

# BRAND GUIDELINES



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## USING THIS DOCUMENT

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These guidelines are intended to help guide and inspire you as you bring the WIC brand to life both visually and verbally. In this document you'll find guides on everything from logo and color usage, to typography and tone of voice. Before you create brochures, posters, and other communications, consult these guidelines to make sure you're on the right track. You can also share this document with any partner agencies, writers, or designers who may be creating the work for you.



## OUR BRAND ESSENCE

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The Brand Essence captures the spirit of who WIC is and what makes it unique. It serves as the foundation for all external-facing communications. However, it is not intended to be external-facing language.

There's no manual for motherhood. We can help you gather the information to create your own.

Our nutritionists educate moms so they can make healthy choices that work for them and their children. Access to free, wholesome food and guidance on how to shop for and prepare it gives moms the tools to incorporate healthy meals into their families' lives. Our peer counselors listen to each mom, uncover her unique challenges, and connect her with the support and professionals who can meet her and her family's needs.

WIC gives moms information, tools, and support to be the mom they want to be.

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BE THE  
MOM YOU  
WANT TO BE.

# BRAND PLATFORM

## BRAND ESSENCE

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**WIC GIVES MOMS INFORMATION, TOOLS, AND SUPPORT  
TO BE THE MOM THEY WANT TO BE.**

## PILLARS

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We give you healthy food and teach you how to use it.

We provide a community of support.

We connect you to care beyond WIC.

## PERSONALITY

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### **OPTIMISTIC**

Inclusive  
Compassionate  
Encouraging

### **STRONG**

Capable  
Resourceful  
Resilient

### **OPEN**

Nonjudgmental  
Approachable  
Straightforward

# VISUAL SYSTEM



# AT A GLANCE

## LOGO

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## BRAND COLORS

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## ICON SYSTEM

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## PHOTO STYLE

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## LOGOS

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The WIC logo is the heart of our visual system. It's energetic, friendly lettering and upward movement signifies WIC's support at every step of a mom's journey.

Our visual system is flexible, any of the three colors can be used based on the particular design choice.

Use only the provided logo files, do not recreate or alter the logos in any way.

**NOTE:** Approved files are available from the National WIC Association.

[WIC\\_logo\\_purple\\_cmyk.ai](#)

[WIC\\_logo\\_red\\_cmyk.ai](#)

[WIC\\_logo\\_green\\_cmyk.ai](#)

In addition to cmyk, the files are available in spot and rgb formats.





## LOGO LOCKUPS

An alternate version of the logo is available for use in communications directed to an audience that may be unfamiliar with our organization.

Use only the provided logo files, do not recreate or alter the logos in any way.

NOTE: Approved files are available from the National WIC Association.

[WIC\\_logo\\_lockup\\_purple\\_cmyk.ai](#)

[WIC\\_logo\\_lockup\\_red\\_cmyk.ai](#)

[WIC\\_logo\\_lockup\\_green\\_cmyk.ai](#)

In addition to cmyk, the files are available in spot and rgb formats.



# THE NATIONAL WIC ASSOCIATION LOCKUPS

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This logo was designed for use by the National WIC Association only.

The primary usage logo should be used whenever possible, unless vertical space is limited, then the secondary usage logo may be used.

Use only the provided logo files, do not recreate or alter the logos in any way.

[NOTE: Approved files are available from the National WIC Association.](#)

[In addition to cmyk, the files are available in rgb format.](#)

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## PRIMARY USAGE

NATIONAL  
WIC  
ASSOCIATION

## SECONDARY USAGE

NATIONAL  
WIC ASSOCIATION

## STATE AND LOCAL LOGO LOCKUPS

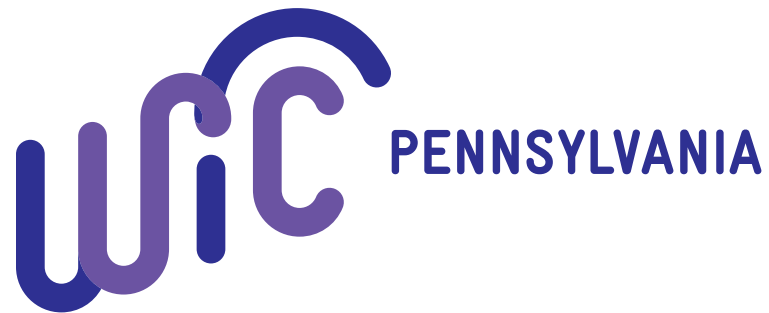
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An alternate version of the logo is available for use in communications by state and local offices.

Use only the provided logo files, do not recreate or alter the logos in any way.

**NOTE:** Approved files are available from the National WIC Association.

In addition to cmyk, the files are available in spot and rgb formats.

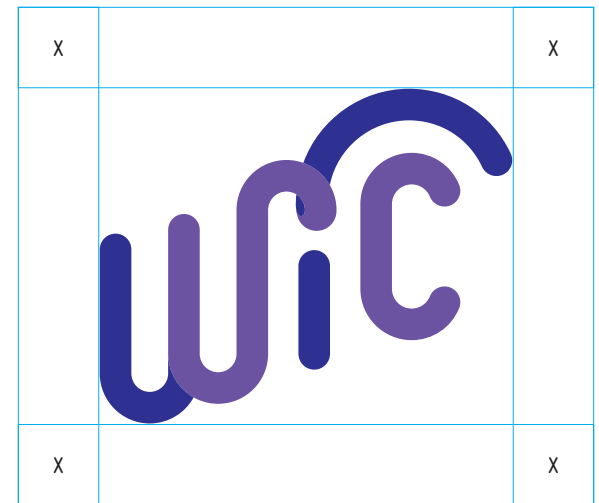


# CLEARANCE

Clear space around our logo helps it stand out by separating it from other visual elements or copy nearby. No other elements can be present in the clear space specified here. The clear space should be 1/5th of the logo width all the way around.



X= 1/5 OF LOGO WIDTH



X= 1/5 OF LOGO WIDTH



## MINIMUM SIZE

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We've conducted many print tests to determine minimum size restrictions, so you don't have to.

On printed materials, the logo should appear no smaller than .5 inches or 13mm.

In digital materials, the logo should appear no smaller than 50 pixels wide.

