We are pleased to introduce the new brand identity for the Women’s & Children’s Alliance.

The concept of the figures of a woman and her children shows feminine strength, protection, and success as well as community support. The Women’s & Children’s Alliance, as the base for the visual mark reflects how the organization is credibly representative of these traits, with the services and education it offers the community. The message of safety, opportunity and hope for women and their children escaping the trauma of domestic violence and sexual abuse is also represented in the protective stance of the woman’s arms and the uplifted arms of the children.

The logo is simple and professional and can be easily applied to all advertising and PR promotions. Because of the distinct design, with time, the graphic element itself could stand alone.

This standards manual has been created to coordinate the implementation of the Women’s & Children’s Alliance mark. Adherence to these guidelines will ensure that the mark will be used consistently and legibly across a wide variety of communications in all types of media. The simplest way to follow these guidelines is to use the digital artwork provided.

This manual is available in Portable Document Format (PDF) and can be printed out or sent electronically to any commercial printing company.
Color

Consistent use of color is an important part of building and maintaining the Women’s & Children’s Alliance identity. Compliance with these color standards will give your mark a distinctive presence wherever it appears.

It is best to use a current Pantone® color guide for accurate color matching.

**PRIMARY COLOR PALETTE**

- PMS 308
  - CMYK: 100c5m0y47k
  - web/screen only
  - RGB: 0R 86G 117B

- PMS 2602
  - CMYK: 63c100m0y3k
  - web/screen only
  - RGB: 103R 3G 112B

**SECONDARY/ACCENT COLOR PALETTE**

- PMS 186
  - CMYK: 0c100m81y4k
  - web/screen only
  - RGB: 179R 6G 6B

- Pantone Orange 021
  - CMYK: 0c53m100y0k
  - web/screen only
  - RGB: 253R 71G 0B

- PMS 134
  - CMYK: 0c11m45y0k
  - web/screen only
  - RGB: 254R 196G 84B
Usage: Color

Whenever possible, the logo should be reproduced using the 4-color process (CMYK) or 2-color signature.

4-color process (CMYK) signature: 100c5m0y47k + 63c100m0y3k

2-color signature: PMS 308 + PMS 2602

Appropriate 1-color usage
(white or lightly colored backgrounds only)

Appropriate reverse usage
(dark or colored backgrounds only)
Usage: Clear Space

When using the Women’s & Children’s Alliance mark, it is important that an adequate amount of surrounding clear space is maintained. This protection zone should be free of any distracting elements such as graphics or text that may interfere with the legibility of the logo or detract from its visual impact.

The clear space should be equal to the space between the lowest point of the central figure and the baseline of “Alliance” in the signature.

Usage: Minimum Size

To ensure readability, do not reproduce the logo smaller than indicated.
Usage: Proper Use

The elements of the Women’s & Children’s Alliance mark were created specifically for you. The strength of your organization’s identity and effectiveness of your communications are dependent upon the consistent usage of the logo.

To avoid common errors, the Women’s & Children’s Alliance logo should always be used in its original, designed proportions. Always use the complete logo as supplied electronically for all your application requirements.

**DO:**

Always use the colors and proportions of the original mark as supplied. (Refer to p. 5 “Usage: Color” for color applications.)

**DO NOT:**

Transpose or use different colors for the elements in the mark.

Resize or distort the elements in the logo.

Rebuild the logo using different fonts or element placement.

Incorporate new elements or borders into the mark.

Rotate or add special effects to the mark.
When choosing a typeface for use in business communications, legibility should be the primary concern. A good typeface draws attention to the message it conveys, not the type itself. It is important to avoid fancy or stylized fonts.

If the recommended fonts (shown at right) are not available, please select a similar, simple typeface.

For web application, Verdana is suggested to replace Futura; Times New Roman can be used in place of Adobe Garamond.
Application

Printed materials provide an ideal opportunity to enhance public awareness of the Women’s & Children’s Alliance through a strong visual branding. The Women’s & Children’s Alliance identity will be reinforced by establishing a graphic uniformity and consistency throughout printed materials such as letterhead, business cards, and envelopes.

A good quality, smooth, bright white paper stock is recommended for the best presentation of these materials. Any additional sheets needed for correspondence should be unprinted, but of the same paper stock.

