



BRAND GUIDELINES

Women's Business Enterprises

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As a WBENC-Certified WBE, it is important that the use of any WBENC brand and style assets adheres to the guidelines outlined in this manual. This guide details the appropriate use the WBE Seal and Women Owned Logo, among other brand assets.

Any questions can always be sent to WBENC Marketing & Communications team at brand@wbenc.org.

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THE WBENC BRAND

WBENC LINK 2.0



WBENCLink2.0 houses the main WBENC brand assets including the WBE Seal, Women Owned Logo, WBENC Logo and Brand Guidelines. The brand guidelines and logos can be found in WBENCLink2.0.

The pages that follow will detail guidelines for use of these logos/seal along with language, colors and other WBENC program logos.

LANGUAGE & LINGO

GLOSSARY OF TERMS

There are several common terms and acronyms used in the WBENC network. Here are some of the most frequently used terms.

WBENC

(Pronounced WE-BANK) - WBENC is short for the Women's Business Enterprise National Council and is the name for the national organization certifying women-owned businesses.

WBENC-Certified WBE

The correct way for a WBE to communicate that they are part of the WBENC network is to call themselves a WBENC-Certified WBE.

WBE

(Pronounced Double Yoo-Bee-Eee) Short for Women's Business Enterprise, a WBE is a certified women-owned business.

NOTE: The company holds the certification, not the owner.

RPO

Short for Regional Partner Organizations, the 14 RPOs execute the certifications for WBEs headquartered in their specific territory in the U.S. on a regional level. Together, the 14 RPOs certify all of the WBENC-Certified WBEs.

Corporate & Government Members

The corporations and government entities that are part of the WBENC network are called Corporate and Government Members.

LANGUAGE & LINGO

Correct Usage of Glossary Terms

CORRECT

Women's Business Enterprise
National Council

WBENC

WBENC network

WBENC-Certified Women's
Business Enterprise

WBENC-Certified WBE

INCORRECT

~~The WBENC Organization~~

~~The WBENC~~

~~The WBC~~

~~WBENC's network~~

~~Member of WBENC~~

~~Certified WBE~~

A NOTE ON WOMEN OWNED

Women Owned, when capitalized as such, refers to the WBENC initiative that includes the trademarked Women Owned Logo and Online Directory.

When referring, in general, to a women-owned business that may or may not be certified, use the lowercase and hyphenated word.

LANGUAGE & LINGO

How to talk about WBENC Certification

Talking about WBENC Certification requires some specific brand message standards.

DO'S

WBENC

WBENC-Certified

WBEs

WBENC Certification

WBE Seal

Women Owned Logo

Refer to the business as certified

DON'TS

WBENC's

WBENC certified

WBE's

WBENC certification

WBE logo

Women-Owned logo

Refer to the owner as certified

(do not make possessive)

(do not leave out dash or capitalization)

(unless it is a possessive use for something a WBE owns)

(don't forget to capitalize)

(the Seal is not the same as the WBENC Logo)

(do not hyphenate or leave out capitalization)

(the company holds the certification, not the owner)

COLOR GUIDELINES

The WBENC Logo, WBE Seal and Women Owned Logo are built around a palette of the following (6) colors and black.

A NOTE ON THE BRAND SYMBOL

The symbol that appears in the C of WBENC and the O for Women Owned is a proprietary symbol that is only able to be used as a part of the WBENC brand logos and seals.

Use of the symbol on its own by any entity other than WBENC is prohibited.



