



LEAGUE OF WOMEN VOTERS BRAND STANDARDS

July 2018
v.1.7.18

For all branding questions, please
contact: LWV Communications at
communications@lww.org

ABOUT THESE BRAND STANDARDS

Proper use of an organization's trademarks, including its brands and logos, are crucial to maintaining its goodwill and valuable reputation. For this reason, the League of Women Voters' brand and logo, like our name, is our identity. It conveys the full collective power of the LWV mission to the public, our members and supporters. Maintaining the integrity of our brand, logo, and name is essential to our work and visibility nationwide.

It is very important to maintain the integrity and consistency of our trademarked name and logo. Over the years we have seen attempts to capitalize on the League's brand through deceptive alterations of our name and/or logo by other organizations. Maintaining a unified look is essential to our legal ability to protect our "mark" and pursue individuals and organizations who are misusing our name and image. The brands and logos are owned by LWVUS on behalf of the national organization and all the state and local chapters who are part of our organization.

Although LWVUS has rights in its brand and logo through using them, it has enhanced these rights by registering its brands and logos with the U.S. Patent and Trademark Office. Because the brand and logo are registered, LWV and its state and local chapters and affiliates should use the registration symbol "®" with their uses of the brand and logo. You will see that symbol throughout these Standards. The symbol lets the public—including anyone who might want to violate LWV's rights—know that LWV owns the brand and logo, and allows LWV to collect money damages from trademark violators more easily.

Follow these standards and ensure that the LWV brand is represented correctly, consistently, and professionally whenever it appears in print or online.

Please direct any questions about the Brand Standards, any reports of violations of the Standards, and unauthorized uses of LWV's trademarks, to communications@lww.org.

INTRODUCTION

LEAGUE OF WOMEN VOTERS

The League is proud to be nonpartisan, neither supporting nor opposing candidates or political parties at any level of government, but always working on vital issues of concern to members and the public.

OUR MISSION

Empowering Voters. Defending Democracy.

OUR VISION






We envision a democracy where every person has the desire, the right, the knowledge and the confidence to participate.

OUR VALUE

We believe in the power of women to create a more perfect democracy.

LWV BRAND STANDARDS

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LWV BRAND STANDARDS

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When using logos described throughout this Brand Standards document, **use only the artwork supplied** with these guidelines. We have included the correct logo artwork file name under each logo in this document to ensure the correct logo file is used. **Under no circumstances should any logos be redesigned or recreated, and ONLY these approved logo files may be used.**

**Note: Logos used in this document should NOT be compared to or used for actual color matching.*

LWV BRAND LOGO STANDARDS

The League of Women Voters visual system is designed to be dynamic and recognizable, and our logos are the cornerstone of our brand. This section explains acceptable use for the five logos that are part of the League of Women Voters logo family.

LWV BRAND LOGO STANDARDS: FAMILY OF LOGOS

There are five unique defined variations in the League of Women Voters logo family. While there are basic similarities between them all, each variation is unique and must not be altered or changed in any way. All of these logos variations are acceptable to use as is. The five different defined and approved variations are documented below.

Standards defined on pages 8-9 apply to ALL VARIATIONS of the logos below, while specific logo and acceptable use requirements for each are defined on pages 10-25 (indicated below).

LOGO 1
PRIMARY
PAGE 10-11



LOGO 2
PAGE 12-13



LOGO 3
PAGE 14-15



LOGO 4
PAGE 16-17



LOGO 5
PAGE 18-19



LWV BRAND LOGO STANDARDS: ALL LOGOS LOGO COLORS

The color designations for the League of Women Voters family of logos are an essential element in setting a recognizable tone and look for the brand. Consistent use of the specified colors and supplied logo artwork files is critical and imperative to maintaining the strength of the brand.

The following color-build percentages **MUST BE FOLLOWED** for the correct application of the logo to maintain brand consistency and color accuracy. There are no acceptable alterations.

The **preferred method of print reproduction** is to use the CMYK Process equivalents whenever possible. (In situations where CMYK Process equivalents are not an option, Pantone® library colors may possibly be used **only with prior approval and proprietary artwork files** from LWV.) Logos to be used for web or digital applications must use the required RGB percentages as indicated below. Hex colors are provided for accompanying web defined use.



