

IWMF

INTERNATIONAL WOMEN'S MEDIA FOUNDATION

STYLE GUIDE

July 2007

Dillon | Thompson LLC

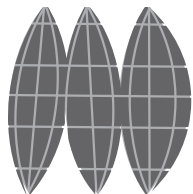
Typography and Relative Position



Colors

PMS 426 C 75%
61c 52m 49y 19k
RGB 101 102 104
Hex 656668

or 70% black



PMS 1797 C
0c 100m 99y 4k
RGB 227 27 35
Hex e31b23



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PMS 426 C
0c 0m 0y 99k
RGB 38 35 36
Hex 262324

or 100% black



Black & White Usage

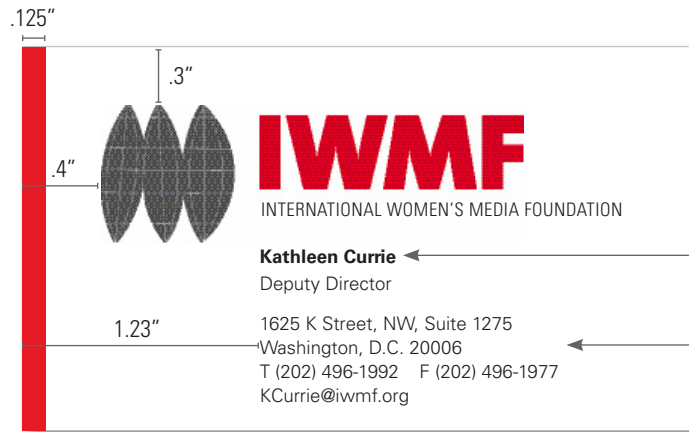


Business Papers: Letterhead

2 COLOR: PMS 1797 RED/ PMS 426 GRAY

Business Papers: Cards

2 COLOR: PMS 1797 RED/ PMS 426 GRAY 3.5" x 2"



Univers 45 Light 7/9 pt

Univers 45 Light 7/9 pt



Univers 45 Light 7/9 pt

Univers 65 Bold 7/9 pt

Web Usage



Logo should not be smaller than 280 x 50 pixels

UNACCEPTABLE: 244 X 42



Banners

SAMPLE BANNER SHOWN 3' x 6'

