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NCBW  
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# NCBW Graphic Standards

Implementing the NCBW Brand in Communications

National Coalition of 100 Black Women, Inc.  
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New York, NY 10026  
[www.nc100bw.org](http://www.nc100bw.org)

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## ***Name***

Our name is “National Coalition of 100 Black Women, Inc.”  
Our abbreviation is “NCBW”.  
Chapters are designated as  
“National Coalition of 100 Black Women, Inc. – \_\_\_\_\_ Chapter.”  
*If a chapter is incorporated within its state, it would be designated “National Coalition of 100 Black Women - \_\_\_\_\_ Chapter, Inc.” (Do not use “Inc.” twice.)*

## ***Rationale***

The NCBW logo is the cornerstone of our brand. The logo design is a trapezoid representing the strong, multi-faceted, out-of-the-box nature of the Coalition woman. Its strength and unique quality reflects the best aspects of the National Coalition of 100 Black Women.

## ***Tagline (Motto)***

“Building Partnerships through Creative Alliances”

## ***NCBW Vision***

“We are an organization of progressive women of African descent whose voice and force for gender equity and sociopolitical advancement drive meaningful change to benefit women of color.”

## ***NCBW Mission***

The NCBW mission statement to the left is to be used in news releases, letters, and other official communications.

“The National Coalition of 100 Black Women advocates on behalf of women of color through national and local actions and strategic alliances that promote its national and international agendas on leadership development and on gender equity in the areas of health, education and economic development.”



Black Logo (One Color)



White Logo Image on Black Background

### *Color Palette*

NCBW's official logo colors are black & white.

### *Usage Restrictions*

The NCBW logo may not be altered in any way. For visibility, impact and overall integrity, it is important to retain a consistent use of the logo. The logo is fundamental to the communications and should never be compromised. The logo may not be redrawn, changed or distorted. Always reproduce the logo from the original digital file supplied by National Coalition of 100 Black Women.

## Display Rules

### *Exclusion Zone*

Graphic elements are strictly prohibited within exclusion zone. The exclusion zone consists of the dimensions of the capital 'N.'

### *Minimum Display*

To maintain consistency, the logo should adhere to minimum display restrictions. The logo is not to be used any smaller than 1" X 1 1/4" to allow for maximum readability.

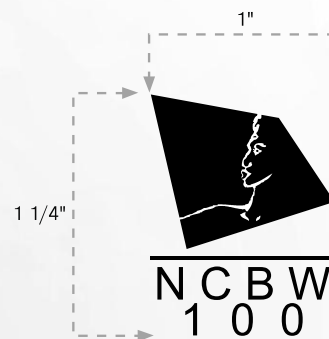
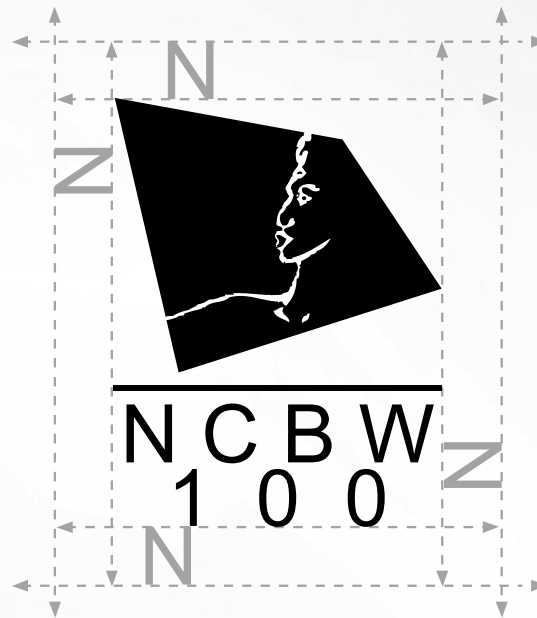
### *Incorrect Usage*

Do not reposition, stretch, squash, or alter the NCBW logo or change its relationship to the NCBW logotype.

Do not condense, reposition, stretch, or alter the NCBW logotype in any way.

Do not separate the NCBW logotype from the NCBW trapezoid image.

Do not use any unauthorized colors in the NCBW logo.



Type Font: Arial

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890&.,:; '\$¢%!?(\*

Arial Regular

*Arial Italic*

**Arial Bold**

***Arial Bold Italic***

### *Typography Elements*

One of the key factors in any brand program is the use of a specified type family for text or running copy. Using a consistent family of typefaces visually reinforces the identity of the National Coalition of 100 Black Women. The type font family for NCBW communication pieces is Arial.

For on-line communications guidelines, see *NCBW Website Guidelines*.