



National
Women in
Transport

Women Leading Transport

Style guide

Version 1.1 – August 2022



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For access to all brand assets and files, please contact [<email>](mailto:).



National
Women in
Transport

Logo

Logo introduction

The National Women in Transport logo is the foundation of all our visual communications.

The yellow Women device appears on the left of the logo, representing Women and their role in the transport industry.

When we talk about women, we include women and people of diverse genders, anyone who identifies as a woman or identifies as non-binary.



National Women in Transport

For access to the logo files
and variations, please contact
[<email>](#).

Primary logo

The primary logo consists of the yellow Women device and wordmark.

For most instances, the primary logo includes our strapline 'Women Leading Transport.' But we do have a horizontal version without the strapline for applications with space or sizing limitations.

The primary logo will always be supplied in master form, with the strapline included. It should never be reconstructed or redrawn. Please do not change the proportions, compress, extend, slant or distort any element of the logo.

The primary logo should be used wherever possible. The primary logo should be used on all National Women in Transport material, including stationery, however, repetitive useage should be avoided (i.e. once only on the cover of a report, or once only on the first page of a letter).

For access to the primary logo files, please contact info@nwit.org.uk.

Primary logo with strapline



Primary logo only



Inverse logo

The logo is available in an inverse colour format to maximise legibility with a strong contrast between the wordmark and the background.

When appearing over an image or dark background, the inverse logo can be used (with or without strapline) in white. This will ensure full and clear legibility.

Inverse logo with strapline



Inverse logo only



For access to the inverse logo files, please contact [<email>](#).

Black and white logo

The monotone logo should only be used when full-colour reproduction is not possible.

This logo is available in two formats; black and white. The appropriate format should be used to maximise legibility, with a strong contrast between the logo and the background.

It must always appear legibly on a clear background. For legibility and impact, the black logo appears on a light background (preferably white) and the white logo appears on a light background (preferably black).

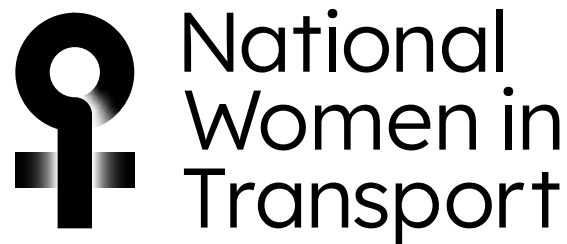
Black logo with strapline



White logo with strapline



Black logo only



White logo only



For access to the black and white logo files, please contact [<email>](#).

Partner logo lockup

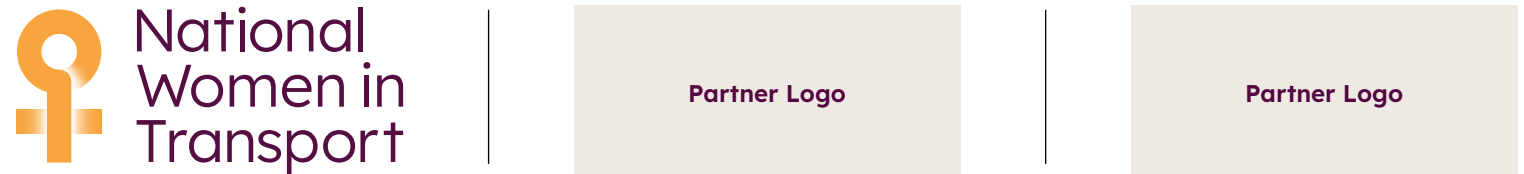
The logo can be shown next to partner logos in the following lockup formats.

The partner logos should appear as the same height as the National Women in Transport primary logo, following the recommended clearspace shown on page 9.

Single partner logo lockup example



Double partner logo lockup example



For access to the partner logo lockup files, please contact [<email>](mailto:).

Clear space & minimum size

Clear space

Our primary logo is most effective when surrounded by plenty of clear space. The minimum recommended clear space between our logo, text, the edge of a page, or another graphic element is based on the height of the circular element in the graphic device, as shown on the right.

Minimum size

The minimum recommended size for our logo is shown on the right of this page. Note this is the minimum size and not necessarily the ideal size.

Favicon/social media icon

The only exception to the minimum size rule is for the favicon and some instances of the social media icon.

Clear space



Minimum size



Favicon/social media icon



For access to the favicon/
social media logo files, please
contact [<email>](#).

Do's & Don'ts

The National Women in Transport logo should never be altered. Protecting the logo means always ensuring that it is represented consistently and accurately, in accordance with this style guide. Electronic versions are available, so the logo should never be redrawn or recreated digitally.

