

network of executive women
brand standards

January 2019



Advancing **all** women.
It's just good business.



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Welcome

How we communicate is as important as what we communicate — it sends a message in itself.

Professional, consistent design advances NEW's mission, communicates our message and helps users identify its source.

The goal of this manual is to give everyone entrusted with our brand the guidance they need to implement our design and brand standards.

It is not meant to limit your options, but expand them, while still remaining true to our brand.

I wish to thank all the volunteers and professionals who help us amplify NEW's message and advance all women.

Good design, like gender equality, is just good business.

Best regards,

A handwritten signature in purple ink, reading 'Sarah Alter'.

Sarah Alter
President and CEO



Purpose

The purpose of NEW Brand Standards is to ensure that all NEW communications and educational materials — digital and print, regional and staff- and agency-produced — fulfill our mission, meet our core values and express our brand essence.

For examples of NEW branding and our communications policies, request the NEW Communication Standards Guide at commrequest@newonline.org.

The mission of NEW is to advance women, grow business and transform our workplaces through the power of our community. **NEW advances all women. It's just good business.**

Design philosophy

NEW strives to be clear, creative and distinctive in all its communications. We allow our message to take center stage by eliminating extraneous decorative elements, overlong copy and competing images and headlines. Graphic and text elements are reduced to those necessary to convey a simple but compelling message.

Diversity and inclusion

Diversity and inclusion are core principles of the Network of Executive Women and this commitment extends to all our communications. All NEW communications should reflect our diversity and include the contributions of traditionally underrepresented groups.

Logo

NEW's logo is our calling card and should appear prominently on all NEW communications, including email, web pages, social media, print materials, stationery, signage and video.

Use of the NEW logo by NEW Regions and third parties should be reviewed by NEW staff whenever possible. Send draft materials to the NEW Communications Team at commrequest@newonline.org.

Anatomy

The logo's three interlocking circles represent community, collaboration and unity. The three diverse colors represent inclusion and the contemporary font and lowercase gray type convey our warmth and openness. NEW no longer uses the descriptor line "retail, consumer goods & services."



Clear space

Maintain clear space around the logo equal to the height indicated by the orange **x**.





Logo

Download NEW logos at
newonline.org/newlogos.

Logo

The NEW logo has a square and horizontal configuration. Use the version that best suits your design.

NEW square logo



NEW horizontal logo



Logo with tagline

Use the 3 circles logo as a header or top logo. Use the horizontal logo with Network of Executive Women, with or without tagline, as a signature or bottom logo.





Logo

Download NEW logos at
newonline.org/newlogos.

Contact the NEW
Communications Team at
commrequest@newonline.org
for NEW Region anniversary
logos.

Regional logos

NEW has designed logos for each of its 22 regions. These regional logos are similar to the NEW logo with the exception of the bottom descriptor line, which identifies the region. Regional logos are subject to the same guidelines as the NEW logo.



3 circles logo

The 3 circles logo is used where the NEW brand is known or where the full NEW logo is used elsewhere, in large displays (such as set design and signage) and in small displays, such as online banners and video or photo “watermarks.” The 3 circles logo in solid black (right) is used for embossing and one-color reverse printing (white on a color background) for items such as pens and lanyards.





Logo

Download NEW logos at
newonline.org/newlogos.

Grayscale logo

In rare instances when four-color printing is not available this grayscale version of the NEW logo should be used. Please note the gradients in the overlapping circles.



Available formats

Download NEW logos at newonline.org/newlogos.

eps — Use this four-color format on anything that will be printed. This format is infinitely scalable so it won't lose quality at very large sizes.

jpg — Use this format on anything digital including web, PowerPoint, video and email.


transparent png — This format has a transparent background and should be used for digital work when placed on top of a colored background or photograph.

Logo

Download NEW logos at
newonline.org/newlogos.

Logo usage examples

Unlock powerful stories from NEW members



Dear Rob,

It's here!

