

# CWA VICTORIA – LOGOS

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## ON WHITE



LOGO + Name Centred CMYK



LOGO + Name Left Stacked CMYK



LOGO + Name Left CMYK



LOGO + Name + Three Words Centred CMYK



LOGO + Name + Three Words Left Stacked CMYK



LOGO + Name + Three Words Left CMYK



THREE WORDS Centred CMYK



THREE WORDS Left CMYK



THREE WORDS Centred Stacked CMYK



THREE WORDS Left Stacked CMYK

# CWA VICTORIA – LOGOS

## REVERSED ON GREEN



LOGO + Name Centred REV REV CMYK



LOGO + Name Left Stacked REV CMYK



LOGO + Name Left REV CMYK



LOGO + Name + Three Words Centred REV CMY



LOGO + Name + Three Words Left Stacked REV CMYK



LOGO + Name + Three Words Left REV CMYK



THREE WORDS Centred REV CMYK



THREE WORDS Left REV CMYK



THREE WORDS Centred Stacked REV CMYK



THREE WORDS Left Stacked REV CMYK

# CWA VICTORIA – LOGOS

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## WHITE



LOGO + Name Centred WHITE



LOGO + Name Left Stacked WHITE



LOGO + Name Left WHITE



LOGO + Name + Three Words Centred WHITE



LOGO + Name + Three Words Left Stacked WHITE



LOGO + Name + Three Words Left WHITE



THREE WORDS Centred WHITE



THREE WORDS Left WHITE



THREE WORDS Centred Stacked WHITE



THREE WORDS Left Stacked WHITE

# CWA VICTORIA – LOGOS

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## MONO (BLACK)



**The Country Women's  
Association of Victoria Inc.**

LOGO + Name Centred MONO



**The Country Women's  
Association of Victoria Inc.**

LOGO + Name Left Stacked MONO



**The Country Women's  
Association of Victoria Inc.**  
care empower contribute

LOGO + Name + Three Words Left MONO



**The Country Women's  
Association of Victoria Inc.**  
care empower contribute

LOGO + Name + Three Words Centred MONO



**The Country Women's  
Association of Victoria Inc.**  
care empower contribute

LOGO + Name + Three Words Left Stacked MONO



**The Country Women's  
Association of Victoria Inc.**

LOGO + Name Left MONO

care empower contribute

THREE WORDS Centred MONO

care empower contribute

THREE WORDS Left MONO

care empower  
contribute

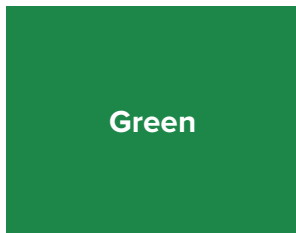
THREE WORDS Centred Stacked MONO

care empower  
contribute

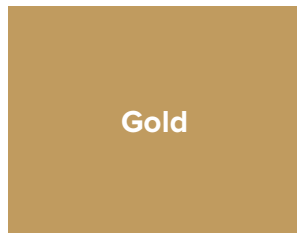
THREE WORDS Left Stacked MONO

## CWA VICTORIA – LOGO COLOURS

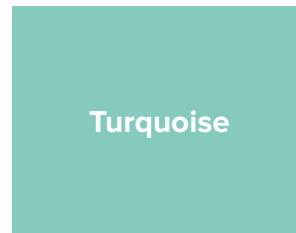
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**CMYK 85, 23, 93, 9**  
RGB 29, 135, 74  
#1d8749  
Pantone 7731 CP



**CMYK 25, 37, 72, 2**  
RGB 191, 155, 95  
#bf9a5e  
Pantone 7562 CP



**CMYK 47, 2, 30, 0**  
RGB 134, 202, 189  
#86c9bc  
Pantone 3385 CP



**CMYK 7, 11, 22, 1**  
RGB 231, 218, 196  
#e7dac4  
Pantone 7257 CP

## CWA VICTORIA – FONTS

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GOTHAM BOLD

Where the font Gotham isn't accessible, please use Calibri



SUPPORTING FONT - SALTY OCEAN

# YOUR LOGO FILES EXPLAINED

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## LOGO FILES

So many logos! Why do you need all these different files? And how do I use them?

### EPS

EPS (Encapsulated PostScript) – is a standard graphic file format for logos. An EPS or AI file is generated by professional drawing applications – we use Adobe Illustrator. This is a vector format and can be scaled to any size without losing quality. Even though you may not be able to open these files – it is advised that you hold on to these should someone request a vector format logo from you in the future. EPS are the files to give to any industry professionals (printing; sign writers; embroiderers or designers).

### JPG

JPG or JPEG (Joint Photographic Experts Group) – are a common file type. JPEGs are known for their lossy compression, meaning that the quality of the image decreases as the file size decreases. If you have a jpeg you would like to print, you will need to pay attention to the resolution and file size. Use JPEGs for internal company printing, or pop this one on your invoices.

### PNG

PNG (Portable Network Graphics) – are fantastic for interactive documents such as web pages, but not suitable for print. PNG are also great for email signatures. While a PNG can be a larger file size to a JPG, it has several advantages including the feature of a transparent (clear) background. PNG cannot be used larger than 100% of original image size but can be reduced in size. The files we have given you include the 'reversed' options for your logo. If elements of your logo are white they will not appear until you pop this onto a different colour background.

### SVG

SVG (Scalable Vector Graphics) – are based on XML (a programming language) and is used to display a variety of graphics on the Web and other environments. They are scalable to any size without losing quality – which makes them ideal for web design. It is advised that you give these files to any web developers and graphic designers.

### SOCIAL MEDIA

The provided Social Media files have been scaled to perfectly fit your social media profile icons. This ensures consistency within your branding and a cohesive overall style. Any profile pictures that use a square format will work with these files.

## COLOURS

We also supply you with the colour codes used in your brand. Please keep these on file for future reference. There are several code breakdowns supplied for your colours.

### PMS

PMS (Pantone Matching System) is an industry standard colour matching system. Each colour has a unique number and can be used to keep consistency of colour.

### CMYK

CMYK (or process colour) is the breakdown of the four inks used in printing – Cyan; Magenta; Yellow; Black.

### RGB

RGB are the codes the make-up that same colour using red, green and blue. This is the preferred color profile for digital devices and computer screens. Please note that the RGB equivalent appears much brighter than process colors.

### # – HEX CODE

A colour hex code (#) is a hexadecimal way to represent a color in RGB format by combining three values (the amounts of red, green and blue) in a particular shade of colour. These colour hex codes are used mainly for HTML code in websites.

## FONTS

We have also supplied you with the names of the fonts used in the design of your logo.

Please note that it is not recommended to use these fonts for the accompanying brand of your logo. However this information is useful should you want to update the wording of your logo into the future.

## QUESTIONS?

Please keep these files in a safe place for future reference.

Should you have any problems with these files contact [cwaadmin@cwaofvic.org.au](mailto:cwaadmin@cwaofvic.org.au) for assistance.