**Communicating the AAUW Brand**

**2023-24**

**American Association of University Women**

**Lake/Sumter Branch INC**

A **brand** is an intangible concept, an image in peoples’ minds that helps them identify an organization. National AAUW has established our brand. Our job at the branch level is to communicate the AAUW brand to the public in Lake and Sumter Counties.

Our goal is to create communications with a unified look that reflects our organization. Toward that end, we need to maintain a consistent look and feel in all our materials, which will enhance our brand recognition and establish Lake/Sumter AAUW as a source of high-quality, professional programs and services…and in the minds of area residents.

National AAUW has started to shift its branding guidelines to a new color scheme but have not yet provided clear direction for branches. AAUW Lake/Sumter Branch has selected the following logos, color palettes, and fonts for use in all Branch published materials, printed and online by September 2023.

**Logo**

The AAUW logo is sturdy, geometric, and highly legible. It has not changed, but National AAUW has approved the following logo color schemes.



AAUW Logo – color AAUW Logo – black AAUW Logo -- Navy

The color logo is preferred for Branch communications, but the others may be used with approval of the Board.

**Color**

National AAUW has approved the following color palette for use on all published materials.

**Main Colors** are those in the color logo; they are to be used for headings and bullets in text. These are the colors that will be used most frequently in Branch documents and mailings.

“Dark Navy” “Paprika”

RGB: R11 G 35 B70RGB: R194 G58 B9

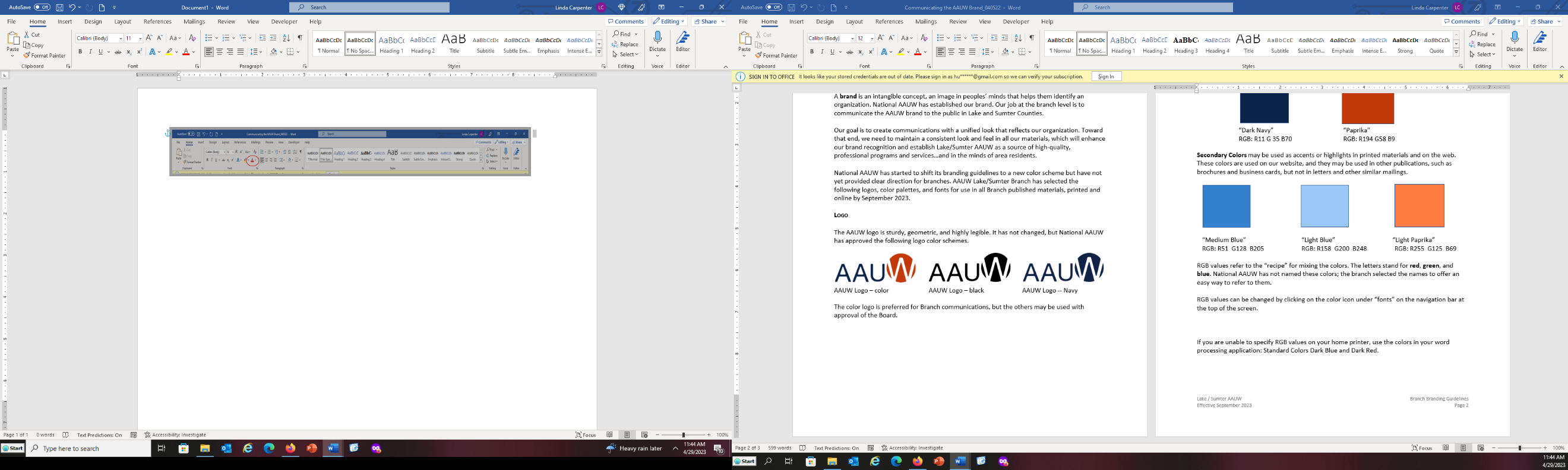
**Secondary Colors** may be used as accents or highlights in printed materials and on the web. These colors are used on our website, and they may be used in other publications, such as brochures and business cards, but not in letters and other similar mailings.

