



2019 NATIONAL WOMEN'S MONTH CELEBRATION

BRANDING GUIDE

This Branding Guide underscores the correct usage of logos, colors and other brand assets relative to the 2019 National Women's Month Celebration (NWMC). It serves as a guide for the consistent use of designs to increase visibility and promote strong brand recall of the NWMC and Philippine Commission on Women as the authority on women's empowerment and gender equality.

Philippine
Commission
on Women



LOGO



This is the logo for the National Women's Month Celebration.

Clear space and minimum size

To ensure that the NWMC logo always appears clearly and unobstructed, it is important to provide an area of clear space around it.



The minimum clear spaces areas are shown here. No other object should appear within this area at any time, and where possible, this clear space should be increased.

The logo should maintain a minimum clear space equal to the height of the "M" around the whole logo.

The NWMC logo should always be legible and must never lose its integrity when reduced to a small size.

To ensure this, the logo should never appear in print smaller than 25mm in width.



Use of white background

When the logo is used on a darker background, you may use a white circle outline for legibility.

COLOR PALLETTE

Print materials and other brand assets should be attuned with the given color guides for consistency purposes.

PRIMARY COLOR

TINTS

PURPLE

HEX # = 6f309f
RGB = 111-48-159
CMYK = 69-94-0-0

The official PCW purple should be used as the main color.
The main purple color, as well as its tints, can also be used
as accent colors, if necessary.

HEX # = A676CB
RGB = 166-118-203

BLACK

HEX # = 000000
RGB = 0-0-0
CMYK = 75-68-67-90

WHITE

HEX # = ffffff
RGB = 255-255-255
CMYK = 0-0-0-0

**In cases when the background is purple,
the color of the text can be white.**

FONTS

The following fonts shall be used in developing print materials and other brand assets relative to the event. Fonts can be downloaded [here](#).

Primary typeface

For main title/ headings / body text

Proxima Nova

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#\$\$%^&*() [] ; : " ' < > , / ? { } +

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#\$\$%^&*() [] ; : " ' < > , / ? { } +

Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#\$\$%^&*() [] ; : " ' < > , / ? { } +

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#\$\$%^&*() [] ; : " ' < > , / ? { } +

Secondary typeface

Helvetica Neue LT Pro

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#\$\$%^&*() [] ; : " ' < > , / ? { } +

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#\$\$%^&*() [] ; : " ' < > , / ? { } +

IEC MATERIALS

Tarpaulin Specification



Height-
4 ft

Width-11 ft

Fonts:

The Agency Name joins – Proxima Nova

2019 National Women's Month –
Helvetica Neu LT Pro (Bold)

WE MAKE CHANGE WORK FOR

Fonts:

The Agency Name joins – Proxima Nova

2019 National Women's Month –
Helvetica Neu LT Pro (Bold)

WE MAKE CHANGE WORK FOR
– Helvetica Neue LT Pro (75 Bold)

Women – Satisfy

Notes:

- Use the photo (.jpg) or (.psd) file provided in preparing your agency tarpaulin
- Avoid placing any other design elements to maintain the integrity of the IEC material.
- The tarpaulin may be resized to fit agency posting spaces as long as the width-height proportioned is maintained.