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### PRINT



0.5 INCHES / 13 MILLIMETERS WIDE

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### WEB

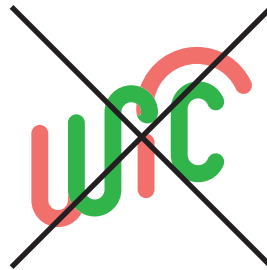


50 PIXELS WIDE

## LOGO DON'TS

The WIC logo will become the most recognizable visual aspect of the brand. It's very important to maintain the integrity of the logo in order to keep consistency across all platforms. There are different ways we can use our logo, but it is critical that we use only the approved artwork outlined in this document (see pages 8-11).

To the right you'll see some ways NOT to use the logo.



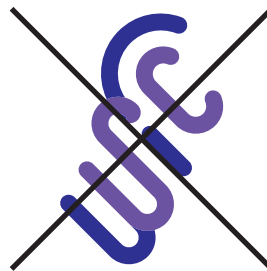
DON'T CHANGE THE COLORS  
IN THE WIC LOGO



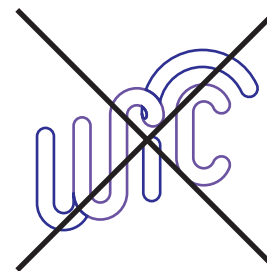
DON'T PUT THE LOGO ON TOP  
OF A COLOR



DON'T DISTORT OR WARP  
THE LOGO



DON'T ROTATE THE LOGO



DON'T OUTLINE THE LOGO



DON'T APPLY VISUAL  
EFFECTS TO THE LOGO,  
SUCH AS A DROP SHADOW

# BRAND COLORS

Our brand colors are bright and energetic to reflect the personality of WIC. Adhering to our brand colors ensures that WIC communications are consistent and distinctive.

A white background should be the foundation for all designs. The use of ample white space allows us to create crisp, clean layouts that are easier to read on a screen or on a printed page.

### Understanding color

- We tested these formulas for optimal color reproduction, on screen and on paper.
- CMYK is for printing.
- RGB is for screens and devices.
- HEX is for websites and coding.
- PMS is for standardized color matching.

**NOTE:** While it is listed here, gray should be used sparingly. It's nice to use as an accent when needed, but shouldn't be used heavily.

<b>WIC GREEN</b>	<b>WIC LIGHT GREEN</b>
CMYK: 77/0/100/0 RGB: 44/179/74 HEX: #2BB249 PMS: 361C	CMYK: 42/0/100/0 RGB: 161/205/58 HEX: #A0CC39 PMS: 2299C
<b>WIC VIOLET</b>	<b>WIC LIGHT VIOLET</b>
CMYK: 100/100/0/0 RGB: 46/49/146 HEX: #2D3091 PMS: 2105C	CMYK: 68/78/0/0 RGB: 108/84/163 HEX: #6B53A2 PMS: 266C
<b>WIC RED</b>	<b>WIC LIGHT RED</b>
CMYK: 0/94/82/0 RGB: 238/52/57 HEX: #ED3338 PMS: 179C	CMYK: 0/70/50/0 RGB: 243/113/109 HEX: #F2706C PMS: 7416C
<b>WIC GRAY</b>	<b>WIC LIGHT GRAY</b>
CMYK: 0/0/0/40 RGB: 170/170/170 HEX: #AAAAAA	CMYK: 0/0/0/25 RGB: 200/200/200 HEX: #C8C8C8

# TYPOGRAPHY

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Our brand is made up of three different typefaces. Each one has its own use, and shouldn't be used interchangeably.

Gravur Condensed Black is used for headlines and subheads. Our headlines and subheads are always all caps.

DIN is for supporting copy and long form body copy, such as brochures and pamphlets.

If your computer does not have Gravur or DIN available, you can use Verdana instead. Verdana should be used as sparingly as possible.

**NOTE:** The fonts can be purchased on the websites listed below:

<https://lineto.com/The+Fonts/Font+Categories/Text+Fonts/Gravur+Condensed/Bold/>

<https://www.fontshop.com/families/ff-din>

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## GRAVUR CONDENSED BLACK

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789 ?!./<>"::**

---

## DIN

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789 ?!./←→";:

---

## Verdana

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789 ?!./<>"::



# TYPE SPECIFICATIONS

USE	SPEC	EXAMPLE
Large Display Headlines  <i>NOTE: This category also includes our signature headline style, which is built using our special alphabet characters. See page 18 and 19 for details.</i>	WIC Light Green, WIC Light Violet, WIC Light Red or WIC Light Gray Alternating colors by line Gravur Condensed Black Leading 100% All caps Left aligned	<b>HEALTHY FOOD. HEALTHY KID. HAPPY MOM.</b>
Smaller Headlines	WIC Light Green, WIC Light Violet, WIC Light Red or WIC Light Gray Gravur Condensed Black Leading 100% All caps Left aligned	<b>FIND A WIC NEAR YOU.</b>
Subheads	WIC Green, WIC Violet, WIC Red WIC Gray or black Gravur Condensed Black Leading 100% All caps Left aligned	<b>FIND A WIC NEAR YOU.</b>  Lorem ipsum dolor sit amet Luptus utecess itatur, quo etur molore labo. Lam que atecum id enecesc idellat et quate nobis comnimo lorerem sinctaes nonsequi a ipis ut parum qui volore modit, auteceprae atur sincte pratquo ipsus, sandae pa plabori busciis sinimaios autem ad quo velendem doluptatius alibusae valorat eaqui cuptatqui corro to et et quis dest, quam nis velibus.
Body Copy	Black DIN Regular, DIN Bold Leading 140% Sentence case Left aligned	We talk a lot about moms. But we offer support to anyone—working or not—who cares for a child.

## SIGNATURE HEADLINE STYLE

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Our signature headline style is one of the main characteristics of WIC materials. This unique graphic alphabet is based on the Gravur Condensed Black typeface and should always be used in all caps. When creating a signature headline, be sure to use the signature alphabet provided in a special Adobe Illustrator document.

It's important to alternate colors by line, and signature characters (the letters with alternating shades) shouldn't be used consecutively. These signature characters also shouldn't outnumber the regular characters in each word.

Our gray brand color can be used for words like "and," "to," and so forth.

