

# BRAND GUIDELINES



## Foundation

In order to create a cohesive design for the visual language of the Women's Health Initiative, I collated the color themes presented by the team and created swatches.



## Women's Health Organization

### 00 Inspiration and Exploration



## Foundation

After a detailed analysis of the swatches I organized them first by hue and then by value. Using the value scale I began organizing the themes into color harmonies.



## Women's Health Organization

00 Inspiration and Exploration



Foundation

Women's Health Organization  
00 Inspiration and Exploration

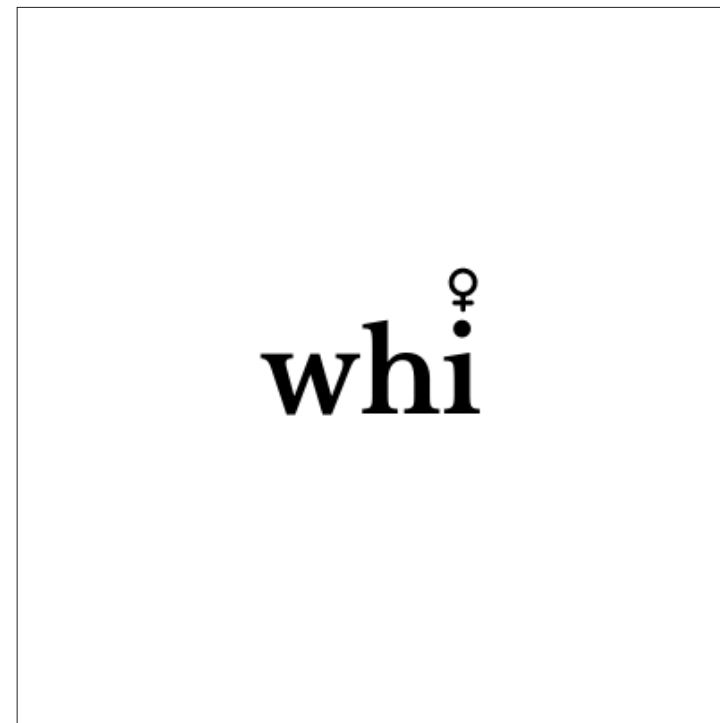
Based on conversations with the E-board I began exploring different graphic representations of the Women's Health Initiative.



**Women's Health Organization**  
OO Adaptation & Evolution



2019



2020



2022

AS STUDENTS AND FACULTY RETURN TO CAMPUS WHI IS CONTINUING TO BUILD RELATIONSHIPS ACROSS DIVERSE MAJORS AND BACKGROUNDS. TO CONTINUE TO GROW AS A CAMPUS ORGANIZATION, A MAJOR RE-BRAND WAS NEEDED.



Women's Health Initiative

UIC

Women's Health Initiative addresses inequalities in health care, focusing on women's issues and minority health care access. To fulfil our mission we host social and professional development events to better connect students to health care professionals, other students, and organizations. In the past, we've held workshops, movie screenings, paint n' sip nights, volunteer events, and speaker presentations.

The goals of the WHI at UIC are to raise awareness, create solidarity, and connect communities and professionals invested in women's health care access. Additionally, we hope our members gain awareness of various health inequalities, and as they enter their respective fields continue to advocate for more equitable health care policies and practices.

02

# LOGO BASICS

We have three types of logos we can implement across different forms of communication. Optical kerning, refined weight, defined clear space, and those lockups help to make the logo instantly recognizable at all sizes and in all contexts.

The following section sets out when, how and where our logo appears.



### Horizontal logo

The Women's Health Initiative logo is composed of a graphic symbol and a logotype set in New Order Regular. Horizontal lockup is our primary logo and should be used in most instances.



### Symbol & Filled Box

The symbol & filled box lockup is our second option and can be used alone or with our logotype set. This option is appropriate for use on graphic posters, social media, and other select digital communications.



### Symbol

Our graphic icon can be used as a graphic element on its own. It can be filled, used as a clipping mask, and/ or layer mask color dodge, screen or multiply opacity filters. The logotype set may be used on top or nested into the symbol as a graphic element.

If the logotype set is incorporated into the graphic element no additional logo use is needed. If the symbol is used as a graphic element the horizontal lockup may be added for clarification.