C98 M72 Y13 K21
R0 G85 B150
hex #005596



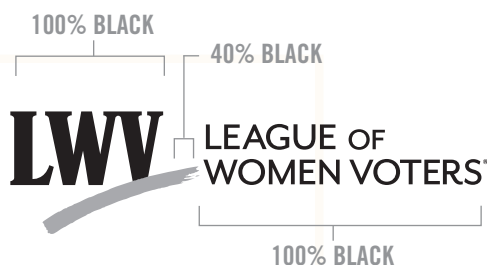
C13 M100 Y84 K4
R190 G15 B52
hex #be0f34

PMS color specifications and artwork files are available by request only. To request access please contact LWV to submit your reason and request for consideration.

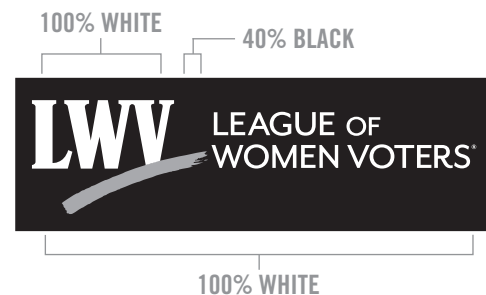
LWV BRAND LOGO STANDARDS: ALL LOGOS BLACK & WHITE/GRAYSCALE

When the established color palette cannot be used, the League of Women Voters logo family can be used as black and white/grayscale. When reproducing **any** of the LWV logos, use only the supplied artwork files included with these guidelines. **(Files for these logo variations are not provided)**

Logos when used on white or high-contrasting background. LWV Blue becomes 100% black, and LWV Red becomes 40% black.



Logos used on black or low-contrasting background. LWV Blue becomes 100% white, and LWV Red becomes 40% black.



LWV BRAND LOGO STANDARDS: ALL LOGOS ACCEPTABLE USE ON BACKGROUND COLOR

The preferred background color for the LWV family of logos is white. When white is not an option, a background or color that allows the logo to be legible must be used. The logo must remain legible and recognizable in accordance with the brand standards at all times. *(Files for these logo variations are not provided)*

LOGO COLORED BACKGROUNDS

In situations where the logo is being used on the **same background colors** that make up the logo, the logo may be altered in the following acceptable ways with permission.



SINGLE COLOR-REVERSE

In situations where the logo must be used on photographic backgrounds, logos can also be used in white reversed or black over color or an image if needed with prior approval from LWV. Enough contrast must be provided between the logo colors and the background for clear legibility.

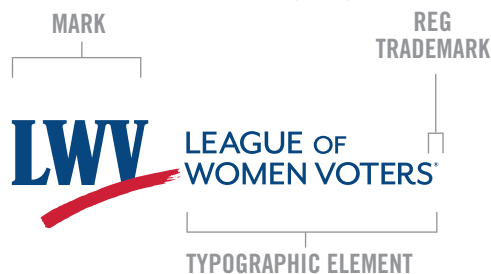


LOGO 1 (PRIMARY LOGO)



FOLDER NAME: LWV_Logo1_MASTER_VECTOR_FILES

This logo is made up of two components, defined as the primary LWV mark and the secondary typographic element “LEAGUE OF WOMEN VOTERS”, with a registered trademark symbol “®”. These two components are always placed in a fixed relationship and should never be altered, modified, or recreated in any way.



ACCEPTABLE USE

This logo is defined as the primary LWV logo, and is approved for use on the majority of LWV communications including print, web and social. The logo must always be used exactly as it is displayed here with no distortion or alteration.

CONSTRUCTION & SPACING

When reproducing this logo, use only the supplied artwork in the link above. The logo must appear clearly and in the approved colors. To ensure the consistency necessary to build a recognizable identity, it is critical that the logo appear only in the colors approved in these guidelines. The spacing relationship between the LWV mark and the typographic element “League of Women Voters” has been established and defined to visually connect the logo. Both are integral components of this logo and the relationship and spacing should never be altered, modified, or recreated in any way. There are NO exceptions allowed for this logo.

SIZE OF ELEMENT “LEAGUE OF WOMEN VOTERS”

It is understood that there may be times where the descriptor could fall below a readable point size or pixel resolution. In the event that this is a consideration, PRIOR approval from LWV must be received for this logo. There are NO exceptions.



CLEAR SPACE

To ensure brand integrity and visibility, this logos should **always** be kept a minimum distance clear of competing text, images, and graphics. It must remain surrounded on all sides by a minimum of .25” (1/4”) clear space.



