

Advice for WIs

How to use the WI logo

Every WI is permitted to use the WI logo once they have signed the trademark agreement with their federation. If a WI has not already signed this agreement, it should contact its federation office.

In order to use the WI logo always accompany it with the name of the WI to indicate that the communication is from the WI and not the NFWI. If the WI doesn't do this it will be in breach of the terms of the trademark agreement it has signed with its federation.

Where can a WI get a copy of the WI logo?

WIs can download the logo from the My WI website at mywi.thewi.org.uk/communications-and-pr/using-the-wi-logo. Please use the examples below as a guide.

What font is used for the WI name?

The WI name should be in Arial Narrow font and all in capital letters.

What size should the font be?

The font should be no larger than the height of the WI logo 'the WI' without the strap line, and no smaller than the height of the 'Inspiring Women' strap line.

 } Maximum height of WI name

 } Minimum height of WI name

 | EXAMPLE WI

The distance between the logo and line, and line and WI name should be the same

 | } EXAMPLE WI

The distance between the top of the WI name and the line, and bottom of the WI name and the line should be the same

Examples of WI logos in use

 | TIMSBURY WI

If a WI has a short name – please use larger text as shown above

 | GREAT GATSBY OF GREAT ASHBY WI

If a WI has a longer name – please use smaller text as shown above to ensure that the full name can fit

 | EXBOURNE, SAMPFORD
COURTENAY & JACOBSTOWE WI

If a WI has an even longer name – please use even smaller text and split the name to ensure the full name can be used in the logo