Brand Identity Guidelines

Use the Women In Trucking (WIT) logo for most printed marketing and communications materials as well as apparel, web, digital and email.

Horizontal Logo

Color

Black and White

Stacked Logo

Clear Space

Clear space minimums (shown above with blue boxes), width and height of "W"

Logo Icon

The icon is used primarily for WIT social media avatars

Print minimum size

1" minimum width

Web minimum size

72 pixel width

Do not place the WIT logo over a patterned or dark-colored background. The preferred background is white.

To request a logo or for logo usage questions, contact Carleen Herndon: 615-696-1870 or carleen@womenintrucking.org