Lime	Blue	Pink	Purple	Red	Orange
PANTONE PMS 388 C	PANTONE PMS 7461 C	PANTONE PMS 219 C	PANTONE PMS 268 C	PANTONE PMS 214 C	PANTONE PMS 715 C
CMYK C: 20 M: 0 Y: 98 K: 0	CMYK C: 85 M: 50 Y: 0 K: 0	CMYK C: 1 M: 99 Y: 1 K: 0	CMYK C: 75 M: 98 Y: 2 K: 0	CMYK C: 10 M: 99 Y: 48 K: 0	CMYK C: 0 M: 50 Y: 98 K: 0
RGB R: 215 G: 222 B: 39	RGB R: 29 G: 118 B: 187	RGB R: 233 G: 14 B: 139	RGB R: 101 G: 47 B: 143	RGB R: 217 G: 31 B: 93	RGB R: 246 G: 147 B: 33
HEX #D7DE27	HEX #1D76BB	HEX #E90E8B	HEX #652F8F	HEX #D91F5D	HEX #F69321
Black					
PANTONE Process Black CMYK C: 0, M: 0, Y: 0, K: 100 RGB R: 0, G: 0, B: 0 HEX #000000					

PRIMARY LOGOS & SEALS



The primary WBENC Logo is available for use by Regional Partner Organizations (RPOs) and Corporate & Government Members of WBENC. WBEs do not use the WBENC Logo but instead use the WBE Seal.



The WBE Seal is available for use by WBENC-Certified companies to showcase their certification.

NOTE: WBENC also provides WOSB Certification; however, the formal logo is available only through the SBA upon verification via www.certify.sba.gov.



The Women Owned Logo is available for use by WBENC-Certified and WEConnect International certified companies as well as partners of these two organizations, including Corporate Members and RPOs.

CHOOSING A LOGO

WBE Seal

Show off your status as a WBENC-Certified Women's Business Enterprise (WBE) using the WBE Seal.



Best for proposals, business cards, websites and other B2B collateral.

This seal is most widely recognized among procurement and supplier diversity professionals.

Women Owned Logo

Let the public know you are a women-owned business with the official Women Owned Logo, available only for WBENC or WEConnect International Certified WBEs.



Best for consumer-facing materials including product packaging, labels, marketing collateral, websites and other digital marketing.

This logo is designed to be easily recognizable to consumers to help influence buying behaviors.

WBE SEAL

To the right is the approved WBE Seal. When reproducing or adding this to your materials, for consistency and legibility, use only the approved ink colors listed in the color guidelines.

If you have any questions about possible exceptions, please email brand@wbenc.org.



Minimum Size: 7/8" wide

The Seal must be enlarged or reduced in its entirety. All elements of the Logo must remain in proportion to one another. (Many programs provide a scaling tool to enter a new width or height, which will automatically adjust the other dimension.)

NOTE: WBENC also provides WOSB Certification; however, the formal logo is available only through the SBA upon verification via www.certify.sba.gov.



WOMEN OWNED LOGO

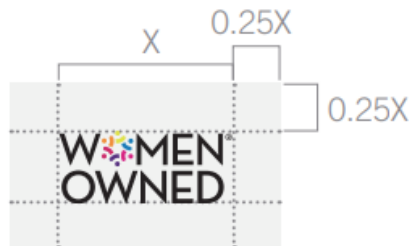
The primary Women Owned Logo is the most commonly used logo. It is used on most printed packaging. When reproducing or adding this to your materials, for consistency and legibility, use only the approved ink colors listed in the color guidelines.

If you have any questions about possible exceptions, please email brand@wbenc.org



Minimum Size: 1/2" wide

The Logo must be enlarged or reduced in its entirety. All elements of the Logo must remain in proportion to one another. (Many programs provide a scaling tool to enter a new width or height, which will automatically adjust the other dimension.)



Minimum Clear Space: 0.25"

Clear space (padding) is needed to ensure that the WBENC Logo has a comfortable amount of space to separate it from other type and graphic elements. This breathing room adds visual weight and prominence. The clear space guidelines should be used wherever possible. Exceptions may occur in cases where space is very limited.



GRAYSCALE



COLOR REVERSE
(Only For Use on Black Background)



BLACK ONLY



REVERSE

BACKGROUND CONTROL



NOTE: To maximize readability of the logo, please do not use the color logo on a background of similar colors within the WBENC Symbol unless the reversed / white version of the logo is used.

