

Standards for the Women's Way Logo

The North Dakota Department of Health's *Women's Way* Program is proud to partner with local public health units and other organizations to spread the word about *Women's Way*. In order to ensure consistency in our many marketing and educational messages, we are providing these standards that explain how to properly use the *Women's Way* logo. The *Women's Way* logo is a registered service mark with the North Dakota Secretary of State under NDCC Chapter 47-22.

The *Women's Way* logo is the primary identifier for the program and should be used in all *Women's Way* marketing and public education materials, including electronic information. Potential *Women's Way* users and referral agencies may see the logo in many different places before they decide to utilize those services. Consistent use of the logo will alleviate any confusion among the target audience and will ensure that we produce effective, repetitive marketing and educational messages.

1. Obtain permission prior to use

Prior to using the *Women's Way* logo in any marketing, advertising or informational pieces, you must receive written permission from the *Women's Way* Program director at the North Dakota Department of Health. A written request may be submitted by e-mail or regular mail with the description of the project, including purpose and expected outcome. Further review of the project may be required.

2. Logo print colors

In order to brand *Women's Way* and its identity, logo colors should be kept consistent.

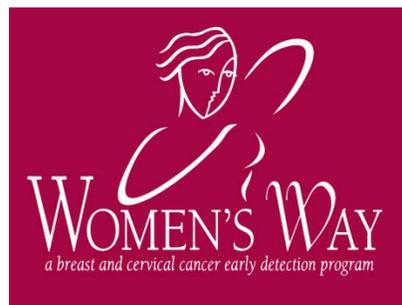
When presented using two colors, the *Women's Way* logo should be the following colors:

- ◆ Uncoated paper stock: Image of the woman (red) in PMS 215U and all text (dark blue) in PMS 547U
- ◆ Coated paper stock: Image of the woman (red) in PMS 216C and all text (dark blue) in PMS 5405C

When printing in color, if possible, request that premixed PMS colors be used.



The *Women's Way* logo also may be displayed in a one-color format of either all black or all white.



3. **Keep logo intact**

The logo should always be used in its entirety in either of the following formats:



The figure of the woman, the *Women's Way* text and the subtext of "a breast and cervical cancer early detection program" (font is Berkley Book I) should always be presented together in one of the two original formats. The logo cannot be edited or altered in any manner. It is a graphic and should not be treated as text.

4. **The 1.800.44 WOMEN number**

1.800.44 WOMEN should be listed as the primary way for the general public to reach a local *Women's Way* contact. The 1.800 number should be written with dots (1.800.44 WOMEN), using a space between 44 and WOMEN instead of a dot. The word WOMEN should be written in capital letters.

If a local contact is not available Monday through Friday from 8 a.m. to 5 p.m., the state office toll-free number should be used in addition to the 1.800.44 WOMEN number. The state office toll-free number is 1.800.280.5512. As above, dots should be used.

5. **Italicize *Women's Way***

When referring to *Women's Way* in writing, always italicize the words "*Women's Way*."

6. **North Dakota Department of Health (NDDoH) logo**

When using the *Women's Way* logo in print, the NDDoH logo also must be displayed. The NDDoH logo can appear smaller and in a corner of the ad, billboard, etc. The NDDoH logo does not have to be used if you display the *Women's Way* logo online. When the NDDoH logo is used, the ad must be reviewed by the NDDoH public information officer and the *Women's Way* staff. If you are unsure whether the NDDoH logo needs to be displayed, please contact the *Women's Way* state office



For more information about the *Women's Way* logo, contact:

Women's Way

North Dakota Department of health

600 E. Boulevard Ave.

Bismarck, N.D. 58505-0200

701.328.2306

800.280.5512