**NOTE:** A suite of signature alphabets will be provided in a separate document.

[WIC-Signature-Alphabet.ai](#)

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STRONG,  
HEALTHY,  
AND  
HAPPY.

# SIGNATURE ALPHABET

Here are the complete alphabets in green, violet, red, and gray.

The signature alphabet is not a traditional font—it is a set of graphic characters sized to 100 pt Gravur Condensed Black and specially designed to be used only as headlines in WIC collateral.

Body text and subheads should never use these signature characters.

As you can see, not every letter or number has a special effect. This is intentional.

## TO USE THE SIGNATURE ALPHABET:

1. Typeset your headline in 100 pt Gravur Condensed Black with leading set at 100%.
2. Using the above typeset layout as a guide, place the individual characters from the signature alphabet over each letterform in the brand color chosen for each line of the headline.
3. When complete, delete the original typeset layout in step 1, leaving the signature alphabet in place.
4. Size to layout as desired.

**NOTE:** A suite of signature alphabets will be provided in a separate document.

[WIC-Signature-Alphabet.ai](#)



## SUPERGRAPHIC OVERVIEW

Our supergraphic patterns are based on the WIC logo, just enlarged. The supergraphic is an important part of the brand, but should be used as a supportive element and never be overpowering. It's important that the WIC brand always feels fresh and inviting, never hectic.

There are 3 types of supergraphics that can be used—on a white background, over an image background, or as a full-pattern graphic element—to enhance what otherwise would be an expanse of white space. Please see the following pages for more information on their use.

**NOTE:** A suite of supergraphics will be provided in a separate document.

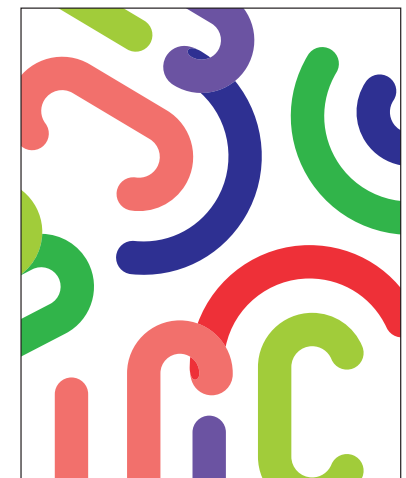
WHITE BACKGROUND



IMAGE BACKGROUND



FULL-PATTERN



# SUPERGRAPHIC WHITE BACKGROUND

This supergraphic white background is to be used in combination with text, on a white background.

There are 4 templates to choose from. Use only the provided template files, do not recreate or alter the templates in any way.

Supergraphic should bleed off of the page and be positioned as shown at right.

Be sure to provide adequate clearspace between supergraphic and surrounding elements.

Do not overlay on photography.

Do not use in conjunction with other supergraphic templates.

**NOTE:** A suite of supergraphics will be provided in a separate document.

[WIC\\_Supergraphic\\_wh\\_bg\\_temp\\_1.ai](#)

[WIC\\_Supergraphic\\_wh\\_bg\\_temp\\_2.ai](#)

[WIC\\_Supergraphic\\_wh\\_bg\\_temp\\_3.ai](#)

[WIC\\_Supergraphic\\_wh\\_bg\\_temp\\_4.ai](#)

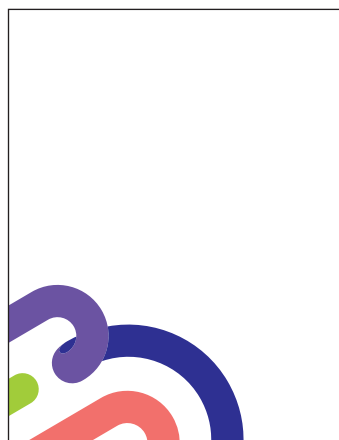
## FOUR SUPERGRAPHIC WHITE BACKGROUND TEMPLATES



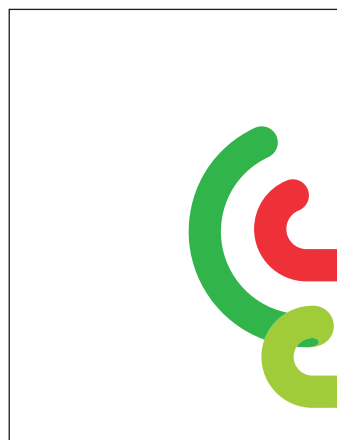
1



2



3



4

## EXAMPLE OF SUPERGRAPHIC TEMPLATE 1 IN USE



# SUPERGRAPHIC IMAGE BACKGROUND

This supergraphic is to be used only as an overlay on a photo.

It should be used to cradle the subject of the photo and should not block the subject. The colors should be easy to see, so avoid photos with dark backgrounds.

It can be rotated or otherwise positioned as needed.

Do not use more than one on a photo.

Do not use in conjunction with other supergraphic templates.

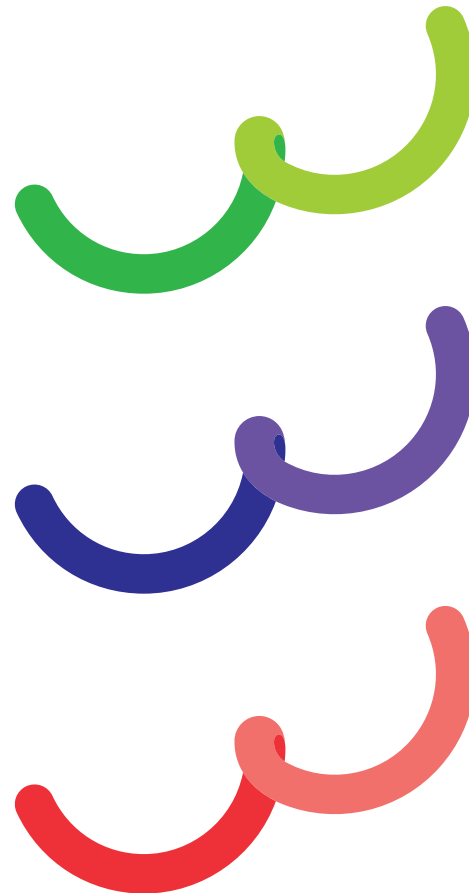
**NOTE:** A suite of supergraphics will be provided in a separate document.

