

YWCA BRAND ELEMENTS QUICK GUIDE

LOGOS

PRIMARY LOGO

eliminating racism
empowering women
ywca

SECONDARY LOGO

eliminating racism
empowering women
ywca

WHITE LOGO

eliminating racism
empowering women
ywca

SMALL ALTERNATE LOGO (for needs below 1 inch only)

YWCA

ON A MISSION GRAPHICS

PRIMARY STACKED

YWCA
IS ON A
MISSION

HORIZONTAL

YWCA IS ON A MISSION

ALTERNATE

YWCA IS ON
A MISSION

COLOR PALETTE



PERSIMMON

Pantone 172
C:0 M:87 Y:100 K:0
R:250 G:70 B:22
HEX:#FA4616



BLACK

C:0 M:0 Y:0 K:100
R:0 G:0 B:0
HEX:#KKKKKK



WHITE

C:0 M:0 Y:0 K:0
R:255 G:255 B:255
HEX:#FFFFFF



GRAY

Pantone Cool Gray 5
C:0 M:0 Y:0 K:34
R:189 G:189 B:189
HEX:#CCCCCC

FONTS

HEADLINES

AVENIR NEXT HEAVY

BODY COPY

SOURCE SANS PRO