

**COMMUNICATING THE AAUW BRAND
2022-23**



Lake/Sumter (FL) Branch

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...in reality and in the minds of area residents.

National AAUW has started to shift its branding guidelines with 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 2022.

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. For example, the 2021-22 Membership Directory uses the black logo effectively on a silver background.

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.

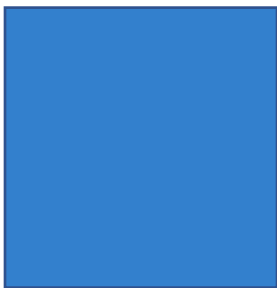


“Dark Navy”
RGB: R11 G 35 B70



“Paprika”
RGB: R194 G58 B9

Secondary Colors may be used as accents or highlights in printed materials and on the web.



“Medium Blue”
RGB: R51 G128 B205



“Light Blue”
RGB: R158 G200 B248



“Light Paprika”
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.

FONTS

National AAUW has approved six type fonts for use in branding materials: three sans serif and three serif. 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**
abcdefghijklmnopqrstuvwxy
abcdefghijklmnopqrstuvwxy
1234567890

Serif Font: **Georgia**
abcdefghijklmnopqrstuvwxy
abcdefghijklmnopqrstuvwxy
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 “AAUW Lake/Sumter: The Villages (FL) Branch.” The back slash between “Lake” and “Sumter” is 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