[WIC\\_Supergraphic\\_img\\_bg\\_temp\\_green.ai](#)

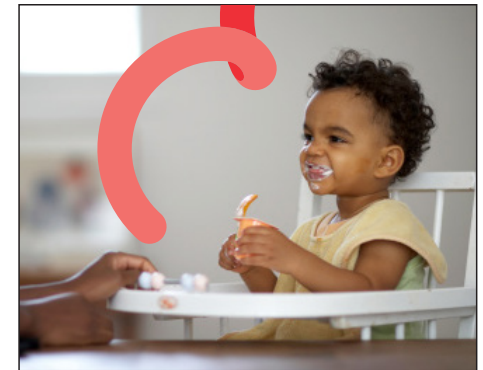
[WIC\\_Supergraphic\\_img\\_bg\\_temp\\_purple.ai](#)

[WIC\\_Supergraphic\\_img\\_bg\\_temp\\_red.ai](#)

## SUPERGRAPHIC FOR IMAGE BACKGROUNDS IN 3 COLORS



## EXAMPLE OF RED SUPERGRAPHIC IN USE



# SUPERGRAPHIC FULL-PATTERN

This supergraphic should be used in order to add graphic interest on areas that would otherwise be white. Examples might be the back of a business card, the inside front and/or back cover of a brochure, or the back flap of an envelope.

It is to be used on a white background with no text or imagery.

The supergraphic should bleed off of the page.

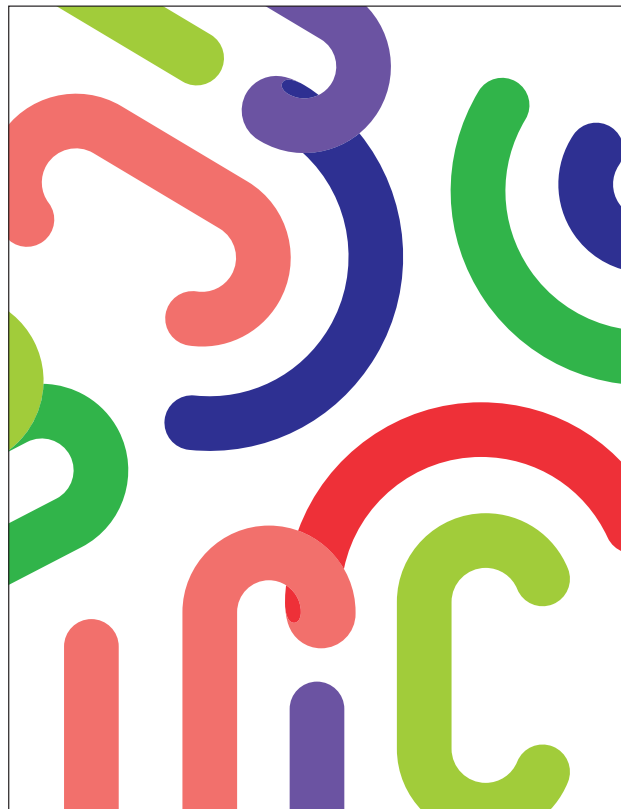
Do not overlay on photography.

Do not use in conjunction with other supergraphic templates.

**NOTE:** A suite of supergraphics will be provided in a separate document.

[WIC\\_Supergraphic\\_full\\_pg\\_pattern.ai](#)

**SUPERGRAPHIC FULL-PATTERN**



**EXAMPLE OF FULL-PATTERN SUPERGRAPHIC  
IN USE**



# ICONS

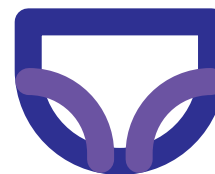
Icons are a simple, effective and an additional way to help readers absorb and process information. You can use them when talking about breastfeeding, nutrition, support, or other subjects that pertain to WIC. However, these are not decorative. They should be used sparingly and with intention. For reference on how they should be used, please refer to pages 39 and 43.

Each icon is two toned, like the WIC logo, and is meant to be straightforward and easily identifiable.

Use icons only on a white background.

**NOTE:** Icons are available from the National WIC Association.

Use only approved artwork.





# PHOTO STYLE



## IMAGE EXAMPLES

We use photos that are natural, real, and don't feel staged. When looking for photos, you should avoid studio photography. Try to choose photos that feature parents and children in their natural settings, such as in their homes. Be sure to include people of different ethnicities, as well as moms, dads, and grandparents.

**NOTE:** All photos shown are for demonstration purposes only, and would need to be properly licensed for use in any official communications. The imagery can be purchased from the sites listed below:

<http://www.gettyimages.com>

<https://www.stocksy.com>



STOCKSY: 352236



STOCKSY: 928814



GETTY IMAGES: 158315562



GETTY IMAGES: 514412197

## IMAGE EXAMPLES



GETTY IMAGES: 182939502



GETTY IMAGES: 181730198



GETTY IMAGES: 587264225



GETTY IMAGES: 590119173



GETTY IMAGES: 527916460



GETTY IMAGES: 640969991

NOTE: All photos shown are for demonstration purposes only, and would need to be properly licensed for use in any official communications.

## IMAGE EXAMPLES



GETTY IMAGES: 83406651



GETTY IMAGES: 83406661



GETTY IMAGES: 86475384



GETTY IMAGES: 108200674



GETTY IMAGES: 172600213



GETTY IMAGES: 172203916

NOTE: All photos shown are for demonstration purposes only, and would need to be properly licensed for use in any official communications.

## IMAGE EXAMPLES



GETTY IMAGES: 172600166



STOCKSY: 171426



GETTY IMAGES: 182939513



GETTY IMAGES: 531150616



STOCKSY: 210015



GETTY IMAGES: 538882891

NOTE: All photos shown are for demonstration purposes only, and would need to be properly licensed for use in any official communications.

## IMAGE EXAMPLES



GETTY IMAGES: 546824943



GETTY IMAGES: 543744119



GETTY IMAGES: 564323129



GETTY IMAGES: 578261863



GETTY IMAGES: 592016177



GETTY IMAGES: 590170789

NOTE: All photos shown are for demonstration purposes only, and would need to be properly licensed for use in any official communications.

