



TEXAS FEDERATION
of
Republican Women

BRAND GUIDE

1

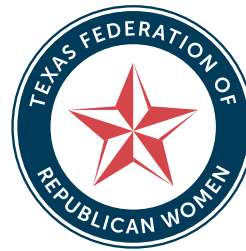
LOGO ELEMENTS

The Texas Federation of Republican Women logo is composed of two parts: the wordmark and the seal.

Use the complete logo when possible, though the seal can be used independently if needed.

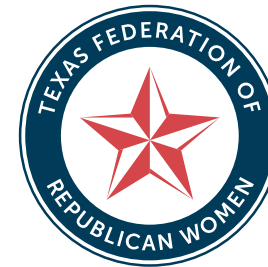
Do not alter the proportion of the elements nor deviate from the approved color and layout variations. For dark backgrounds, use the inverted color scheme.

Download all brand files at:
www.tfrw.org/assets



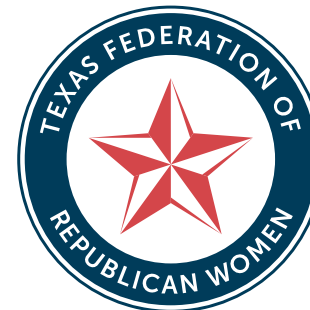
TEXAS FEDERATION
of
Republican Women

Horizontal Layout



TEXAS FEDERATION
of
Republican Women

Vertical Layout



Independent Seal



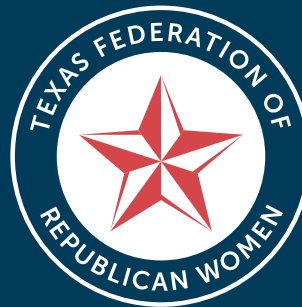
TEXAS FEDERATION
of
Republican Women

Horizontal Layout (Inverted)



TEXAS FEDERATION
of
Republican Women

Vertical Layout (Inverted)



Independent Seal (No Need to Invert)

2

COLORS

The patriotic and Texana themed color scheme is created using a soft red and a dark navy.

Together they create a clean and modern scheme that is versatile and professional.



#003c59

C 100
M 48
Y 21
K 56

R 0
G 60
B 89

302 C



#ffffff

C 0
M 0
Y 0
K 0

R 255
G 255
B 255

White



#d4464a

C 14
M 88
Y 73
K 0

R 212
G 70
B 74

7620 C

3

TYPE + WEBFONT

The TFRW wordmark is composed of Arno Pro Regular (serif) and Great Vibes (script). Both of these typefaces should be used sparingly if at all in order to distinguish the logo from other text elements.

The official webfont of TFRW is Hind Siliguri (sans serif). It is a very versatile typeface with several weight variations and is perfect for headlines, large amounts of text, etc. It is available for free through Google Fonts and will display properly on any website.

Arno Pro Regular
ARNO PRO REGULAR

Great Vibes

Hind Siliguri

Onsequis nias voluptat voluptatur rem que autem rero tenduntion prati-
ae eratur, nulpā del ipsam eatius dolestio oditibu sanditatust expliaslhil
int ius. Ehentis et apienditatur sitas re, custrum con pa nem de odi sit,
cones rere, solore quaturia dolupta tureceribus nihil int is ad quaecte.

Call to Action

4

PHOTO EFFECT

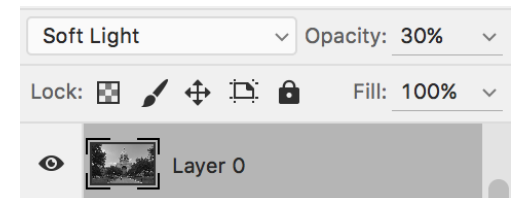
One of the special branding features created for TFRW is the photo overlay effect of the navy background with a slight red gradient.

This should be used sparingly and primarily as a background element (Facebook cover photo, document cover page, etc.).



To Create the Effect in Photoshop

1. Open up the photo you want to apply the effect to in Photoshop.
2. In the layers panel, double click the layer of the photo so that it is no longer locked.
3. Create a new layer (Layer > New > Layer) and fill it with the official TFRW navy #003c59. Move it to the bottom (Layer > Arrange > Send to Back).
4. Select your photo layer and make it black and white (Image > Adjustments > Desaturate). Change the blending mode to Soft Light and Opacity to 30% (may need to vary depending on photo brightness)



5. Select your foreground swatch on your left hand tool panel and paste in the official TFRW red #d4464a. Click ok.

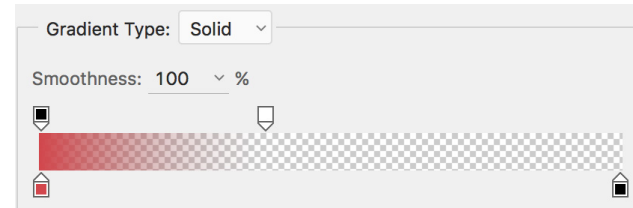


6. Go to the Layers Style Panel (Layer > Layers Style > Gradient Overlay).

7. Click on the gradient preview and select the preset of red fading to transparent.

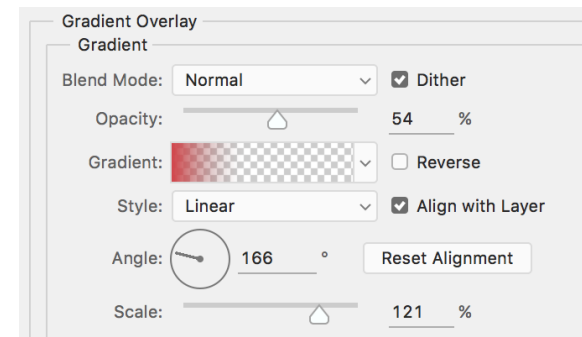


8. Move the top right white scrubber left about 3/4 of the way and click ok.



9. Change the rest of the gradient settings to something like the following:

Every photo is different and may require slightly different settings. Feel free to play around with the numbers to get it to look best for your particular image.



10. Save your PSD file and also save as a JPG.

11. Done!

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