Brand Identity Guidelines

Use the Women In Trucking (WIT) logo for most printed marketing and communications materials as well as apparel, web, digital and email.

Horizontal Logo

Color

Black and White

Stacked Logo

Clear Space

Clear space minimums (shown above with blue boxes), width and height of "W"

Logo Icon

The icon is used primarily for WIT social media avatars

Print minimum size

1" minimum width

Web minimum size

72 pixel width

Do not place the WIT logo over a patterned or dark-colored background. The preferred background is white.

To request a logo or for logo usage questions, contact Carleen Herndon: 615-696-1870 or carleen@womenintrucking.org
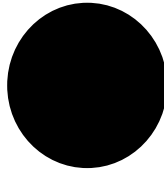
Brand Identity Guidelines
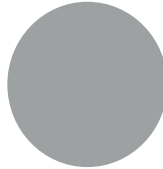
Color Palette

Primary

485-c
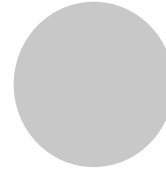C0 M100 Y91 K0
R216, G30, B5
Hex: dc291e

Black
C0 M0 Y0 K100
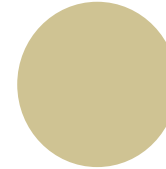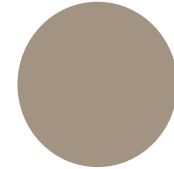R0, G0, B0
Hex: 000000

Neutral

Pantone 422
C0 M0 Y0 K30
R188 G190 B192
Hex: bcbec0

Pantone Cool Grey 3
C0 M0 Y0 K15
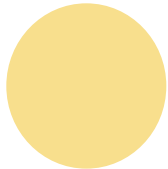R215 G215 B216
Hex: d7d7d8
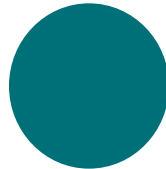
Pantone 4535
C0 M4 Y30 K11
R226 G215 B172
Hex: E2D7AC
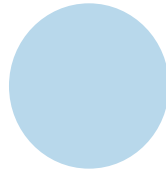
Pantone 7530
C0 M8 Y21 K32
R180 G169 B150
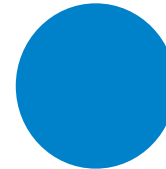Hex: B4A996

Secondary (accent colors)

Pantone 1205
C0 M5 Y31 K0
R249 G224 B142
Hex: f9e08ec

Pantone 322
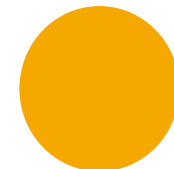C65 M0 Y100 K42
R65 G118 B48
Hex: 417630

Pantone 290
C25 M2 Y0 K0
R196 G223 B246
Hex: c4dff6

Pantone Process Blue
C100 M10 Y0 K10
R0 G145 B205
Hex: 0091CD

Pantone 360
C58 M0 Y80 K0
R142 G192 B108
Hex: 8EC06C

Pantone 130
C25 M2 Y0 K0
R196 G223 B246
Hex: c4dff6

Primary colors are used in the WIT logo, Secondary to be used sparingly for accent colors (e.g. charts or diagrams)

Typography

Print (e.g. brochures, advertising)	Online (e.g. web, presentations)	Display (WIT Logo Typeface)
HELVETICA NEUE FAMILY:	ARIAL FAMILY:	UNISANS FAMILY:
Helvetica Neue Regular	Arial Regular	UNISANS REGULAR
Helvetica Neue Regular Italic	*Arial Regular Italic*	**UNISANS BOLD**
Helvetica Neue Bold	**Arial Bold**	
Helvetica Neue Bold Italic	*Arial Bold Italic*	
Helvetica Neue Black	**Arial Black**	
Helvetica Neue Black Italic	***Arial Black Italic***	

Type Weights:

Use Bold or Regular for headlines or subheads
Regular/Regular Italic for body text.

Type Colors:

Preferred: Black (all weights) for body text, Red for titles, subtitles
Use Sparingly: Red, White (reversed from black or dark backgrounds)

System Fonts:

If Helvetica Neue is not available, Arial is a standard system font available on all PCs and Macs.

Typography and logo use sample