## IMAGE EXAMPLES



GETTY IMAGES: 608156383



GETTY IMAGES: 599544533



GETTY IMAGES: 640970065



GETTY IMAGES: 650903115



GETTY IMAGES: 652373609



GETTY IMAGES: 84142925

NOTE: All photos shown are for demonstration purposes only, and would need to be properly licensed for use in any official communications.

# BRAND VOICE





## PERSONALITY

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When writing for WIC, moms are the heroes—WIC is simply there to back them up. Moms have what it takes. They might need a little help along the way, but we assume they have the ability to succeed within them. This concept works best with short, declarative, and empowering statements—spoken directly to moms.

The WIC voice is intended to accompany the WIC visuals, enabling the brand to really come to life.

### OUR PERSONALITY

# OPTIMISTIC

INCLUSIVE, COMPASSIONATE, ENCOURAGING.

# STRONG

CAPABLE, RESOURCEFUL, RESILIENT.

# OPEN

NONJUDGMENTAL, APPROACHABLE, STRAIGHTFORWARD.

# TONE

---

It's important for WIC to be conversational, honest, and supportive. Through being there like a friend, moms will feel like they have a place to turn to, worry-free.

[NOTE: For notes and best practices on creating headlines and body copy, please see the messaging toolkit.](#)

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## THE WIC VOICE IS:

EMPOWERING

SIMPLE AND  
STRAIGHTFORWARD

ENCOURAGING

DIRECT

ENGAGING

BOLD

## IT IS NOT:

PATERNALISTIC

CONDESCENDING

GUILT-INDUCING

OVERBEARING

GIMMICKY

FLASHY

# BRAND IN USE



## PUTTING IT ALL TOGETHER

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The following pages are examples of the WIC identity in use. Since WIC talks to a few different audiences—from moms and caregivers, to doctors and nurses—some of these examples are playful, while others are straightforward. Use your best judgment for which imagery and copy will work best for each audience. Feel free to use these examples as a visual guide as well as inspiration for what can be done.



# PARTICIPANT WELCOME KIT

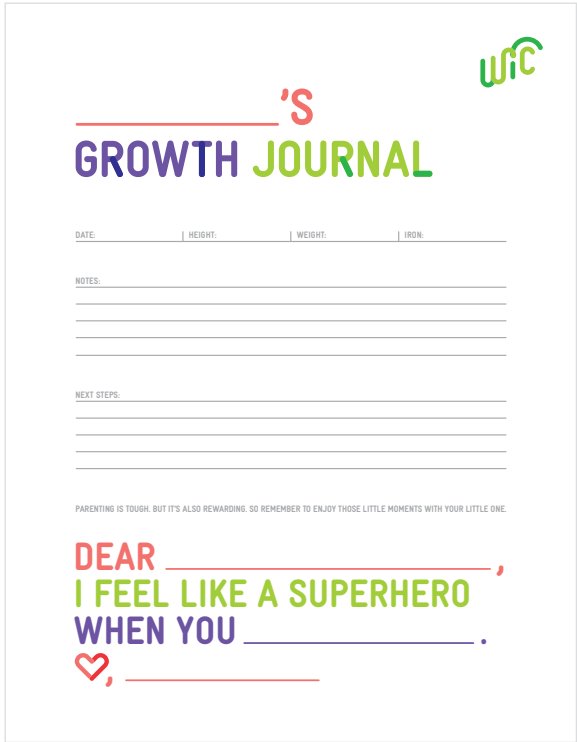
Participant welcome kits can be used to welcome new participants to WIC. Kits include a welcome letter, business card, appointment card and folder. The folder, business card and appointment card can also be used for future appointments.



NOTE: Available from the National WIC Association.

# GROWTH JOURNAL

The growth journal consists of a form that is filled out by staff and participants each visit. The forms track children's growth, health and next steps, while reminding their caregivers to enjoy the little moments with their child.



**\_\_\_\_\_ 'S**  
**GROWTH JOURNAL**

DATE: \_\_\_\_\_ | HEIGHT: \_\_\_\_\_ | WEIGHT: \_\_\_\_\_ | IRON: \_\_\_\_\_

NOTES:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

NEXT STEPS:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

PARENTING IS TOUGH. BUT IT'S ALSO REWARDING. SO REMEMBER TO ENJOY THOSE LITTLE MOMENTS WITH YOUR LITTLE ONE.

**DEAR \_\_\_\_\_,**  
**I FEEL LIKE A SUPERHERO**  
**WHEN YOU \_\_\_\_\_.**  
♥, \_\_\_\_\_



**\_\_\_\_\_ 'S**  
**GROWTH JOURNAL**

DATE: \_\_\_\_\_ | HEIGHT: \_\_\_\_\_ | WEIGHT: \_\_\_\_\_ | IRON: \_\_\_\_\_

NOTES:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

NEXT STEPS:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

PARENTING IS TOUGH. BUT IT'S ALSO REWARDING. SO REMEMBER TO ENJOY THOSE LITTLE MOMENTS WITH YOUR LITTLE ONE.

