

The Women to Women logo lockup consists of the program logo and name, which are locked together in a set relationship. Always use the authorized digital or reproduction artwork provided by the NCJW marketing and communications department. Do not attempt to

redraw or retype the logo or name. And be sure to maintain the minimum clear space around the lockup.

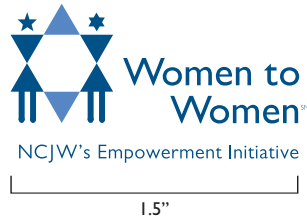
The current Women to Women logo lockup includes a service mark <sup>SM</sup>, as shown below.

When the trademark process is complete, a revised version of the lockup with a registered trademark <sup>®</sup> will be provided. The same guidelines will apply when this change is made.

**Minimum Lockup Size for Printed Applications**

For clarity and legibility, the Women to Women lockup must be of a certain size.

The minimum printed logo lockup size is 1.5" (measuring from the left edge of the Star of David to the e at the end of Initiative).



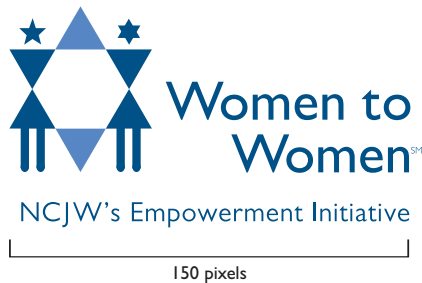
**Lockup Alignment**

Never alter the relationship of the logo to the name. The elements should be aligned exactly as shown.



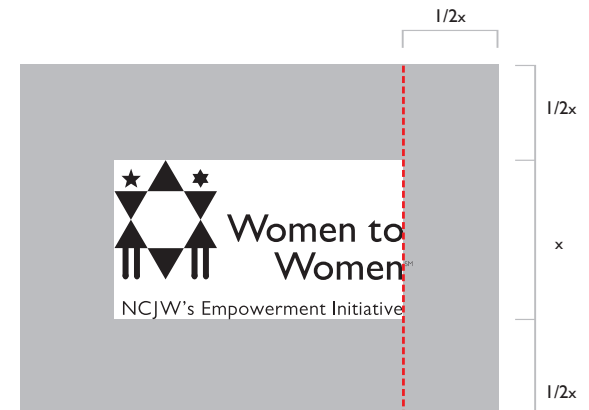
**Minimum Lockup Size for Onscreen Applications**

The minimum onscreen logo lockup size is 150 pixels (measuring from the left edge of the Star of David to the e at the end of Initiative).



**Clear Space for Basic Lockup**

This configuration shows the minimum clear space (1/2x) required, as determined by the height of the logo (x).



The color pair for the Women to Women program consists of:

NCJW Blue — Pantone®\* 2955 (Navy) — used as the base color of all program materials, and

Women to Women Light Blue — Pantone 2718 — used as an accent to NCJW Blue.

When planning to print materials, be sure to specify Pantone ink colors ahead of time with your printer/vendor. These colors are readily available, but, as with many inks, the printer may need to order them in advance.

NCJW Blue should be used for all one-color applications, except in laser-printed or photocopied materials, which appear in neutral colors, i.e., black and white.

**Primary Color Pair**

Use Women to Women Light Blue (PMS 2718) for the logo and NCJW Blue for the program name. (See the following page for exceptions.)

**Tints**

Both of these colors can be used as tints (screened percentages of the full color) for background and highlighted areas as long as muted and pastel effects are avoided. Do not use tints for the program name or logo.

**NCJW Blue**  
 Pantone 2955  
 Process Color \*\*  
 Websafe R0 G82 B136

75%

50%

25%

**Women to Women Light Blue**  
 Pantone 2718  
 Process Color \*\*  
 Websafe R90 G135 B197

75%

50%

25%

**Neutral Colors**

**Black**

**White**

\*The colors shown on these pages and throughout these guidelines are not intended to match the Pantone color standards. Pantone® is a registered trademark of Pantone, Inc.

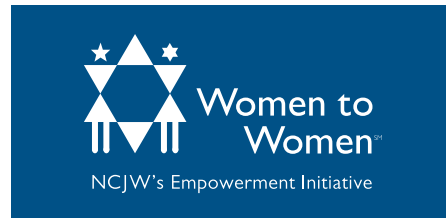
\*\* PMS colors may be reproduced using the four color process. Please embed the PMS colors when submitting files to your printer. Formula builds often vary — due to paper; presses, and screening differences — so please consult your printer to ensure color accuracy.

As mentioned, the Women to Women logo should appear in NCJW Blue and Women to Women Light Blue and its name in NCJW Blue whenever possible. However, you can display the logo and name in a single color — NCJW Blue, black, or white — on NCJW’s authorized background colors or on images, as shown below.

Always make sure that there is enough contrast with the background, and that the program lockup is clear and legible.



Background: White  
 Logo: Women to Women Light Blue and NCJW Blue  
 Name: NCJW Blue



Background: NCJW Blue  
 Logo: White  
 Name: White



Background: Women to Women Light Blue  
 Logo: White  
 Name: White



Do not use any unauthorized colors as a background. Authorized background colors are NCJW Blue, Women to Women Light Blue, black, and white.



Background: White  
 Logo: Black  
 Name: Black

For laser-printing and photocopying



Background: Black  
 Logo: White  
 Name: White

For laser-printing and photocopying



Background: Light one-color image  
 Logo: NCJW Blue and Women to Women Light Blue  
 Name: NCJW Blue



Background: Four-color image  
 Logo: White  
 Name: White