



—
A GUIDE TO YOUR
LOGO + BRAND IDENTITY

Table of Contents

These brand guidelines were crafted to help you make the most of your strategically stunning brand identity. This guide covers our brand strategy work, an index of your brand identity elements, tips for optimizing your beautiful brand, a guide for when to use which file type, and so much more!

<i>Logo Index</i>	<i>pg. 4</i>	<i>Color Palette</i>	<i>pg. 11</i>
<i>File Format Guide</i>	<i>pg. 5</i>	<i>Type Hierarchy</i>	<i>pg. 12</i>
<i>Logo Specifications</i>	<i>pg. 6</i>	<i>Seamless Patterns</i>	<i>pg. 14</i>
<i>Best Practices & Usage</i>	<i>pg. 9</i>	<i>Digital Presenc</i>	<i>pg. 15</i>

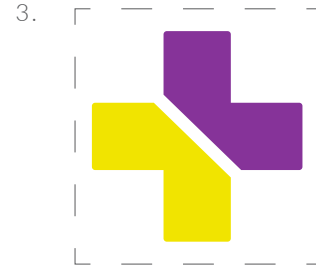
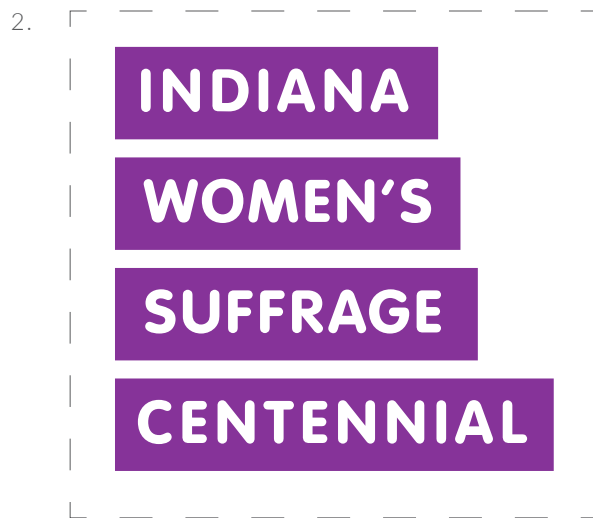


Behind the Logo

The bold, horizontal purple stripes within the logo plays homage to the horizontal stripes in the women's suffrage flag while the plus sign (+) symbolizes positivity and the continued progress and contributions women are making in our county. The top-to-bottom stripe within the plus sign represent the sashes worn by women during the many right-to-vote marches.

White, purple and gold are the official colors of the National Woman's Party and often associated with the suffrage movement.

Logo Index








LOGO HIERARCHY	PAGE
1 - PRIMARY LOGO	6
2 - SECONDARY LOGO	7
3 - MARK	8



A GUIDE TO YOUR

Brand File Formats

FILE TYPE	APPLICATION	RESOLUTION	COLOR MODE	BACKGROUND
 AI-PRINT AI	<i>print</i>	<i>infinite</i>	<i>cmymk</i>	<i>transparent</i>
 EPS-PRINT EPS	<i>print</i>	<i>infinite</i>	<i>cmymk</i>	<i>transparent</i>
 JPG-PRINT JPG	<i>print</i>	<i>300</i>	<i>cmymk</i>	<i>white</i>
 JPG-WEB JPG	<i>web + digital</i>	<i>150</i>	<i>rgb</i>	<i>white</i>
 PNG-WEB PNG	<i>web + digital</i>	<i>150</i>	<i>rgb</i>	<i>transparent</i>

LET'S TALK VECTORS

Most file types are limited by a set resolution and become pixelated when they're scaled larger than their original size. Vector files (ai + eps files) are special because they're made up of mathematical algorithms instead of pixels. This means they have infinite resolution and won't become pixelated no matter how large you scale them.

Because of their mathematical nature, vector files are great for your large logo needs AND anytime your logo needs to be printed or cut very precisely, such as for specialty print applications. Some examples of these are vinyl signage, letterpress, foil stamping, die cutting, laser cutting, screen printing, and engraving.





