

ABOUT WOMEN IN MANUFACTURING (WiM):

This boilerplate may be used on any long form, printed communications created by chapters. **This language can be shortened where needed but, chapters should not change/alert the information provided.**

Over the course of the last decade, WiM has grown to be the only national and global trade association dedicated to providing year-round support to women who have chosen a career in the manufacturing industry. At present, more than 27,000 individual members representing more than 3,000 manufacturing companies have joined our growing ranks of industry professionals from 48 U.S. states and from 47 countries. WiM encompasses manufacturers of all types and welcomes individuals from every job function – from production to the C-Suite. Membership is available to women and men working within or with the manufacturing sector. WiM presently powers year-round virtual learning, bi-annual virtual career fairs, executive networking group services, a robust job board called WiMWorks, meetings and conferences annually, 33 local U.S. chapters and 3 formal professional development programs.

WiM STYLE

Below is a quick reference of common WiM-related terms and how they should be written in marketing and communications from chapters.

Women in Manufacturing	<ul style="list-style-type: none"> • First mention should always be: Women in Manufacturing Association (WiM) • Second mention should be: WiM • If the name of the association is preceded by the word “the”, it should only be capitalized if it is at the beginning of the sentence.
Women in Manufacturing Education Foundation	<ul style="list-style-type: none"> • First mention should always be: Women in Manufacturing Education Foundation (WiMEF) • Second mention should be: WiMEF (<i>no space</i>) • If the name of the association is preceded by the word “the”, it should only be capitalized if it is at the beginning of the sentence.
Allison Grealis	<ul style="list-style-type: none"> • Founder and President of the Women in Manufacturing (WiM) Association and Education Foundation, Allison Grealis. <p>OR</p> <ul style="list-style-type: none"> • Allison Grealis, Founder and President of the Women in Manufacturing Association and Education Foundation
Chapters	<ul style="list-style-type: none"> • Chapter names must be written using “WiM” followed by the state, region, or city name for the chapter. • State or city names should be fully written out whenever possible but may be shortened or abbreviated when necessary. Shortened names should be all caps and as few characters as possible, for example “WiM Ohio” becomes “WiM OH”. • Chapter names can be written with “WiM” plus the location only, or can include the word “Chapter”, but it should be capitalized in these instances.
SUMMIT	<ul style="list-style-type: none"> • SUMMIT should always be written in all caps.

LOGOS:

- The chapter's logo should appear on all marketing materials.
- The WiM National logo should **not** appear without the chapter logo.
- Logos may not be altered in any way – shadows, outlines, angles, stretching, and the addition of text that implies it is part of the logo is not permissible. The logo should not be placed over patterns. Appropriate clearance must be reserved around the logo – no less than ¼ inch.

COLORS:

All colors should appear at 100% opacity.



WiM Blue

RGB 34-150-188

Hex #2296BC



WiM Green

RGB 179-188-53

Hex #B3BC35



WiM Grey

RGB 69-86-96

Hex #455560



WiM Light Grey

RGB 147-146-146

Hex #939292

**Alternate colors may not be used in chapter materials, unless approved by WiM National or colors that appear in photography.*

APPROVED FONTS:

Futura PT Bold.

Futura PT Book.

Futura PT ExtraBold.

Arial