Illustrated on this page are a number of common mistakes when implementing the logo.

Don't change the font in the logo



Don't change the colours in the logo



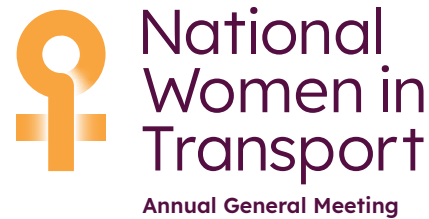
Don't rearrange elements in the logo



Don't place logo on busy backgrounds



Don't change the strapline



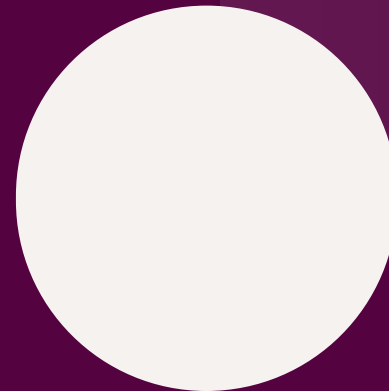
Don't stretch the logo





National
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Colour



Colour palette

National Women in Transport have four primary colours in their colour palette.

To help achieve brand recognition, it is important that the colour palette is applied consistently and the colours are matched accurately.

These colours can be printed in solid Pantone spots or 4 colour CMYK printing. Online and digital applications, such as Powerpoint, should use RGB.

Primary colours

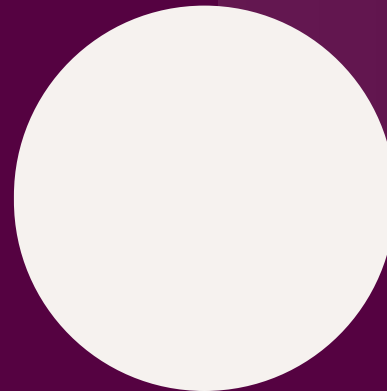


Note: These colour versions are to be used as a reference only and not for production.



National
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Typography



Fonts

National Women in Transport's primary font is Lexend. This font family is to be used for the website, documents produced by graphic designers and other digital applications. Lexend is available for PC or Mac use.

Arial is the default font, only to be used for internal documents and presentations where Lexend is not available.

Primary font

Lexend Regular

Lexend Medium

Lexend SemiBold

Default font

Arial Regular

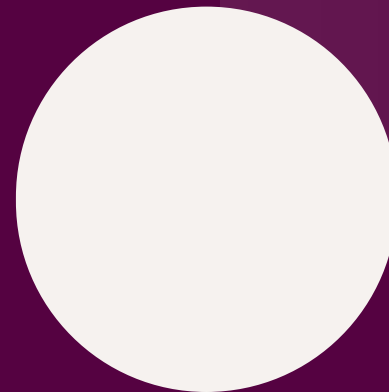
Arial Bold

For access to the Lexend font suite, please contact [<email>](#).



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Graphic elements



Women device

The Women device (the logo graphic) can be used as a graphic background in collateral. The graphic can be cropped to be abstract and subtle.

Women device background variations



For access to the graphic device files, please contact [<email>](#).

Shapes graphics

The stacked shapes graphics can be used as an embellishment within National Women in Transport collateral.

Shapes graphics can be used in collaboration with the Women graphic, as well as illustrations and photography.

Shapes graphics variations



For access to the graphic device files, please contact [<email>](#).

Illustration

The illustration style reflects the diverse ages, backgrounds and occupations of women in the transport sector.

All modes of transport are also shown in detail, including sea, land/road, air and rail.

