The North Dakota Department of Health's *Women's Way* program is proud to partner with local public health units and other organizations to spread the word about *Women's Way*. To ensure consistency in our many marketing and educational messages, we are providing these standards that explain how to properly use the *Women's Way* logo.

The *Women's Way* logo is the primary identifier for the program and should be used in all *Women's Way* marketing and public education materials, including electronic information. Potential *Women's Way* users and referral agencies may see the logo in many different places before they decide to utilize those services. Consistent use of the logo will alleviate any confusion among the target audience and will ensure that we produce effective, repetitive marketing and educational messages.

ITALICIZE *WOMEN'S WAY*

When referring to *Women's Way* in writing, always italicize the words "*Women's Way*."

OBTAIN PERMISSION PRIOR TO USE

Prior to using the *Women's Way* logo in any marketing, advertising or informational pieces, you must receive written permission from the *Women's Way* Program Director at the North Dakota Department of Health. A written request may be submitted by email or regular mail with the description of the project, including purpose and expected outcome. Further review of the project may be required.

KEEP LOGO INTACT

These logo variations are allowed in any of the approved color options.

Vertical with Tagline
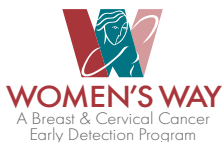
Horizontal with Tagline

Icon Only

Vertical without Tagline

Horizontal without Tagline

The logo cannot be edited or altered in any manner. It is a graphic and should not be treated as text.

REQUIRED PHONE NUMBERS

The local coordinator's contact number and 1-800-44 WOMEN (1-800-449-6636) should be listed as the primary way for the general public to reach a local *Women's Way* contact. The phone number should be written with dashes and should have a space between 44 and WOMEN instead of a dash. The word WOMEN should be written in capital letters.

If a local contact is not available Monday through Friday from 8 a.m. to 5 p.m., the state office toll-free number should be used in addition to the 1-800-44 WOMEN number. The state office toll-free number is 1-800-280-5512.

PRIMARY LOGO COLORS

To brand *Women's Way* and its identity, logo colors should be kept consistent.
The following colors should be used for the logo in any four-color applications.
Accent colors can be used in design of *Women's Way* materials but not for the logo itself.

Pantone 1807C

C–24	R–168
M–91	G–53
Y–78	B–58
K–16	#a8353a

Pantone 7474C

C–88	R–8
M–40	G–116
Y–42	B–130
K–10	#087482

Pantone 7423C

C–11.09	R–218
M–74.47	G–101
Y–30.74	B–129
K–0.07	#da6581

Pantone 705C

C–0.07	R–250
M–21.24	G–211
Y–0.13	B–227
K–0	#fad3e3

Pantone Warm Gray 10C

C–51	R–121
M–50	G–110
Y–54	B–102
K–17	#796e66

1807C 50%

C–12.9	R–218
M–44.2	G–154
Y–33.09	B–149
K–0	#da9b96

Pantone 566C

C–30	R–176
M–1	G–218
Y–15	B–216
K–0	#b0dad8

Pantone 326C

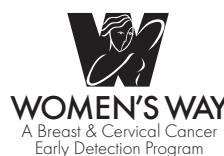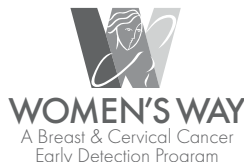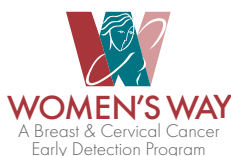|	
C–75	R–0
M–4	G–178
Y–38	B–173
K–0	#00b2ad

When printing in color, if possible, request that premixed Pantone Matching System (PMS) colors be used.

The *Women's Way* logo may be displayed in grayscale.

The *Women's Way* logo may also be displayed in a one-color format of either all black or all white.
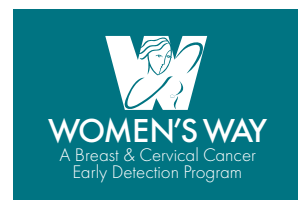
USE OF NORTH DAKOTA DEPARTMENT OF HEALTH (NDDoH) LOGO

When using the *Women's Way* logo for placement in local communication channels, the item (i.e., ad, Facebook post, billboard, etc.) must be reviewed by *Women's Way* staff at the North Dakota Department of Health. If the *Women's Way* state office is releasing the communication item statewide, use of the NDDoH black colored logo is required (see below). If you are unsure whether the NDDoH logo needs to be displayed, please contact the *Women's Way* office.

NORTH
Dakota | Health
Be Legendary.™

For more information about the *Women's Way* logo, contact:
Women's Way
North Dakota Department of Health
600 E. Boulevard Ave.
Bismarck, ND 58505-0200
701-328-2367
1-800-280-5512