INDIANA WOMEN'S SUFFRAGE CENTENNIAL

Primary Logo



LOCATION

IWSC-IDENTITY » 1-LOGOS » 1-PRIMARY

FILE NAME

 IWSC-PRIMARY-COLOR.EPS

AVAILABLE IN

 PURPLE

 YELLOW

 GREY

 WHITE

 BLACK

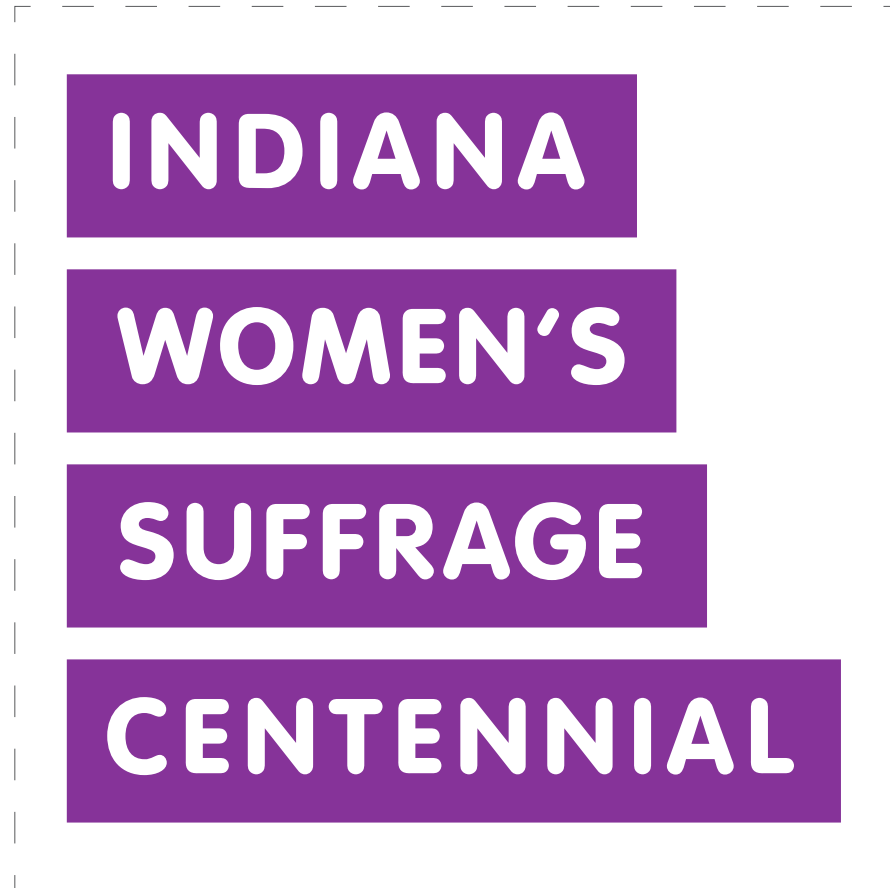
USAGE NOTES

*The primary logo should be used most frequently.
Exceptions include when less space is available or a
different orientation is desired.*



INDIANA WOMEN'S SUFFRAGE CENTENNIAL

Secondary Logo



LOCATION

IWSC-IDENTITY » 1-LOGOS » 2-SECONDARY

FILE NAME

 IWSC-SECONDARY-COLOR.EPS

AVAILABLE IN

 PURPLE

 YELLOW

 GREY

 WHITE

 BLACK

USAGE NOTES

The secondary logo should be used when a vertical orientation is more appropriate or in very small space usage situations.



