



AAUW
empowering women since 1881

BRANDING GUIDE



COMMUNICATING THE AAUW BRAND

AAUW's brand is communicated to our members, potential members, and the public through the use of color, typography, and photography. Maintaining a consistent look and feel in all our materials enhances our brand recognition and establishes AAUW as a source of high-quality, professional content.

The AAUW brand is not limited to our logo. It also includes the way we use that logo, the colors in our palette, and our choice of typography.

The success of our new identity depends on you. By consistently adhering to these guidelines, you will help us to build and strengthen our brand image. Your support is vital to building an even stronger brand for AAUW.

OUR MISSION

AAUW advances equity for women and girls through advocacy, education, philanthropy, and research.

AAUW is the nation's leading voice promoting equity and education for women and girls. Since our founding in 1881, AAUW members have examined and taken positions on the fundamental issues of the day — educational, social, economic, and political.

GUIDELINES

These guidelines outline a common platform from which we may work with the AAUW brand. Our goal is to enable everyone to create communications with a unified look that reflects the history, prestige, and impact of our organization.

Of course, these guidelines don't address every issue you may encounter in your AAUW work. If you have questions about the AAUW logo and brand, please e-mail editor@aauw.org. We'd love to hear from you!



THE AAUW LOGO

The AAUW logo represents our organization, who we are and what we do. It's more than just a logo; it's our identity, and it defines us in the eyes of our audience. The AAUW logo consists of two elements: our name and our tagline. The logo is a **trademarked**, custom-designed piece of artwork and should be used with care.



TRADEMARK

Consistent use of our logo helps promote the AAUW brand, but it is also vital to establishing and maintaining our trademark. In the event of an illegal misuse or misappropriation of the AAUW logo, we must be able to show that we have been vigilant in defending its proper use.

AAUW members can help maintain this consistency and safeguard our trademark — while also promoting our strong AAUW brand. Always use the **approved logos** downloaded from www.aauw.org. **Do not** attempt to alter or re-create the logo or any element within it. And if you have questions or need assistance, just let us know! E-mail editor@aauw.org.

USAGE

The AAUW logo may be used only by AAUW-affiliated entities, such as states and branches, for official AAUW purposes. Individuals may not use the AAUW logo as an avatar or profile picture on their personal social media site

UNACCEPTABLE LOGO USE

Please, do not rearrange elements within the logo.

Do not attempt to re-create the logo or its typography.

Do not change the color of the logo.

Do not alter or skew the logo in any way.

Do not add to or delete any elements of the logo.

Do not place the logo on a busy or illegible background.



STANDARD FULL COLOR



STANDARD GRAYSCALE



STANDARD REVERSE

WHITE SPACE

The AAUW logo should always have white space around it.

For materials on 8 1/2" x 11" paper, please allow a minimum of 1/2" white space around the logo.

For larger items, like posters and banners, please allow a minimum of 2" to 4" of white space around the logo.

STATE AND BRANCH LOGOS

Personalized state and branch logos are available on the AAUW website in the branding toolkit. Download your approved state or branch logo [here](#).



PRINT LOGO

Your state or branch print logo can be used **BOTH** on **PRINTED** materials and **WEB** materials.



WEB LOGO

Your state or branch web logo can **ONLY** be used on **WEB** materials.



TRANSPARENCY

Both gif and tif files support transparency. Use transparent logos and taglines when you have a color or black background and do not want a white box to show up around the image.

RESOLUTION

72 DPI

low resolution
used for web/screen display

300 DPI

high resolution
used for print

AAUW LOGO FILES

high-resolution jpeg

Use for printing. This file should open on most computers and can be inserted into Microsoft files.

low-resolution jpeg

Use for web/screen display. This file should open on most computers and can be inserted into Microsoft files.

gif

Use for web/screen display. This file cannot be opened on most computers but can be inserted into Microsoft files. This file type supports transparency.

eps

Use for printing. This file cannot be opened on most computers but can be inserted into Microsoft files and can be opened and viewed by your local printer.

tif

Use for printing. This file should open on most computers and can be inserted into Microsoft files. This file type supports transparency.

AAUW COLOR STANDARDS

Implementing a strong color palette will enhance the impact of the AAUW brand. Used consistently over time, colors become associated with organizations. Consistent use of the AAUW color palette will make us more recognizable and our communications more uniform. Colors provide a strong visual link across a wide range of applications.