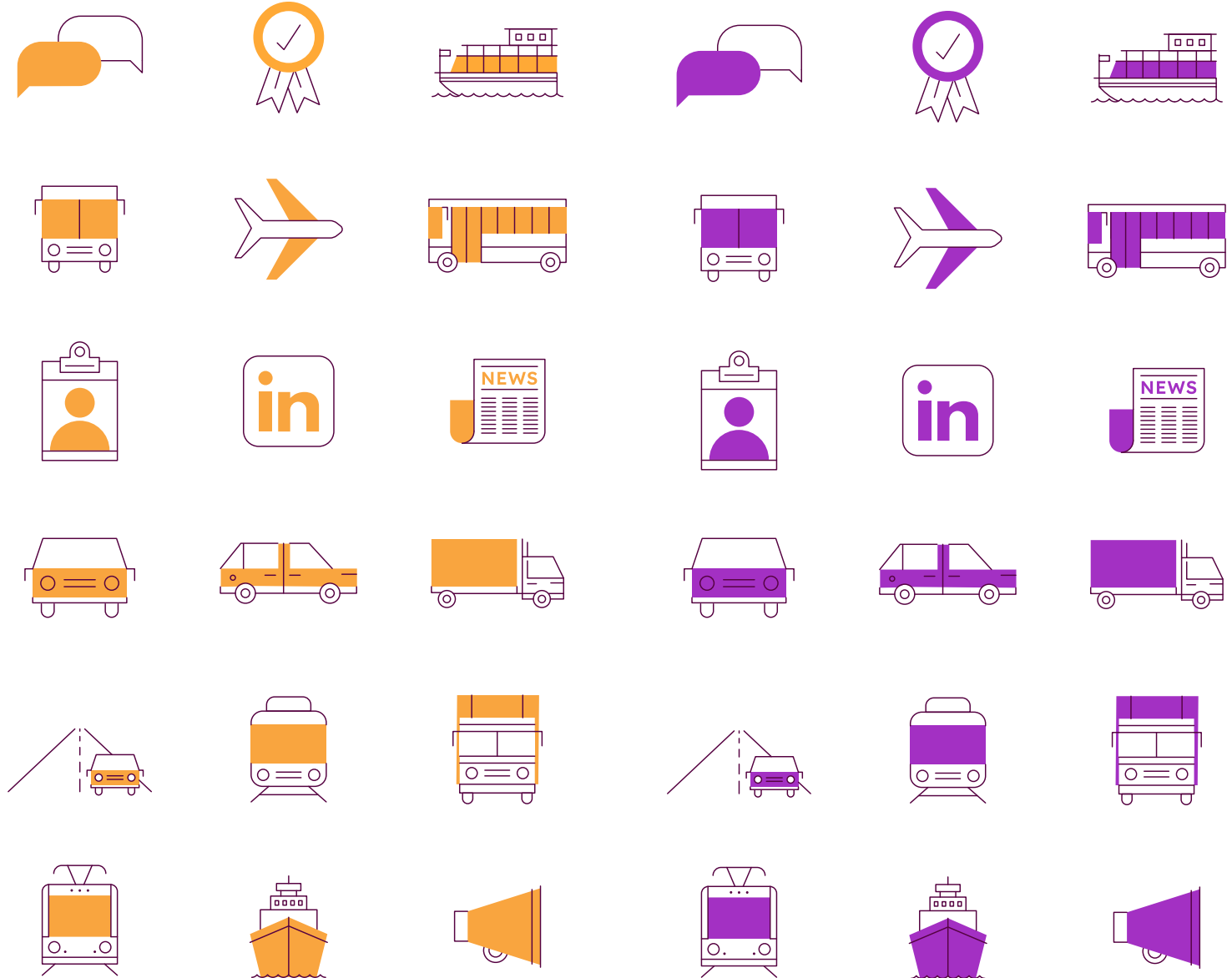
Banner illustration examples



For access to the illustration files, please contact [<email>](#).

Iconography

An icon style has been developed to be used on online and print applications. The simplified pictorial icons are characterised by their outlined shape and pop of colour.



For access to the iconography suites in a range of colour combinations, please contact info@nwit.org.uk.



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Photography

Photography

Our aim for National Women in Transport's photography is to capture the diverse women speakers and professionals in the transport sector.

