

LEAGUE OF WOMEN VOTERS®

Brand Standards

Updated 2024

About the Brand

01

LEAGUE OF WOMEN VOTERS® (LWV)

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 our 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. 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 trademark for LWV brands and logos is owned by League of Women Voters of the US (LWVUS). Local and state League logos are trademarked through this as well.

SUB-BRAND VOTE411

Developed by the League of Women Voters Education Fund (LWVEF), VOTE411 is a “one-stop shop” for nonpartisan election-related information. Although a product of LWVEF, VOTE411 has its own independent brand style and elements. It is important to maintain brand integrity for VOTE411.

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.

NOTE: This document is a high-level overview of the League’s brands. For full brand standards, see the [LWV document here](#) and the [VOTE411 document here](#).

Logos

The following list will help you determine what logo format should be used for your print and digital materials. For best display and print quality, refer to the column with file resolutions. Resolution refers to the dots per inch or dpi. The higher the number, the greater the file quality. For print materials, your file does not need to exceed 300 dpi unless it is oversized. See the examples listed for eps files. All of these file formats are included in your League's logo package.

FORMAT	APPLICATION	RESOLUTION
jpg	PRINT & DIGITAL This file format will have a white background that cannot be removed and cannot be applied on top of colored designs or materials.	PRINT: 300 dpi DIGITAL: 72 dpi
png	PRINT & DIGITAL This file format will have a transparent background and can be applied on top of light and dark materials.	PRINT: 300 dpi DIGITAL: 72 dpi
eps	OVERSIZED ARTWORK & PROFESSIONAL PRINTING This file format is a line drawing or rendering that allows the artwork to be produced at any size without distortion. Examples include oversized posters, t-shirts, tablecloths, and other branded merchandise.	This file type cannot be distorted

02

Primary Logo

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**. The only exception is when using the LWV mark alone.

This logo is defined as the primary LWV logo and is approved for use on LWV materials, including print and digital. The logo must always be displayed with **no distortion or alteration**.



CLEAR SPACE

Clear space is a minimum distance between the logo and competing text, images, and graphics to ensure brand integrity and visibility. It must remain surrounded on **all sides by a minimum of .25” (1/4”) of 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.

INCORRECT USES

DISTORTION



DISTORTING EFFECTS



DARK OR BUSY BACKGROUND



DARK OR BUSY BACKGROUND



CLICK TO DOWNLOAD LOGOS

LWV Mark

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.**

This mark is approved for use on the majority of LWV communications including including print and digital. The LWV mark must always be displayed with **no distortion or alteration.**



CLEAR SPACE

Clear space is a minimum distance between the logo and competing text, images, and graphics to ensure brand integrity and visibility. It must remain surrounded on **all sides by a minimum of .25” (1/4”) of 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.

INCORRECT USES

DISTORTION



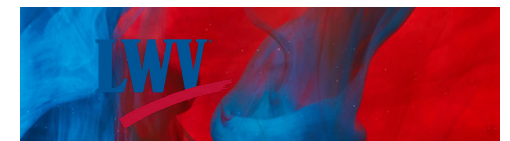
DISTORTING EFFECTS



DARK OR BUSY BACKGROUND



DARK OR BUSY BACKGROUND



CLICK TO DOWNLOAD LOGOS

Primary Logos

The LWV logo and mark are available in the following colors:

- Color
- Black
- Dark backgrounds
- Reversed or white

LWV LOGO



LWV MARK



	LOGO	MARK
COLOR For use on white or light color backgrounds		
BLACK For use on white or light color backgrounds		
DARK BACKGROUNDS For use on dark backgrounds		
REVERSED OR WHITE For use on dark backgrounds and black and white materials		

State and Local League Chapters Logo

The customized name used with the LWV logo must reflect the geographic locale in which the state, local, or other LWV affiliate is located. [A request must be submitted and approved](#) for all customized state and local chapter League names.

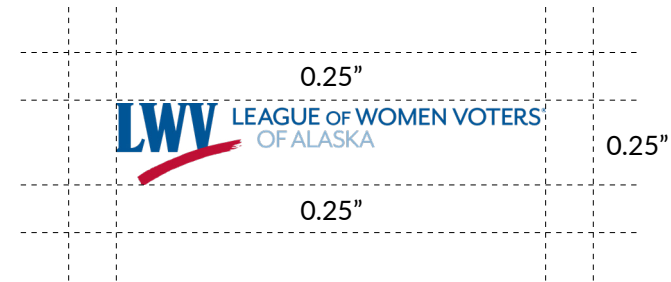
The LWV chapter logos are approved for use on LWV materials including print and digital. The logo must always be displayed with **no distortion or alteration**.

