



# STYLE GUIDE

*The following style guide consists of standards for writing, formatting, and Emblem use to assist GFWC members in maintaining brand consistency in look, feel, and sound. This reference tool ensures the GFWC brand is presented the same when used by everyone in the Federation.*

## What is a Brand?

A brand describes a product, service, or concept that is publicly distinguished from other products, services, or concepts so that it can be easily communicated and marketed. It is the business process of creating and disseminating the brand name, its qualities, and personality.

The GFWC brand consists of the Emblem, full name spelled out, a tagline, design guidelines for using the Emblem, clear definition of organization personality, and its values. It is the GFWC moniker commonly recognized by clubwomen, affiliate organizations, and key stakeholders. Branding aims to establish a significant and differentiated presence that attracts and retains loyal members.

GFWC's brand is its identity as an international women's organization whose members are dedicated to community improvement through volunteer service. Our brand conveys friendship, community service, and volunteering.

## Key Messages

Branding includes GFWC's core messages. When writing or speaking about GFWC to members, prospective members, the media, government and local officials, and the public, please incorporate the following messages:

- The General Federation of Women's Clubs (GFWC) is a nonprofit organization that brings together local women's clubs in a collective effort to strengthen communities and enhance the lives of others through volunteer service.
- With more than 60,000 members in affiliated clubs in every state, the District of Columbia, and more than 20 countries, GFWC members are community leaders who work locally to create global change by advocating for women, children, and families on issues such as domestic violence and sexual assault, food insecurity/hunger, and promoting healthy lifestyles. GFWC also supports the arts, works to preserve natural resources, advances education, encourages civic involvement, and works toward world peace and understanding.
- GFWC is one of the world's largest and oldest nonpartisan, nondenominational women's volunteer service organizations.
- GFWC is distinguished from other service organizations by the breadth of its outreach. Our programs span all areas of the lives of our members, their families, and communities across the country.
- GFWC members create global change working on a local level — they select projects and programs by determining the specific needs of the regions, states, cities, and communities in which they live and work every day.

- GFWC members are true volunteers in action — GFWC members annually donate an average of \$23 million on behalf of more than 195,000 projects and volunteer more than six million hours.

## **Brand Identity**

***About Clubs – Use the following to localize your club’s message.***

*GFWC [insert your club name] is a proud member of the General Federation of Women’s Clubs. Honoring the motto of “Unity in Diversity,” we come together as unique individuals dedicated to community improvement by [list activities, projects, or fundraising projects that your club performs]. Our mission is to enhance the lives of others in [list state, city, community, etc.] through volunteer service.*

## **About GFWC**

### **GFWC MISSION STATEMENT**

*The General Federation of Women’s Clubs is an international women’s organization dedicated to community improvement by enhancing the lives of others through volunteer service.*

### **GFWC BOILERPLATE**

#### **About the General Federation of Women’s Clubs**

*The General Federation of Women’s Clubs is a unifying force, bringing together local women’s clubs, with members dedicated to strengthening their communities and enhancing the lives of others through volunteer service. With more than 60,000 members in affiliated clubs in every state and more than 20 countries, GFWC members are community leaders who work locally to create global change by advocating for women, children, and families on issues such as domestic violence and sexual assault, food insecurity/hunger, and promoting healthy lifestyles. GFWC also supports the arts, works to preserve natural resources, advances education, encourages civic involvement, and works toward world peace and understanding.*

### **GFWC TAGLINE**

*Living the Volunteer Spirit*

### **DIVERSITY, EQUITY, AND INCLUSION**

The General Federation of Women's Clubs (GFWC), one of the oldest women's volunteer organizations, seeks to build global communities where people unite in diversity and dedicate their service to changing lives. GFWC celebrates the engagement of people of all backgrounds and believes in fostering an inclusive, equitable climate, and culture where community members can thrive. *(Adopted on June 9, 2023)*

## References

### ORGANIZATION

- General Federation of Women’s Clubs
- The Generation Federation of Women’s Clubs . . .
- GFWC is an international women’s organization...
- The Federation... (beginning of a sentence)
- . . . the Federation.... (within a sentence)

### LEVELS OF MEMBERSHIP *(As stipulated in GFWC Bylaws, Amended June 2022, Article III)*

- Woman’s Club
- Junior Woman’s Club
- Juniorette Club

### LEADERSHIP TITLES

- GFWC International President Jane Doe
- GFWC International Past President Jane Doe (2022-2024) - referencing a past international president
- GFWC Communications and Public Relations Chairman Jane Doe
- Jane Does, Chairman of the GFWC Communications and Public Relations Committee
- GFWC Environment Community Service Program Chairman . . .
- GFWC President-elect Jane Doe

