YOUNG WOMEN'S
PREPARATORY NETWORK

HORIZONTAL

CENTERED

FLUSH LEFT

The horizontal and verticle centered format are the preferred presentation of the Young Women's Preparatory Network logo.

The flush left option may be chosen depending on usage of the logo. This format is intended for use only when the preferred logo formats will not work. It is an acceptable alternative on an "as needed" basis only.
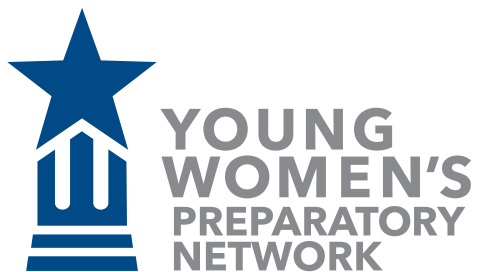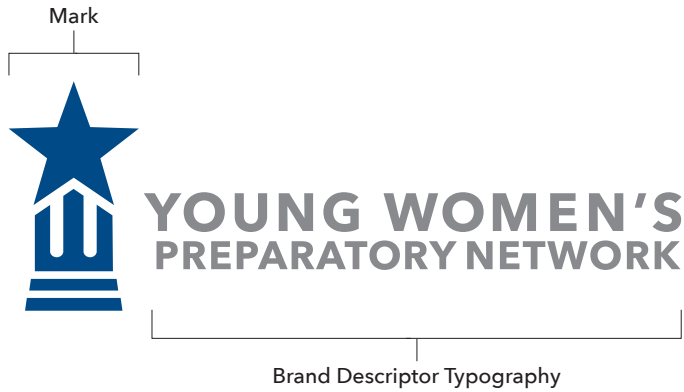
Mark

YOUNG WOMEN'S PREPARATORY NETWORK

Brand Descriptor Typography

PMS 301

PMS Cool Gray 8

YOUNG WOMEN'S PREPARATORY NETWORK

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THE LOGO

The YWPN logo is comprised of two elements: the mark and the brand descriptor typography. The combination of the mark and the brand descriptor typography is referred to as the logo.

TWO COLOR USAGE

When using the YWPN logo in two colors, PMS 301 and PMS Cool Gray 8 must be used. No other two-color configuration is acceptable.

ONE COLOR USAGE

When using the YWPN logo in one color, it may only be used in PMS 301 or black and configurations shown to the left. White can be used if the logo appears on a solid color background.

PRIMARY COLOR PALETTE

COATED

PANTONE
301 C

PANTONE 301 C
C=100 M=72 Y=27 K=12
R=0 G=73 B=135
WEB #004987

PANTONE
Cool Gray 8 C

PANTONE Cool Gray 8 C
C=49 M=40 Y=38 K=4
R=136 G=138 B=141
WEB #888A8D

PANTONE
123 C

PANTONE 123 C
C=0 M=23 Y=91 K=0
R=255 G=198 B=41
WEB #FFC629

UNCOATED

PANTONE
301 C

PANTONE 301U
C=72 M=31 Y=0 K=44
R=40 G=98 B=142
WEB #28628E

PANTONE
Cool Gray 9 U

PANTONE Cool Gray9 U
C=28 M=16 Y=12 K=35
R=137 G=139 B=142
WEB #898B8E

PANTONE
121 U

PANTONE 121 U
C=0 M=20 Y=68 K=0
R=255 G=204 B=82
WEB #FFCC52

PRIMARY PALETTE SIGNATURE COLORS

Our signature color palette consist of blue, gray and yellow. Using this palette appropriately and consistently creates an additional layer of distinction.

Our signature colors may be used extensively both for large areas of color and as accent colors.

There are two sets of colors – one for coated paper and one for uncoated paper so that the colors match as close as possible on all types of paper.
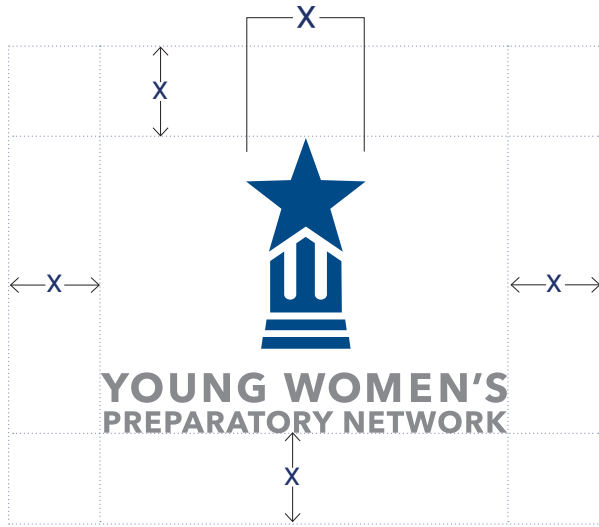
SECONDARY PALETTE SUPPORTING COLORS

The colors in our supporting palette were chosen to complement our primary palette of blue, gray and yellow, providing additional range to the brand experience.