ALWAYS USE THE LOGO FILES PROVIDED IN THE LOGO PACK. DO NOT RE-CREATE.



## Primary Logo

## Women's Health Organization

### 02 Logo Basics

Our logo is our most recognizable asset. That's why we love it, are protective of it and ask you to follow the rules when you use it.

Our horizontal lockup is our primary logo and preferred option. It should be used when there is no other brand presence in communications.



### Primary logo usage

Use the black version on lightest backgrounds.



Primary logo

Use the white version on black backgrounds.



Primary logo

Use the black version on lighter color backgrounds or imagery.



Primary logo

Use the white version on darker color backgrounds or imagery.

THE HORIZONTAL LOGO IS THE PRIMARY LOGO AND SHOULD BE USED IN MOST INSTANCES.

## Secondary Logo

## Women's Health Organization

### 02 Logo Basics

The symbol & filled box lockup is our second option and can be used alone or with our logotype set. This option is appropriate for use on graphic posters, social media, and other select digital communications.



#### Secondary logo

Use the white version on black backgrounds.



#### Secondary logo (simplified)

Use the black version on lighter color backgrounds or imagery.



#### Secondary logo (simplified)

Use the white version on darker color backgrounds or imagery.

### Secondary logo usage

Use the black version on lighter backgrounds.

For additional colorways please refer to the color rules starting on pg. 13.

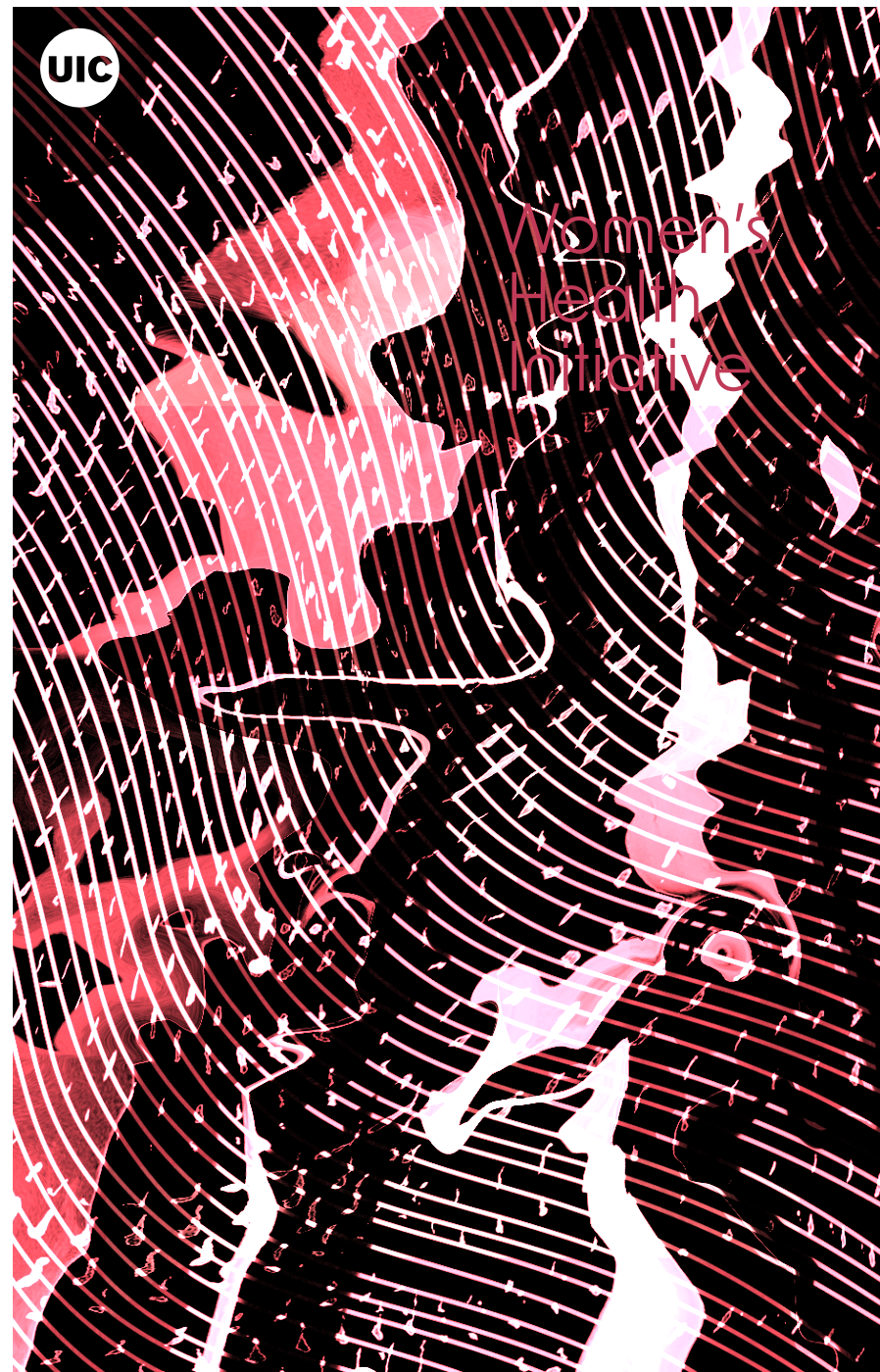
THE HORIZONTAL LOGO IS THE PRIMARY LOGO AND SHOULD BE USED IN MOST INSTANCES.