Affiliates that may receive an official LWV logo include:

- State Leagues
- Local Leagues
- Inter-League Organizations
- Member-at-Large Unit, upon request to the [Organizational Changes Form](#)



[CLICK TO DOWNLOAD LOGOS](#)



CLEAR SPACE

Clear space is a minimum distance between the logo and competing text, images, and graphics to ensure brand integrity and visibility. It must remain surrounded on **all sides by a minimum of .25" (1/4")** of 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.

INCORRECT USES

DISTORTION



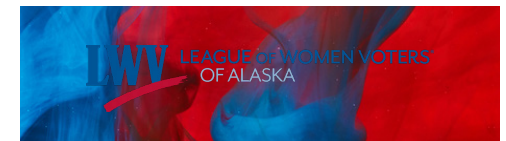
DISTORTING EFFECTS



DARK OR BUSY BACKGROUND



DARK OR BUSY BACKGROUND



NOTE: State League logo packages include white and black versions. Local League logo packages do not, but they can be requested at communications@lww.org.

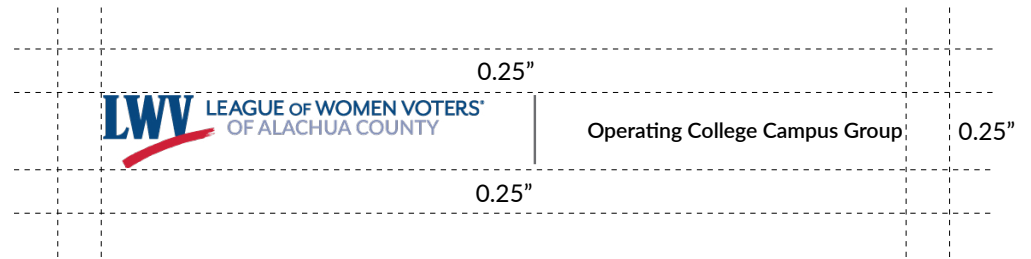
Campus Group Logos

LWV geographic units operating solely on college/university campuses can receive a custom logo that includes the **local League logo and their campus group name** (e.g. League of Women Voters of Alachua County: Santa Fe State College Campus Group).

The LWV campus group logos are approved for use on LWV materials including print and digital. The logo must always be displayed with **no distortion or alteration**.

Campuses can receive a custom campus group logo if:

1. Their leaders request it at communications@lwv.org
2. The local League and state League serving their area approve



CLEAR SPACE

Clear space is a minimum distance between the logo and competing text, images, and graphics to ensure brand integrity and visibility. It must remain surrounded on **all sides by a minimum of .25" (1/4")** of 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.

INCORRECT USES

DISTORTION



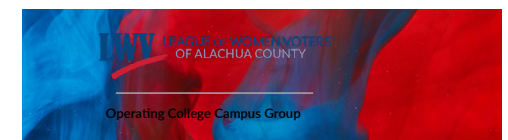
DISTORTING EFFECTS



DARK OR BUSY BACKGROUND



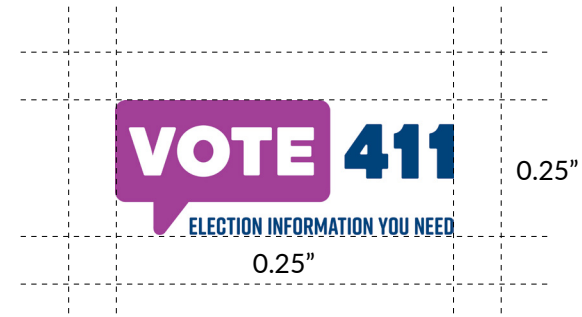
DARK OR BUSY BACKGROUND



NOTE: Campus groups will receive a horizontal logo and a stacked logo.

VOTE411 LOGOS

This logo is defined as the primary VOTE411 logo and is approved for use on VOTE411 materials, including print and digital. The logo must always be used exactly as it is displayed here with **no distortion or alteration**.



