



NEWH LOGO/BRAND Guidelines

Logo/Brand Guidelines:

- Full colored logo used on all NEWH Inc. materials (i.e. signage, letterhead, social media, etc.)
- Full colored logo is never used on a colored background (on a colored background the logo changes to gray scale, black, or white)
- Logo should **never** appear in a white box on a colored background
- Logo can/should change to gray scale, black, or white when other, non-complementary colors are used on an invitation/collateral piece
- Logo should not be manipulated/changed in any way
- Chapters should use approved chapter logos (same rules apply)
- High resolution logos can be obtained from the NEWH, Inc. Office
- Do not stretch or resize logos, contact the NEWH, Inc. Office
- Custom sized logos can be obtained from the NEWH, Inc. Office