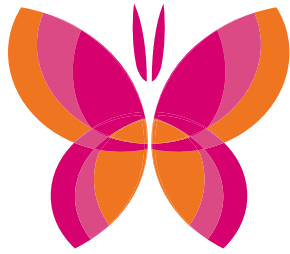# WOMEN & GIRLS
DEVELOPMENT FUND

LOGO BRAND GUDIELINES

Building a community of women bringing positive change through philanthropy

The Women & Girls Development Fund (WGDF) is a community outreach fund of the San Antonio Area Foundation that promotes philanthropy and supports nonprofit organizations serving women and girls in the greater San Antonio area. Created in 2009, this fund intends to build a community of women who bring positive change through participation as leaders in their schools, jobs, in communities and eventually through philanthropy.

The Women & Girls Development Fund receives administrative support from the Area Foundation and grant support from the John L. Santikos Charitable Foundation, a fund of the Area Foundation. All grant decisions are made by the fund through their designated representatives. Applicants and grantees of the Area Foundation's annual responsive grants may apply to this outreach fund without regard of past or future Area Foundation applications.

BRAND MISSION

WOMEN & GIRLS
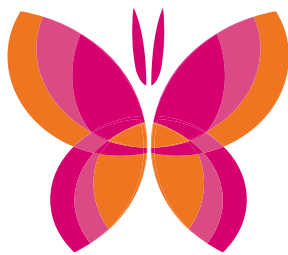## DEVELOPMENT FUND

PMS 226	75% OPACITY OF PMS 226	PMS 158

Color values:

RGB	208 0 111
HEX/HTML	D0006F
CMYK	0 100 2 0

Color values:

RGB	232 119 34
HEX/HTML	E87722
CMYK	0 62 95 0

WOMEN & GIRLS
DEVELOPMENT FUND
Outreach Fund of the San Antonio Area Foundation

STANDARD LOGO LOCKUP (WITH TAGLINE AND NO TAGLINE)

The logo mark is a modern clean butterfly which symbolizes

WOMEN & GIRLS
DEVELOPMENT FUND

Outreach Fund of the San Antonio Area Foundation

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DEVELOPMENT FUND

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DEVELOPMENT FUND

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WOMEN & GIRLS
DEVELOPMENT FUND

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SPOT COLOR USE

Logo can be used in one color if required

WOMEN & GIRLS
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DEVELOPMENT FUND

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STANDARD LOGO VERTICAL & HORIZONTAL & MINIMUM SIZE

The horizontal logo lockup must always be at least 2.5" wide,
the vertical version must always be at least 1.5" high.

WOMEN & GIRLS
DEVELOPMENT FUND

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SAFE DISTANCE

Always ensure there is adequete amount of white space between the logo lockup and
any other logo or graphics. The logo's safe distance is equate to the width of the butterly symbol.

MISUSE

The logo should never be rotated stretched or skewed. Colors should not be altered or changed.

Helvetica Neue Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12344567890

Helvetica Neue Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12344567890

Helvetica Neue Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12344567890

TYPOGRAPHY

Helvetica Neue Condensed is the primary type to be used in all copy associated with the brand.