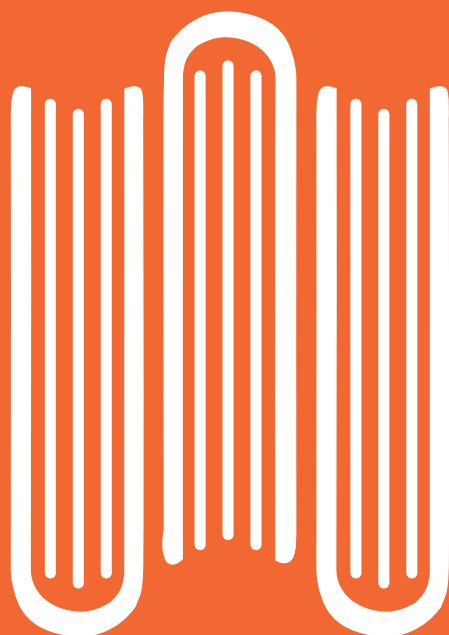
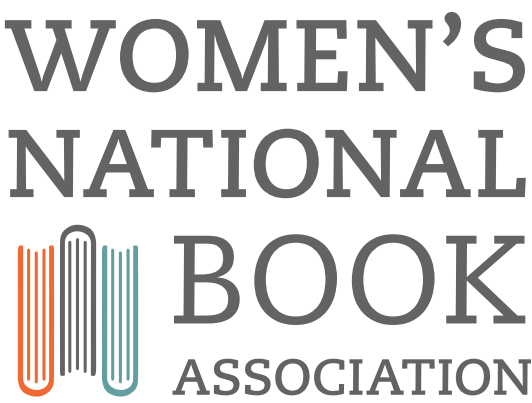




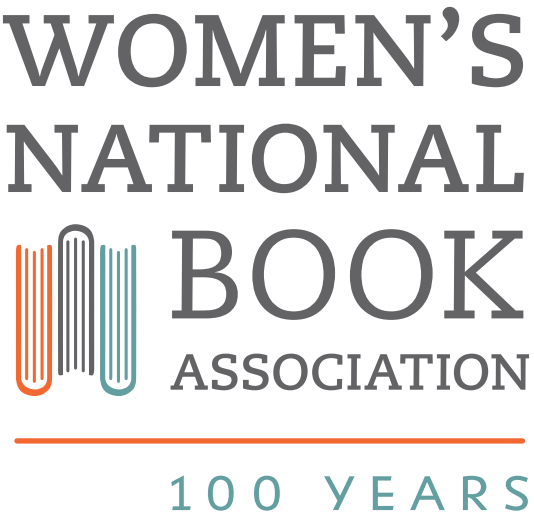
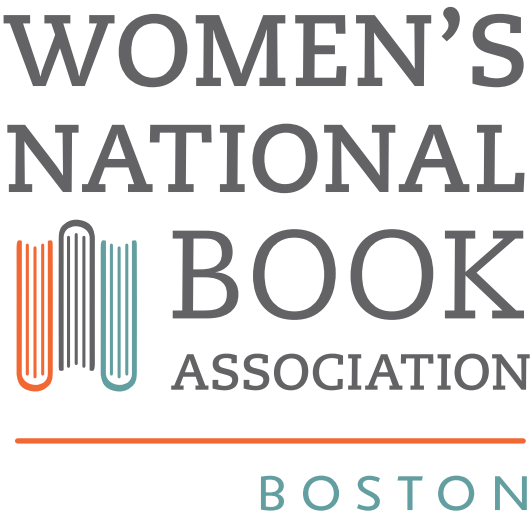
WNBA
VISUAL IDENTITY GUIDE
FEBRUARY 2016

LOGOS (on white)

Basic identity

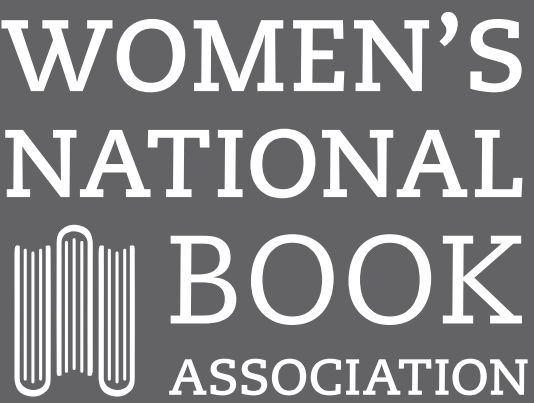


With tags

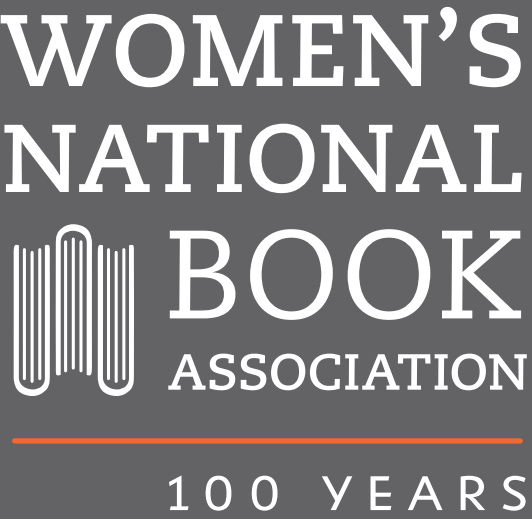
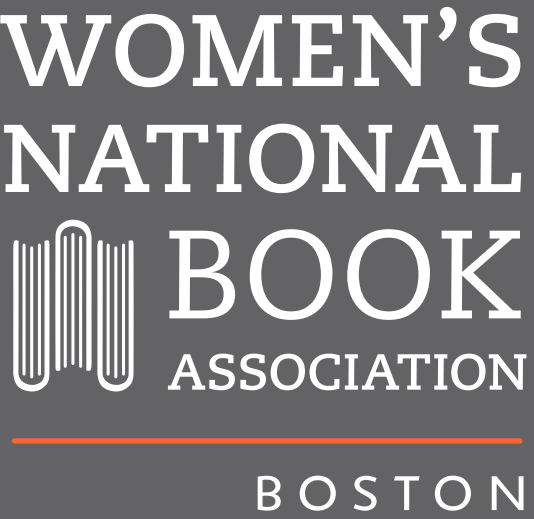


LOGOS (on dark)

Basic identity



With tags



COLORS

TYPEFACES



C 0 M 73 Y 88 K 0

Four Color Process



R 242 G 106 B 53

Screen



C 64 M 24 Y 37 K 0

Four Color Process



R 99 G 159 B 160

Screen



C 0 M 0 Y 0 K 75

Four Color Process



R 99 G 100 B 102

Screen

WOMEN'S
NATIONAL
BOOK
ASSOCIATION



BOSTON

Caecilia Com 75 Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Shinn Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890