

READ ME FIRST

GFWC ALABAMA PRESIDENT'S PROJECT LOGO USE REQUIREMENTS

Guidelines for Logo Use

The President's Project logos belong to GFWC Alabama and was made exclusively for GFWC Alabama use. Permission to use the logo by groups not affiliated with GFWC shall be requested from Becky Vansant, GFWC Alabama President 2024-2026, via email to: gfwcalabamapresident@gmail.com

The use of the President's Project Logos for anything other than GFWC Alabama-related programs and projects is prohibited. GFWC Alabama has the right to determine how the logo is used in each situation, included but not limited to: logo size, placement, and format.

It is prohibited to alter the logo, its text/font, or the brand colors within the logo.

The logo cannot be used on any clothing or apparel outside of what GFWC Alabama provides or approves.

There are two (2) logo types in a transparency .png file format. Please see below for the logo styles. These are also available on a navy blue background to stand out.



Brand Color Guidelines

The official colors of the President's Project brand are in the colors as follows:

	PP Green HEX: #23A954 RGB: R 35, G 169, B 84 CMYK: C 79%, M 0%, Y 50%, K 34%
	PP Navy HEX: #000040 RGB: R 0, G 0, B 64 CMYK: C 100%, M 100%, Y 0%, K 75%
	PP Yellow HEX: #FFCB29 RGB: R 255, G 203, B 41 CMYK: C 0%, M 20%, Y 84%, K 0%

These colors may not be altered and must be used exactly according to the color values as indicated above. If unable to insert color values into program, please use the eyedropper option on the color blocks above.

Fonts

The fonts of the PP logo are as follows:

GFWC Alabama and Compassion in Action: Century Gothic

Mental Health Matters: Ink Free

These fonts must remain consistent through our logo and media content.