CLEAR SPACE

Clear space is a minimum distance between the logo and competing text, images, and graphics to ensure brand integrity and visibility. It must remain surrounded on **all sides by a minimum of .25" (1/4")** of 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.

INCORRECT USES

DISTORTION



DISTORTING EFFECTS



DARK OR BUSY BACKGROUND



DARK OR BUSY BACKGROUND



CLICK TO DOWNLOAD LOGOS

VOTE411 LOGOS

Created in both English and Spanish, the VOTE411 logo also has versions available with and without the tagline.

The VOTE411 logo's talk bubble contains the typographic element "VOTE" and beside it to the right is "411". The tagline is placed underneath and aligned to the same right margin as "411" with the base aligning with the bottom of the talk bubble. These components are always placed in a fixed relationship and **should never be altered, modified, or recreated in any way.**

Both English and Spanish logos are available in the following colors:

- Color
- Grayscale
- Dark backgrounds
- Reversed or white



[CLICK TO DOWNLOAD LOGOS](#)

ENGLISH



SPANISH



	WITH TAGLINE	WITHOUT TAGLINE
COLOR For use on white or light color backgrounds		
GRAYSCALE For use on white or light color backgrounds		
DARK BACKGROUNDS For use on dark backgrounds		
REVERSED OR WHITE For use on dark backgrounds and black and white materials		

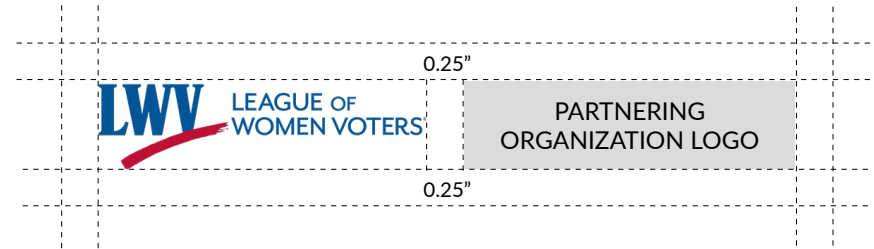
Logo Combinations

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. This combination style may also be used for the names of initiatives or projects.

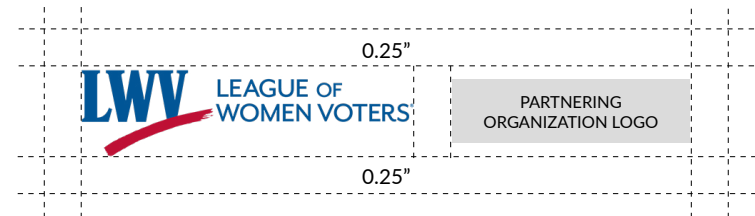
VOTE411 AND LWV LOGOS

LWV logos can be included on VOTE411-branded materials, but VOTE411 logos should not be included in LWV-branded materials. See page 19 for instructions on these two brand color sets.

LOGOS OF SAME SIZE



DOMINANT LOGO



Fonts

03

LWV Fonts

The LWV fonts Lato and Merriweather should be used for print and digital materials. All font sizes and weights can be used alone or in combination.

Lato and Merriweather font files are available for download at the link below. If you are unable to download fonts, Open Sans and Times New Roman can be used as substitutions.



[CLICK TO DOWNLOAD FONTS](#)

Lato

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Merriweather

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
1234567890

FONT USAGE

HEADLINE

Subhead

Body copy

Ciur, quis assus es velique voluptur moloratus, ipsae eos rehention porio diam, temporibus estrum sendi iunt laccabore net acidebis sandit fuga. Porem nim quis estrum dis mod est, nis expel illestrum ium. Consent etus excepre sequae cus nonsequam accabor rerspīs.

Ssiminct oreniscipsum id qui voluptassim reperum, sequam, omnis ad mo tem as volo molupiet eos quiberferum andioribus sedis simolup tatempo. Boreperro blatiumquunt lab illa si cus et dus denimet quame non eat rera vendi omnienimo blautet, tem rescimin ad mo tem as volo molupiet eos quibrenis. Lit aut ea aut ommodias si aut ad quia ipistem endamet.

HEADLINE

Subhead

Body Copy

Ciur, quis assus es velique voluptur moloratus, ipsae eos rehention porio diam, temporibus estrum sendi iunt laccabore net acidebis sandit fuga. Porem nim quis estrum dis mod est, nis expel illestrum ium. Consent etus excepre sequae cus nonsequam accabor rerspīs.

