

AMERICAN BUSINESS WOMEN'S ASSOCIATION  
CHANGING WOMEN'S LIVES. . . ONE WOMAN AT A TIME.™



**ABWA's**

**BRAND GUIDELINES**

**2020-2021**



## INTRODUCTION

How the American Business Women's Association® is perceived is in large part the result of brand image, public perception, and the consistency of communications that shape the mindset of the ABWA community and potential new members. Our brand plays a pivotal role in contributing to the image of the American Business Women's Association; therefore, brand consistency across all Chapters, Express Networks®, and Councils is critical to ABWA's image and marketplace position.

The brand name (both ABWA and the American Business Women's Association), registered trademarks, logos, and accompanying brand communications are a means of symbolizing and differentiating the Association's identity in the market. Correct and appropriate use of the ABWA name and logo keeps its trademark position legally strong and creates long-term value for the Association.

The objective of the brand guidelines is to help those who use the ABWA brand elements to understand the values while providing detailed specifications and guidance on the use of all aspects of the brand. It defines graphic standards for the correct use of ABWA's registered trademarks and logos. The intention is to give the Association a uniform brand identity, greater visibility, and more powerful marketing possibilities. **To ensure brand consistency, please review the guidelines to be certain your brand usage falls within approved standards. When in doubt, contact ABWA National with any questions regarding ABWA brand guidelines at 1-800-228-0007.**

## INTELLECTUAL PROPERTY

All information created by or on behalf of the American Business Women's Association (ABWA) is the intellectual property of ABWA Management, LLC. The establishment of a Chapter, Express Network, or Council does not extend any ownership rights to ABWA's intellectual property. Examples of intellectual property include all materials published by ABWA, in which ABWA owns a copyright; all ABWA registered trademarks and logos; ABWA promotions and communications; the ABWA website at [www.abwa.org](http://www.abwa.org), hosted websites (Chapters, and Express Networks), and ABWA's membership list. Chapters, Express Networks, and Councils expressly agree that none of the local leagues or their members in any way owns an interest in or may otherwise alter, remove, transfer, sell, or diminish the value of ABWA's intellectual property. **This includes the use of ABWA registered trademarks and logos on any unofficial and/or unapproved ABWA merchandise.**



**ABWA BRAND COMPONENTS**

Branding is not just a trademark or logo. It incorporates many components that work together to form the brand, including:

**MISSION STATEMENT**

A mission statement is a statement of the purpose of an organization, its reason for existing, with the intent of making others aware of that purpose.

*The mission of the American Business Women's Association is to bring together businesswomen of diverse occupations and to provide opportunities for them to help themselves and others grow personally and professionally through leadership, education, networking support, and national recognition.*





**TAGLINE**

The idea behind the concept of a tagline is to create a memorable phrase that will sum up the tone and premise of a brand and also reinforce the audience's memory of what ABWA offers which is unique and different.

**AMERICAN BUSINESS WOMEN'S ASSOCIATION**  
*Changing Women's Lives...One Woman at a Time.™*

**COLOR PALETTE**

Color is a key element in the ABWA brand. No matter what you are designing or printing, please make every effort to ensure that the colors you print or use match those specified here as closely as possible.

PANTONE COLOR	CMYK VALUE	RGB VALUE
 <b>PMS 185</b>	C1 / M100 / Y92 / K0	R231 / G0 / B51
 <b>PMS 424</b>	C57 / M47 / Y48 / K14	R113 / G114 / B113
 <b>BLACK</b>	C100 / M100 / Y100 / K100	R0 / G0 / B0
 <b>TURQUOISE</b>	C60 / M3 / Y36 / K0	R97 / G190 / B177

**TYPOGRAPHY**

Careful and consistent use of typography reinforces ABWA's brand personality and ensures both clarity and harmony in all communication.

Available in a variety of weights, Myriad Pro\* is a classic modern typeface which works well for both headlines and body copy while setting a clean, confident tone for communications (i.e., brochures, newsletters, etc.).