## Symbol

Our graphic icon can be used as a graphic element on its own. It can be filled, used as a clipping mask, and/ or layer mask color dodge, screen or multiply opacity filters. The logotype set may be used on top or nested into the symbol as a graphic element.

If the logotype set is incorporated into the graphic element no additional logo use is needed. If the symbol is used as a graphic element the horizontal lockup may added for clarification.

## Women's Health Organization 02 Logo Basics



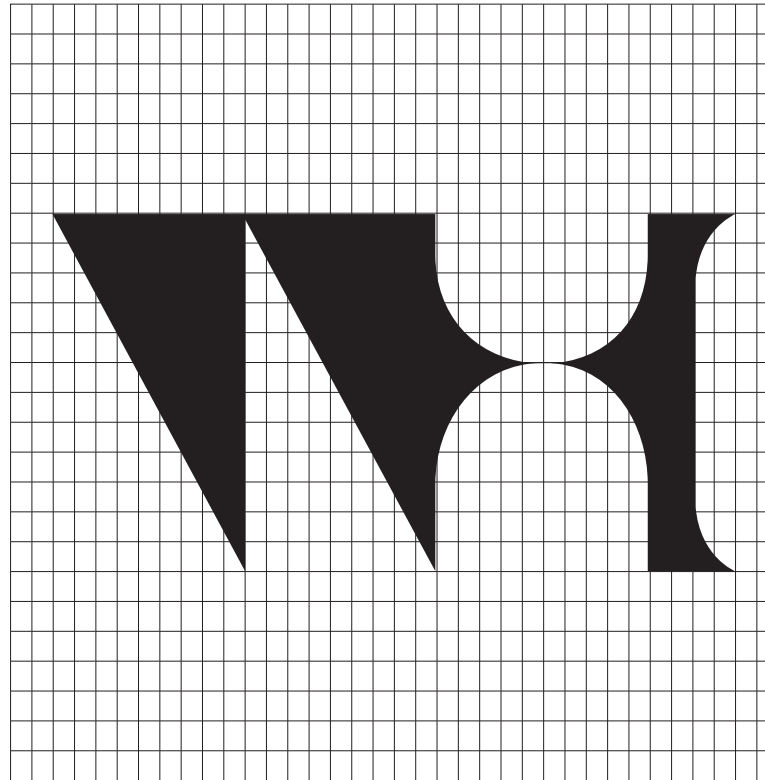
## Clear Space

## Women's Health Organization

### 02 Logo Basics

To maximize visibility and impact, ensure our logo has clear space for it to breathe.

Avoid putting any text closer than 10pt around the logo.



ENSURE THERE IS ALWAYS ADEQUATE SPACE BETWEEN THE LOGO AND SURROUNDING ELEMENTS.

## Logotype Dont's

To make sure our logotype appears as consistently as possible throughout all communications, we've identified a few ways we don't want our logotype to appear.