Ssiminct oreniscipsum id qui voluptassim reperum, sequam, omnis ad mo tem as volo molupiet eos quiberferum andioribus sedis simolup tatempo. Boreperro blatiumquunt lab illa si cus et dus denimet quame non eat rera vendi omnienimo blautet, tem rescimin ad mo tem as volo molupiet eos quibrenis.

HEADLINE

Subhead

Body Copy

Ciur, quis assus es velique voluptur moloratus, ipsae eos rehention porio diam, temporibus estrum sendi iunt laccabore net acidebis sandit fuga. Porem nim quis estrum dis mod est, nis expel illestrum ium. Consent etus excepre sequae cus nonsequam accabor rerspīs.

Ssiminct oreniscipsum id qui voluptassim reperum, sequam, omnis ad mo tem as volo molupiet eos quiberferum andioribus sedis simolup tatempo. Boreperro blatiumquunt lab illa si cus et dus denimet quame non eat rera vendi omnienimo blautet, tem rescimin ad mo tem as volo molupiet eos quibrenis.

VOTE411 FONTS

The VOTE411 fonts Rift and Poppins should be used for print and digital materials. All font sizes and weights can be used alone or in combination.

Rift and Poppins font files are available for download at the link below. If you are unable to download fonts, Helvetica Condensed and Helvetica can be used as substitutions.



[CLICK TO DOWNLOAD FONTS](#)

RIFT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 OPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ
1234567890

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
opqrstuvwxyz
1234567890

NOTE: Rift is a “case-sensitive” font and does not have a lowercase option.

FONT USAGE

HEADLINE

SUBHEAD

BODY COPY

ULLORUM, ET LANT AUT LAUT ET LIGENT NON EMPE
 PEDI BLAUT DENIHIL LECTEMP OREMQUUNTUR.

Clur, quis assus es velique voluptur moloratus,
 ipsae eos rehentio porio diam, temporibus
 estrum sendi iunt laccabore net acidebis sandit
 fuga. Porem nim quis estrum dis mod est, nis
 expel illestrum ium. Consent etus excepre sequae
 cus nonsequam accabor rerspis siminct
 areniscipsum id qui voluptassim reperum,
 sequam, omnis ad mo tem as volo molupiet eos
 quiberferum andioribus sedis simolup tatempo.

HEADLINE

Subhead

Body Copy

Clur, quis assus es velique voluptur moloratus,
 ipsae eos rehentio porio diam, temporibus
 estrum sendi iunt laccabore net acidebis sandit
 fuga. Porem nim quis estrum dis mod est, nis
 expel illestrum ium. Consent etus excepre sequae
 cus nonsequam accabor rerspis.

Ssiminct areniscipsum id qui voluptassim
 reperum, sequam, omnis ad mo tem as volo
 molupiet eos quiberferum andioribus sedis
 simolup tatempo. Boreperro blotiumquunt lab illa
 si cus et dus denimet quame non eat rera vendi
 omnienimo blautet, tem rescimin ad mo tem as
 volo molupiet eos quibrenis.

HEADLINE

Subhead

Body Copy

Clur, quis assus es velique voluptur moloratus,
 ipsae eos rehentio porio diam, temporibus
 estrum sendi iunt laccabore net acidebis sandit
 fuga. Porem nim quis estrum dis mod est, nis
 expel illestrum ium. Consent etus excepre sequae
 cus nonsequam accabor rerspis.

Ssiminct areniscipsum id qui voluptassim
 reperum, sequam, omnis ad mo tem as volo
 molupiet eos quiberferum andioribus sedis
 simolup tatempo. Boreperro blotiumquunt lab illa
 si cus et dus denimet quame non eat rera vendi
 omnienimo blautet, tem rescimin ad mo tem as
 volo molupiet eos quibrenis.

For legibility it is not recommended that you use Rift for body copy with a large word count. Poppins is the preferred choice.

Colors

04

Primary 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.

COLOR CODES AND USAGE

Color codes are a series of numbers that allow you to create a color accurately. The chart below helps you to apply the correct code.

PRINT MATERIALS

CMYK

WEB OR DIGITAL APPLICATIONS

RGB or HEX

PROFESSIONAL PRINTING

PANTONE

Although seldom used, professional printing companies may reference for color matching.

