THE *Women of Joy* 2019 BRAND GUIDELINES

WOMEN OF JOY™

THE HEART *behind* WOMEN OF JOY

IS TO *encourage* WOMEN OF ALL AGES AS

THEY SEEK TO LIVE OUT THE *calling* OF

GOD IN *each* OF THEIR LIVES.

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We have designed a library of pre-approved photography and marketing assets to help promote Women of Joy. These can be found at womenofjoy.org/promote. Because we've created this artwork on behalf of our group leaders and attendees, we ask that you do not design original artwork for any of these asset types: t-shirts, social media posts.

APPROVALS

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*You may not design original artwork for any digital or print media including but not limited to: t-shirts, social media, email, bulletins, slides, etc. You can find artwork we have provided on our website. If you choose to create original assests, you **must obtain** written approval from Women of Joy on **all final assets** that utilize the Women of Joy logo, the Women of Joy brand or likeness, any conference past or present theme, and/or photography provided by Women of Joy before use. Approval is also required for any previously approved assets that have been altered in any way.*

EMAIL ASSETS IN THEIR FINAL FORM TO HANNAH@PHILWALDREP.ORG. PLEASE ALLOW A MINIMUM OF 10 BUSINESS DAYS FOR APPROVAL.

If you'd like Women of Joy to design something for you to advertise our event, email hannah@philwaldrep. org and we will work with you to understand your needs and design something for you.

We ask that you adhere to this style guide at all times. Violations may result in your registration being flagged. Women of Joy reserves the right to update these guidelines at any time without notice.

These guidelines are not intended to be a complete statement of the proper use of the Women of Joy brand. Women of Joy reserves the right to object to any use of the Women of Joy brand that we deem to be improper, even if the given use is not expressly prohibited by these guidelines.
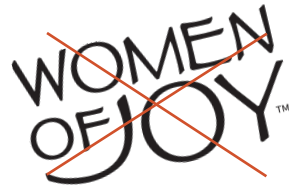
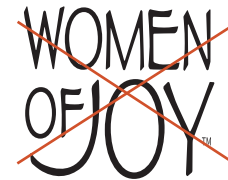# INCORRECT USAGE OF THE WOMEN OF JOY LOGO

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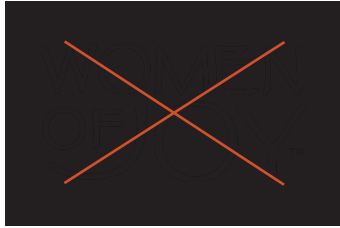
USING DARK TYPE ON A DARK BACKGROUND
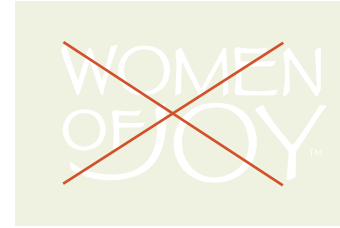
USING WHITE TYPE ON A LIGHT BACKGROUND

ROTATING THE IMAGE IN **ANY** WAY

SKEWING OR DISTORTING THE IMAGE

USING COLORS OUTSIDE THE PALETTE

USING DROP SHADOWS

GRAPHIC DESIGN LAYOUT STANDARDS FOR THE WOMEN OF JOY LOGO

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NEVER USE:

- *Drop shadows*

- *Textured backgrounds*

- *Colors outside the Women of Joy palette*

- *Gradients*

- *Collages*

- *Offset elements*

- *Borders around text*

- *Icons or clip art*

Questions?

CONTACT HANNAH@PHILWALDREP.ORG

We are Women of Joy

WOMEN
OF JOY™