MINIMUM SIZE

This logo should never be used smaller than .25” (1/4”) high. It is crucial to maintain legibility and ensure recognizability wherever it is used.



LOGO 1

INCORRECT USES

Incorrect usage of this logo can jeopardize the strength of the brand and create confusion, including among the relevant public as to the source or sponsorship of LWV and its services. Below are examples of incorrect uses. These are representative of how the logo should **never be used**.

Distorted (stretched/squished) artwork



Altered logotype



Distorting effects



Strong/competing background color/pattern especially when it obscures all or part of the trademark.



Incorrect colors on incorrect color background



Altered relationship between logotype and other typographic elements



Clear space violated



Incorrect logo colors



LOGO 2



FOLDER NAME: LWV_Logo2_MASTER_VECTOR_FILES

This logo is defined with the primary LWV mark (without the words “League of Women Voters”) and a registered trademark symbol. These components are always placed in a fixed relationship and should never be altered, modified, or recreated in any way.



ACCEPTABLE USE

This logo is approved for use on the majority of LWV communications including print, web and social. The logo must always be used exactly as it is displayed here with no distortion or alteration.

CONSTRUCTION & SPACING

When reproducing this logo, use only the supplied artwork in the link above. The logo must appear clearly and in the approved colors. To ensure the consistency necessary to build a recognizable identity, it is critical that the logo appear only in the colors approved in these guidelines. The spacing relationship between the LWV mark and the registered trademark symbol should never be altered, modified, or recreated in any way. There are NO exceptions allowed for this logo.

CLEAR SPACE

To ensure brand integrity and visibility, this logo should **always** be kept a minimum distance clear of competing text, images, and graphics. It must remain surrounded on all sides by a minimum of .25” (1/4”) clear space.



MINIMUM SIZE

This logo should never be used smaller than .25” (1/4”) high. It is crucial to maintain legibility and ensure recognizability wherever it is used.



LOGO 2

INCORRECT USES

Incorrect usage of this logo can jeopardize the strength of the brand and create confusion, including among the relevant public as to the source or sponsorship of LWV and its services. Below are examples of incorrect uses. These are representative of how the logo should **never be used**.

Distorted (stretched/squished) artwork



Altered logotype



Distorting effects



Strong/competing background color/pattern especially when it obscures all or part of the trademark.



Incorrect colors on incorrect color background



Altered mark typographic relationship



Clear space violated



Incorrect logo colors

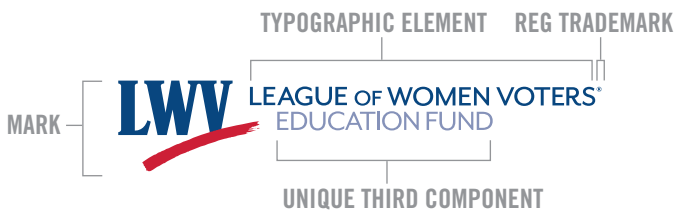


LOGO 3



FOLDER NAME: LWV_Logo3_MASTER_VECTOR_FILES

This logo is made up of three components, defined as the primary LWV mark, secondary typographic element “League of Women Voters” with a registered trademark symbol, and third element specifically identifying the Education Fund. These three components are always placed in a fixed relationship and should never be altered, modified, or recreated in any way.



CLEAR SPACE

To ensure brand integrity and visibility, this logo should **always** be kept a minimum distance clear of competing text, images, and graphics. It must remain surrounded on all sides by a minimum of .25” (1/4”) clear space.



ACCEPTABLE USE

This logo is approved for use **exclusively** on LWV Education Fund communications including print, web and social with prior approval from LWV.

CONSTRUCTION & SPACING

When reproducing this logo, use only the supplied artwork in the link above. The logo must appear clearly and in the approved colors. To ensure the consistency necessary to build a recognizable identity, it is critical that the logo appear only in the colors approved in these guidelines. The spacing relationship between the LWV mark, typography and the registered trademark symbol should never be altered, modified, or recreated in any way. There are NO exceptions allowed for this logo.

MINIMUM SIZE

This logo should never be used where the letter height is smaller than .25” (1/4”) high. It is crucial to maintain legibility and ensure recognizability wherever it is used.