LIGHT BACKGROUND

If you are using the Seal graphic over a non-standard background color or texture, choose the approved Logo/Seal application that provides the best contrast and readability. When you are using the Seal as positive image, light-toned backgrounds are preferred.



DARK BACKGROUND

If you are reverse printing on black, you can use the color reverse version of the full color Seal. On any other dark color, the full reverse version should be used to maintain adequate contrast and readability.



PATTERNED OR PHOTOGRAPHIC

When you must use the a Seal on a patterned background or photo image, contrast and readability should again be your overriding concern. The tone of the image will determine whether to use a positive or negative Seal.



MISUSE EXAMPLES

UNACCEPTABLE LOGO USE

The examples to the right illustrate just a few incorrect uses of the Logos/Seal. To ensure consistent brand identity, follow the information in this manual and use WBENC approved artwork.

A. DO NOT redraw distort or modify the Logo/Seal in any way.

B. DO NOT use the Logo/Seal with any other graphic or text.

C. DO NOT place the Logo/Seal against a highly textured or patterned background.

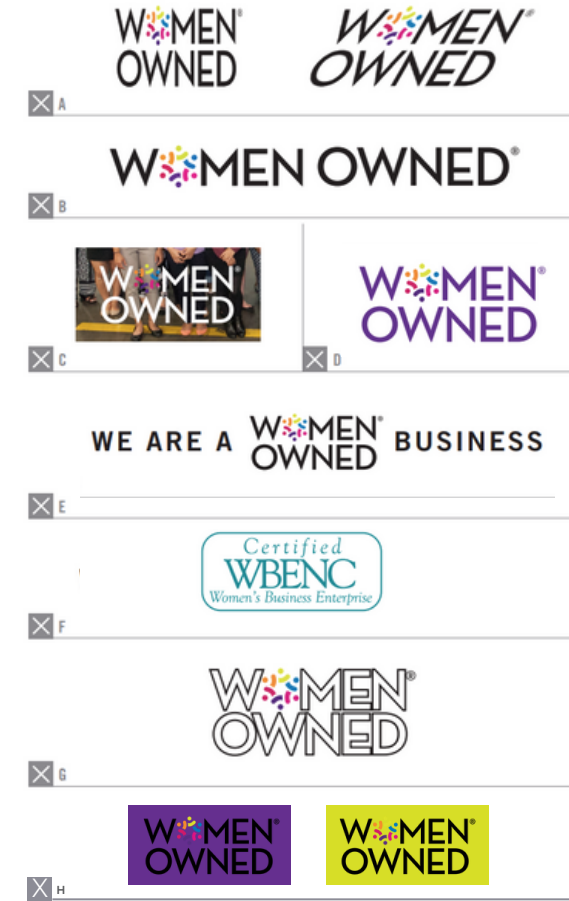
D. DO NOT use unapproved color combinations, as outlined in the manual.

E. DO NOT use the Logo/Seal in a headline of body copy.

F. DO NOT use the old WBENC Logo or WBE Seal.

G. DO NOT outline or underline the Logo/Seal.

H. DO NOT use the colored logo on the same or similar color background as the icon.



NOTE: To maximize readability of the logo, please do not use the color logo on a background of similar colors within the WBENC Symbol unless the reversed / white version of the logo is used.

MISUSE EXAMPLES

SPOTLIGHT ON THE WOMEN OWNED BRAND SYMBOL

The symbol that appears in the C of WBENC and the O for Women Owned is a proprietary symbol that is only able to be used as a part of the WBENC brand logos and seals.

Use of the symbol on its own by any entity other than WBENC is prohibited.

UNACCEPTABLE LOGO USE: THE WBENC SYMBOL

The below examples illustrate just a few incorrect uses of the symbol. DO NOT under any circumstance clip out the symbol to use on its own.