The secondary palette colors work well as accent colors or as subtle backgrounds behind typography or graphics. Darker colors may be used behind light-colored typography.

Screens or tints of the supporting colors may be used to achieve the desired effect.

SECONDARY COLOR PALETTE

PMS: 646
CMYK C72 M31 Y3 K12
RGB R94 G138 B180
WEB 5E8AB4

PMS: 646
CMYK C8 M23 Y52 K15
RGB R198 G170 B118
WEB C6AA76

PMS:1205
CMYK C0 M3 Y43 K0
RGB R248 G224 B142
WEB F8E08E

PMS:187
CMYK C7 M100 Y82 K26
RGB R166 G25 B48
WEB A6192E

PMS:576
CMYK C54 M5 Y94 K24
RGB R120 G157 B74
WEB 789D4A

PMS:483
CMYK C21 M80 Y81 K69
RGB R101 G48 B36
WEB 653024

An area of clear space should be maintained around the logo that is equal to or greater than distance "X" as indicated in the diagram.

X

X

X   X

YOUNG WOMEN'S
PREPARATORY NETWORK

X

X

X   X

YOUNG WOMEN'S
PREPARATORY NETWORK

X

X

An area of clear space should be maintained around the logo that is equal to or greater than distance "X" as indicated in the diagram.

X

X

X   X

YOUNG
WOMEN'S
PREPARATORY
NETWORK
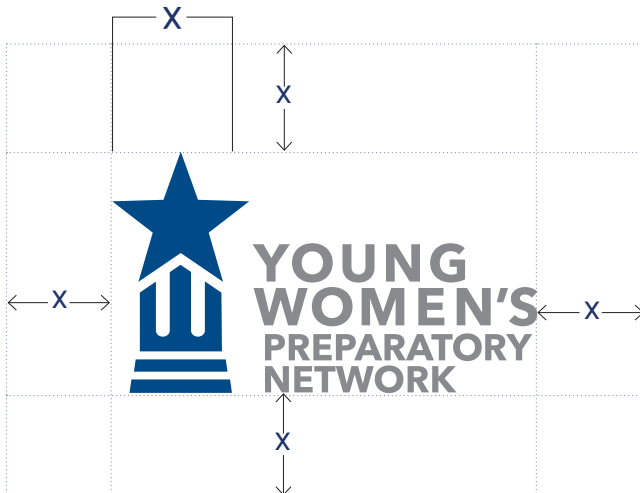
X

To maintain the logo's visual integrity, the area around the entire logo, including the affiliated organization's name, should be clear of elements such as type, photographs and other symbols.
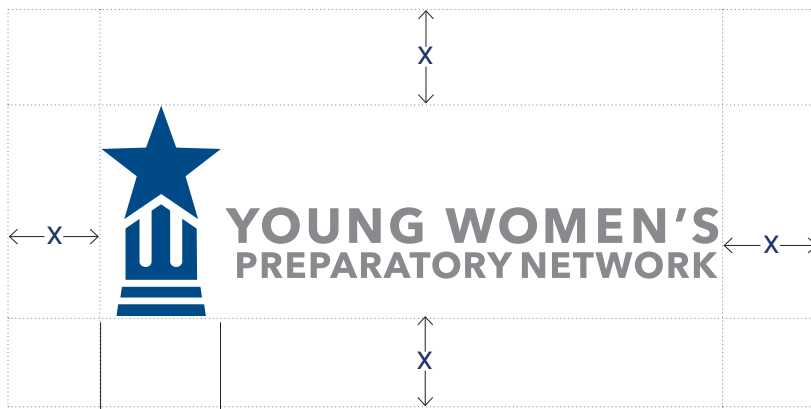
SUB-BRAND IDENTIFIERS

YOUNG WOMEN'S
PREPARATORY NETWORK | **INSTITUTE**

YOUNG WOMEN'S
PREPARATORY NETWORK | **STEM CHALLENGE**

YOUNG WOMEN'S
PREPARATORY NETWORK | **LUMINARIES**

YOUNG WOMEN'S
PREPARATORY NETWORK | **PARTNER**

YOUNG WOMEN'S
PREPARATORY NETWORK | **SYMPOSIUM**

The sub-brand is only to be used in the horizontal format of the logo. Pantone 123 C or 121 U is the only color to be used for the sub-brand text. It can also be used as one color, see page 4 for spec on one color usage.

LOGO FONT

Avenir Next Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!

Avenir Next Regular Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!

Avenir Next Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!

Avenir Next Medium Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!

Avenir Next Demi Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!

Avenir Next Demi Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!

Avenir Next Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!

Avenir Next Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!

BODY COPY FONT

Avenir Next Condensed Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!

Avenir Next Condensed Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!

Avenir Next Condensed Demi Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!

Avenir Next Condensed Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!

Avenir Next Condensed Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!

PREFERRED SERIF FONTS

Times New Roman Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!

Times New Roman Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!

Times New Roman Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!

Times New Roman Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!

TYPE GUIDELINES

The YWPN logo uses Avenir Next Bold as its Brand Descriptor Typography. In this family we should use the medium, demi bold and bold for accents such as subheads and headlines.