**NOTE:** Design of other printed materials can be based upon the specifications for your stationery package. If you would like additional direction for printed materials, please contact Krall Marketing Communications, Inc.: 208.323.2215
Application

Letterhead specifications
Based on 8.5” x 11” paper stock

EXECUTIVE DIRECTOR
Janice Johnson

BOARD OF DIRECTORS
Karen Hodge, President
Mary Monroe, Vice President
Teresa Yragui, Treasurer
Kevin West, Secretary
Kay Alspaugh
Thomas Bassler
Merlyn W. Clark
Susan Nelson Davis
Judy Dickson
Betty Lou Donnelly
Debra Garrett
Emmy Guthrie
Robert Hay
Mary Jane Hill
Randy Hill
Judy Jones
Kaye Knight
Trudy Littman
Anneliese Olson
Kris Ormseth
Julia Robinson
Robert Sabin
Lynn Sander
Peggy Street
Margo Vaughn
Robert Williams

ADVISORY BOARD
Velma Morrison, Honorary Chair
Kaye Knight and Lawrence L. Knight, M.D., Co-Chairs
Carolyn Beaver
Judy and Dick Blackwood
Bill Bohm, M.D.
Edwin E. Dahlberg
Marvin L. Doty
Mike Goffin
Bev and George Harad
James V. Hawkins
Patricia J. Kempthorne
Susan Koehler Ernest
Louann Krueger
Yvonne and Richard Lierz
Gary Mahn
Jim Nelson
Dee Sarton
Marilyn Shuler
Milford Terrell

Donations to the Women’s and Children’s Alliance are tax deductible on your federal and state tax returns. Donors residing in Idaho qualify for an Idaho state tax credit. All the more reason to give!

A United Way of Treasure Valley Partner Agency

720 W. Washington
Boise, Idaho 83702
(208) 343.3688
Fax: (208)343.8475
Crisis Line: (208)343.7025
www.wcaboise.org

Blue Bar: 10% PMS 308
2.09” wide

Logo Width: 1.625”

5”

Letter body top margin, 1.5”

Address Line:
Bpt., Leading 11, Century Gothic & Century Gothic Bold, U/lc, Centered,
PMS 308, URL: Bpt., lc, Century Gothic Bold

Line: Line weight, .5pt., Line width, 1.6”,
Centered, Space above and below text; 22”, PMS 308

Directors Names:
Bpt., Leading 9, Century Gothic, U/c, Centered,
PMS 308
Titles: Bpt., leading 11, Century Gothic, U/c, Italic

Directors List Headers:
Bpt., Leading 9, Century Gothic Bold
lc, Centered, PMS 308
Space Between Headers and Names: 12”

Letter body left margin, 5”

United Way Logo Width: 1.7”

Letter body bottom margin, 1.375”

7pt., Leading 9, Century Gothic Italic, U/c, Centered, PMS 308

5pt., Leading 6.5, Century Gothic Italic, U/c, Centered, PMS 308
Application

Envelope and Business Card specifications

Logo Width: 1.2”

WOMEN’S & CHILDREN’S ALLIANCE

JANICE JOHNSON • Executive Director
Email: jjohnson@wcaboise.org
Ph: (208) 343.3488 Ext.12 • Fax: (208) 343.8475
720 W. Washington • Boise, Idaho 83702
www.wcaboise.org

Box: 10% PMS 308
Name: 7pt., Futura Bold, Title: 7pt. Futura Book (Paragraph Rule (underline) set as shown in sample window)
Space after name: .05”
Email, Phone, Address: 7pt., Leading 9, Futura Book, Centered
URL: 6.5pt., Futura Bold, Centered
All Copy: PMS 308
All Bullets: Futura ExtraBold; 2 spaces before and after each bullet

Logo Width: 1.3”
Application

HTML email signature

Font: Verdana 8pt, single-spaced lines
Color: 103R / 3G / 112B  (if available, otherwise use black)
Hyperlinks for email address & URL
Graphic: WCAlgoEmail.gif  (130 x 80 pixels)

JANICE JOHNSON  •  Executive Director
jjohnson@wcaboise.org

WOMEN’S & CHILDREN’S
ALIANCE

Ph: (208) 343-3688 Ext. 12  •  Fax: (208) 343-8475
720 W. Washington  •  Boise, Idaho 83702
www.wcaboise.org