### GFWC SPECIAL PROGRAMS

- GFWC Signature Program: Domestic and Sexual Violence Awareness and Prevention
- GFWC Juniors’ Special Program: Advocates for Children

### GFWC COMMUNITY SERVICE PROGRAMS

- Arts and Culture
- Civic Engagement and Outreach
- Education and Libraries
- Environment
- Health and Wellness

### GFWC ADVANCEMENT PLANS

- Communications and Public Relations
- Fundraising and Development
- Leadership
- Legislation/Public Policy
- Membership
- Women’s History and Resource Center

### STATE FEDERATIONS

For all internal and external communications, GFWC refers to all states as GFWC (state); e.g., GFWC Illinois, GFWC Georgia, and GFWC Colorado.

**REGIONS** – Use a two-letter, zip code abbreviation when referring to a state.

- GFWC Great Lakes Region (GLR): IL, IN, MI, OH, and WI
- GFWC Middle Atlantic Region (MAR): DE, NJ, NY, and PA
- GFWC Mississippi Valley Region (MVR): IA, KS, MN, MO, NE, ND, and SD
- GFWC New England Region (NER): CT, ME, MA, NH, RI, and VT
- GFWC South Central Region (SCR): AZ, AR, LA, OK, NM, and TX
- GFWC Southeastern Region (SER): DC, KY, MD, NC, TN, VA, and WV
- GFWC Southern Region (SR): AL, FL, GA, MS, SC, and Aruba and Belize
- GFWC Western States Region (WSR): AK, CA, CO, HA, ID, MT, NV, OR, UT, WA, and WY

**CLUB(S) AND CLUB NAMES** – Updated May 2023

- GFWC acronym should precede all club names.
- *Woman's v. Women's*
  - \* Local clubs use the singular, possessive *Woman's Club*;
  - \* Districts, State Federations, Regions, and the National Federation use the plural, possessive *Women's Clubs*.

**ACCEPTABLE ACRONYMS IN THE GFWC FAMILY**

- GFWC (General Federation of Women's Clubs)
- ESO (Epsilon Sigma Omicron)
- ILTS (Incoming Leaders Training Seminar)
- LEADS (Leadership, Education, and Development Seminar)
- WHRC (Women's History and Resource Center)
- IPP (International Past President)

**PUBLICATIONS & LOCATIONS**

- *GFWC Clubwoman Magazine*
- *News & Notes*
- *Call to Convention* - Capitalize as a proper noun. When using *Call* on the second reference, maintain capitalization. In most references, GFWC refers to the *Call to Convention* as a publication, rather than as an element of parliamentary procedure. Accordingly, *Call to Convention* should be italicized or otherwise set off as a publication.
- GFWC Headquarters
- GFWC Headquarters address: 1734 N Street NW, Washington, DC 20036-2990

**EMAIL SIGNATURE** – Pre-set signatures should be used on all correspondence from any device being used. The following information should be included:

- Name
- GFWC Position
- Mailing Address
- Contact Phone Number
- E-mail Address
- GFWC website along with state or club website
- *GFWC-Dedicated to Community Improvement by Enhancing the Lives of Others through Volunteer Service*
- GFWC Emblem with Name spelled out

**Jane Doe** | GFWC Member

General Federation of Women's Clubs (GFWC) District of Columbia | 1734 N Street NW | Washington, DC 20036-2990

Direct: 202-555-5555

GFWC Main #: 202-555-5555, x55

E: [jdoe@gfwc.org](mailto:jdoe@gfwc.org) | W: [www.GFWC.org](http://www.GFWC.org) | Follow GFWC at [www.Facebook.com/GFWCMembers](https://www.Facebook.com/GFWCMembers)

GFWC—Dedicated to Community Improvement by Enhancing the Lives of Others through Volunteer Service



**GENERAL FEDERATION  
of WOMEN'S CLUBS**

**501(c)(3):** Use parentheses for lowercase c and the number 3. Take care that Auto Correct functions do not convert (c) into the copyright symbol ©.

## Writing Tips

**Point of View:** GFWC communications are written in first-person and second-person points of view, using words like *we*, *our*, *you*, and *your*. This creates a sense of familiarity and community and gives the reader a warm sense of inclusion. Use “you” or “your” when speaking to readers rather than generic words. For example, “You will find the information you are looking for on the GFWC Portal.”

**References for Editorial Style:** *The Associated Press Stylebook (56<sup>th</sup> Edition) and Briefing on Media Law*. New York: The Associated Press, 2012.

**Free Online Grammar Programs:** Free grammar programs are available such as Grammarly as well as the use of Review on Google Docs and Microsoft Word.