LOGO 3

INCORRECT USES

Incorrect usage of this logo can jeopardize the strength of the brand and create confusion, including among the relevant public as to the source or sponsorship of LWV and its services. Below are examples of incorrect uses. These are representative of how the logo should **never be used**.

Distorted (stretched/squished) artwork



Altered logotype



Distorting effects



Strong/competing background color/
pattern especially when it obscures all or
part of the trademark.



Incorrect colors on incorrect color
background



Altered relationship between logotype
and other typographic elements



Clear space violated



Incorrect logo colors

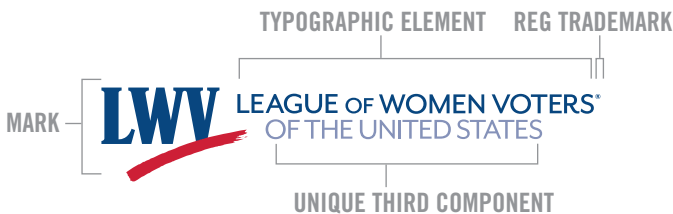


LOGO 4



FOLDER NAME: LWV_Logo4_MASTER_VECTOR_FILES

This logo is made up of three components, defined as the primary LWV mark, secondary typographic element “League of Women Voters” with a registered trademark symbol, and third element specifically identifying ‘of the United States’. These three components are always placed in a fixed relationship and should never be altered, modified, or recreated in any way.



ACCEPTABLE USE

This logo is approved for use **exclusively** when LWV of The United States designation is required on communications including print, web and social with prior approval from LWV.

CONSTRUCTION & SPACING

When reproducing this logo, use only the supplied artwork in the link above. The logo must appear clearly and in the approved colors. To ensure the consistency necessary to build a recognizable identity, it is critical that the logo appear only in the colors approved in these guidelines. The spacing relationship between the LWV mark and the typographic elements has been established and defined to visually connect the logo. Both are integral components of this logo and the relationship and spacing should never be altered, modified, or recreated in any way. There are NO exceptions allowed for this logo.

SIZE OF ELEMENTS OTHER THAN “LWV”

It is understood that there may be times where these elements could fall below a readable point size or pixel resolution. In the event that this is a consideration, PRIOR approval from LWV must be received for this logo. There are NO exceptions.



CLEAR SPACE

To ensure brand integrity and visibility, this logo should **always** be kept a minimum distance clear of competing text, images, and graphics. It must remain surrounded on all sides by a minimum of .25” (1/4”) clear space.



MINIMUM SIZE

This logo should never be used where the letter height is smaller than .25” (1/4”) high. It is crucial to maintain legibility and ensure recognizability wherever it is used.



LOGO 4

INCORRECT USES

Incorrect usage of this logo can jeopardize the strength of the brand and create confusion, including among the relevant public as to the source or sponsorship of LWV and its services. Below are examples of incorrect uses. These are representative of how the logo should **never be used**.

Distorted (stretched/squished) artwork



Altered logotype



Distorting effects



Strong/competing background color/pattern especially when it obscures all or part of the trademark.



Incorrect colors on incorrect color background



Altered relationship between logotype and other typographic elements



Clear space violated



Incorrect logo colors

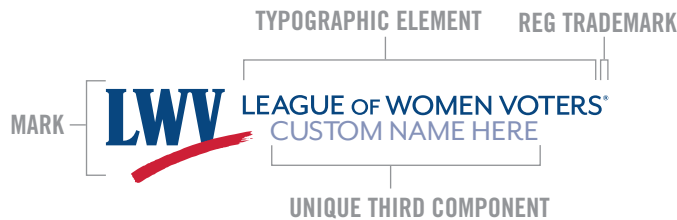


LOGO 5



FOLDER NAME: LWV_Logo5_MASTER_VECTOR_FILES

This logo is made up of three components, defined as the primary LWV mark, secondary typographic element “League of Women Voters” with a registered trademark symbol, and third element specifically customized for the local league chapter name consistent with the specific criteria herein. These three components are always placed in a fixed relationship and should never be altered, modified, or recreated in any way. **Customized logos to be provided by, and are only available from, LWV.**



ACCEPTABLE USE

The customized league logo is approved for use on the majority of LWV communications including print, web and social at the local league level. The logo must always be used exactly as it is displayed here with no distortion or alteration.

