

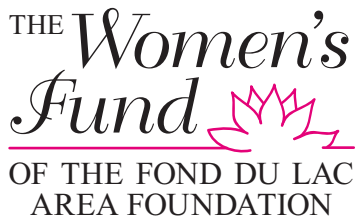


SYMBOLISM OF THE LOTUS GRAPHIC:

The roots of a lotus are in the mud, the stem grows up through the water and the heavily scented flower lies above the water, basking in the sunlight. This pattern of growth signifies the progress of the soul from the primeval mud of materialism, through the waters of experience, and into the bright sunshine of enlightenment. Though there are other water plants that bloom above the water, it is only the lotus which, owing to the strength of its stem, regularly rises eight to twelve inches above the surface.

Significantly, the color of the lotus too has an important bearing on the symbology associated with it:

Red Lotus signifies the original nature and purity of the heart (hydra). It is the lotus of love, compassion, passion, and all other qualities of the heart.

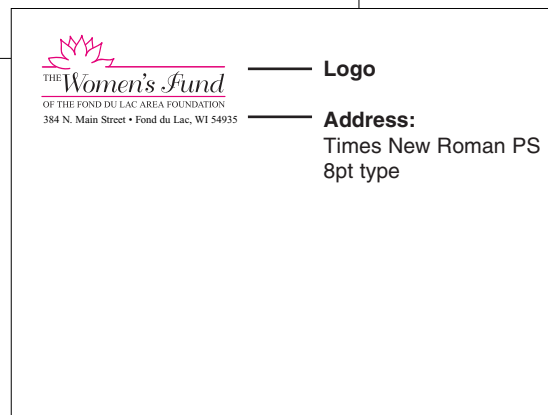
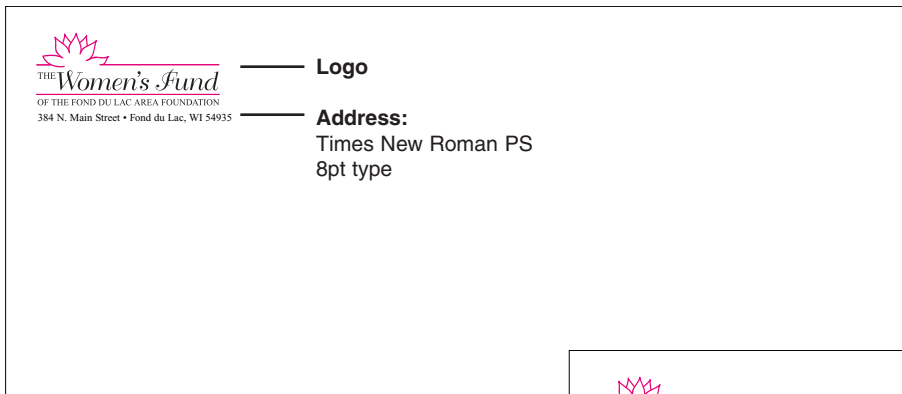


BRAND BASICS

The image (or brand) of The Women's Fund is an important asset. It must be used correctly to maintain a strong image. This is a cornerstone of successful marketing. Position, size, proportion and color relationships of the logo elements are predetermined and should not be altered. Never try to recreate the logo, or reassemble the components in a haphazard manner. None of the components should be changed, distorted (stretched horizontally or vertically), changed to other colors, or used in an unapproved manner. When space requires a shorter version of the logo, the stacked version may be used (shown at left). Contact the marketing committee for electronic art; it is essential that only authorized art is used to maintain quality and integrity of the brand.

COLOR

The corporate colors are Pantone Rubine Red (a standard color from the Pantone Matching System that printers use) and black. The logo is to be printed in Rubine Red/black or as one color black. No other colors are allowed.



ENVELOPES

The corporate envelopes are pictured here at 50% of original size.

STOCK

#10 Envelope: Ultra White 24#
A-2 Envelope: Cougar Opaque

2-COLOR

PMS Rubine Red and black



Logo

Address:

Times New Roman PS
10pt type

Tagline:
Bellevue
10pt type

Our communities are enriched when we positively affirm the strength and poten

384 North Main Street • Fond du Lac, WI 54935 • 920-921-2215 • wf@fdlarefoundation.c

LETTERHEADS

The corporate letterheads (with and without the board members) are pictured here at 50% of original size.

STOCK

8.5"x11" White Cougar 70#

2-COLOR

PMS Rubine Red and black



Logo

Our communities are enriched when we positively affirm the strength and potential of all women and girls.

Tagline:
Bellevue
10pt type

Address:

Times New Roman PS
10pt type

Board:

Times New Roman PS
9pt type/11pt leading

384 North Main Street • Fond du Lac, WI 54935 • 920-921-2215 • wf@fdlarefoundation.com • www.fdlarefoundation.com

Board Members:

Loretta Baehr
Lani Dorlack
Virginia Gilmore
Ellen Flood

Valerie Graczyk
Jane Hyde
Gail Kraig
Peg Lautenschlager

Lori McEathron
Isabell Mueller
Kay Mullins
Sandi Roehrig

Sheli Sadoff
Marian Sheridan
Christa Williams
Nancy Witkowski

Catherine Wolfe
Catherine Zimmerman