“Medium Blue” “Light Blue” “Light Paprika”

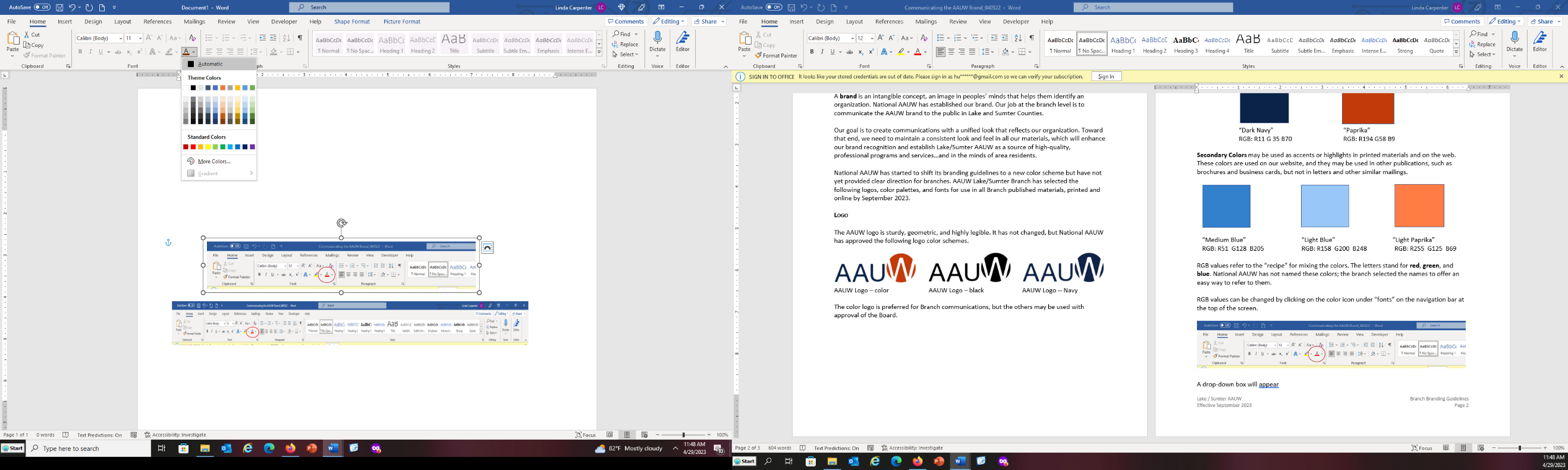
RGB: R51 G128 B205 RGB: R158 G200 B248 RGB: R255 G125 B69

RGB values refer to the “recipe” for mixing the colors. The letters stand for **red**, **green**, and **blue**. National AAUW has not named these colors; the branch selected the names to offer an easy way to refer to them.

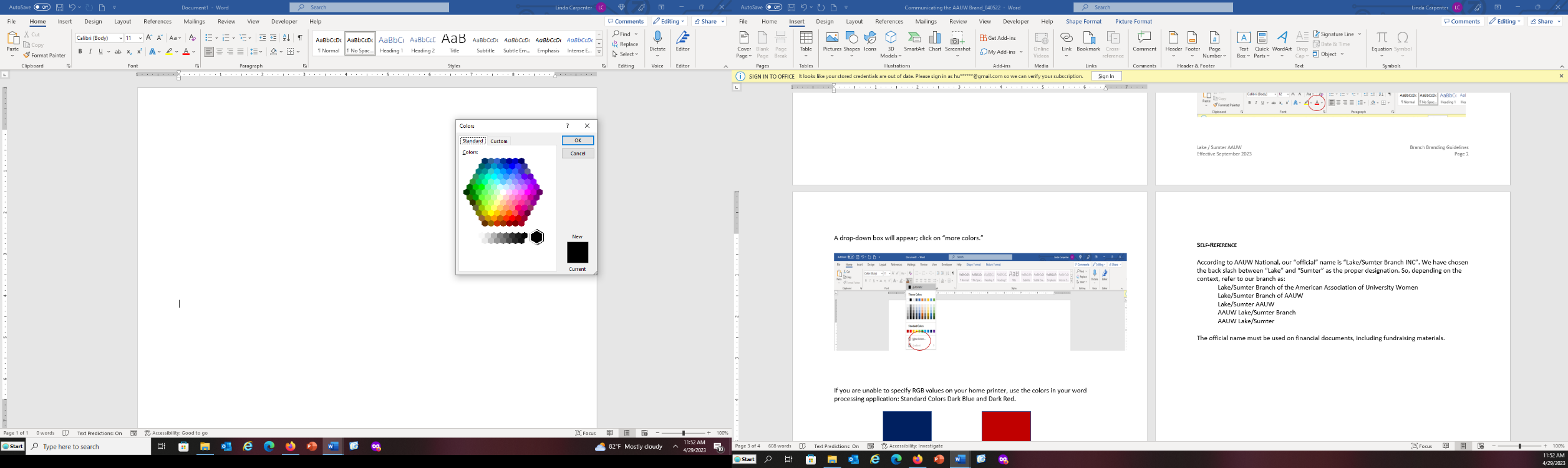
RGB values can be changed by clicking on the color icon under “fonts” on the navigation bar at the top of the screen.



