UKRAINIAN NATIONAL WOMEN'S LEAGUE OF AMERICA, INC.

Brand Guidelines

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Mission Statement

UNWLA is a century-old non-profit dedicated to empowering Ukrainian women through four core pillars: **Advocate, Educate, Cultivate, and Care**.

UNWLA provides humanitarian aid, advocacy, and culture preservation organization, focused on empowering Ukrainian women to lead social impact initiatives. Utilizing its historical foundation, the organization delivers aid, education, and cultural conservation via an expansive national network of women.

Vision

The goal was to modernize the UNWLA logo to feel contemporary, professional and portray feminine elegance. By refining the diamond emblem, typography, and color palette, accessibility is widened to newer generations of Ukrainian women and leaders.

Our Logo

The Symmetry and Strength logo is a modern re-imagining of the UNWLA diamond, keeping the diamond, tryzub, and acronyms while also visually creating space for growth, unity, and a century more of Ukrainian community.

Our Logo Variations

Two Color

Two color logo to use on light backgrounds

Two Color with White Border

Two color logo to use on darker backgrounds

Our Logo Variations

One Color

Single color logo to use on light backgrounds

Black

Black logo to use on light backgrounds

White

White Logo to use on dark backgrounds

Our Brandmark Variations

Two Color

Two color logo to use on light backgrounds

Two Color with White

Single color logo to use on dark backgrounds

One Color

Single color logo to use on light backgrounds

Black

Black logo to use on light backgrounds

White

White Logo to use on dark backgrounds

Our Brandmark Variations (Ukrainian)

Two Color

Two color logo to use on light backgrounds

Two Color with White

Single color logo to use on dark backgrounds

One Color

Single color logo to use on light backgrounds

Black

Black logo to use on light backgrounds

White

White Logo to use on dark backgrounds

Our Branch and Regional Council Name Use

Two Color

Two color logo to use on light backgrounds

Two Color with White

Two color logo to use on dark backgrounds

One Color

Single color logo to use on light backgrounds

Black

Black logo to use on light backgrounds

White

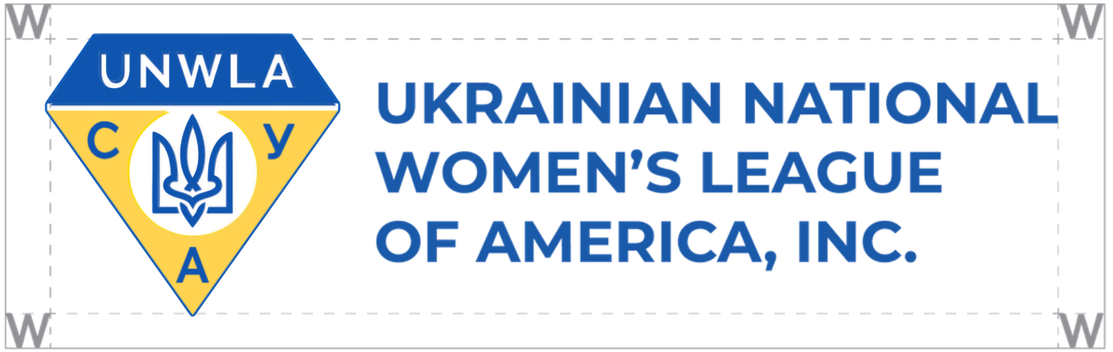
White Logo to use on dark backgrounds

Clear Space

Must keep minimum clear space of the ‘W’ in UNWLA at all times.

Clear Space

Must keep minimum clear space of the ‘W’ in UNWLA at all times.



Our Fonts

MONTSERRAT

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890(&%:;.,@#$*+=)

Montserrat (Headlines and Subheads)

Montserrat Semibold should be used for all headlines and subheads.

