always be used in conjunction with the core PF, QF or combination logos.

## TYPOGRAPHY

### Mona Lisa Solid ITC TT

Use for headlines, logo signature & endorsements.

### PRODA SANS

Use for body copy.

## COLOR USAGE



### Women on the Wing GREEN

CMYK: 71,42,68,27 | RGB: 72,101,82



### Women on the Wing ORANGE

CMYK: 12,62,98,1 | RGB: 216,119,44

For additional information, please contact:  
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