

wic BRAND TOOLKIT

This WIC branding, created by the National WIC Association (NWA) in 2016, addresses the lack of cohesion within the WIC brand nationwide. The variety of logos for state and local agencies nationwide can make WIC feel confusing and disjointed. Instead, NWA's WIC branding brings agencies across the country together. Its personality is open, optimistic, friendly, supportive, educational, and vibrant – all qualities the WIC program brings to the families it serves.

The WIC logo is the heart of our visual system. Its energetic, friendly lettering and upward movement signifies WIC's support at every step of a family's journey. Along with the WIC logo, we provide customized State and Local Agency logos.

Fully implement the WIC branding in your agency with these resources:

WIC BRAND GUIDELINES

Learn how to use the WIC brand colors, logos, and fonts. [Download the WIC Branding Guidelines.](#)

WIC FONTS

Gravur Condensed Black is used for headlines and subheads, which are always all caps. For headlines, you can use the [WIC Signature Alphabet](#), letters and numbers in the WIC colors. For supporting copy and long form body, such as brochures and pamphlets, use the font DIN. [Download the WIC fonts.](#)

OFFICE MATERIALS

[Download WIC-Branded Letterhead.](#)

[Download WIC-Branded Zoom Backgrounds.](#)

WIC LOGOS

Use general WIC logos, state logos, and local agency logos. [Download WIC logos.](#)

WIC DESIGN ELEMENTS

Icons include various fruits, vegetables, and healthcare items. [Download WIC-related icons.](#)

[Download WIC tagline graphics](#) like "Healthy Starts Here."

[Download other design elements.](#)



Find all R&R Campaign resources on the WIC Share Portal.

Access the Portal by logging into your account at www.nwica.org. Once inside your account dashboard, click the "Visit the WIC Share Portal" button.