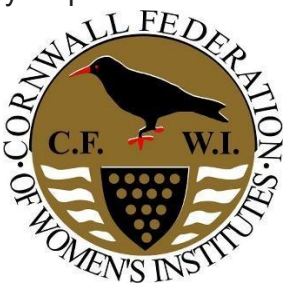
CORNWALL FEDERATION OF WOMEN'S INSTITUTES

LOGO AND BRANDING POLICY

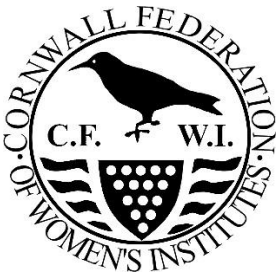
The WI logo represents CFWI's brand and presents a consistent image of our organisation to the outside world.

The CFWI logo is available in colour or black and white and should only be reproduced in these original formats. It must not be altered or redrawn in any way. The logos are available electronically to WI members by contacting the CFWI office on reception@cornwallwi.org.uk or 01872 272843.

The logo may be produced in the following ways:



Colour ✓



Black and White ✓

Here are some examples of how <u>not</u> to use the CFWI logo.

- Do not distort the logo, i.e., stretch it out of proportion horizontally, vertically or diagonally. (fig. 1)
- Do not use the logo in colours not in the original logo, other than black and white. (fig. 2)
- Do not use a background that is too light or too dark so that the logo becomes illegible. (fig. 3)
- Do not add wording or images to the logo. (fig. 4)

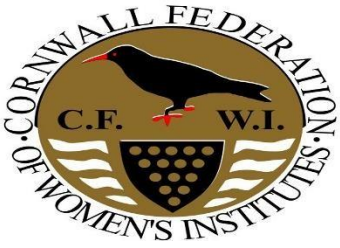


Fig. 1 ✗

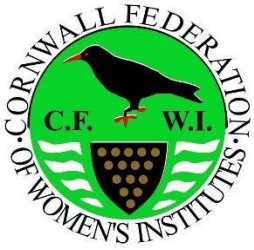


Fig. 2 ✗

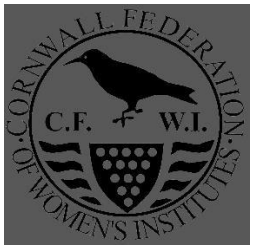


Fig. 3 ✗

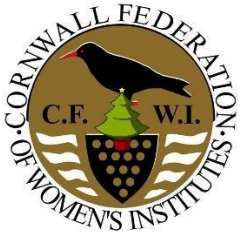


Fig. 4 ✗



Fig. 5 ✗

Where it is not possible to produce the CFWI logo in its original colours, it may be produced in black and white.

The CFWI centenary logo was in use in 2019 *only* and should no longer be used.



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Please see MyWI for the NFWI logo, branding and trademark guidelines.

	Date Created	**Last Review Date**	**Next Review Date**	**Document Author**
1	April 2025	August 2026	August 2028	CFWI HR Sub-group
2				