

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 to advocate for themselves and achieve excellence in their chosen careers.



Education

Create high-quality learning programs and experiences for men and women to build successful businesses and careers in the roofing industry, with a focus on personal and professional development, and self-advocacy to support their technical expertise and advance their careers.



Recruiting

Reach beyond traditional recruitment strategies to attract, hire and retain women who will bring diverse backgrounds, talents and experiences to the roofing industry, and elevate the professionalism and diversity of our community.



Networking

Provide opportunities to interact with and learn from women in the roofing industry, creating strong, long-lasting and supportive networks through strategic alliances with roofing organizations.



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 is used in reverse it 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.



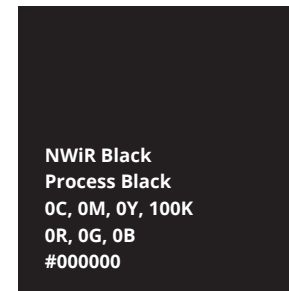
NATIONAL WOMEN IN ROOFING

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, trade show graphics, etc. Where possible, use of white space should be applied to keep the visual brand clean.

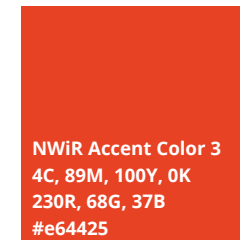
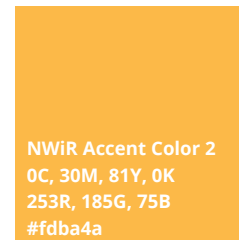
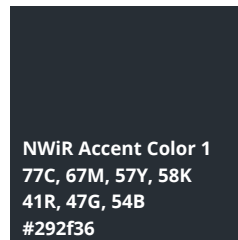
With the NWiR red being a bold color, it should not be overuse, used for backgrounds and large splashes of color, as not to overwhelm the design. It should be used with the goal of emphasizing the most important parts of the design.

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

The secondary palette has been expanded with tones of gray and selected colors to the right.



Typography

Print, Online & Digital

All print, online and digital collateral for the NWiR utilizes the Open Sans family. Open Sans Light should be used for body copy in brochures and literature. In most cases, copy should be typeset in 10 pt. with 13 pt. leading; 90% Black in color. Open Sans Semibold or Bold should be used when body copy is in a reversed setting. Open Sans Regular or bold should be used for sub-headings. Open Sans Light, at 20 pt. or above should be used for headings and headlines to keep a light and modern feel. In all design, heavy or italic versions of the font should be used instead of underlining to show emphasis.

You can [download](#) this open-source Google font to use for local council collateral.

Email & MicroSoft Office

The Calibri family is used for MicroSoft office communications.

Print, Online & Digital

Open Sans Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Open Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Open Sans Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Open Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

MicroSoft Office

Calibri Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Calibri
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Calibri Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Open Sans Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Open Sans Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Open Sans Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Open Sans Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Calibri Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Calibri Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Calibri Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Council Logos

National Women in Roofing 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 Opens Sans Regular font. The font should be about roughly 80% of the height as the National Women in Roofing verbiage and be centered underneath the main logo.



Copywriting Guidelines

National Women in Roofing follows the AP Style Guide for writing. There are specific instances in writing that the guide below should be followed:

1. **Acronym:** National Women in Roofing should be spelled out completely when first mentioned in a piece of writing. It can then be abbreviated to NWiR throughout the after the first use. The N, W and R should be capitalized and the “i” lowercased.
2. **Four Pillars:** The following verbiage should be used throughout to describe the four pillars:
 - Mentoring:** Mentor and empower women in the roofing industry to advocate for themselves and achieve excellence in their chosen careers.
 - Education:** Create high-quality learning programs and experiences for men and women to build successful businesses and careers in the roofing industry, with a focus on personal and professional development, and self-advocacy to support their technical expertise and advance their careers.
 - Recruiting:** Reach beyond traditional recruitment strategies to attract, hire and retain women who will bring diverse backgrounds, talents and experiences to the roofing industry, and elevate the professionalism and diversity of our community.
 - Networking:** Provide opportunities to interact with and learn from women in the roofing industry, creating strong, long-lasting and supportive networks through strategic alliances with other roofing organizations.
3. **Boilerplate:** This summary of the National Women in Roofing can be used on the bottom of press releases and as a general summary statement in print and digital.

National Women in Roofing (NWIR) is a volunteer-based organization that supports and advances the careers of women roofing professionals. We provide networking, mentoring, education and recruitment opportunities from the rooftop to the boardroom, for the young professional at the start of her career to the seasoned manager in the executive suite. Through our commitment to connect and empower women in roofing, we contribute to the overall betterment and professionalism of the roofing industry. Learn more at www.nationalwomeninroofing.com.

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