

WOMEN^{RUN} AMERICA

BRANDING GUIDE



Mission Statement

SHE WILL RUN.

Through the act of running, we will demonstrate the strength and will that women possess to lead in our cities, states, and country. Through community, we will empower women to chase these leadership positions and persevere when met with adversity.



Wordmark Options

PRIMARY WORDMARK

Used best on white color fields.

WOMEN **RUN**
AMERICA

BLACK WORDMARK

Used best for black & white print materials.

WOMEN **RUN**
AMERICA

WHITE WORDMARK

Used best over dark color fields or images.

WOMEN **RUN**
AMERICA



Wordmark Usage

USAGE REQUIREMENTS

- Must maintain a margin around entire mark. Margin space should be a least half of the height of the mark.
- Must maintain established brand color.
- Must maintain reasonable scale and quality to ensure legibility and professionalism.

USAGE RESTRICTIONS*

- Do not reproduce in tint or screen.
- Do not add effects. (drop shadow, bevel, or glow)
- Do not stretch or distort mark.
- Do not alter typeface or color tagline.
- Do not add additional design elements.
- Do not place mark on color fields or images that obstruct visual quality.

* This is not a comprehensive list. Artistic liberty must always be used with discretion.

Wordmark Font

BRAND FONTS

“Women Run America” - Custom font, based on Raleway (medium)

Raleway

“Run” - Ludicrous font

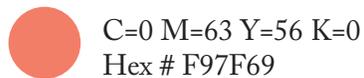
Ludicrous



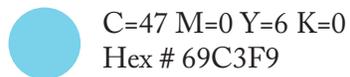
Wordmark & Brand Colors

PRIMARY BRAND COLORS

Pink: Use for “Run” in logo. May also be used for titles and headings.



Blue: Use only as an accent to images and should not be used on fonts.



Wordmark Design Elements

LUDICROUS FONT

This font may only be used for the word “Run” within the logo itself in addition to major headings. Due to its handwritten nature, it is not advised to be used as a smaller subheading or as paragraph font.

TYPOGRAPHIC LOGO

This is the primary logo to represent the brand. The graphic can be provided in .eps, .png, & .jpeg formats upon request.

RUNNER SILHOUETTE

Used synonymously with typographic logo to represent the physical running portion of the brand. May also be used at the discretion of the artist or designer as a decorative design element. Must stay in black silhouette. The graphic can be provided in .eps, .png, & .jpeg formats upon request.

VERTICAL AMERICAN FLAG

This Subtle American flag graphic, laid as background at low opacity, supports the patriotic element of the brand. The flag is colored using the brand’s pink and blue colors and can be provided in .eps, .png & .jpeg.

PHOTOGRAPHY & GRAPHICS

Use of photography and graphics are encouraged. Photos of women performing physical activities or working in stereotypical male roles (i.e. business women) represent the overall brand appearance. Subtle American flag graphics also support the impression and brand.





WOMEN_{RUN}
AMERICA