CRITERIA FOR CUSTOM NAME

The customized name used with the LWV logo must reflect the geographic locale in which the state, local or other LWV affiliated is located. Registration and use of Internet domain names by state, local or other LWV affiliates must also include a geographic modifier such as an abbreviation, city or state name, reflecting their place name (eg, lwvny.org; lwvhouston.org). LWV must approve in writing all customized names.

CONSTRUCTION & SPACING

When reproducing this logo, use only the supplied artwork in the link above. The logo must appear clearly and in the approved colors. To ensure the consistency necessary to build a recognizable identity, it is critical that the logo appear only in the colors approved in these guidelines. The spacing relationship between the LWV mark and the typographic elements has been established and defined to visually connect the logo.

Both are integral components of this logo and the relationship and spacing should never be altered, modified, or recreated in any way. There are NO exceptions allowed for this logo.

SIZE OF ELEMENTS OTHER THAN “LWV”

It is understood that there may be times where these elements could fall below a readable point size or pixel resolution. In the event that this is a consideration, PRIOR approval from LWV must be received for this logo. There are NO exceptions.



CLEAR SPACE

To ensure brand integrity and visibility, this logo should **always** be kept a minimum distance clear of competing text, images, and graphics. It must remain surrounded on all sides by a minimum of .25” (1/4”) clear space.



MINIMUM SIZE

This logo should never be used where the descriptor letter height is smaller than .25” (1/4”) high. It is crucial to maintain legibility and ensure recognizability wherever it is used.



LOGO 5

INCORRECT USES

Incorrect usage of this logo can jeopardize the strength of the brand and create confusion, including among the relevant public as to the source or sponsorship of LWV and its services. Below are examples of incorrect uses. These are representative of how the logo should **never be used**.

Distorted (stretched/squished) artwork



Altered logotype



Distorting effects



Strong/competing background color/pattern especially when it obscures all or part of the trademark.



Incorrect colors on incorrect color background



Altered relationship between logotype and other typographic elements



Clear space violated



Incorrect logo colors



VISUAL SYSTEM STANDARDS

The League of Women Voters has identified specific guidelines for color, typography, photography and social media as components of our overall brand. This section outlines those guidelines and provides detailed specifications that must be followed.

LWV VISUAL SYSTEM STANDARDS: COLOR

The color palette of the LWV family of logos consists of a defined set of two primary and three secondary colors. Color is an integral part of our brand identity, and consistent use of these colors will create recognition and strengthen the brand. There are no acceptable exceptions for logo or brand use.

The following color-build percentages **MUST BE FOLLOWED** for the correct application of the logo to maintain brand consistency and color accuracy. There are no acceptable alterations.

The **preferred method of print reproduction** is to use the CMYK Process equivalents whenever possible. In situations where CMYK Process equivalents are not an option, Pantone® library colors may possibly be used only with **prior** approval and proprietary artwork files from LWV. Logos to be used for web or digital applications must use the required RGB or HEX equivalents as indicated below.

Primary



C98 M72 Y13 K21
R0 G85 B150
hex #005596



C13 M100 Y84 K4
R190 G15 B52
hex #be0f34

Secondary



C45 M100 Y30 K20
R130 G2 B99
hex #820263



C75 M100 Y35 K30
R82 G28 B80
hex #521c50



C5 M35 Y100 K2
R236 G164 B0
hex #ECA400

**PMS color specifications and artwork files are available by request only. To request access please contact LWV to submit your reason and request for consideration.*

LWV VISUAL SYSTEM STANDARDS: TYPOGRAPHY

WEB

Primary LWV typography for **web** use consists of two typeface families: Merriweather and Lato. All faces and weights are acceptable for use from both families for LWV website use. These typographic families were chosen for their readability, compatibility with each other, and their clean, progressive look consistent with the LWV brand.

Merriweather

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0

Merriweather Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0

Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0

Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0

PRINT

There are no currently defined LWV brand typography specifications. When selecting typographic families for print, please follow these guidelines:

- Traditional serif typefaces such as English Times resonate well with our audience.
- Typefaces should have maximum readability for the piece being printed depending on use.
- Typography selection should be visually compatible with each other, LWV web fonts, and show a progressive look consistent with the LWV brand.

LWV VISUAL SYSTEM STANDARDS: PHOTOGRAPHY

Photography is an essential element for communicating LWV's brand message. Well selected images help position the LWV as both modern and steeped in history, as well as authentic, relevant, diverse and strong.