Myriad Pro Regular    A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
 a b c d e f g h i j k l m n o p q r s t u v w x y z  
 0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & \* ( )

*Helvetica, Arial and Lato (Google font) are acceptable font substitutes when Myriad Pro is not available.*

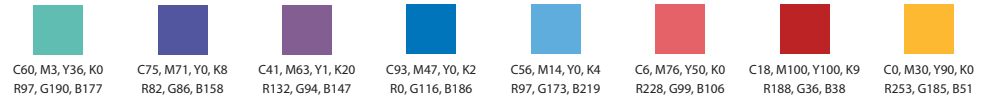
\*Myriad Pro is an OpenType format font (for both Windows and Macintosh platforms) available from Adobe (www.adobe.com) and also packaged with Adobe Acrobat Reader. Additional weights include: Light, Light Italic, Regular Italic, Semibold, Semibold Italic, Bold, Bold Italic, Black, and Black Italic.



## ABWA BRAND COMPONENTS (cont.)

### DESIGN ELEMENTS

Various design elements are utilized to communicate the ABWA brand, including the colors shown below, and photos of vibrant, confident women of multiple races in both professional and personal settings.



## TRADEMARK AND LOGO USAGE

### DO . . .

- use ABWA registered trademarks and logos on League and Council publications—newsletters, stationery, league websites, brochures, and social media/networking websites—*if your league is in good standing.*
- include *an ABWA signature on every communication produced by your Chapter, Express Network, or Council* to convey your affiliation with the national Association. A signature is the combination of an official ABWA registered trademark and/or logo with a local league name.
- link ABWA logos used online to the ABWA National website. If the logo is in the form of an ABWA signature for your league, the logo should be linked to the website for your Chapter, Express Network, or Council.

**DO NOT** use ABWA logos and trademarks on any individual's personal stationery, websites, resumes, social/professional networking sites, etc.

**DO NOT** edit logos in any way. This includes skewing the proportions (stretching/compressing/etc.) of any ABWA registered trademarks and logos. When placing as artwork, ensure that you constrain the proportions for width and height. Do not modify the colors of any ABWA registered trademarks and logos.

The ABWA registered trademarks and logos **MUST NOT** be manipulated or altered in any way, shape, or form. *All official ABWA registered trademarks and logos may be downloaded from the National Resources in Community Connections.*

**DO NOT** use ABWA registered trademarks and logos on unofficial ABWA merchandise or promotional items. ABWA's online store is the sole provider of ABWA branded merchandise and promotional items.

Use of ABWA registered trademarks and logos on promotional materials and/or league merchandise without written consent by the Executive Directors is strictly prohibited and may result in legal action. Questions regarding the logo usage or copyrighted materials should be submitted in writing to ABWA National at [webmail@abwa.org](mailto:webmail@abwa.org).



**THE ABWA LOGO**

The official colors of the ABWA logo are red (PMS 185), black, or gray (PMS 424 or a 30% screen of black). Approved versions of the ABWA logo are included here. In all instances, the logo must be used with the registered trademark symbol® as shown in the sample logos below. All of the approved logos are available to download in various formats from the National Resources in Community Connections.



**NOTE:** When materials will be printed in black and white only, the ABWA logo should be produced solely in black with outline letters, a solid wave, and the words “AMERICAN BUSINESS WOMEN’S ASSOCIATION” in black. A color logo should not be converted to grayscale.

**THE ABWA EXPRESS NETWORK® LOGO**

The only approved two-color option for the ABWA Express Network logo uses red (PMS 185) for the word “Express” and black for all other type elements. All of the logo elements must be used together and should never be separated. The letters “ABWA” must appear above the word “Express” and the words “American Business Women’s Association” must appear below the word “Network” in the logo. When materials will be printed in black and white only, the ABWA Express Network logo should be reproduced entirely in black.



When writing about ABWA’s Express Network leagues or membership option, be sure to include the registered trademark symbol after your first reference®.



**PRESERVING LOGO INTEGRITY**

While it may be tempting to stretch a logo to make it fit into a desired space, it is important to maintain the original height and width proportions so that an ABWA logo looks like an ABWA logo no matter where you see it. With an ever increasing presence online, the opportunities for ABWA members and potential new members to see distorted or confusing brand usages occurs more than ever. Do your part to lessen confusion and enhance our image by following these simple steps:

1. Download the official ABWA registered trademarks and logos from the National Resources in Community Connections that you will use frequently and save them on your computer. Keep these logos handy for quick insertion into your Chapter, Express Network, or Council projects.
2. **DO NOT modify registered trademarks or logos in any way.** Any change in the appearance of the logo sacrifices its integrity and causes brand confusion. Examples below shows a logo within a logo, which is not acceptable.
3. Familiarize yourself with the proper method to constrain the width and height proportions when resizing/scaling an image. This will ensure that you don't distort the image. In most cases, you can lock in the proportions (i.e., make the height smaller as you decrease the width, and vice versa) on a PC by holding the "control" key on your keyboard while you drag the image resizing tool on your computer; on a Mac, use the "shift" key. Consult your individual program's "Help" option for additional tips.
4. When creating a logo for your specific Chapter, Express Network, or Council Name **DO NOT** use the ABWA logo or the ABWA name within the logo. The ABWA logo must appear with (above, below, or to the side of) the independent Chapter, Express Network, or Council name logo to secure brand recognition (see c. below).
5. **Every communication produced by your local league should have a signature somewhere on it.** A signature is the combination of an official ABWA logo with a local Chapter, Express Network, or Council name. The options for font should be consistent to what is stated on page 2 under Typography. Using fonts similar to the logotype helps create brand consistency between the Association's logos and your Chapter, Express Network, or Council name.

Unacceptable  
Logo examples:



Signature  
Logo Examples:



a.

b.

c.





## ABWA WEBSITE LEAGUE LISTING REQUIREMENTS

Your Express Network or Chapter must meet the following requirements to be listed on the ABWA National website:

1. The league, its officers and committee chairs must be in good standing.
2. League must sign and submit signed Terms and Conditions agreement to ABWA National each year (on or before June 30) and return signed form to ABWA National.
3. The league must demonstrate that they've delivered a minimum of nine business and market relevant programs in a rolling 12 month period.

### Required Content for League Website Homepage.

As we strive to present a united brand for ABWA through all communications, both print and digital, each league will be required to include the following information on their website homepage in order to be listed on the ABWA National website:

- The official ABWA or Express Network logo
- ABWA's mission statement
- Name of your league
- League location (city, state, and zip code)
- Name and email of league contact
- Meeting information (time, date, location and cost to attend)
- Link to ABWA's home page – [www.abwa.org](http://www.abwa.org)
- Link to ABWA's Facebook page – <http://tinyurl.com/jg4sgv3>

If your league's website is not yet listed on the ABWA National website, or you want to inquire about ABWA's website hosting services, contact Cynthia Bell at [cbell@abwa.org](mailto:cbell@abwa.org) or call 913-732-5100 at extension 258.



## ABWA WEBSITE LEAGUE LISTING REQUIREMENTS



In an effort to create stronger brand consistency for ABWA, all leagues must change their names on their league's Facebook page to the following:

### ABWA - League Name

By creating stronger brand consistency through our collective Facebook pages, we present ourselves as a more unified organization.

**Administrators:** When changing your league name on Facebook, please make certain that you include a space both before and after the dash. This will ensure that your league is included in search results for "ABWA."

### Facebook Tips:

Your league can expand its reach to working women by posting attention grabbing headlines and writing posts that are relevant to working women and women business owners. Your league's posts should be informative, inspirational and motivational. And remember, today there are five different generations in the workplace (Generation Z, Millennials, Generation X, Baby Boomers and Traditionalist).

Post at least 1-2x per week during the work week (M-F). To monitor your Facebook page performance, go to **Insights**, and click on Posts and compare past with present day performance.

### Best times to post on Facebook

For most consistent engagement post Monday – Friday from 9:00-4:00 PM  
Best Day to Post is **Wednesday!**



### Instagram Tips:

Your league can expand its reach to working women by making sure your ads on Instagram include a high-quality image, that communicates a clear value proposition as it relates to membership in ABWA, and in your league. Your posts can be inspirational, motivational and/or informative. According to some social media experts, any day of the week is a good time to post on Instagram since engagement is fairly steady, with a slight increase on Monday, however, most experts agree to avoid posting from 3-4 PM during work hours.

Don't forget to use the ABWA brand, shout-outs, picture filters, links and hashtag when appropriate.

### Best Day to Post on Instagram

Best day to post on Instagram tends to be **Wednesday** however, Tuesday, Thursday and Fridays may also be good.

- Monday: 5am, 9am CST
- Tuesday: 9am CST
- Wednesday: 7am CST
- Thursday: 8am, 11am and 6pm CST
- Friday: Noon, and 2pm CST