LEAF GREEN

PMS 576
C49 M0 Y100 K39
R92 G135 B39
HEX 608e3a

ADMIRAL BLUE

PMS 534
C100 M80 Y30 K5
R23 G74 B124
HEX 3a4972

SECONDARY COLOR PALETTE



PAPRIKA

PMS 159
C0 M66 Y100 K7
R227 G111 B30
HEX c66005



PERFECT RUBY

PMS 208
C0 M100 Y36 K37
R163 G0 B70
HEX 8e2344



HONEY GOLD

PMS 117
C0 M18 Y100 K15
R222 G180 B8
HEX c6a00c



EGGPLANT

PMS 5115
C75 M100 Y70 K15
R92 G41 B70
HEX 4f213a



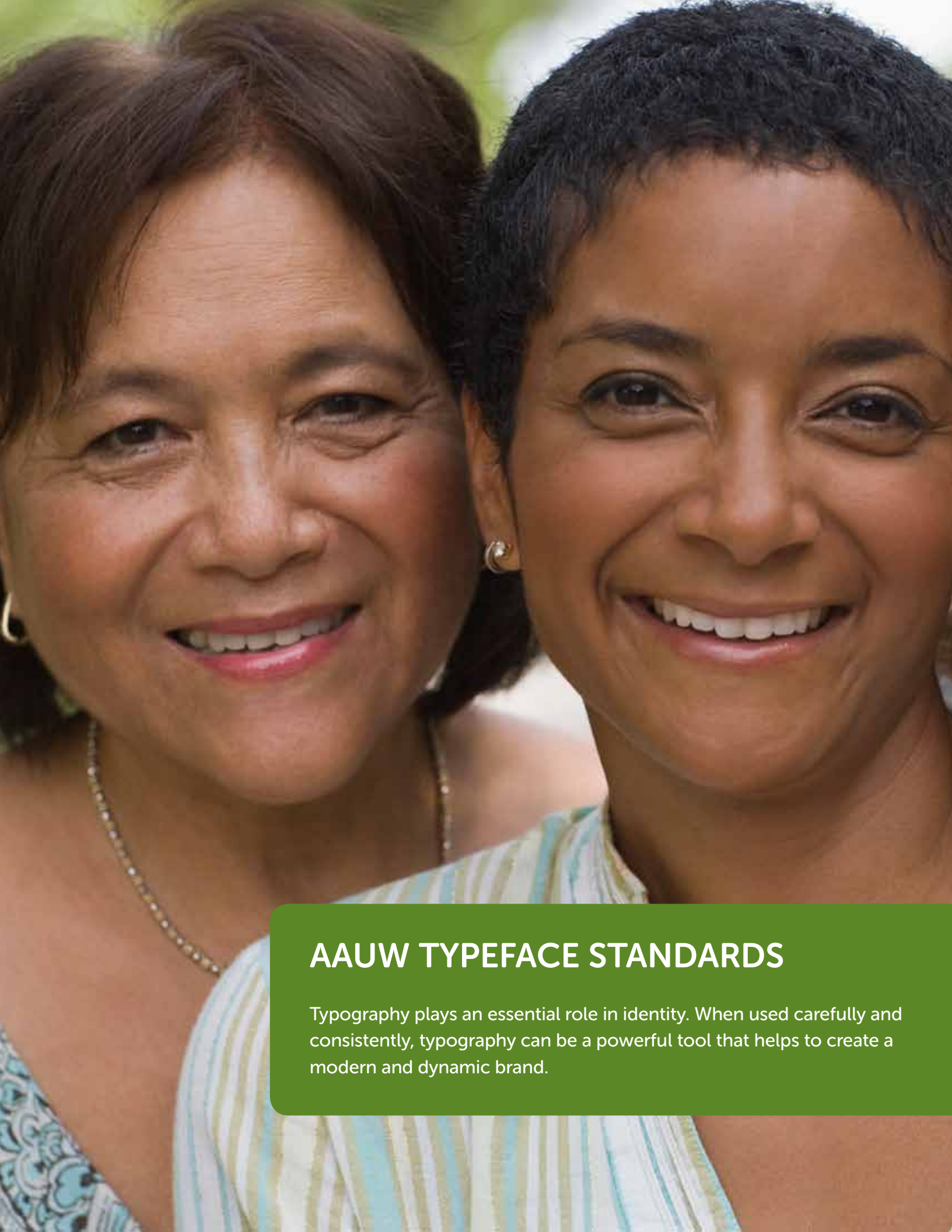
FERN

PMS 574
C34 M0 Y81 K71
R69 G90 B33
HEX 495928



SLATE BLUE

PMS 5405
C58 M17 Y0 K46
R59 G110 B143
HEX 3f6075



AAUW TYPEFACE STANDARDS

Typography plays an essential role in identity. When used carefully and consistently, typography can be a powerful tool that helps to create a modern and dynamic brand.

The AAUW logo is based on Jos Buivenga's Museo Sans. This typeface is sturdy, geometric, and highly legible. These attributes give it a modern, simple, and accessible tone.

If you do not have a licensed version of Museo Sans, please use the PC- and Mac-accessible font Calibri.

Here is a list of additional AAUW-approved typography suggestions.

SANS SERIF FONT SUGGESTIONS

Museo Sans
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890

Calibri
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890

DIN
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890

Helvetica
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890

SERIF FONT SUGGESTIONS

Garamond
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890

Georgia
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890

Minion
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890

Palatino
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890

USEFUL RESOURCES

Branding for Nonprofits, by D. K. Holland

Logo Design Love: A Guide to Creating Iconic Brand Identities, by David Airey

"Role of Brand in the Nonprofit Sector," www.hks.harvard.edu/hauser/role-of-brand

Interaction of Color, by Josef Albers

Color: A Natural History of the Palette, by Victoria Finlay



Please contact us at editor@aauw.org with any questions about the logo and brand.