



Women in Aviation International
Brand Identity Guide

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Brand Story

Our Vision Our Mission

Women in Aviation International (WAI) is a nonprofit organization dedicated to the encouragement and advancement of women in all aviation career fields and interests.

Our diverse membership includes astronauts, corporate and airline pilots, maintenance technicians, engineers, air traffic controllers, business owners, educators, journalists, flight attendants, high school and university students, air show performers, airport managers and many others.

At WAI, we strive to encourage, empower, and educate all those whose lives and work involve aviation and aerospace without regard to gender identity, race, age, sexual orientation, physical or mental abilities, ethnicity or point of view. We know with certainty that our shared passion for airplanes transcends any differences among us.

We provide year-round resources to assist women in aviation and to encourage young women to consider aviation as a career. WAI also offers educational outreach programs to educators, aviation industry members, and young people nationally and internationally. Our most recent initiative is our Girls in Aviation Day program for girls ages 8 to 17.

In addition, WAI promotes public understanding of the accomplishments and contributions of women in aviation. This includes historic notables such as Amelia Earhart, Bessie Coleman, Eileen Collins, Jeana Yeager, Nicole Malachowski and many others. We recognize these women through our WAI Pioneer Hall of Fame program.

LOGO USAGE: CHAPTER LOGO

Guidelines For Chapter Logo Usage

WAI provides, at no expense to the chapter, an initial chapter design, which contains a standard airplane design in the inner circle. Also provided is a design with a blank inner circle in which your chapter may place its own regional design, subject to approval of WAI. Please contact the chapter team at chapters@wai.org if you would like to have your logo or the outer ring sent to you.

Your Chapter logo should be used in all chapter applications including apparel, banners, advertising, promotions, communications, sponsorships, social media, etc.




If your chapter wants to develop a custom logo, we recommend that you work with a local designer to develop and finalize the inside, custom design. When working with logo designs, please keep the following guidelines in mind:

- The logo must meet the requirements as spelled out by the WAI Brand Identity Guide.
- The outer ring of the logo must contain the words and fonts provided and must be in black and white. The fonts used are “Franklin Gothic Condensed” and “ITC Franklin Gothic Book.” See the sample to the right. DO NOT change the size of these fonts.
- The logo design should not extend beyond the outer edge of the outer ring.
- If you use the standard chapter logo in the inner circle, the color must be PMS285 which also translates to: CMYK 91 cyan, 43 magenta; Hex #007CC3; RGB 0, 124, 195.
- The words “Women in Aviation” and “Women in Aviation International” are registered trademarks of Women in Aviation International. Always use the trademark designation ® following the trademarks.
- The words, “A CHAPTER OF WOMEN IN AVIATION INTERNATIONAL®” must be shown under the outer circle.
- Use the following trademark credit line in publications, brochures and on chapter websites: “Women in Aviation® and Women in Aviation International® are registered trademarks of, and are used with permission of, Women in Aviation International.”
- We recommend that the logo be designed in vector format to allow for scaling without pixilation to any size.



LOGO USAGE: #IamWAI

Logo Filename

	4-color CMYK Vector	IamWAI_Horizontal_Black.eps
	RGB	IamWAI_Horizontal_Black.jpg IamWAI_Horizontal_Black.png
	4-color CMYK Vector	IamWAI_Horizontal_Blue.eps
	RGB	IamWAI_Horizontal_Blue.jpg IamWAI_Horizontal_Blue.png
	4-color CMYK Vector	IamWAI_Horizontal_White.eps
	RGB	IamWAI_Horizontal_White.png

Files for these logos are available upon request.

Logo Filename

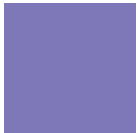
	4-color CMYK Vector	IamWAI_Vertical_Black.eps
	RGB	IamWAI_Vertical_Black.jpg IamWAI_Veritcal_Black.png
	4-color CMYK Vector	IamWAI_Vertical_Blue.eps
	RGB	IamWAI_Vertical_Blue.jpg IamWAI_Vertical_Blue.png
	4-color CMYK Vector	IamWAI_Vertical_White.eps
	RGB	IamWAI_Vertical_White.png

LOGO USAGE: GIRLS IN AVIATION DAY

WAI chapters and corporate members that host an official WAI Girls in Aviation Day should reference the following logo guidelines.



Logo colors



Pantone PMS 2101C
C 55, M55, Y 0, K 0
R126, G120, B184
7E78B8



Pantone PMS 2299C
C 34, M0, Y 100, K 0
R181, G211, B52
B5D334



Black
K 100



Pantone PMS 2039C
C 2, M90, Y 12, K 0
R233, G58, B134
E93A86

Logo Filename

	4-color CMYK Vector	WAI_GIAD_Logo.eps
	3-color Pantone Vector	WAI_GIAD_Logo_Spot.eps
	RGB	WAI_GIAD_Logo.jpg WAI_GIAD_Logo.png

Various logo color combinations are available when printing on a dark background.

	1-color Vector	WAI_GIAD_Logo_AllWhite.eps
	RGB	WAI_GIAD_Logo_AllWhite.jpg WAI_GIAD_Logo_AllWhite.png

	1-color Vector	WAI_GIAD_Logo_AllBlack.eps
	RGB	WAI_GIAD_Logo_AllBlack.jpg WAI_GIAD_Logo_AllBlack.png

	3-color Pantone Vector	WAI_GIAD_Logo_3colorwhite.eps
	RGB	WAI_GIAD_logo_3colorWhite.jpg WAI_GIAD_logo_3colorWhite.png

	3-color Pantone Vector	WAI_GIAD_Logo_3colorblack.eps
	RGB	WAI_GIAD_Logo_3colorblack.jpg WAI_GIAD_Logo_3colorblack.png

Files for these logos are available upon request.

