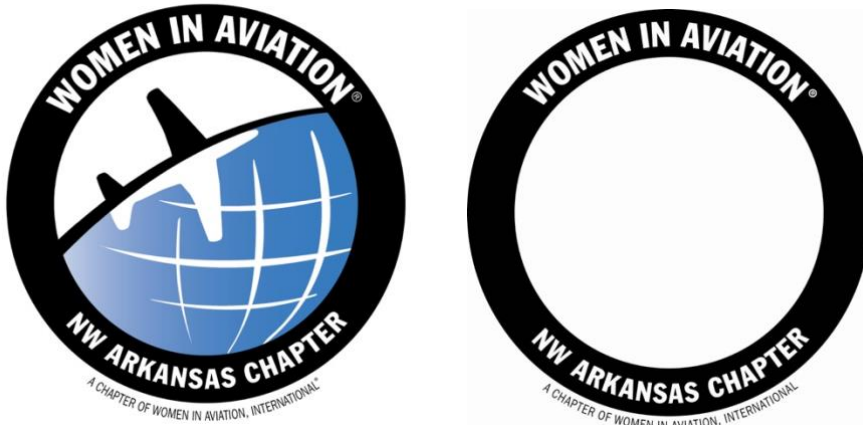




GUIDELINES FOR CHAPTER LOGO USAGE

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 Molly Martin (mmartin@wai.org) if you would like to have your logo or the outer ring sent to you.



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 Corporate Identity Manual.
- 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 above.
- If you use the standard airplane design in the inner circle, the color must be PMS285 which also translates to CMYK as 91 cyan, 43 magenta.
- 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 web sites: “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.