April 2024

LWV Branding Webinar

Understanding the LWV and VOTE411 Brands

LEAGUE OF WOMEN VOTERS

LWVUS Communications Team

Meet the Team

LAQUITA HOWARD

Marketing Manager

KAYLA VIX

Senior Manager, Field Communications

MARY ROCHE

Communications Specialist

Agenda & Introductions

- Branding
- LWV's Brand
- VOTE411's Brand
- Creating Your Own Designs
- Additional Resources

Branding

What Is a Brand?

A **brand** is a name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers.

Sub-Brands

LWV VS. VOTE411

- Although VOTE411 is a product of the League of Women Voters Education Fund (LWVEF), **VOTE411 has its own independent brand style and elements**
- Ex. Coke & Sprite

Value of Branding

- Brand = identity
- One voice, one League
- Maintains goodwill and valuable reputation

Brand Breakdown: LWV

LWV Brand: Colors

The LWV primary color palette consists of three colors. They can be used at full color (100%) or tints (a percentage of that color).

The listed colors must be used on all League-branded materials, graphics, and merchandise. **There are no acceptable substitutions**.

Primary Colors

LWV Blue	**C**98 **M**72 **Y**13 **K**21 **R**0 **G**85 **B**150 **hex** #005596
LWV Red	**C**13 **M**100 **Y**84 **K**4 **R**190 **G**15 **B**52 **hex** #be0f34

Secondary Colors

LWV Dark Purple	**C**45 **M**100 **Y**30 **K**20 **R**130 **G**2 **B**99 **hex** #820263
LWV Light Purple	**C**75 **M**100 **Y**35 **K**30 **R**82 **G**28 **B**80 **hex** #521c50
LWV Gold	**C**5 **M**35 **Y**100 **K**2 **R**236 **G**164 **B**0 **hex** #eca400

LWV LEAGUE OF WOMEN VOTERS

LWV Brand: Font

- Used for print and digital materials
- Both are available on Canva, Google & Microsoft products
- Unable to access these fonts: substitute with Times New Roman, Open Sans

Merriweather

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Merriweather Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Color

For use on white, light color backgrounds

Black

For use on white, light color backgrounds

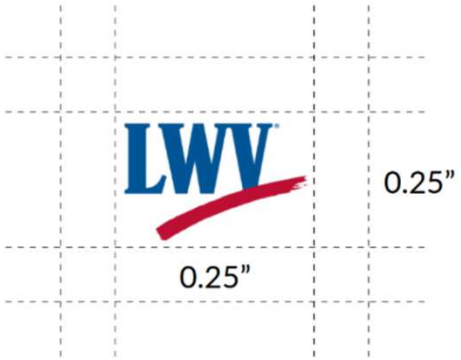
White

For use on dark backgrounds and black and white materials

Logos: Clear Space

Clear space is a minimum distance between the logo and competing text, images, and graphics to ensure brand integrity and visibility.

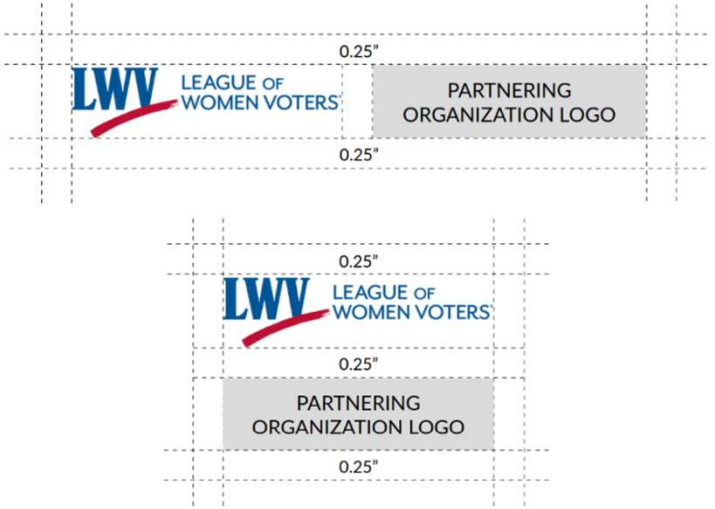
Minimum of .25” (1/4”) of clear space



Logos: Combinations

Partnering organizations may require you to add their logo to your materials.

Regardless of placement or size, a minimum of 0.25” of clear space must be maintained between all logos.



Logos: Creating Project Graphics

Sometimes Leagues need a branded graphic for a project or initiative.

Regardless of placement or size, a minimum of 0.25” of clear space must be maintained between all logos.

Logo Combinations: LWV & VOTE411

You can…

- Include LWV logo on VOTE411-branded items

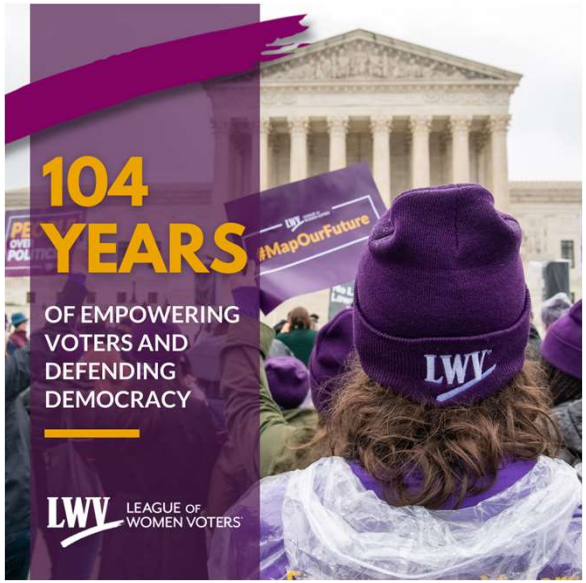
You cannot...