**Website/URL:** When including website addresses (URLs) in text, it is not always necessary to use the *http://* protocol. When [www.GFWC.org](http://www.GFWC.org) appears in printed materials, it should be printed in bold, italics, and a color other than black, preferably dark blue. Use hyperlinks, when possible, in electronic communications (emails and attachments) but not in printed documents.

## Word Usage

**Advocacy:** Use *advocacy* and its forms instead of *lobbying* when referring to GFWC's public policy activities.

**Board of Directors:** Always capitalize when referring to the GFWC Board of Directors. Capitalize **Board** when used in place of Board of Directors, referring to the specific body as a proper noun. Do not capitalize the *board* when not serving as a direct object.

**Chairman:** Do not use *chair* or *chairperson*. Capitalize before and after the person's name, e.g., GFWC Communications and Public Relations Chairman Jane Doe or Jane Doe, GFWC Communications and Public Relations Chairman.

**Clubwoman and Clubwomen:** Written as one word with no specific capitalization; *club member* is written as two words.

**Convention vs Conference vs Meeting:** **Convention** is a large meeting of people who come to talk about their shared work, common interests, or to make decisions as a group. A **Conference** is a meeting that is generally designed for discussion, problem-solving, fact-finding, and consultation. A **Meeting** refers to a small group of people convening at the State and Club levels. For example, a GFWC State President holds a *committee meeting*.

**Delegation:** Only appropriate when a group of members is gathered as a voting body and have been issued appropriate credentials. In other instances, use members, club, Federation, or other terms.

## General Formatting Guidelines

For ease of reading, the GFWC standard is Arial or Times New Roman. The font point size for both should be no smaller than 10.

- Line spacing should be 1, 1.15, or 1.5, including the title page, all quotations, notes, and the references page.
- Times New Roman or Arial fonts, with point sizes between 10 to 12 in bold and all caps should be used as headers or subheads. The size should be adjusted to match the body of the document.
- When beginning new documents, top and bottom margins should be set as follows: between .5" with emblem or 1" without emblem, 1" left margin, and 1" right margin, and .5" to 1" bottom margin.
- The GFWC emblem with typeface should be placed in the top-left corner.



**GENERAL FEDERATION  
of WOMEN'S CLUBS**

## **GFWC Trademark Use Policies**

The General Federation of Women's Clubs owns the following trademarks:



**GENERAL FEDERATION  
of WOMEN'S CLUBS**

**GFWC®**

**GFWC—LIVING THE VOLUNTEER SPIRIT!**

**LIVING THE VOLUNTEER SPIRIT!**

**GFWC UNITY IN DIVERSITY®**

**UNITY IN DIVERSITY®**

**JUNIORETTES®**

**Emblem Use:** Subject to the conditions herein, GFWC allows active member clubs to use the above emblems in marketing, fundraising, and other publicity-related materials. “Member” is defined as a GFWC club, District, State Federation, Region, and International Affiliate.

**Limitations on Use:** “Vendors/Crafters” are individuals or companies producing GFWC emblematic merchandise for profit. Vendors or crafters may only use the GFWC emblem at events related to the above members when authorized by GFWC through the **GFWC Licensing Agreement**. Members should ensure that the vendor or crafter submits proof of license before allowing participation in an event.

**GFWC Licensing Agreements** for vendors and crafters can be obtained by contacting GFWC Headquarters at [PR@GFWC.org](mailto:PR@GFWC.org). License terms must be renewed each administration or as otherwise specified.

The GFWC trademarks may be posted on members' websites and used as links to the GFWC website.

GFWC does not otherwise authorize the use of its Emblem in any way that suggests GFWC is affiliated, sponsors, approves, or endorses external organizations, including their websites, products, or services — unless such a relationship exists or specifically authorized by GFWC.

If membership expires or is revoked, any reference to GFWC and GFWC trademarks must be removed from any promotional materials, including, but not limited to, advertising, letterhead, business cards, flyers, and websites within ten days of expiration or revocation, unless a longer period is authorized in writing by GFWC. The GFWC Director of Membership Services will issue a cease-and-desist letter signed by GFWC International President when a situation warrants enforcement,.

**Changes or Alterations to the Trademarks:** The GFWC trademarks must be used exactly as they appear electronically and cannot be changed or altered other than to be enlarged or reduced in overall size. The GFWC trademarks must always be used in their complete form without adding other words or punctuation.

**Size or Color Restrictions:** When the GFWC trademarks are used, they must be accompanied by the registered trademark symbol ®. In cases where color is used, GFWC requests that members abide by the **Pantone** (solid color palette used for printing projects) and **CMYK** (color model used in color printing) color restrictions outlined below. When the GFWC Emblem appears on a dark background, the GFWC reversed-out version can be used.

