

WOMEN *on the* WING

PF

QF

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.

VERTICAL LOGO

HORIZONTAL LOGO



TYPOGRAPHY

OPEN SANS

Typography heart of the WOTW brand.
Any weight/version of Baskerville may be used.

BASKERVILLE

Serifed workhouse.
Any weight/version of Baskerville may be used.

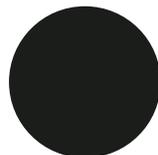
COLOR USAGE



Praire Gold
CMYK: 24, 33, 69, 1
RGB: 196, 163, 102



Mesquite Green
CMYK: 44, 32, 75, 6
RGB: 148, 148, 92



Topknot Black
CMYK: 72, 66, 65, 75
RGB: 31, 31, 13



Bobwhite
CMYK: 10, 8, 11, 0
RGB: 227, 224, 219

For additional information, please contact:
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