On Wednesday, November 14, NEW will officially launch [#NEWwisdom](#), a new video community platform that captures – and shares – the wisdom of our members.


#

AMPLIFY
Enlist your corporate communications team to amplify our films and social media posts through your company's social media accounts, intranet site and PR.


EMAIL
Forward this email to your team members with a personal recommendation.

Thanks in advance for sharing our [#NEWwisdom](#) with the world!

Best regards,



Sarah Alter
President & CEO
Network of Executive Women



161 N. Clark Street | Chicago, Illinois 60601

[Unsubscribe](#)

Use the three circles logo as a header or opening logo.

Use the full logo, with or without tagline, on the bottom of emails and the back of reports, or when you use only one.

Logo

Use only approved NEW logos. Download NEW logos at newonline.org/newlogos.

Logo “don’ts”

Do not print the NEW logo in alternate colors or one color. Do not add to or subtract from the logo, distort the logo, use the logo as part of text, print over the logo or reverse the logo on a busy or light background. With few exceptions, the logo should be used in four color on a white background. These rules apply to all versions of the NEW logo, including NEW Region logos.



Never condense, stretch or alter the logo’s proportions



Never angle the logo



Never surprint the logo on busy or dark backgrounds



Never reverse the logo on busy or light backgrounds



Never alter the colors of the logo or make it one color



Never use the logo in text or with other type



Never add text or other elements to the logo

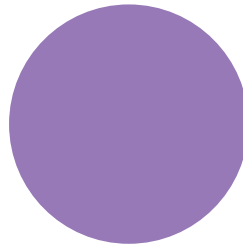


Color

Color is key to NEW's brand identity.

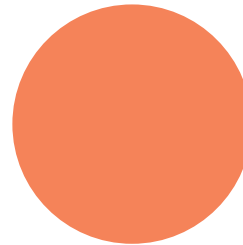
Primary palette

The colors of the NEW logo provide a flexible palette for design and should be rendered using four-color process for print, RGB for video and hex colors for HTML email and the Internet. PMS colors should only be used when required for special purposes, such as non-process printing of fabrics and premiums.



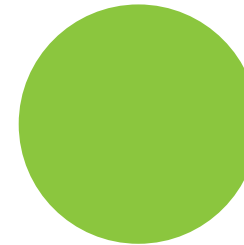
NEW purple

CMYK 43 57 0 0
RGB 152 122 183
PANTONE 265
HEX #987AB7



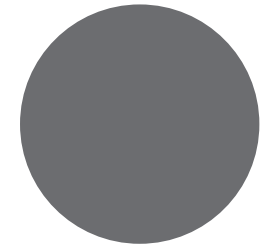
NEW orange

CMYK 0 60 68 0
RGB 245 132 90
PANTONE 1585
HEX #F5845A



NEW lime

CMYK 50 0 100 0
RGB 141 198 63
PANTONE 376
HEX #88DC63F



NEW gray

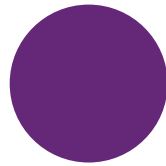
CMYK 0 0 0 70
RGB 109 110 113
PANTONE 11C
HEX #6D6E71

Color

Secondary dark and light palettes.

Dark palette

Use the dark palette when you need a darker background for reversing type (white type).



NEW dark purple

CMYK 73 100 17 7

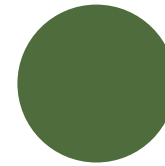
HEX #652878



NEW dark orange

CMYK 0 78 94 0

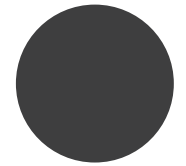
HEX #E24C23



NEW dark lime

CMYK 38 0 68 60

HEX #506C3D



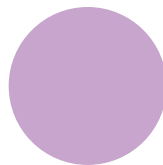
NEW dark gray

CMYK 0 0 0 90

HEX #424242

Light palette

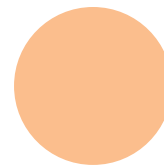
Use the light palette when you need a lighter background to surprint type.