UNACCEPTABLE LOGO USAGE: GIRLS IN AVIATION DAY

NO!

- Do NOT stretch or distort the logo
- Do NOT modify the logo in any way
- Do NOT tilt the logo
- Do NOT change the colors
- Do NOT develop your own version using different fonts or hand lettering



Do NOT place the logo on busy backgrounds



Do NOT create your own version of the logo.
Please download the correct version at
WAI.org/members/organizational-information



LOGO USAGE: GIRLS IN AVIATION DAY MERCHANDISE

T-Shirts



LOGO USAGE: GIRLS IN AVIATION DAY MERCHANDISE

Backpacks



PULL-UP BANNER


WAI provides pull-up chapter banner design.

The banner can either contain a standard airplane design in the inner circle and your chapter name in the outer circle or your own approved regional design.


Banner size is 35.5" w x 83" h and comes with a carrying case.

Chapter pull-up banners are available at a price of \$325 plus shipping.

Your chapter can order the pull up banner from the WAI chapter store
<https://waichapterstore.org/>.




WOMEN IN AVIATION[®]
INTERNATIONAL



WOMEN IN AVIATION
CHAPTER

CONNECT | ENGAGE | INSPIRE



- ▶ Local WAI Energy & Year-Long Connections
- ▶ Girls in Aviation Day & Other Inspiring Activities
- ▶ Scholarships & Opportunities
- ▶ Networking, Support & Comradery
- ▶ Fun & Engaging Tours & Events

BUSINESS CARDS

WAI provides chapter business card design for your use.

Card size is 3.5" w x 2" h.

The card can either contain the standard chapter logo in the inner circle and your chapter name in the outer circle or your own approved custom chapter logo.

Please order from <https://waichapterstore.org/>.



POSTCARDS

WAI provides chapter postcard design.

The card can either contain the standard chapter logo in the inner circle and your chapter name in the outer circle or your own approved custom chapter logo.

Card size is 7" w x 5" h.

Please contact chapters@wai.org to order.

FRONT



BACK



TYPOGRAPHY

FONTS

Typefaces were chosen for optimal usability, availability, and reproduction.

POWERPOINT

Headline	AaBbCc1234
Calibri Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Body Text	AaBbCc1234
Calibri	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

SIGNS

Headline	AaBbCc1234
Myriad Pro Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Body Text	AaBbCc1234
Myriad Pro Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Myriad Pro Italic
Myriad Pro SemiBold
Myriad Pro SemiBold Italic

EDITORIAL STYLES

Women in Aviation International name	Reference to Women in Aviation International with the acronym WAI is commonly used in place of the organization's full title. Use of this acronym is accepted in all forms of publication only after Women in Aviation International is mentioned once within the publication; listing the acronym within parentheses directly following the organization's full name. There is NO comma between Aviation and International.	<ul style="list-style-type: none"> • “Women in Aviation International (WAI) helped me to achieve my dreams of becoming an aircraft mechanic! Thank you, WAI!” <p>Incorrect Usage:</p> <ul style="list-style-type: none"> • “WAI helped me to achieve my dreams of become an aircraft mechanic! Thank you, WAI!”
Time	<ul style="list-style-type: none"> • 4 p.m. not 4PM, 4 P.M. or 4 pm whole hours do not need 00 • Whole hours do not need :00 for minutes • Midnight and Noon are spelled out 	<ul style="list-style-type: none"> • The reception takes place 5 p.m.–6:30 p.m.
Bullets	<ul style="list-style-type: none"> • Do use bullets NOT dashes for lists • Capitalize first letter only in bullets • Do NOT use periods at end of bullets even with a complete sentence unless bullet point is longer than one sentence 	<ul style="list-style-type: none"> • Bullets • This is a complete sentence. Therefore, you need to use a period
Headers	<ul style="list-style-type: none"> • Capitalize first, last and all principal words • Capitalize any word over three letters 	<ul style="list-style-type: none"> • Editorial Style • Be More Productive With WAI
Dashes/Hyphen	<ul style="list-style-type: none"> • Do not use a hyphen in email • Do use a hyphen in e-book • Use hyphens to link words in a compound adjective • Do not put a space before or after an em dash 	<ul style="list-style-type: none"> • Kelly sent an email • Download free e-book • A four-year contract
Quotations	<ul style="list-style-type: none"> • Names of publications should be italicized not put in quotations 	<ul style="list-style-type: none"> • The article in <i>Aviation for Women...</i>
Spacing	<ul style="list-style-type: none"> • Use a single space after a period 	<ul style="list-style-type: none"> • You do not need to put two spaces after a period, unless you are still using a typewriter
Email	<ul style="list-style-type: none"> • WAI staff email address should be italicized 	<ul style="list-style-type: none"> • <i>kmurphy@wai.org</i>
Website	<ul style="list-style-type: none"> • WAI website should be shown as WAI.org. With “WAI” in all caps and without www before 	<ul style="list-style-type: none"> • WAI.org • Incorrect www.wai.org

NOTES

Which file type should I use?

File type	Use for
.jpg RGB color	<ul style="list-style-type: none">• Microsoft Word and Powerpoint• Photographic images• Scanned images• Websites
.png RGB color	<ul style="list-style-type: none">• Microsoft Word and Powerpoint with colored background. .png files have transparent background eliminating the white box found when using .jpg files.• Websites
.eps 4-color CMYK Vector	Used in professional graphic design programs to create <ul style="list-style-type: none">• signs• brochures• flyers
.eps 1-color, Pantone 2-color, 3-color Vector	<ul style="list-style-type: none">• Printing t-shirts• Printing on promotional items