DO NOT use symbol on its own.



Bulleted List



Bulleted List



Bulleted List

DO NOT use as bullets.



DO NOT deconstruct the symbol elements.



DO NOT use standalone on promotional products. Use the Women Owned logo instead.



WOMEN OWNED Pop-Up Shop

DO NOT add to a heading or logo.

CERTIFICATI  **N**

DO NOT use in words.



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WBENC 

SUGGESTED USES

WBE Seal

The WBE Seal provides a way for WBENC-Certified WBEs to visually communicate their certification. The following are typical ways the Seal is used.



Business Cards



Email Signatures



RFPs



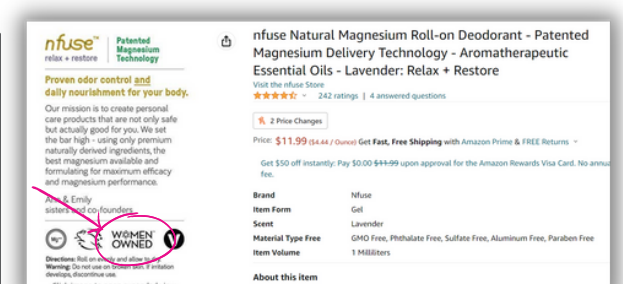
Websites

Women Owned Logo

The Women Owned Logo is an initiative to help consumers identify products/services provided by women-owned businesses. It is most powerful for consumer-facing businesses. Below are examples of how the Logo can be used. Visit www.BuyWomenOwned.com for more.



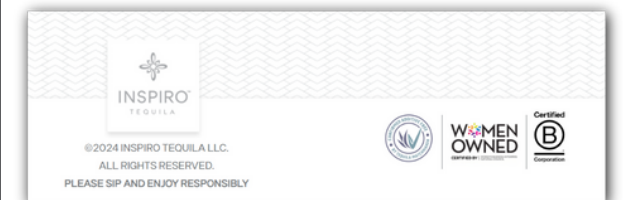
Product Packaging



Online Storefronts/Retailers



Social Media



Websites

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WBENC

SUGGESTED USES

Women Owned Logo

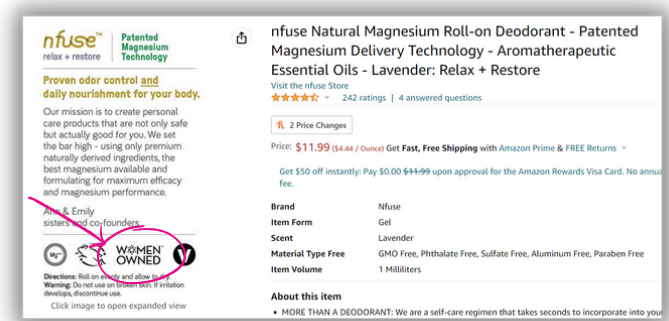
The Women Owned Logo is an initiative to help consumers identify products/services provided by women-owned businesses. It is most powerful for consumer-facing businesses.

Here are examples of how the Logo can be used.

Visit www.BuyWomenOwned.com for more.



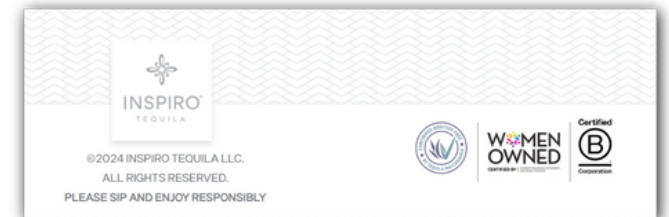
Product Packaging



Online Storefronts/Retailers



Social Media



Websites

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THANK YOU FOR BEING PART OF THE WBENC NETWORK!

QUESTIONS?

Email brand@wbenc.org with any questions on using
the WBE Seal, Women Owned Logo,
or other WBENC brand assets.

