

Accounting & Financial Women's Alliance
GRAPHIC STANDARDS MANUAL



Accounting & Financial Women's Alliance
CONNECT • ADVANCE • LEAD

Table of Contents

- INTRODUCTION | 2
- ABOUT AFWA | 3
- ACCOUNTING & FINANCIAL WOMEN’S ALLIANCE – VS – AFWA | 3
- COLOR GUIDE | 4
- TYPOGRAPHY GUIDE | 4
- LOGOS | 5
- COMMUNICATION MATERIALS | 6

Introduction

Accounting & Financial Women’s Alliance, as a brand, is still relatively new. As an organization, we have a responsibility to our membership to build and strengthen the brand name. To do so, each local Chapter, along with National Headquarters, must represent the brand in a unified manner across all media – from events, to social media and websites, to promotional materials.

This document provides a guide for proper representation of AFWA. From the copy used to introduce AFWA, to the standard colors and fonts that visually represent the brand.

Should you have any questions concerning the use of the AFWA graphic standards, or wish to have the national office review a new design or collateral piece, please contact the AFWA Manager of Marketing and Brand Management at 859.219.3532 or marketing@afwa.org

In January 2013, the American Society of Women Accountants rebranded to become the Accounting & Financial Women’s Alliance. All Chapters have been provided the appropriate materials to rebrand at the local level. ASWA branded materials should no longer be distributed in any form, including, but not limited to, forms and manual, social media, recruiting materials, and stationary. If your Chapter still needs assistance with rebranding, please contact the AFWA Manager of Marketing and Brand Management at 859.219.3532 or marketing@afwa.org

About AFWA

Mission

The mission of the Accounting & Financial Women’s Alliance is to enable women in all accounting and related fields to achieve their full personal, professional and economic potential and to contribute to the future development of their profession.

A legacy of expertise

Founded in 1938 to increase the opportunities for women in all fields of accounting and finance, members of the Accounting & Financial Women’s Alliance and their companies benefit from resources that accelerate their professional growth. The industry has evolved enormously for women in the past 75 years, with our organization smartly and passionately evolving with it, ahead of the curve, so that all women in accounting and finance can excel.

A plan for your future

The Accounting & Financial Women’s Alliance promotes the professional growth of women in all facets of accounting and finance. Members increase their career potential by connecting with colleagues, receiving education and mentorship to advance their careers, and developing leadership skills. For 75 years, members have tapped into a network of successful, motivated, and influential professionals who understand the unique position of being a woman in the industry and who, together, contribute to the future development of their profession.

ACCOUNTING & FINANCIAL WOMEN’S ALLIANCE - VS - AFWA

Accounting & Financial Women’s Alliance should be written out whenever possible in chapter communications. We understand that due to spacing issues, the acronym “AFWA” will have to be used in some circumstances, but use of the full name is encouraged to most effectively communicate our branded name and appeal to a broader audience.

- Please note the use of & in our name, instead of writing out “and”
- Verbally, each letter of AFWA should be pronounced, “A.F.W.A.,” instead of pronouncing the name as a single word, “afwa.”

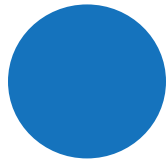
Color Guide



R: 141
G: 198
B: 63

C: 55
M:3
Y: 100
K: 0

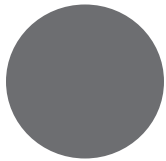
PMS:
Pantone 376 C (coated)
Pantone 382 U (uncoated)
#8DC63F



R: 21
G: 115
B: 189

C: 100
M:68
Y: 4
K: 0

PMS:
Pantone 2935 C (coated)
Pantone 300 U (uncoated)
#1573BD



R: 109
G: 110
B: 113

C: 65
M:57
Y: 52
K: 29

PMS:
Pantone Cool Gray 11 C (coated)
Pantone 432 U (uncoated)
#6D6E71

Typography Guide

Organization name, titles, and headlines should be set in **Sansation** ([available for free download here](#)) OR **Verdana** (standard on most operating systems).

All other typography, such as sub-titles and body copy, should use **Calibri** (standard on most operating systems).

Sansation

Verdana

Calibri

*Exception: When building a website or other online promotion, the font **Arial** should be used in place of Calibri. Arial and Verdana are recognized web fonts and will ensure optimized viewing of your website for all visitors.*

Logos

For original files of National, Regional, or Local AFWA logos, please contact National Headquarters at marketing@afwa.org.

Logo attributes should not be modified or altered in any way beyond those formats distributed by National Headquarters. Adding additional elements such as dropshadows, background ribbons, or custom colors is not permitted. Need a logo resized? National Headquarters is happy to provide this service for you. Simply email marketing@afwa.org the required size and file format, as well as a brief explanation of need (ex. Facebook cover photo, online banner ad)

NATIONAL LOGOS (samples)



Accounting & Financial Women's Alliance
CONNECT • ADVANCE • LEAD



Accounting & Financial Women's Alliance
CONNECT • ADVANCE • LEAD



Accounting & Financial Women's Alliance
CONNECT • ADVANCE • LEAD

CHAPTER LOGOS (samples)



Accounting & Financial Women's Alliance
CONNECT • ADVANCE • LEAD
Atlanta Chapter



Accounting & Financial Women's Alliance
CONNECT • ADVANCE • LEAD
Atlanta Chapter



AFWA Graphic Standards | 5

COMMUNICATION MATERIALS

STATIONARY

Templates for approved stationary, such as letter head, business cards, and envelopes, are available in the Chapter Marketing Toolkit on the AFWA member site. For additional templates or help customizing for your chapter, please contact marketing@afwa.org.

E-SIGNATURE

As a chapter leader, we recommend personalizing your email signature when communicating on behalf of AFWA. Using the format below, you may use the national logo and associated web links or customize for your chapter.

[Name]

[Leadership Role] | Accounting & Financial Women's Alliance (AFWA) | [Chapter]

[phone] | [email] | www.afwa.org



Connect: [LinkedIn](#) | [facebook](#) | [@AFWANational](#)

WEBSITE

Each Chapter website must feature the proper and complete organizational signature with logo and chapter name.

Each Chapter's website naming should be as follows, [CHAPTER NAME]AFWA.ORG.

- For example, ATLANTAFAWA.ORG

For specific guidelines to creating and managing your chapter's website, please refer to the *Chapter Website Requirements* document provided in the Chapter Marketing Tool Kit on the AFWA Member site.

SOCIAL MEDIA

Social Media, such as Facebook, Twitter, and LinkedIn can significantly and positively impact your membership engagement and event attendance. AFWA actively communicates through each of these channels and we encourage Chapters to do the same.



Each Chapter has been provided with a premade profile image for use on Social Media. Please contact marketing@afwa.org for your Chapter's image.

For specific guidelines, recommendations, and tips for using each Social Media channel, please visit the Chapter Marketing Tool Kit on the AFWA Member site.

MORE...

Please refer to the Chapter Marketing Took Kit on the AFWA Member site for more recommendations and tips for managing your Chapter's online presence.