INDIANA WOMEN'S SUFFRAGE CENTENNIAL

Mark



LOCATION

IWSC-IDENTITY » 1-LOGOS » 3-MARK

FILE NAME

 IWSC-MARK-COLOR.EPS

AVAILABLE IN

 PURPLE

 YELLOW

 GREY

 WHITE

 BLACK

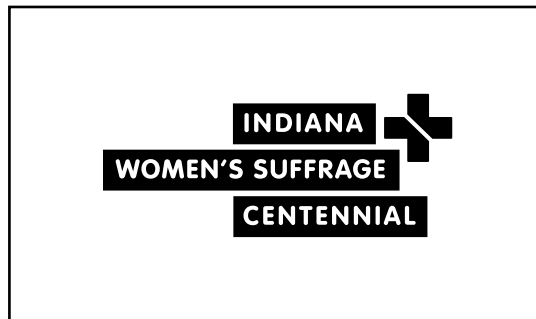
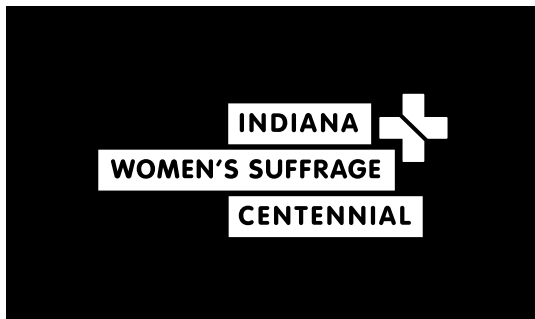
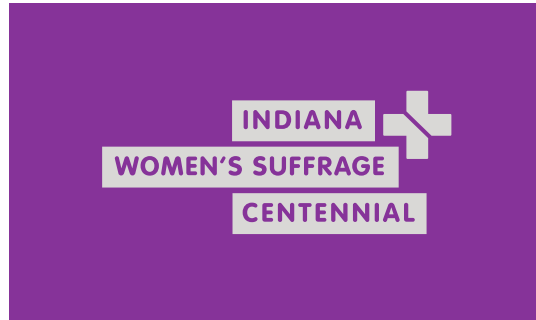
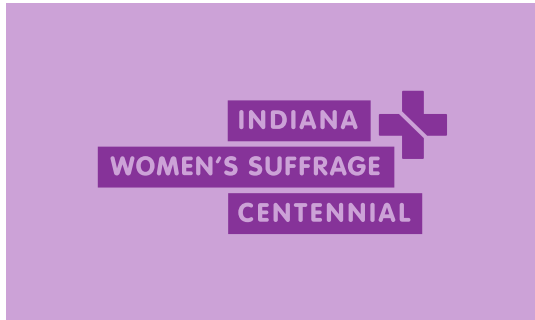
USAGE NOTES

The mark should only be used in social media profile images or as an accent within a design.



INDIANA WOMEN'S SUFFRAGE CENTENNIAL

Best Practices & Usage



GENERAL USAGE

Indiana Women's Suffrage Centennial (IWSC) brand elements should not be altered in any way from the form in which they're received and should only be used in the brand colors provided. When possible, pair the logo and identity with the designated brand colors and typefaces, and always maintain strong contrast between brand elements and the background color to ensure legibility.

OFFICIAL DOCUMENTS

The black version of your logo should only be used when it's required for official black-and-white only documents. Otherwise, the color versions of your logo should be used.



INDIANA WOMEN'S SUFFRAGE CENTENNIAL

Best Practices & Usage



WITH PHOTOGRAPHY

Most often, IWSC logos should be used in white over dark photography and in purple over light photo areas.

Always ensure there is enough contrast between the branding and background and that there's sufficient negative space in the photo composition for the brand elements to stand out and be legible.