**Pantone Color Palette – (use for printing projects)**

- Blue – 2747
- Red – 1815
- Gold – 1245 (outline of the 4-color Emblem)

**CMYK Color Model – (use in color printing)**

- Blue: 100, 89, 0, 13
- Red: 0, 90, 100, 51
- Gold: 0, 28, 100, 18

**RGB and HEX for Digital/Electronic Platforms**

- RGB Blue (in order): 20, 61, 141  
HEX: #143D8D
- RGB Red (in order): 138, 31, 3  
HEX: #8A1F03
- RGB Gold (in order): 213, 159, 15  
HEX: #D59F0F



**Resizing the Emblem:** When resizing the image, be sure to hold down the <Shift> button and drag the image from the corner. The logo is a perfect circle and cannot appear as an ellipse. If using InDesign or similar desktop publishing program, select “fit to frame proportionally.”



Correct



Incorrect



Incorrect

**Other Conditions:** Members agree to abide by the GFWC Bylaws and GFWC Standing Rules when using the trademarks. GFWC reserves the right to inspect and approve or disapprove how the trademarks are reproduced or displayed. Upon request, members agree to provide GFWC with representative copies of all materials bearing the GFWC trademarks and to abide by the decision of GFWC concerning approval of the use of the trademarks. Any requests made by non-GFWC members must be reviewed and approved by the International President and/or Chief of Operations. Requests should be sent to [PR@GFWC.org](mailto:PR@GFWC.org) for processing.

If a member has questions about the correct use of the GFWC trademarks or electronic versions of the trademarks, contact the GFWC Communications Department at 202-347-8103 or email: [PR@GFWC.org](mailto:PR@GFWC.org).

## Social Media

The following provides a quick reference for presenting GFWC on social media platforms. As of May 2023, GFWC uses the following social media accounts:

- [Facebook.com/GFWCMembers](https://www.facebook.com/GFWCMembers)
- [Instagram.com/gfwc\\_hq/](https://www.instagram.com/gfwc_hq/)
- [Youtube.com/@GFWCHQ](https://www.youtube.com/@GFWCHQ)
- [LinkedIn/company/general-federation-of-women's-clubs/](https://www.linkedin.com/company/general-federation-of-women's-clubs/)

## GFWC Voice

The GFWC Clubwoman is smart, fun, engaged, and dignified. At GFWC we value volunteerism and respect one another's point of view. GFWC Clubs collaborate and work at the national, regional, state, and local levels to solve domestic issues within their communities.

## **GFWC Tone**

The GFWC Clubwomen are high energy, enthusiastic, positive, and polite. GFWC clubwomen believe in “*Living the Volunteer Spirit!*” In fact, being of service to another person inspires and motivates our members. GFWC is committed to making the world a better place for generations to come.

## **Ownership of Posts**

All messages on GFWC’s social media platforms are posted in the character voice described above. The only posts that are bylined are those from the GFWC Board and Committee members. The content posted focuses on topics outlined in GFWC’s Club Manual, Bylaws, Standing Rules, and Resolutions.

## **Transparency**

GFWC presents messages positively; and content is honest and fact-based.

## **Platform Specific Guidelines**

Each social media platform has unique characteristics that distinguishes it from the others. The following provides best practices on each platform used by GFWC.

### **Facebook**

- 1-4 posts daily for optimal engagement.
- Tag participant names and affiliate organizations’ names if they have an active account.
- Photos should positively represent GFWC Executive Committee, Board Members, and Clubwomen in a group setting or in action.

### **Instagram**

- 1-2 posts per week
- Photo(s) posted should be illustrative to convey an activity a GFWC club is involved in, supporting, or spearheading.
- The post description should be written in a caption format, detailing: who, what, when, where, why, and how.

### **YouTube**

- The number of posts on the platform is determined based on need.
- Give all videos descriptive names to support Search Engine Optimization (SEO).
- Include relevant hyperlinks after description.

### **LinkedIn**

- 1-2 posts per week.
- This platform is used to advance thought leadership, which is the expression of

ideas that demonstrate GFWC's expertise in a particular field, area, or topic.

- Bylined articles are authored by GFWC Chairman and Committee Members.
- Content is factual, honest, and objectively presented.
- Supporting photos should enhance the article/information shared.

### **Facebook/Instagram Hashtags**

- #GFWC
- #GFWC\_HQ
- #WeAreGFWC
- #UnityInDiversity
- #LivingTheVolunteerSpirit
- #IamGFWC