

BRAND GUIDE

NWIR
National Women in Roofing

National Women in Roofing (NWIR) is a volunteer based organization with the goal to provide networking, recruiting, mentoring and education for women roofing professionals. NWIR will strive to provide an opportunity for women and men, new and established, to find ongoing success working together in the roofing industry.

Four Pillars of Leadership

National Women in Roofing has four pillars of leadership that the organization has set forth, which include:

Mentoring

Mentor and empower women in the roofing industry towards excellence in their chosen career

Education

Create high-quality learning programs and experiences for men and women to build successful businesses and careers for both genders

Networking

Provide opportunities to meet women in the roofing industry, creating strong, long-lasting networks

Recruiting

Enable and promote careers in the roofing industry to current and future workers beyond traditional means

Logo

The National Women in Roofing logo is a word mark. The first letter of each word in the name National Women in Roofing makes up the main portion of the logo, forming the acronym “NWIR”. Below the acronym are the words “National Women in Roofing”.

The acronym is created using a stretched version of the font FatFrank. The “N”, the “i” and the “R” are stretched 205% horizontally and the “W” is stretched 165% horizontally. It is presented in NWIR Red.

The words below are presented in the font Minion Bold Italic Caption and horizontally span the entirety of the acronym and spell out “National Women in Roofing”. They are presented in NWIR Black.



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Sizing & Clear Space

Care should be taken to keep the size of the logo readable. The recommended minimum size of the NWIR logo for print is 1-inch wide. The minimum recommended size for web and digital applications for the NWIR logo is 72 pixels.

Note that the limits are guides only. Most reproduction methods have specific limitations and care should be taken to ensure that the size selected suits the process being used.

Care should also be taken to ensure that a proper amount of space be kept around the logo as not to crowd it and distract from logo's integrity. The required minimum clear space on all sides of the logo is the height of the "N" in the red acronym.

1-inch / 72 pixels



Proper Representation

Properly presenting the logo ensures brand integrity. By altering the logo, the brand of the NWIR is compromised.

Do not stretch or compress the logo. Do not change the size relationship of the acronym to the verbiage that sits below it. Do not change the colors of the logo.

The positive version of the logo should not be placed on dark backgrounds.

When the logos are used in reverse they should be represented on dark backgrounds to ensure clarity.

When reversed on dark colors, the black verbiage should be reversed to white. The "i" should reflect the color of the background, it is not intended to remain white, nor to stand out.

When positive one-color representations of the logo are used, the entire logo should be represented in black or white. The red should not be used.



Colors

Primary Brand Colors

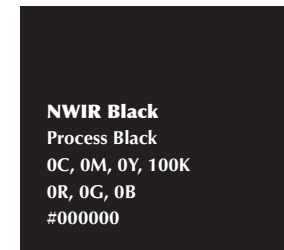
The primary colors of the corporate brand are NWIR Red and NWIR Black. These two colors will be the primary colors used on all corporate collateral, websites, apps, tradeshow graphics, etc. Where possible, use of white space should be applied to keep the visual brand clean.

With the NWIR red being a bold color, it should not be overuse, used for backgrounds and large splashes of color, as not to overwhelm the design. It should be used with the goal of emphasizing the most important parts of the design.

NWIR Black set is used for a majority of the body copy in NWIR collateral and associated print materials. The color equivalent is to be used in digital and online assets.

Secondary Colors – Print

Tones of gray been chosen as a secondary palette. These tones can be used for backgrounds, secondary and less important design elements and are not meant to show emphasis in the design.



Typography

Print

All print collateral for the NWIR utilizes the Optima LT Std family. Optima LT Std Roman should be used for body copy in brochures and literature. In most cases, copy should be typeset in 10 pt. with 13 pt. leading; 100% Black in color. Optima LT Std Bold should be used when copy is in a reversed setting. Optima LT Std Bold should be used for sub-headings. Optima LT Std Roman, at 20 pt. or above should be used for headings and headlines to keep a light and modern feel. In all design, heavy and oblique forms should be used instead of underlining to show emphasis.

Web/Digital

The Optima Pro family is used for the NWIR website and landing pages. The Optima Pro family Webfont is preferred and Arial is the backup for older browsers that do not recognize the Webfont.

Email & MicroSoft Office

The Arial family is used for email marketing and MicroSoft office communications. This is a web-safe font that will render across all browsers and email clients.

Print

Optima LT Std Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Optima LT Std Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Web/Digital

Optima Pro Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Optima Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Email/MicroSoft Office

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Optima LT Std Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Optima LT Std Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Optima Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Optima Pro Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Council Logos

National Women are creating councils throughout the nation. As these councils are formed, they can form a logo to identify them with their state or city. These city or state verbiage should be created with the Minion Pro Bold font. The font should be about roughly 80% of the size as the National Women in Roofing verbiage and be centered underneath the main logo.



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