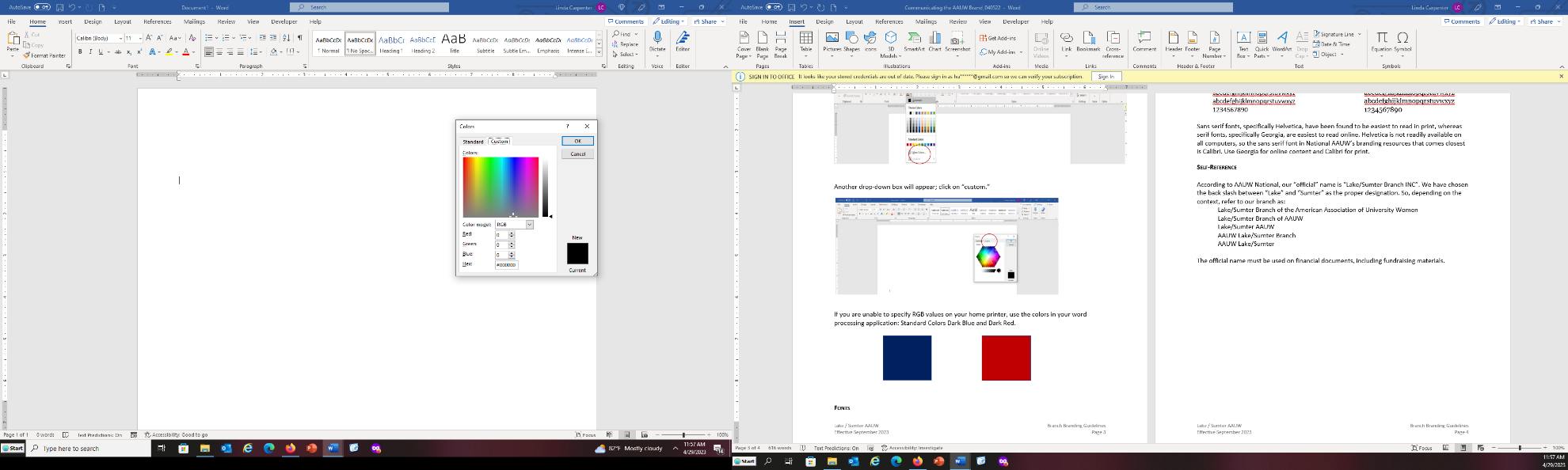
A drop-down box will appear; click on “more colors.”



Another drop-down box will appear; click on “custom.”



A final drop-down box provides spaces to specify the RGB values. Type in the numbers for the color you select; click “OK.”



If you are unable to specify RGB values on your home printer, use the colors in your word processing application: Standard Colors Dark Blue and Dark Red.

“Standard Dark Blue“ “Standard Dark Red”

**Fonts**

National AAUW has approved six type fonts for use in branding materials: three sans serifs and three serifs. Of the six, only two are available on most computers. The sans serif font is Calibri, and the serif font is Georgia.

Sans Serif Font: **Calibri** Serif Font: **Georgia**

abcdefghijklmnopqrstuvwxyz abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz abcdefghijklmnopqrstuvwxyz

1234567890 1234567890

Sans serif fonts, specifically Helvetica, have been found to be easiest to read in print, whereas serif fonts, specifically Georgia, are easiest to read online. Helvetica is not readily available on all computers, so the sans serif font in National AAUW’s branding resources that comes closest is Calibri. Use Georgia for online content and Calibri for print.

**Self-Reference**

According to AAUW National, our “official” name is “Lake/Sumter Branch INC”. We have chosen the back slash between “Lake” and “Sumter” as the proper designation. So, depending on the context, refer to our branch as:

Lake/Sumter Branch of the American Association of University Women

Lake/Sumter Branch of AAUW

Lake/Sumter AAUW

AAUW Lake/Sumter Branch

AAUW Lake/Sumter

The official name must be used on financial documents, including fundraising materials.