

# NEW GFWC REBRAND IN SIGHT

**ROLLOUT SET FOR NOVEMBER 13**

**The General Federation of Women's Clubs (GFWC) is pleased to announce a new GFWC rebrand for the Federation. During the Board of Directors Meeting, September 7-10, in Colorado, the Executive Committee announced its approval of a newly updated rebrand for implementation.**



Come November 13, GFWC members will have access to the rebrand via the "Digital Library" at [www.GFWC.org](http://www.GFWC.org). Please note: The shield is a time-honored tradition and remains the same.

All of which is to enhance GFWC's brand and ensure that people outside our community know who we are and what we stand for. The rebrand will be available in a full range of formats, designed specifically for different production requirements, from high quality offset color printing, black and white screen printing, and digital applications.

One of the key components of the GFWC Strategic Plan for the 2022-2024 Administration is to increase our profile at the local, state, and federal levels. In so doing, part of that endeavor involves the rebranding of GFWC to increase name recognition.

GFWC is 60,000 members strong, and delighted to be able to count on all of you to implement the new rebrand within your states and clubs.

Clubwomen know what the acronym GFWC stands for. However, there are those outside that do not. For that reason, the Federation has a new rebrand with a fresh, distinctive design that reflects its past, present, and future.

For questions about the rebrand and its use, please contact the communications department at [PR@GFWC.org](mailto:PR@GFWC.org).

In keeping with tradition, the Emblem's colors—red, blue, and gold—are updated to be more complementary. The red lighter, blue a truer shade, and gold made legible at a distance on any background.

## What You Can Expect on November 13

1) Digital files will be uploaded to the GFWC Digital Library.

2) Brand Identity Brochure to guide graphic designers and printers with the correct application of the rebrand when used.

*It will be officially released through News & Notes, our social media platforms (Facebook, Instagram, and LinkedIn), and announced on the GFWC homepage in the News section.*

Another new element is the use of both serif and sans serif fonts for GFWC and full name spelled out, respectively. By combining the two font types, the rebrand has a timeless elegance, which is formal and balanced in presentation.

Also, you'll notice the date of GFWC's founding is included. Not many organizations still exist with a 100-year legacy. We want to emphasize the Federation's longevity as a distinction.