Headshot examples



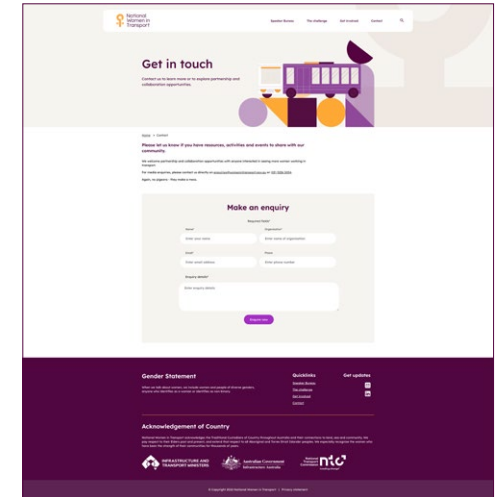
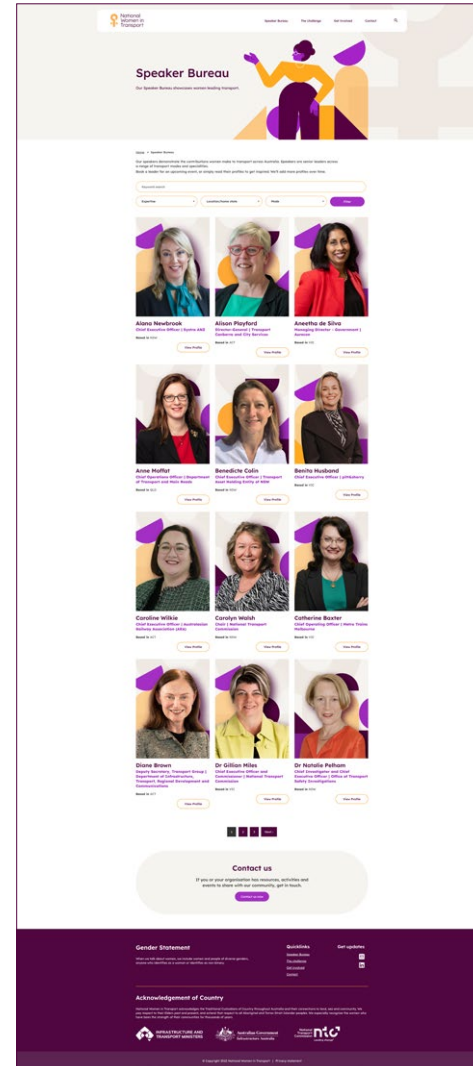
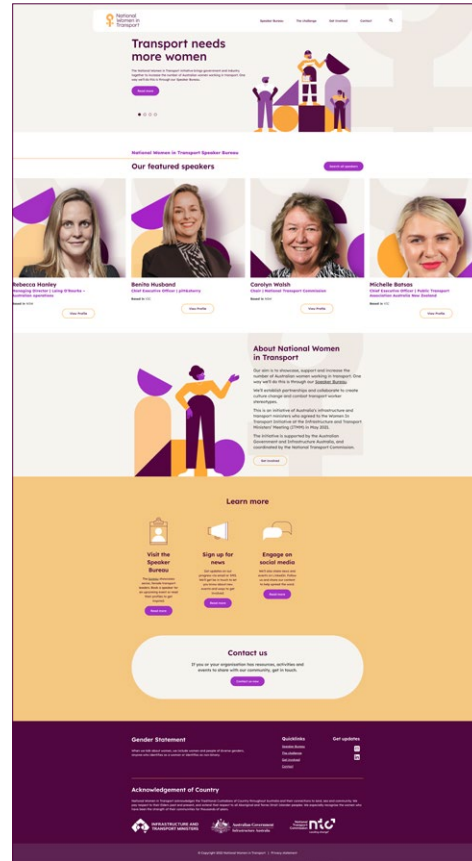


National
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Best practice examples

Website

Website examples



PowerPoint templates

PowerPoint template examples

National Women in Transport
Women Leading Transport

Slide Title

Introduction to Project Name

Presenter Name

womenintransport.gov.au
#WomenInTransport #IAmTransport

National Women in Transport
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Section Divider

Section Name

womenintransport.gov.au
#WomenInTransport #IAmTransport

Page 1

National Women in Transport

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Page 1

National Women in Transport

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Page 1

National Women in Transport

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National Women in Transport
Women Leading Transport

Contact us

@.au
03 9236 5054
womenintransport.gov.au

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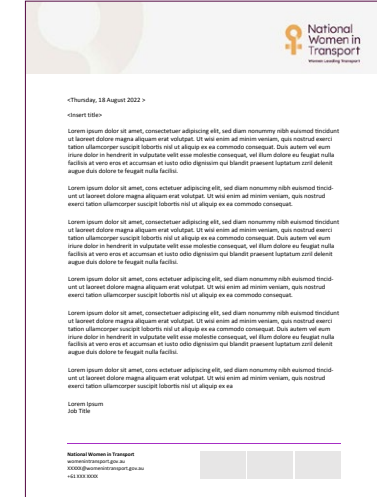
Page 1

Stationery

Business card



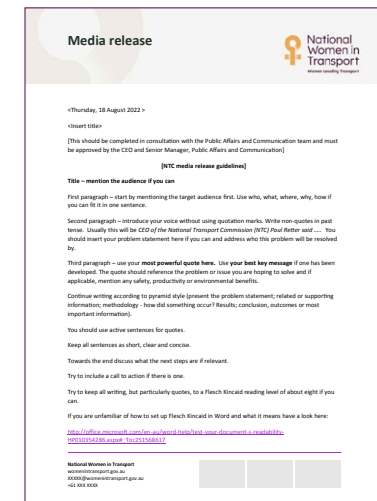
Letterhead



Email tile



Media release template



LinkedIn banner



Merchandise

Pull up banner example