**DEAR \_\_\_\_\_,**  
**MY HEART MELTS WHEN**  
**YOU \_\_\_\_\_.**  
♥, \_\_\_\_\_



**\_\_\_\_\_ 'S**  
**GROWTH JOURNAL**

DATE: \_\_\_\_\_ | HEIGHT: \_\_\_\_\_ | WEIGHT: \_\_\_\_\_ | IRON: \_\_\_\_\_

NOTES:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

NEXT STEPS:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

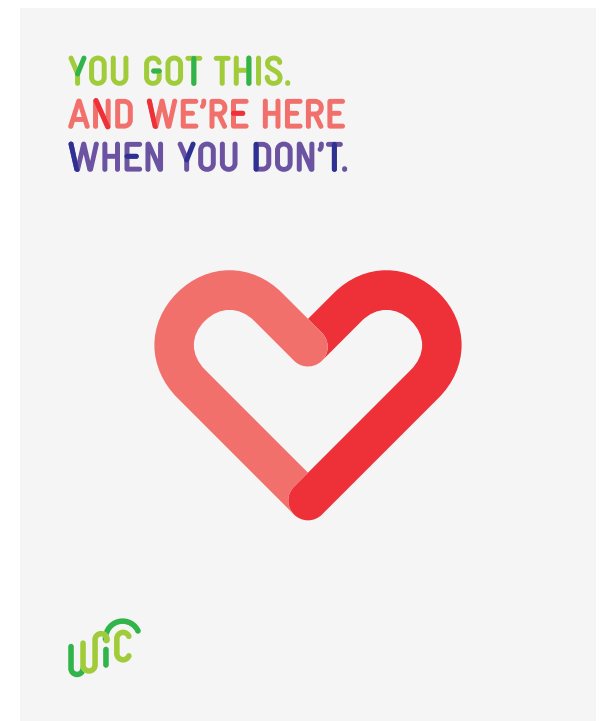
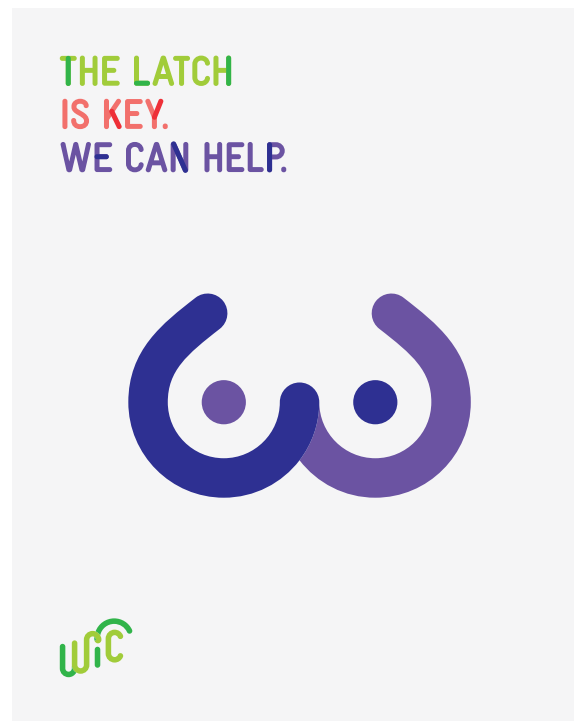
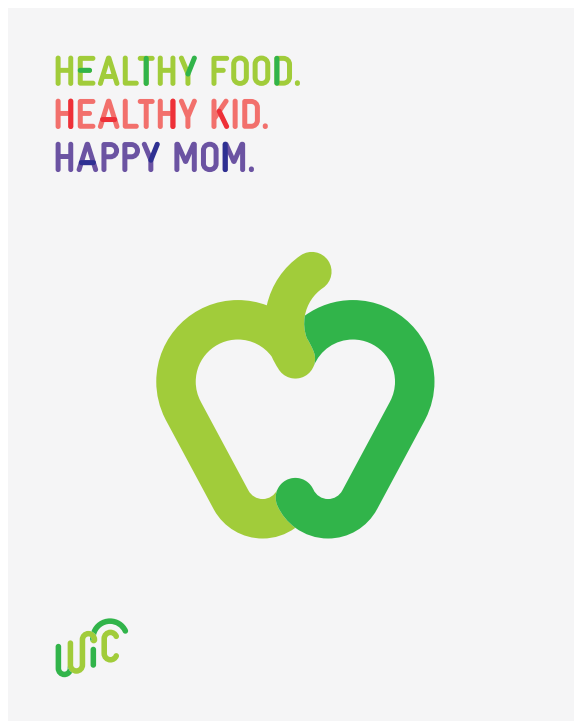
PARENTING IS TOUGH. BUT IT'S ALSO REWARDING. SO REMEMBER TO ENJOY THOSE LITTLE MOMENTS WITH YOUR LITTLE ONE.

**DEAR \_\_\_\_\_,**  
**YOU MAKE ME FEEL**  
**\_\_\_\_\_ EVERY DAY.**  
♥, \_\_\_\_\_

NOTE: Available from the National WIC Association.

## SAMPLE POSTERS

Posters can be hung in WIC offices to remind caregivers they're doing a great job, to encourage them to return to WIC and to highlight the services WIC provides.



NOTE: Available from the National WIC Association.

## SAMPLE TRI-FOLD BROCHURE

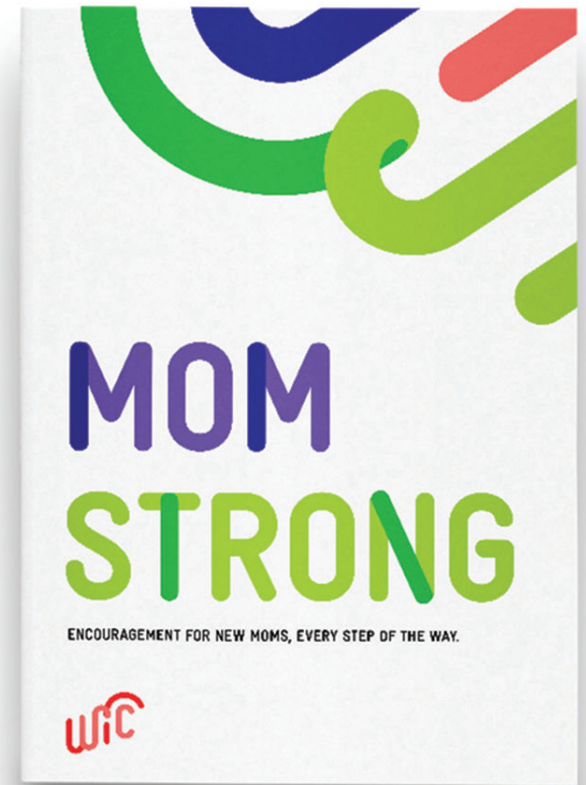
Brochures can be shared with potential participants to encourage them to enroll. Brochures reinforce the idea that WIC empowers moms to be the mom they want to be while providing an overview of the WIC program, the services WIC provides, and answers to common questions about eligibility.



