

GUIDELINES FOR LEAGUE LOGOS USAGE

The League received its trademark on the LWV logo in January 2001. At that time, our lawyers informed us that the League must avoid compromising the logo's trademark, i.e. variations weaken our legal ability to protect our "marks." In order to protect the logo as marked, we cannot approve requests to alter its appearance in ways other than prescribed in these guidelines.

Logo Colors: The official colors of the logo are *PMS 294 Blue* for the square and *PMS 200 Red* for the slash. (PMS stands for Pantone Matching System, a system for identifying ink colors.)

In 4-color printing, PMS 294 Blue for the square and PMS 200 Red for the slash MUST be used. (See sample below)



(The resolution of this logo is suitable for use on websites. This image is NOT designed for printing.)

PC users: right click and choose "Save Image As."

MAC users: Move your mouse over the image and click on it; after several seconds, a menu will pop up with an option to "Save Image." Choose this option and save the file to disk or the appropriate folder on your hard drive or network.

In 2-color printing, you will use the "1C" version of the logo. There is no restriction on the specific colors to be used. However, the following *TWO RESTRICTIONS* do apply:

1. **STANDARD USAGE** - The logo must be used in only ONE (the darker) of the two colors chosen for the publication. In this usage, the box would be the 100 percent of darker color and the "slash" would be 25 percent of that color.



Sample 1-

The two colors chosen are PMS 359 (green) and PMS 288 (Blue) The box is set at 100% of darker color (PMS 288) and the swoosh is set at 25% of Darker color (PMS 288)

Sample 2

Standard Black and White Logo. Box is 100% black, swoosh is 25% Black.

Sample 3

The two colors chosen are PMS 5455 greyish-blue) and PMS 194 (Maroon) The box is set at 100% of darker color (PMS 194) and the swoosh is set at 25% of Darker color (PMS 194)

2. **REVERSE USAGE** - The logo may be used in reverse on a solid, colored background. In this reverse use, the box would be a specified percentage based on the background color;

the letters “LWV” would be in the solid background color, and the slash would be a specified percentage based on the background color. This is also allowed for one-color use where the color is not black.



Sample 1-

Background is set at 25% of PMS 364 (Green). Box is set at 100% of PMS 364 and the swoosh is at 50% of PMS 364. Use this combination when background is between 0 and 25% of darkest color.

Sample 2

Background is set at 50% of PMS 364. Box is set at 100% of PMS 364 and swoosh is set at 25% of PMS 364. Use this combination for backgrounds set between 25% and 50% of darkest color.

Sample 3

Background is set at 100% of PMS 364. Box is set at 100% of white (lightest color) and the swoosh is set at 25% of PMS 364. Use this combination when background is 50% and 100% of darkest color.

This is the STANDARD Two Color Usage.

Logo Typeface: It is desirable to use the League name in conjunction with the logo in order to strengthen the association between the two. Accompanying the logo, the name **LEAGUE OF WOMEN VOTERS** should be printed in black or gray and should be *all caps*. The official typeface is Baskerville, but since that is not readily available as a computer font, Times Roman is an acceptable substitute. The name of a specific local or state League may be printed either in a san serif face such as Helvetica or Arial AND horizontally spaced out or in Baskerville/Times Roman with normal spacing. For example:

**LEAGUE OF WOMEN VOTERS®
OF KENTUCKY**

**LEAGUE OF WOMEN VOTERS®
OF KENTUCKY**

Logo Trademark: When it stands alone, the logo MUST be accompanied by the ® trademark symbol on the upper right hand side of the logo. When the logo is used in conjunction with League name, the ® mark should be placed only at the end of "League of Women Voters," as shown in the example above, to indicate that both the logo and the League name are trademarked.

HTML HINT: To make the registered mark (®) appear after Voters, use the following HTML: ^{®}

Integrity of the Logo: The logo itself should not be modified in any way. For example, the shape of the box should not be altered, nor should any other text or graphic (e.g., outline of a state) appear inside the box except the LWV. The LWV logo can be used alongside another logo or graphic image (e.g., on coalition materials), but it should not be combined with any other logo.

The League has issued these 2004 revised guidelines to help state and local Leagues understand usage restrictions. It is important that your League replace the current logo you are using with the marked versions which you may download from the "Member Site" located at www.lwv.org. Think of it as our family identity. Use the logo to spread our family identity and use these guidelines to help protect it.

Your cooperation on this is greatly appreciated. If you have any further questions, please contact Gretchen Knell (gknell@lwv.org; 202-263-1333) or Shirley Ponomareff (sponomareff@lwv.org; 202-263-1347).

Related Files

[Basic Logos \(zip file\)](#)

[Complete Set of LWV Logo Files \(zip file\)](#)

[Color Standalone Logo \(EPS Vector File\)](#)

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