INDIANA WOMEN'S SUFFRAGE CENTENNIAL

Brand Color Palette



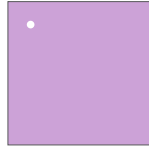
COLOR

HEX
#863399

CMYK
57 94 0 0

RGB
134 51 153

PANTONE
2593 C



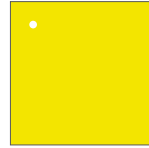
COLOR

HEX
#cca2d7

CMYK
18 39 0 0

RGB
204 162 215

PANTONE
2563 C



COLOR

HEX
#f3e500

CMYK
8 2 100 0

RGB
243 229 0

PANTONE
3945 C



COLOR

HEX
#d9d8d6

CMYK
14 11 12 0

RGB
217 216 214

PANTONE
COOL GREY 1 C



COLOR

HEX
#ffffff

CMYK
0 0 0 0

RGB
255 255 255



COLOR

HEX
#e81f76

CMYK
2 97 24 0

RGB
232 31 118

PANTONE
213 C



COLOR

HEX
#002e6d

CMYK
100 90 29 19

RGB
0 46 109

PANTONE
294 C



COLOR

HEX
#00ae42

CMYK
81 1 100 0

RGB
0 174 66

PANTONE
352 C

PRINT

For printing, it's best to use CMYK. For a large print run with minimal colors or specialty print methods, it's recommended to use the Pantone Matching System (PMS) spot colors.

WEB & DIGITAL

For web, use the HEX values (#xxxxxx) and for digital applications, use RGB. Note that colors may vary on different computers/devices, due to inconsistent monitor color calibration.

PLEASE NOTE

Some brand colors may appear without a designated Pantone color. This is because the color is too light and Pantone doesn't provide many pastel options. If you wish to use this color in your print collateral, I recommend choosing a paper stock or material that coordinates as closely as possible.

- INDICATES PRIMARY COLORS



INDIANA WOMEN'S SUFFRAGE CENTENNIAL

Type Hierarchy

ARIAL - REGULAR - 8PT



SMALLEST HEADING

ARIAL ROUNDED - BOLD - 32PT



LARGE HEADING

ARIAL NARROW - REGULAR - 11PT



THIS IS A SECONDARY HEADING.

ARIAL - BOLD - 12PT



This is what an introduction paragraph or quote could look like in your branded documents or on your website.

ARIAL - REGULAR - 10PT



This is body copy. Cuptam aliant ullecti omnisitio consed eatusa voles placepe rsperchit rernam es daerum que eatur. Quid quam hil inum id ut haris doluptas dolupta ssimagnam eruptae quiduntin con nos ad quaestrum ium ute vellore consequi tem.

Aceariae officiendis mi, optaerio venisi bearum haria sandunt quia nonsecu ptatus imus eum nones moditatur molorepresci odiatet odi totaturio. Nem quiaeror ari dunt ea quidelestrum fugit ut dolore is et landebis conecero ex evelest, am vent ommodi nobitaque sitat.



INDIANA WOMEN'S SUFFRAGE CENTENNIAL

Type Hierarchy

SMALLEST HEADING ARIAL - REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

LARGE HEADING ARIAL ROUNDED - BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

SECONDARY HEADING ARIAL NARROW - REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