## Women's Health Organization 02 Logo Basics

 <p>NO ROTATION</p>	 <p>NO SCALING</p>	 <p>NO SYMBOL REMOVAL</p>
 <p>NO GRADIENTS</p>	 <p>NO SHADOW OR GLOW</p>	 <p>NO SIZE ADJUSTMENT</p>
	 <p>NO FONT CHANGE</p>	

ENSURE THERE IS ALWAYS ADEQUATE SPACE BETWEEN THE LOGO AND SURROUNDING ELEMENTS.

03

# COLORS & TYPOGRAPHY

## Our Palette

## Women's Health Organization 03 Colors & Typography

<p>C90 M62 Y58 K54 R13 G53 B59 HEX: #0D353B RICH BLACK</p>	<p>C75 M21 Y35 K1 R51 G156 B164 HEX: #339CA5 KEPPEL</p>	<p>C71 M4 Y21 K0 R35 G184 B202 HEX: #23B8CA BALL BLUE</p>	<p>C0 M0 Y2 K0 R254 G254 B250 HEX: #FEFEFA BABY POWDER</p>
<p>C87 M48 Y83 K62 R6 G56 B36 HEX: #063824 SACRAMENTO STATE GREEN</p>	<p>C83 M23 Y72 K7 R33 G139 B103 HEX: #218B67 SEA GREEN</p>	<p>C60 M0 Y50 K0 R100 G194 B157 HEX: #64C29D GREEN SHEEN</p>	<p>C0 M4 Y5 K0 R254 G243 B235 HEX: #FEF3EB SEASHELL</p>
<p>C36 M89 Y63 K62 R77 G18 B35 HEX: #4D1223 CHOCOLATE COSMOS</p>	<p>C20 M90 Y56 5 R192 G60 B87 HEX: #C03C57 BRICK RED</p>	<p>C0 M53 Y45 K0 R245 G144 B126 HEX: #F5907E DARK SALMON</p>	<p>C7 M8 Y22 K0 R237 G227 B235 HEX: #EDE3C8 PEARL</p>
<p>C36 M84 Y98 K52 R99 G38 B14 HEX: #63260E SEAL BROWN</p>	<p>C10 M71 Y100 K1 R220 G105 B39 HEX: #DC6927 TANGELO</p>	<p>C0 M40 Y57 K0 R250 G170 B118 HEX: #FAAA76 VERY LIGHT TANGELO</p>	<p>C7 M8 Y22 K0 R237 G227 B200 HEX: #736A64 DIM GREY</p>
<p>C36 M54 Y100 K19 R230 G90 B42 HEX: #E65A2A METALLIC SUNBURST</p>	<p>C13 M39 Y100 K1 R222 G161 B38 HEX: #81AA4B GOLDENROD</p>	<p>C4 M2 Y74 K0 R251 G236 B101W HEX: #FBEC65 CORN</p>	
<p>C0 M0 Y0 K100 R0 G0 B0 HEX: #000000 BLACK</p>	<p>C0 M0 Y0 K0 R255 G255 B255 HEX: #FFFFFF WHITE</p>		

### Primary Colors

Within its graphic guidelines, the UIC Women's Health Initiative has a vast colorimetric palette. This wide range of shades aims to illustrate the diversity and multiplicity of the goals of our organization. In practice, this palette allows a great adaptability to the variety of materials and platforms used to engage our community.

## Color Hierarchy

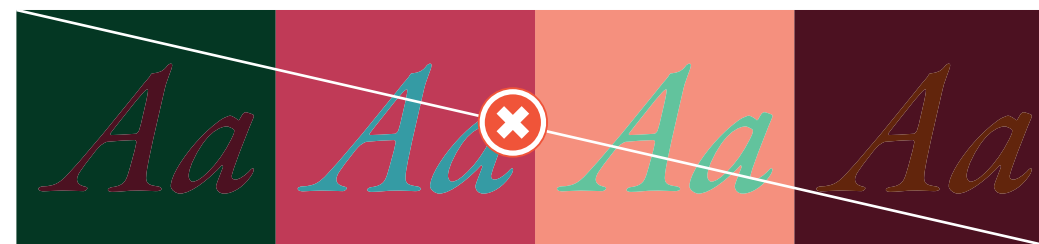
The colorimetric options follow all contrast rules to ensure ease of reading and accessibility. Any color combinations may be used as long as legibility and interest remain.

If we observe consistent color harmonies within monochromatic, analogous, and low contrast complementary themes we will maintain continuity.