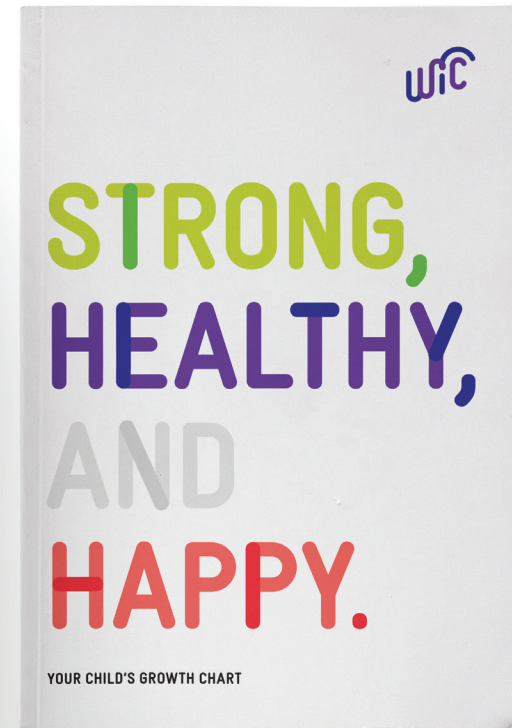
NOTE: Available from the National WIC Association.



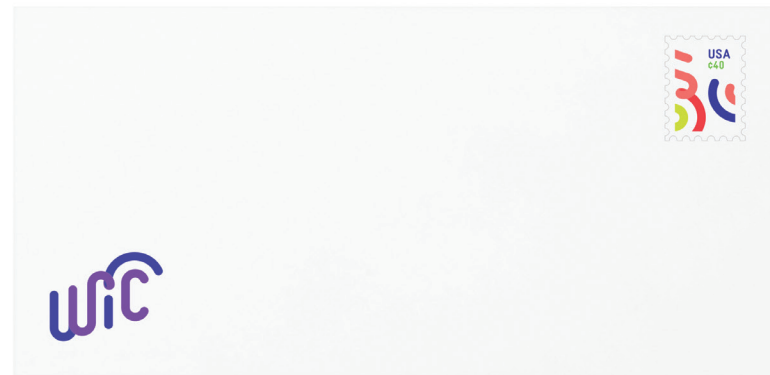
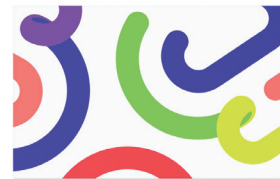
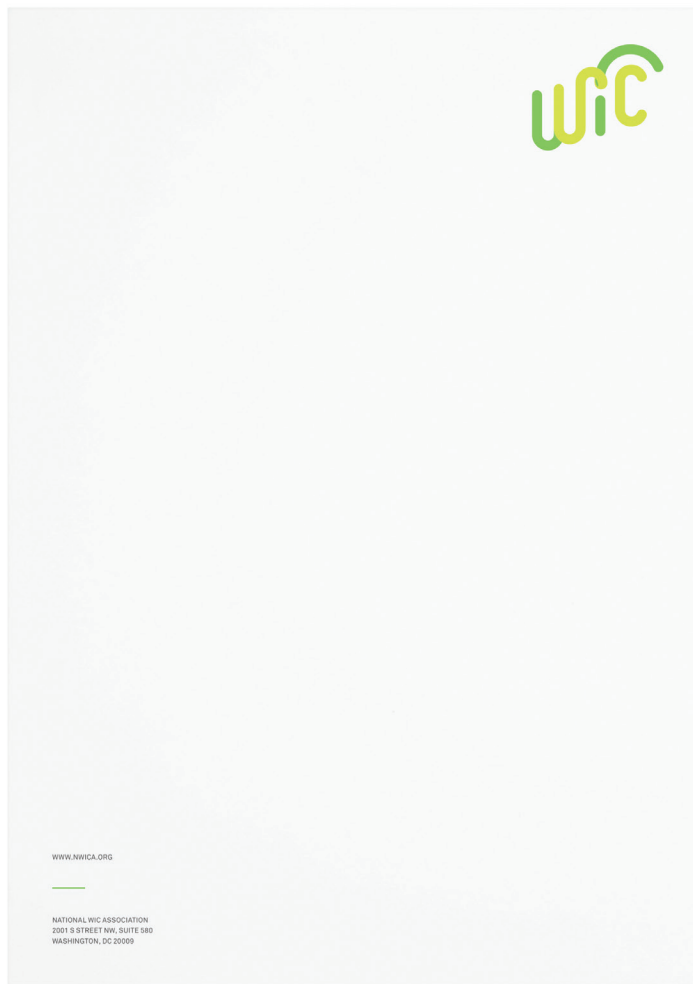
SAMPLE BROCHURE SPREAD AND COVER



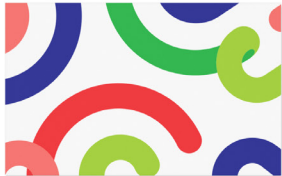
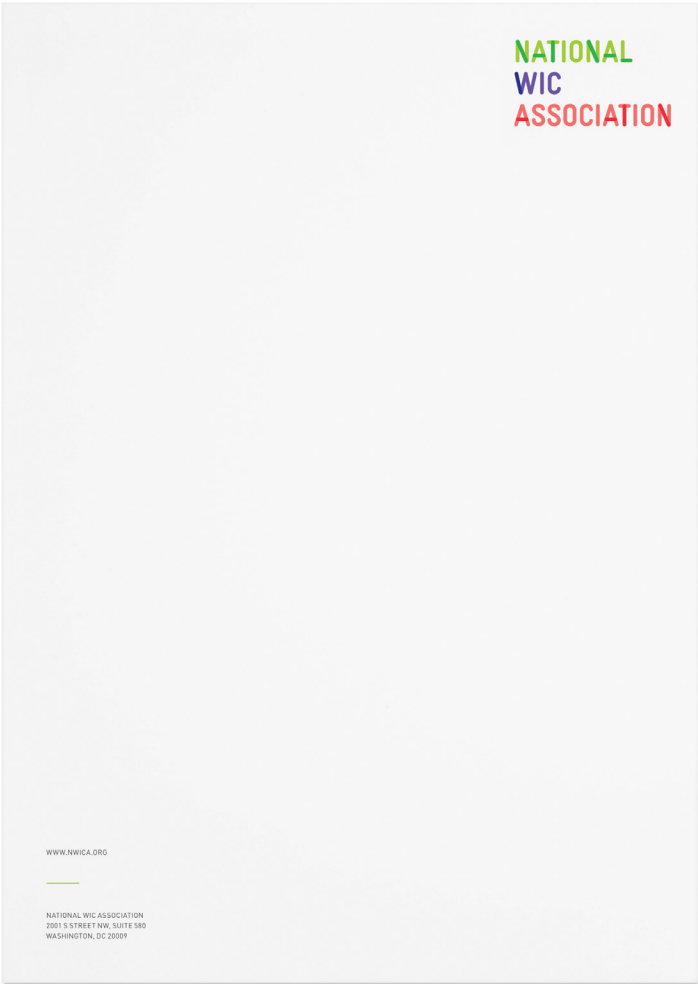
# SAMPLE BROCHURE SPREAD AND COVER