The following guidelines should be used as a starting point for both photo shoots as well as image selection. All non-historical photos should be full color. Historical photos will follow website duo-tone styles.

GET PERMISSION TO USE YOUR SUBJECT'S IMAGES & LIKENESS

- Generally, a person who is photographed has the sole right to control the use of her image and likeness, especially for commercial or fundraising purposes. If possible get written permission from the person photographed to use her picture.
- If that is not practical because, for example, the photograph is of a crowd or at an event, then post a sign saying all attendees at the event consent to LWV's use of their images and photos or require them to sign a sign-up sheet at the entrance with this language.
- Do not use photographs scraped off the internet, or use stock photography without the permission of the copyright owner in that photography. Contact information for the copyright owner is usually posted on the Web.

FOCUS ON FACES & CONNECTION/ENGAGEMENT

- Avoid shots that look posed
- Aim for authenticity and natural compositions
- Avoid subject looking directly at the camera
- Focus on expression and the connection of the subject with the audience
- Avoid very close-up shots
- Try to provide some context of the subject in their environment, but use a shallow depth of field to draw focus to subject
- If background too overwhelming, crop accordingly
- When shooting groups, avoid everyone looking at the camera. A mix of subject focus will provide dynamism and movement

Example Images:



HIGHLIGHT ACTION & INTERACTION

- Show women taking action including voter registration, community engagement, and advocacy
- Try to keep backgrounds from being too busy so subject(s) are clear

Example Images:



SHOWCASE DIVERSITY

- Include diversity of age, and race
- Diversity of point of view/style will reflect broader attitudes
- Intergenerational group of women could provide depth and connection to LWV's history

Example Images:



TELL EMOTIONAL STORIES AT A GLANCE

- Focus on the impact of voting rights on people
- Show children on context of their parents taking action can be powerful
- Using objects in context of people can also be useful providing a human connection

Example Images:



LWV VISUAL SYSTEM STANDARDS: SOCIAL MEDIA

Social media is an important part of how LWV communicates our brand, events, and resources to key audiences. **The brand standards defined throughout this document also apply to any and all use on social media.**

The LWV logos cannot be modified for smaller scale icon/avatar interpretations. Make sure that when logos are used they remain readable at the reduced sizes, only approved colors are used and photographic images align with these brand guidelines.

For additional questions about social media brand use, please contact: LWV Communications at communications@lww.org

ACCEPTABLE USE

Examples of acceptable use of LWV logos in social media avatars.



UNACCEPTABLE USE

Examples of unacceptable use of LWV logos in social media avatars.



RESTRICTIONS

Do NOT create new social media channels using League of Women Voters logos or trademarks without prior permission.

Do NOT use League of Women Voters logos or trademarks in your avatar or username unless you're running an official LWV account.

It is acceptable to use a profile image that is a photograph that contains the logo in it provided the logo remains legible and the photograph aligns with established brand guidelines.

LWV VISUAL SYSTEM STANDARDS: WEBSITE

COLOR

The color palette of the LWV family of logos consists of a defined set of two primary and three secondary colors. Color is an integral part of our brand identity, and consistent use of these colors will create recognition and strengthen the brand. There are no acceptable exceptions for logo or brand use.

The following color-build percentages **MUST BE FOLLOWED** for the correct application of the logo to maintain brand consistency and color accuracy. There are no acceptable alterations. Logos to be used for web or digital applications must use the required RGB or HEX equivalents as indicated below.

Primary



R0 G85 B150
hex #005596



R190 G15 B52
hex #be0f34

Secondary



R130 G2 B99
hex #820263



R82 G28 B80
hex #521c50



R236 G164 B0
hex #eca400

LWV VISUAL SYSTEM STANDARDS: WEBSITE

TYPOGRAPHY

Primary LWV typography for **web** use consists of two typeface families: Merriweather and Lato. All faces and weights are acceptable for use from both families for LWV website use. These typographic families were chosen for their readability, compatibility with each other, and their clean, progressive look consistent with the LWV brand.

