

LOGO GUIDELINES



INDIA 2023 WOMEN

LOGO GUIDELINES

SECTION 1

THE W20 OR WOMEN OF TWENTY

**W20 is the official G20 engagement group
focused on gender equity.**

**Its primary objective is to ensure that gender
considerations are mainstreamed into G20
discussions and translate into the G20 Leaders'
Declaration as policies and commitments that
foster gender equality and women's economic
empowerment.**

**Its mission is to remove all barriers to women
led development and ensure an enabling
environment and ecosystem for women to
thrive, transcend and transform their lives as
well as others.**

CLEARANCE SPACE & MINIMUM SIZE



CLEAR SPACE AROUND THE LOGO

The W20 India logo has multiple colours and design elements, so it needs a lot of breathing / white space around it. The minimum free space around the logo, on any layout, should always be '2' distance on all its sides. Never put any text or graphics in that space.

SIZE OF THE LOGO

The logo can be scaled as large as needed but not smaller than the minimum size, mentioned here.

Print: 0.75 inch
Digital: 55 px



PRIMARY APPLICATION OF THE LOGO

The G20 India logo will only be used on a solid white background.
Use of the logo on any other colour or an image is forbidden

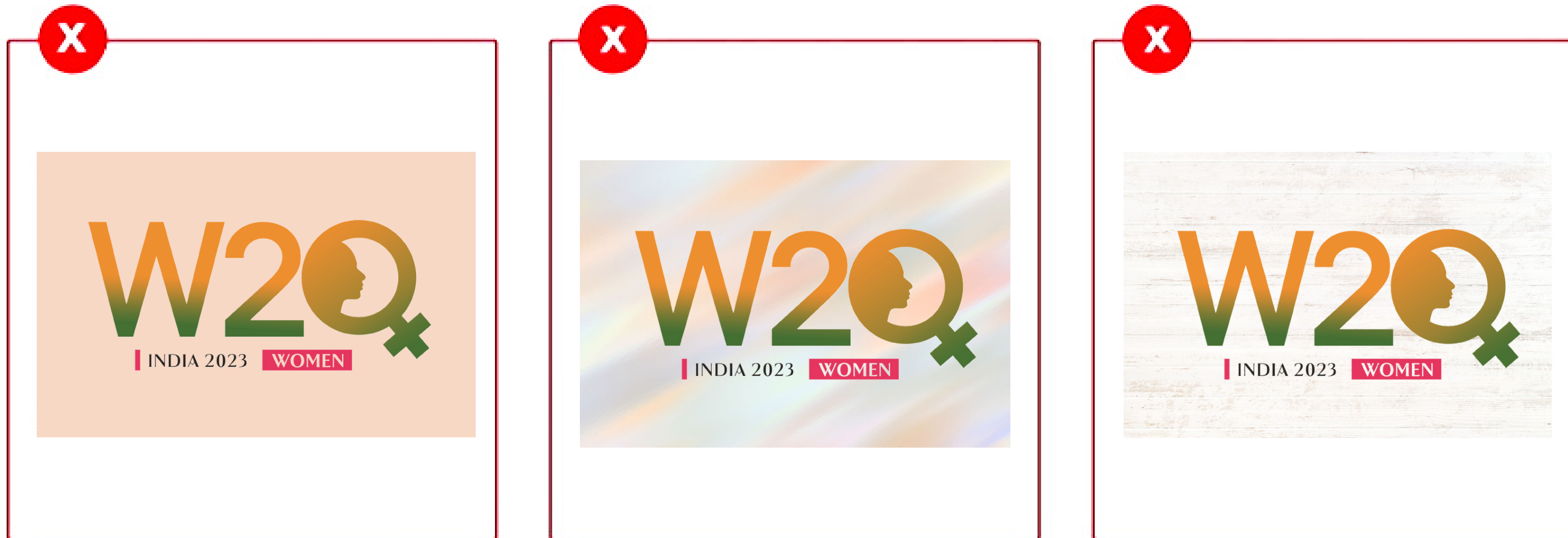


PRIMARY APPLICATION OF THE LOGO

Proportion of logos has to be kept in mind. The W20 logo should be smaller than the G20 logo. DO NOT resize the logos disproportionately.

W 20 INDIA - BRAND GUIDELINES

LOGO APPLICATION - RESTRICTIONS



DONT'S OF LOGO APPLICATION

The above examples are a representation of how the logo is NOT to be used under any circumstance. NEVER use the logo on a black, dark-coloured, a light-coloured background or any image.

W 20 INDIA - BRAND GUIDELINES

LOGO APPLICATION - RESTRICTIONS



Never use the logo in grayscale.



Never use the logo in reverse or in a single colour.



Don't create any new configurations.



Don't change any colour.



Don't add any text in the mandatory clear space.



Don't stretch, squeeze or distort the logo. Always resize proportionately.



Don't make a cut-out of the logo to use on a busy background.



Don't add a keyline to the logo.

LOGO APPLICATION - RESTRICTIONS



Don't use the wordmark alone, without the text.



Don't use the logo on any background other than white.



Don't add any outline, shadow or casing for emphasis or legibility.



Don't fill elements of the logo with any textures, images etc.

W 20 INDIA - BRAND GUIDELINES

LOGO COLOURS



LOGO COLOURS



Web- #F7941D

Web- #008A4B



Web- #E6355F

Web- #272420



www.w20india.org