ROBOTO

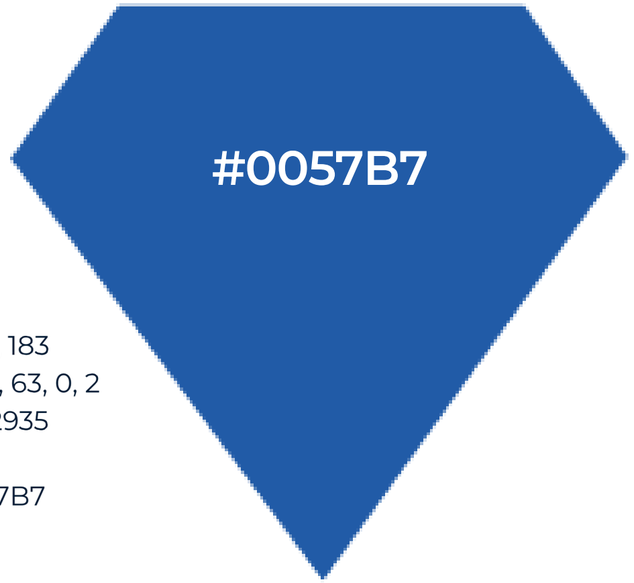
Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890(&%.;.,@#$*+=)

Roboto (Body text)

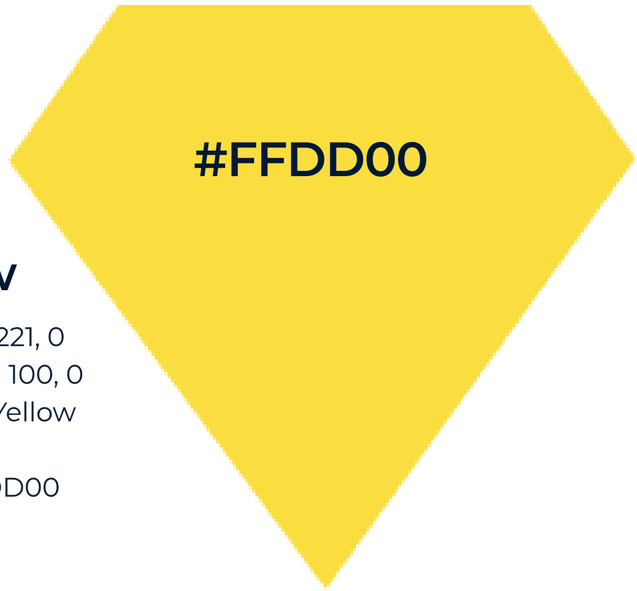
Roboto Regular should be used for all body text.

Logo Colors



Blue

RGB: 0, 87, 183
CMYK: 100, 63, 0, 2
Pantone: 2935
RAL: 5015
Hex: #0057B7



Yellow

RGB: 255, 221, 0
CMYK: 0, 1, 100, 0
Pantone: Yellow
RAL: 1026
Hex: #FFDD00

Secondary Colors

Blue/Black

RGB: 0, 25, 51
CMYK: 96, 82, 49, 63
Pantone: 296C
Hex: #001933

Cyan

RGB: 202, 227, 255
CMYK: 18.08, 4.28, 0, 0
Pantone: 545C
Hex: #CAE3FF

Orange

RGB: 228, 144, 0
CMYK: 9.26, 48.87, 100, 0.29
Pantone: 7564C
Hex: #E490000

Examples of unacceptable usage of Logo

Remove Elements

Do not remove any elements of the logo

Remove Type

Do not remove any type on the logo

Alter the Colors

Do not alter the colors of the main logo

Change the Type

Do not change the typography of the logo

Examples of unacceptable usage of Logo

Move or Adjust the Trident

Do not move or alter the trident on the logo

Squish

Do not stretch or distort the logo in any way

Dark colors or Backgrounds

Do not place the wrong logo over dark colors or backgrounds

Change the Direction

Do not rotate the logo

Previous Logos

Do not use outdated or old logos