QUOTE FONT ARIAL - BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

BODY COPY ARIAL - REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0



INDIANA WOMEN'S SUFFRAGE CENTENNIAL

Seamless Patterns

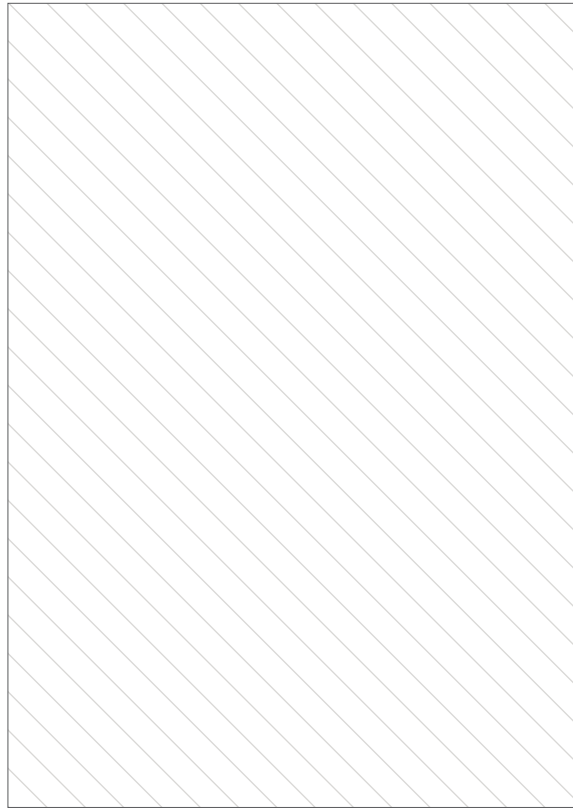
LOCATION: IWSC-IDENTITY » 2-PATTERNS

The Indiana Women's Suffrage Centennial brand finds a new level of depth and distinction through its use of custom patterns. These patterns will be integrated throughout the brand and collaterals as a stunning background element or combined with one of the logotypes for an amazing brand impression.



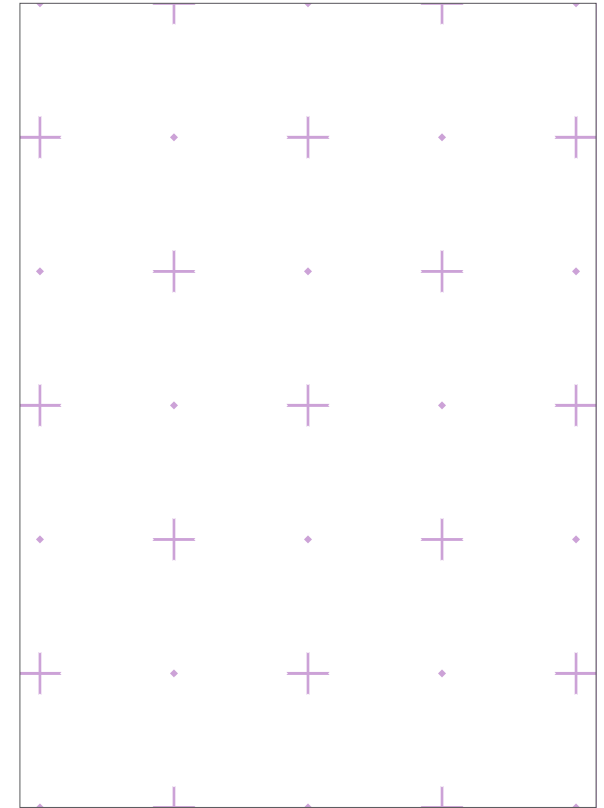
CORNER DIAGONAL

IWSC-PATTERN-VARIATION.EPS



DIAGONAL

IWSC-PATTERN-VARIATION.EPS



PLUS

IWSC-PATTERN-VARIATION.EPS



INDIANA WOMEN'S SUFFRAGE CENTENNIAL

Digital Presence

LOCATION: IWSC-IDENTITY » 3-SOCIAL MEDIA

A series of pre-made social media images and graphics are available for your use on the following platforms:

Facebook, Twitter and Instagram.

SOCIAL PROFILE IMAGE



SOCIAL POST EXAMPLES



Marie Edwards and presidential candidate Warren G. Harding



Grace Julian Clarke



“
Never again will suffrage be decried or ignored in Indiana.
”
MARIE STUART EDWARDS OF PENNY GRACE, ASIAN CLARKE OF INDIANAPOLIS
MAY 2, 1917



“
...all women with sufficient wit to discern right from wrong; daylight from night, should enlist in the present suffrage drive.
”
GRACE JULIAN CLARKE, INDIANAPOLIS, OHIO ABOUT 1910-15



“
working together . . . there is nothing we cannot accomplish
”
MARIE EDWARDS, THE PRESIDENT'S REPORT, 1919-1920
INDIAN WOMEN'S SUFFRAGE LEAGUE



“
We must be fearless.
”
MARIE EDWARDS, 1919-1920
INDIAN WOMEN'S SUFFRAGE LEAGUE



These guidelines lay the visual foundation for Indiana Women's Suffrage Centennial and hint at the exciting possibilities the brand identity holds.