- Include VOTE411 logo on LWV-branded items

LWV LEAGUE OF WOMEN VOTERS

LWV: Appropriate Logo Use

Brand Appropriate



Violates LWV Brand Standards

LWV LEAGUE OF WOMEN VOTERS

BRAND BREAKDOWN: VOTE411

VOTE 411
ELECTION INFORMATION YOU NEED

VOTE411 BRAND: COLORS

- Only use VOTE411 colors on VOTE411 branded materials
- Do not mix LWV and VOTE411 brand colors on graphics
- Secondary colors must be used with primary colors

VOTE 411
ELECTION INFORMATION YOU NEED

Primary Colors

Dark Blue	C100 M69 Y7 K90 R10 G58 B90 hex #0a3a5a
Fuchsia Purple	C40 M90 Y0 K0 R187 G41 B187 hex #bb29bb

Secondary Colors

Yellow	C0 M23 Y98 K0 R254 G196 B14 hex #fec40e	**Green**	C76 M14 Y73 K0 R63 G14 B111 hex #3fa06f
Turquoise	C46 M20 Y21 K0 R49 G159 B186 hex #2e9fba	**Purple**	C64 M61 Y6 K0 R110 G109 B169 hex #6e6da9
Red	C8 M93 Y48 K0 R221 G53 B97 hex #dd3561		

VOTE411 BRAND: FONTS

- Used for print and digital materials
- Rift is not available on Canva
  - **Substitute**: Bebas Neue Cyrillic
- Unable to access these fonts: substitute with Helvetica Condensed, Helvetica

VOTE 411
ELECTION INFORMATION YOU NEED

RIFT

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

BEBAS NEUE CYRILLIC

ABCDEFGHIJKLMNOPQRS
TUVWXYZ

***Canva alternative*

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Poppins Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Blue & Purple

For use on white, light color backgrounds

Grayscale

For use on white, light color backgrounds

White & Purple

For use on dark backgrounds and black and white materials

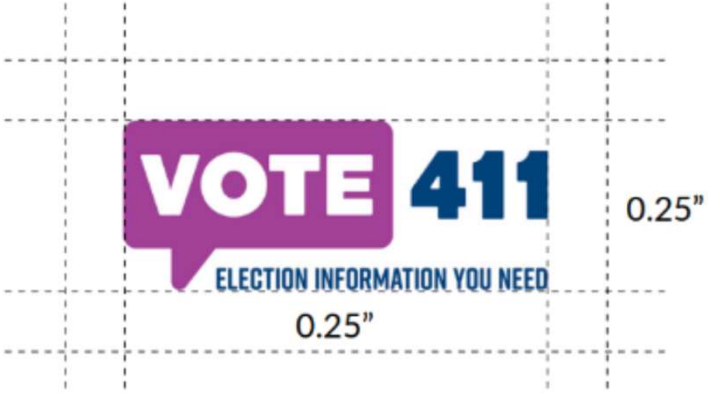
White

For use on dark backgrounds and black and white materials

LWV LEAGUE OF WOMEN VOTERS

VOTE411 BRAND: LOGOS

- The logo must always be used exactly as it is displayed here with no distortion or alteration
- Clear space minimum: .25” (1/4”)



VOTE 411
ELECTION INFORMATION YOU NEED

LWV LEAGUE OF WOMEN VOTERS®

Branding Dos and Don’ts

DO…

- Use LWV or VOTE411 colors and fonts for branded materials
- Include clear space between LWV/VOTE411 logo and other elements
- Utilize LWV-created templates and graphics available on the League Management Site

DON’T….

- Alter your League logo
- Mix LWV and VOTE411 branding

LWV LEAGUE OF WOMEN VOTERS

Best Practices for Creating Your Own Designs

Keep Designs Simple

- Avoid too much text
- Think bumper sticker phrases

Call to Action

- Make it short
- Make it clear
- Make it singular
- Audience!

Spacing

- Leave space between elements
- Think about boundaries
- Know your dimensions

Diversity

- Image selection (photography)
- Language (use humans!)

Additional Resources

Brand Standards At-A-Glance

- LWV & VOTE411 brand standards did not change
- Compressed version of LWV & VOTE411 brand standards
  - Fonts
  - Colors
  - Logos

Additional Resources

- League Management Site
- League Update
- New Media Facebook Group
- Merch Portal
- State & Local League Logos
- Flickr Library

Additional Resources

TEMPLATES & GRAPHICS

- LWV & VOTE411 PowerPoint Templates
- LWV & VOTE411 Zoom Backgrounds
- Election Season VOTE411 Graphics & Sample Posts
- Retractable Banner Templates
- General League Event Graphics
- VOTE411 “Plan Your Vote” Palm Cards

LWV League Management

MENU

Example Posts

Graphics, Memes &

Questions?

Email communications@lwv.org