

FEW Logo Guidelines for Use

The FEW logo has been custom-designed to communicate the fundamental purpose of FEW, equality. It is important that the logo be used consistently and properly to reinforce FEW's brand image and increase recognition within the membership and the public and private sectors. FEW's logo is registered with the US Patent and Trademark Office and should never be altered or recreated. Use the logo exactly as designed and registered. If you change the size to fit your application, do not change the proportion. Logo users should send copies of all printed and electronic materials that show the use of the logo to FEW's National Office.



Information on the U.S. Patent and Trademark Registration Information: <http://www.uspto.gov/>

Word Mark	FEDERALLY EMPLOYED WOMEN 1968
Goods and Services	IC 041. US 100 101 107. G & S: Education services, namely, conducting and offering seminars, workshops in the field of career planning, development, and advancement of employment in the federal systems and distributing course material in connection therewith. FIRST USE: 19690506. FIRST USE IN COMMERCE: 19690506 IC 042. US 100 101. G & S: Association services, namely, promoting the interests and advancement of women in employment within the federal government through networking, education, training and advocacy. FIRST USE: 19690506. FIRST USE IN COMMERCE: 19690506
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	01.01.03 - Star - a single star with five points 01.01.10 - Stars, three or more; Three or more stars 17.05.02 - Scales of Justice; Scales, two pan balance scales; Weights, weights for scales 26.01.17 - Circles, two concentric; Concentric circles, two; Two concentric circles
Serial Number	75704650
Filing Date	May 13, 1999
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	January 18, 2000
Registration Number	2341090
Registration Date	April 11, 2000
Owner	(REGISTRANT) FEDERALLY EMPLOYED WOMEN (FEW) NON-PROFIT CORP. D.C. 1666 K STREET, N.W. SUITE 440, Washington, D.C. 20006
Attorney of Record	ROBERT J WEIL
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "1968" APART FROM THE MARK AS SHOWN
Type of Mark	SERVICE MARK
Register	PRINCIPAL-2(F)-IN PART
Affidavit Text	SECT 15. SECT 8 (6-YR).
Live/Dead Indicator	LIVE
Distinctiveness Limitation Statement	as "FEDERALLY EMPLOYED WOMEN"

Logo Design

The FEW logo includes seven elements:

1. The name of the organization, Federally Employed Women
2. The year the organization was founded, 1968
3. The scales of justice
4. The lamp of knowledge
5. Six 5-point stars
6. Two concentric circles
7. The registered trademark symbol ®

Registration Mark

The FEW logo is a registered trademark of Federally Employed Women and requires the ® symbol whenever it is published.

Typography and Color

Typography

Consistent logo typography maintains visual continuity throughout the many forms of FEW published materials.

Color

The FEW logo should only be reproduced in those colors posted on the FEW website (currently Black, Blue, Red, Green, Purple, Teal, and Orange). Do not combine colors on the logo. If you have a need for a custom color other than those posted, you must obtain approval from the FEW National Office.

Clear Zone

The FEW logo should always have a clear area all the way around the logo that allows for a clear and unobstructed view of the logo and trademark symbol. Generally, this margin should be at least 1/4-1/2 inch.

Examples of Proper Use

The following examples show the appropriate use of the FEW logo:

- The logo should always appear as a unique identifying symbol of the organization.
- Always use the ® symbol with the logo.
- Always allow sufficient contrast between the logo and the background.
- Always print the logo at least 1-inch high to allow the text to be readable.
- Always use the logo in the upright position (do not tilt or rotate the logo).
- Always print the logo in one of the published colors.

Examples of Improper Use

- Never rearrange or repropotion the logo.
- Do not recreate, redraw or trace the logo, or change the fonts in the logo.
- Do not use the logo as a design element unto itself.
- In general, do no use more than one FEW logo on a page.
- Do not obscure the logo with competing visual elements.
- Do not combine the FEW logo with other logos or graphic elements (stars, flags, faces, etc.)
- Do not design other logos or names in a style parallel to the FEW logo.
- Do not add ornamentation or attach graphic or typographic devices to the logo. This includes the spell out of a chapter, region or event name, the URL or any other textual elements.
- Do not provide the logo to a third party without obtaining permission from the National Office.
- Do not display the logo within any containing shapes or boxes.
- Do not print the logo in 3D.
- Do not bleed the logo (run it off the edge of the page or use only part of the logo). Using the logo as a watermark is appropriate provided that the entire logo is used and visible.
- Do not shadow or texture the logo.
- Never replace text with the logo. For example, never use the logo in a sentence like, "FEW supports the efforts of..." where a tiny version of the logo replaces the letters FEW.
- Avoid generation loss because of excess photocopying.

Questions or Permissions to Use the Logo:

Contact FEW's National Office by phone 202-898-0994, email few@few.org, or the National Publications Policy and Review Committee Chair.