Merriweather

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0

Merriweather Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0

Lato

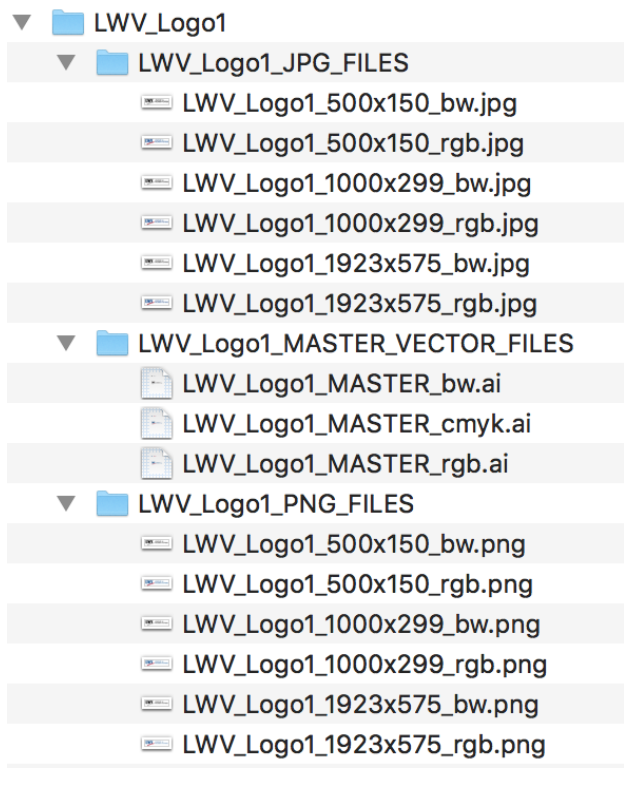
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0

Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0

LWV VISUAL SYSTEM STANDARDS: APPENDIX 1

Logo files have been developed and saved using the following naming conventions. Below is a description of each and their potential uses.



▼ LWV_Logo1

- ▼ LWV_Logo1_JPG_FILES
 - LWV_Logo1_500x150_bw.jpg
 - LWV_Logo1_500x150_rgb.jpg
 - LWV_Logo1_1000x299_bw.jpg
 - LWV_Logo1_1000x299_rgb.jpg
 - LWV_Logo1_1923x575_bw.jpg
 - LWV_Logo1_1923x575_rgb.jpg
- ▼ LWV_Logo1_MASTER_VECTOR_FILES
 - LWV_Logo1_MASTER_bw.ai
 - LWV_Logo1_MASTER_cmyk.ai
 - LWV_Logo1_MASTER_rgb.ai
- ▼ LWV_Logo1_PNG_FILES
 - LWV_Logo1_500x150_bw.png
 - LWV_Logo1_500x150_rgb.png
 - LWV_Logo1_1000x299_bw.png
 - LWV_Logo1_1000x299_rgb.png
 - LWV_Logo1_1923x575_bw.png
 - LWV_Logo1_1923x575_rgb.png

.jpg format logos are provided in three different sizes which can be used for internal office printing, presentations, etc. **on a white background.** Both color and black and white versions are provided.

Master vector files should NEVER BE EDITED and NEVER SHARED without authorization from LWV.

These files are the master files which should be used to create all other file formats.

.png format logos are provided in three different sizes which can be used for internal office printing, presentations, etc. **when a transparent background is needed.** Both color and black and white versions are provided.

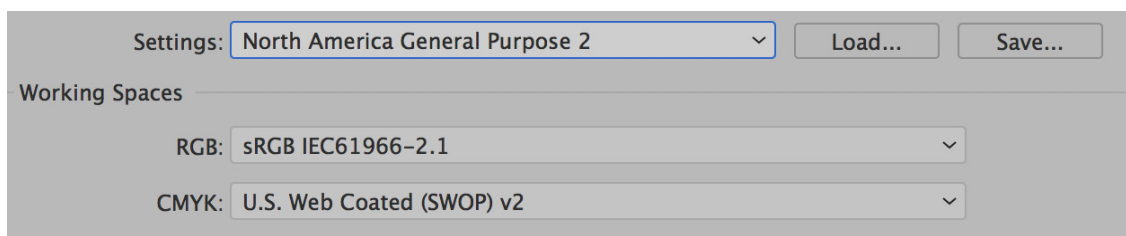
If additional file formats are required, please contact LWV Communications at communications@lww.org

LWV VISUAL SYSTEM STANDARDS: APPENDIX 2

Logo files are saved using specific color profiles for consistent color reproduction.

Web

RGB color preview; sRGB IEC61966-2.1 profile



Print

CMYK color preview; U.S. Web Coated (SWOP) v2 profile



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