COLOR CODES

LWV BLUE

C98 M72 Y13 K21
R0 G85 B150
HEX #005596
PANTONE 2945 C



COLOR TINTS

100%	90%	80%	70%	60%
50%	40%	30%	20%	10%



LWV RED

C13 M100 Y84 K4
R190 G15 B52
HEX #be0f34
PANTONE 200 C



COLOR TINTS

100%	90%	80%	70%	60%
50%	40%	30%	20%	10%



NOTE: The color tints above give you an example of color contrast when used in design.

Secondary Colors

The LWV secondary 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.

COLOR CODES AND USAGE

Color codes are a series of numbers that allow you to create a color accurately. The chart below helps you to apply the correct code.

PRINT MATERIALS

CMYK

WEB OR DIGITAL APPLICATIONS

RGB or HEX

PROFESSIONAL PRINTING

PANTONE

Although seldom used, professional printing companies may reference for color matching.

COLOR CODES

LWV LIGHT PURPLE

C45 M100 Y30 K20
R130 G2 B99
HEX #820263
PANTONE 2425 C

COLOR TINTS

	100%	90%	80%	70%	60%
	50%	40%	30%	20%	10%

LWV DARK PURPLE

C75 M100 Y35 K30
R82 G28 B80
HEX #521c50
PANTONE 262 C

	100%	90%	80%	70%	60%
	50%	40%	30%	20%	10%

LWV GOLD

C5 M35 Y100 K2
R236 G164 B0
HEX #eca400
PANTONE 124 C

	100%	90%	80%	70%	60%
	50%	40%	30%	20%	10%

NOTE: The color tints above give you an example of color contrast when used in design.

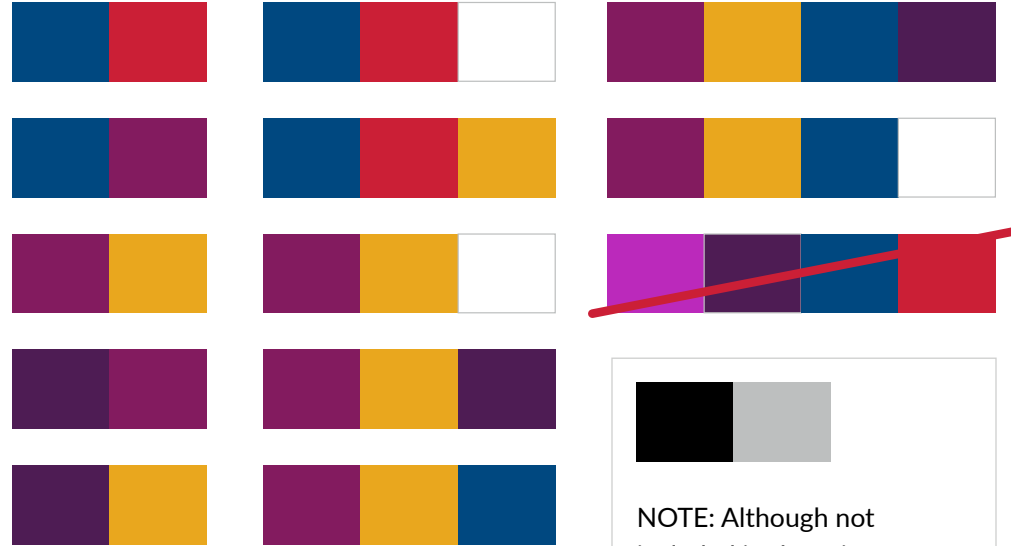
Color Combinations

When combining colors from the palettes it is important to consider contrast, or the difference between the lightest and darkest tones. A simple test is the “squint test” – squinting your eyes when looking at your design will help you to determine hierarchy and legibility. If you cannot see the difference in elements placed next to or on top of one another, chances are the contrast is not great enough. The same goes for text. Contrast between a background and font colors will provide a more readable and accessible product.