NEW light purple

CMYK 20 37 0 0

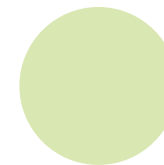
HEX #C7A5CE



NEW light orange

CMYK 0 29 46 0

HEX #FCBF8E



NEW light lime

CMYK 16 0 38 0

HEX #D9E9B2



NEW light gray

CMYK 0 0 0 5

HEX #F2F2F2

Typography

NEW typography expresses our brand personality and design philosophy: Clean and contemporary, colorful and concise, with no adornments that interfere with copy and images.

If Proxima Nova is not available, use the widely available Proxima type family.

Typeface licensing for Proxima Nova is available through adobe.com.

Fonts

NEW uses Adobe Proxima Nova Regular and Bold in all digital and print communications.

Do not use italic type for headlines, subheads or text except as noted in our NEW Communication Standards Guide available by request at commrequest@newonline.org.

Always set body copy in NEW gray color.

Headlines and subheads

Proxima Nova Bold

Kickers, intros and secondary heads

Proxima Nova Regular

Body copy

Proxima Nova Regular. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus varius metus a nisi pretium, id fermentum ex imperdiet. Pellentesque non laoreet velit. Etiam ac vestibulum lacus. Curabitur ut dui fermentum, vehicula mi sit amet, egestas libero. Nunc vel aliquam augue. Sed pharetra suscipit ante, a vehicula justo consectetur nec. Curabitur semlacus, tempus quis nisi ac, pulvinar ultrices nibh.

Typography on the web

Use the web version of Proxima Nova when designing a web page. If Proxima Nova isn't available, you may substitute Tahoma. Tahoma should not be used for print applications with the exception of Microsoft Office, Microsoft PowerPoint and other native applications when Proxima Nova is not available.



If a webfont version of Proxima Nova has been loaded with your page use this CSS designation:

```
< font-family: "proxima-nova", tahoma, Arial, Helvetica, sans-serif; >
```

If Proxima Nova is not available, use this CSS designation:

```
< font-family: tahoma, Arial, Helvetica, sans-serif; >
```

Headlines and subheads

Tahoma Bold

Kickers, intros and secondary heads

Tahoma Regular

Body copy

Tahoma Regular. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus varius metus a nisi pretium, id fermentum ex imperdiet. Pellentesque non laoreet velit. Etiam ac vestibulum lacus. Curabitur ut dui fermentum, vehicula mi sit amet, egestas libero. Nunc vel aliquam augue. Sed pharetra suscipit ante, a vehicula justo consectetur nec. Curabitur semlacus, tempus quis nisi ac, pulvinar ultrices nibh.

Typography

Type specs

Headlines are sentence case

Body copy should be set flush left, ragged right, with limited hyphenations. For easy reading, use generous spacing between lines (this is 12-point type with 18-point line leading).

Do not set body copy in italics. Use italics only when recommended in our NEW Communication Standards Guide, available by request at commrequest@newonline.org, such as when indicating book titles like *For Whom the Bell Tolls*.

Do not put more than 50 characters on the same line — it is difficult for the eye to follow — use additional columns instead.

Place text on white (preferred) or light tint backgrounds.

Do not reverse type in large blocks.

Subheads are set in bold

Avoid “widows” (very short lines at the end of paragraphs) and “orphans” — single lines at the top of columns preceding a new paragraph.

- Use round bullets
- Use round bullets

Head

- Proxima Bold
- Sentence case
- Flush left
- Ragged right
- Leading +4
- Kern 14 pt. and smaller type to -10
- Kern 16 pt. and larger type to -15 — very large type may need to be kerned tighter

Body copy

- Proxima Regular
- NEW gray (70% black)
- Flush left
- Ragged right
- 12 pt. type/18 pt. leading

Subhead

- Proxima Bold
- Sentence case
- Flush left
- Ragged right
- Leading +4
- Space above and below