# SAMPLE STATIONERY



# SAMPLE STATIONERY FOR THE NATIONAL WIC ASSOCIATION

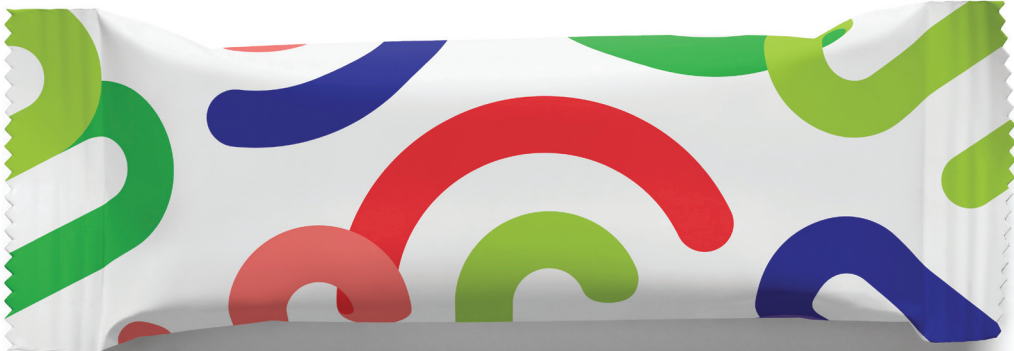


**SAMPLE WALL GRAPHIC**

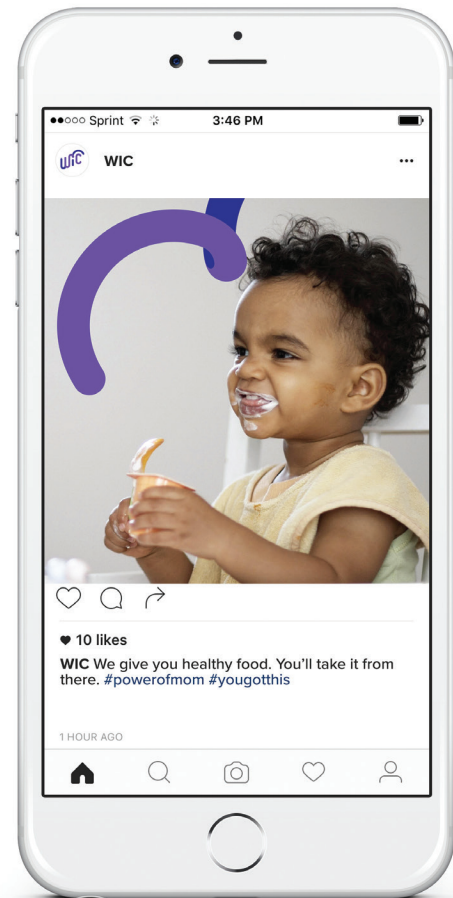
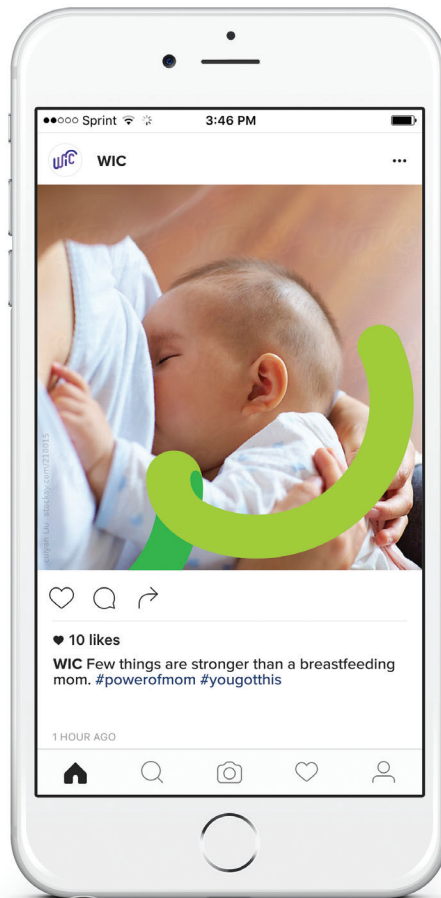
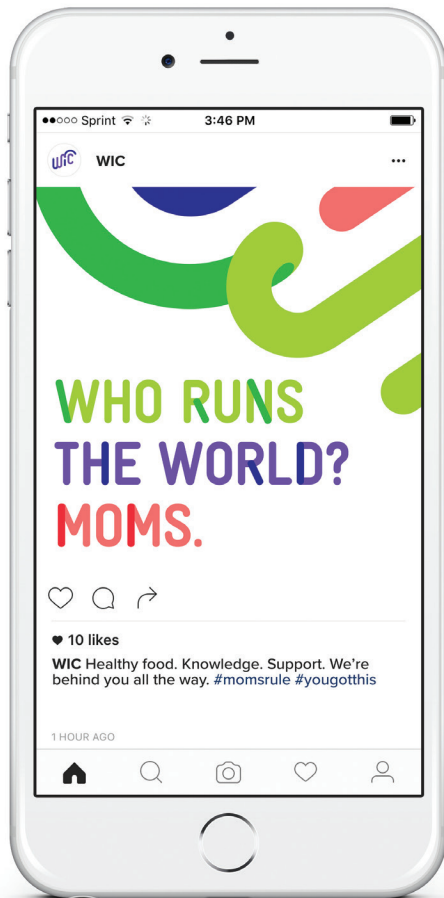


# SAMPLE MARKETING GIVEAWAYS

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## SAMPLE SOCIAL MEDIA POSTS





**THANK YOU!**

For questions, please contact:

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