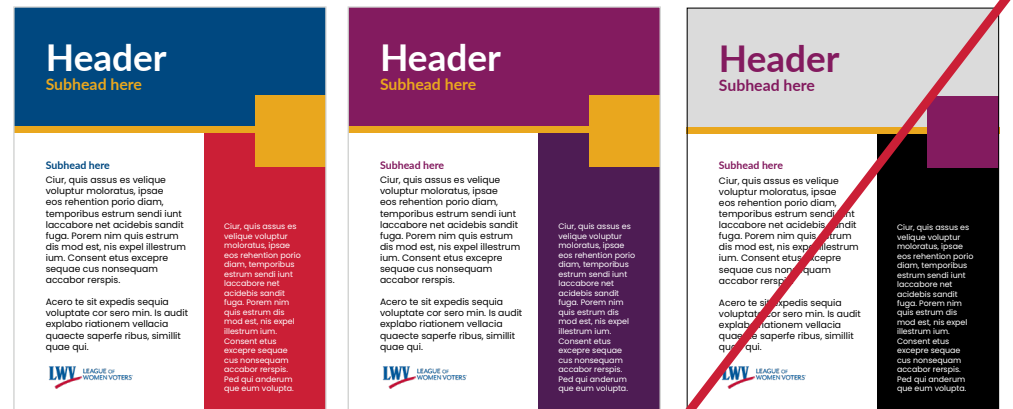
VOTE411 AND LWV COLORS

VOTE411 colors and LWV colors should not be used together. When creating LWV materials, use LWV colors. When creating VOTE411 materials, use VOTE411 colors.

EXAMPLES OF COLOR COMBINATIONS



NOTE: Although not included in the primary or secondary palettes, the addition of black and tints of black (gray) are permitted but **may not** be used as a dominant color in the design.



VOTE411 PRIMARY COLORS

The VOTE411 palette consists of two primary colors. They can be used at full color (100%) or tints (a percentage of that color). **The listed colors must be used.** There are no acceptable substitutions.

COLOR CODES AND USAGE

Color codes are a series of numbers that allow you to create a color accurately. The chart below helps you to apply the correct code.

PRINT MATERIALS

CMYK

WEB OR DIGITAL APPLICATIONS

RGB or HEX

PROFESSIONAL PRINTING

PANTONE

Although seldom used, professional printing companies may reference for color matching.

COLOR CODES

DARK BLUE

C100 M77 Y40 K31
R10 G58 B90
HEX #0a3a5a
PANTONE 294 C



COLOR TINTS

100%	90%	80%	70%	60%
50%	40%	30%	20%	10%



FUCHSIA PURPLE

C40 M90 Y0 K0
R187 G41 B187
HEX #bb29bb
PANTONE PURPLE C



COLOR TINTS

100%	90%	80%	70%	60%
50%	40%	30%	20%	10%



NOTE: The color tints above give you an example of color contrast when used in design.

VOTE411 SECONDARY COLORS

The VOTE411 secondary palette consists of five colors. They can be used at full color (100%) or tints (a percentage of that color). **The listed colors must be used.** There are no acceptable substitutions. VOTE411 secondary colors must be used in conjunction with VOTE411 primary colors.

COLOR CODES AND USAGE

Color codes are a series of numbers that allow you to create a color accurately. The chart below helps you to apply the correct code.

PRINT MATERIALS

CMYK

WEB OR DIGITAL APPLICATIONS

RGB or HEX

PROFESSIONAL PRINTING


PANTONE

Although seldom used, professional printing companies may reference for color matching.

COLOR CODES


YELLOW

C0 M23 Y98 K0
R254 G196 B14
HEX #fec40e
PANTONE 7548 C

COLOR TINTS					
	100%	90%	80%	70%	60%
	50%	40%	30%	20%	10%


GREEN

C76 M14 Y73 K0
R63 G160 B111
HEX #3fa06f
PANTONE 7723 C

	100%	90%	80%	70%	60%
	50%	40%	30%	20%	10%


TURQUOISE BLUE

C75 M20 Y21 K0
R46 G159 B186
HEX #2e9fba
PANTONE 7459 C

	100%	90%	80%	70%	60%
	50%	40%	30%	20%	10%


PURPLE

C64 M61 Y6 K0
R110 G109 B169
HEX #6e6da9
PANTONE 7668 C

	100%	90%	80%	70%	60%
	50%	40%	30%	20%	10%

RED

C8 M93 Y48 K0
R221 G53 B97
HEX #dd3561
PANTONE 198 C

	100%	90%	80%	70%	60%
	50%	40%	30%	20%	10%

NOTE: The color tints above give you an example of color contrast when used in design.