### Color overuse

To avoid overwhelming the viewers temper bold colors with available neutrals.

## Women's Health Organization 03 Colors & Typography





## Color Implementation

### Examples

Here are some examples of color combinations that explore the available colors. Not every combination is appropriate for every application.

## Women's Health Organization

### 03 Colors & Typography



---

## Our Typefaces

---

## Women's Health Organization

### 03 Colors & Typography

---

**New Order is our primary typeface and should be used in headlines.**

*Garamond Premier Pro is our accent typeface and should be limited to subheadings and quotes, italic only.*

Our secondary typeface is **Gill Sans**. It works great for body copy, and pairs beautifully with the New Order and Garamond font families. Gills Sans typeface should be used for copy longer than 20 words or sized smaller than 16 pt.

New Order

Garamond Premier Pro

Gills Sans

Primary Typeface

Women's Health Organization  
03 Colors & Typography

# New Order

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

abcdefghijklmn  
opqrstuvwxyz

1234567890  
(,.;:?!\$&\*)

Aa

Light

Arcu ac tortor dignissim convallis aenean. Quisque id diam vel quam elementum pulvinar. Semper risus in hendrerit gravida rutrum quisque. Risus feugiat in ante metus dictum at tempor commodo ullamcorper.

Medium

Arcu ac tortor dignissim convallis aenean. Quisque id diam vel quam elementum pulvinar. Semper risus in hendrerit gravida rutrum quisque. Risus feugiat in ante metus dictum at tempor commodo ullamcorper.

Bold

**Arcu ac tortor dignissim convallis aenean. Quisque id diam vel quam elementum pulvinar. Semper risus in hendrerit gravida rutrum quisque. Risus feugiat in ante metus dictum at tempor commodo ullamcorper.**

## Secondary Typeface

**Women's Health Organization**  
03 Colors & Typography

# Gill Sans

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

abcdefghijklmn  
opqrstuvwxyz

1234567890  
(,,:? !\$&\*)

Aa

**Light**

Arcu ac tortor dignissim convallis aenean. Quisque id diam vel quam elementum pulvinar. Semper risus in hendrerit gravida rutrum quisque. Risus feugiat in ante metus dictum at tempor commodo ullamcorper.

**Medium**

Arcu ac tortor dignissim convallis aenean. Quisque id diam vel quam elementum pulvinar. Semper risus in hendrerit gravida rutrum quisque. Risus feugiat in ante metus dictum at tempor commodo ullamcorper.

**Bold**

**Arcu ac tortor dignissim convallis aenean. Quisque id diam vel quam elementum pulvinar. Semper risus in hendrerit gravida rutrum quisque. Risus feugiat in ante metus dictum at tempor commodo ullamcorper.**

## Accent Typeface

## Women's Health Organization

03 Colors &amp; Typography

# Garamond Premier Pro

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

abcdefghijklmn  
opqrstuvwxyz

1234567890  
(,.;:?!\$%&\*)

Aa

*Light Italic Display*

*Arcu ac tortor dignissim convallis aenean. Quisque id diam vel quam elementum pulvinar. Semper risus in hendrerit gravida rutrum quisque. Risus feugiat in ante metus dictum at tempor commodo ullamcorper.*

*Medium Italic*

*Arcu ac tortor dignissim convallis aenean. Quisque id diam vel quam elementum pulvinar. Semper risus in hendrerit gravida rutrum quisque. Risus feugiat in ante metus dictum at tempor commodo ullamcorper.*

*SemiBold Italic*

*Arcu ac tortor dignissim convallis aenean. Quisque id diam vel quam elementum pulvinar. Semper risus in hendrerit gravida rutrum quisque. Risus feugiat in ante metus dictum at tempor commodo ullamcorper.*

## Typographic Hierarchy

---

## Women's Health Organization

### 03 Colors & Typography

---

It is important to organize typography in a hierarchical system according to the relative importance in all communications.

#### Headline

New Order  
6 words or more  
8 pt leading  
0 tracking

This headline is two lines set in  
medium

#### Subhead

New Order  
½ headline  
2 pt leading  
0 tracking

*This subhead is 1/2 the point size of the headline and set to medium*

Our ongoing mission  
*raise awareness & educate*



Women's Health Initiative - University of Illinois