

# Branding Guidelines

This document is intended to give you some helpful guidelines to use when creating your own DFW materials. Use these branding rules to ensure the DFW brand integrity is maintained. Any questions regarding these guidelines or materials should be directed to the Communications Director at [media@diningforwomen.org](mailto:media@diningforwomen.org).

## Dining for Women Logo Options

The DFW logo can appear in two formats: horizontal and vertical. The logos may be printed in the DFW colors (*see Color Palette section for color specifics*), or in black or white. Do not rearrange the placements of the plate graphic and the logo type; use only as locked together below. The plate graphic may be used separately in some cases (*see provided logo files for usage directions*).

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Horizontal format in  
DFW Brown and DFW Blue (preferred color usage).



Vertical format in  
DFW Brown and DFW Blue (preferred color usage).



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Horizontal format in Black (to be used only in one-color applications).



Vertical format in Black (to be used only in one-color applications).



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Horizontal format in White (can also be used against other brand background colors).



Vertical format in White (can also be used against other brand background colors).



## Reducing or Enlarging the Logo

When increasing or reducing the size of the logo to suit your documents, make sure you constrain the proportions (drag diagonally from the corner point) so the logo does not get stretched or condensed, but retains the original proportions.

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Correct proportions

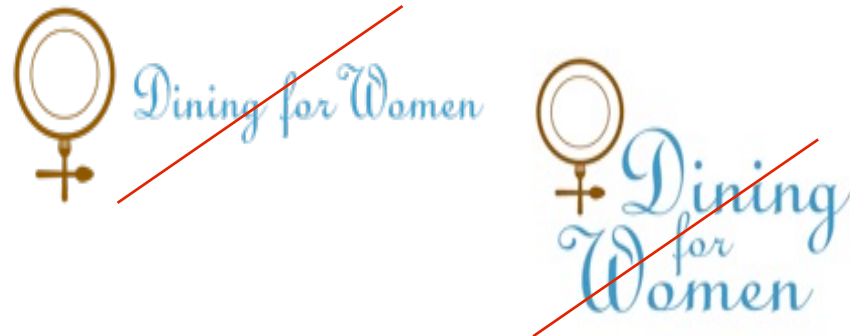


Correct proportions



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Do not condense the logo



Do not stretch the logo



## Fonts

Linoscript is the main font of the logo and should be used in all short headlines. Gill Sans is the font that should be used for all body copy. If needed, you may purchase these fonts at [www.myfonts.com](http://www.myfonts.com).

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For logo and all headlines, please use:

*Linoscript*

*abcdefghijklmnopqrstuvwxy*

*1234567890*

For all body copy, please use:

Gill Sans

abcdefghijklmnopqrstuvwxy

1234567890

## Tag Line

Use the Tag Line: **Changing the World One Dinner at a Time** in your DFW documents. Suggested color: deep blue or brown. This can go at the bottom of the page as a closing to your flyer or invitation. If possible, use Gills Sans as the font in regular or semibold styles.

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Sample

Changing the World One Dinner at a Time

**Changing the World One Dinner at a Time**

## Color Palette

Consistency in color is important to maintaining brand integrity.

**Documents and desktop publishing:** Use the RGB color values for each of the branded and complementary colors.

**For the web:** Colors are converted to a hexadecimal format.

DFW Blue = 3588BA

DFW Brown = 794400

Dark Blue = 00508F

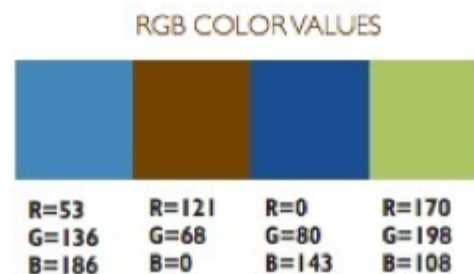
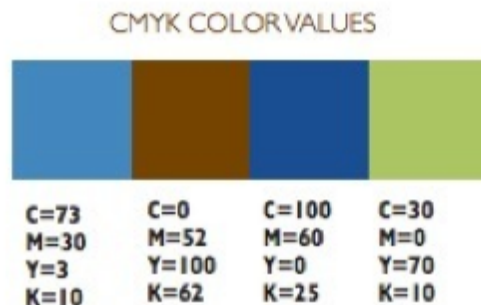
Green = AAC66C



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## Complimentary Colors

Similar colors are available in Microsoft Office: Light Blue, Brown, Dark Blue, Lime.



## Logos available for use

- DFW\_Logo.eps – This is the horizontal format data file from which all the logos are made. For all high quality printing, advertising or newspaper use, this is the file that should be provided.
- DFW\_LogoCMYK.jpg – A horizontal image file for use in four color printing, primarily used by newspapers. High quality printing does not use CMYK.
- DFW\_LogoRGB.jpg – The most common horizontal image file for use on the web, in documents and lower-resolution desktop printed materials.
- DFW\_LogoBlack\_Horizontal.eps – A black horizontal image file for use in one-color printing applications.
- DFW\_LogoWhite\_Horizontal.eps – A white horizontal image file for use in one-color printing applications.
- DFW\_Logo\_Vertical.eps – This is the vertical data file from which all the logos are made. For all high quality printing, advertising or newspaper use, this is the file that should be provided.
- DFW\_LogoCMYK\_Vertical.jpg – A vertical image file for use in four color printing, primarily used by newspapers. High quality printing does not use CMYK.
- DFW\_LogoRGB\_Vertical.jpg – The most common vertical image file for use on the web, in documents and lower-resolution desktop printed materials.
- DFW\_LogoBlack\_Vertical.eps – A black vertical image file for use in one-color printing applications.
- DFW\_LogoWhite\_Vertical.eps – A white vertical image file for use in one-color printing applications.
- Plate only – this is a square image that can be used as a favicon online. It also fits the Facebook requirements.