

Brand Book

April 2025

We are NAPAWF, the National Asian Pacific American Women's Forum.

We are the only multi-issue community organizing and policy advocacy organization for Asian American and Pacific Islander women in the United States.

We are bold.

We are fierce.

We are passionate.

We are inclusive.

We are loud.

Our visual identity reflects these principles. This document is a brand book, a collection of visual rules and guidelines for designing stuff with the NAPAWF brand.

Consistent branding is important because it helps people recognize NAPAWF and establishes credibility with our audience. The NAPAWF communications team prepared this document to help staff, members, and partners design branded items.

Download original files for our logo & more at napawf.org/branding

Colors

Fierce Red is our main color.

Red signifies action, courage, and passion. It also embodies warmth, love, family, and happiness. This embodies who we are as an organization – bold, optimistic advocacy on behalf of those we love and care for.

Our other colors can be used to compliment Fierce Red:

Fierce Red

RGB: (166, 35, 54)
HEX: #A62336
CMYK: (24, 96, 70, 20)
PMS 201 C

Chicago Blue

RGB: (85, 147, 173)
HEX: #5593AD
CMYK: (51, 15, 0, 32)

Taro Purple

RGB: (194, 173, 255)
HEX: #C2ADFF
CMYK: (24, 32, 0, 0)

Curry Orange

RGB: (206, 86, 59)
HEX: #CE563B
CMYK: (0, 58, 71, 19)

Mango Yellow

RGB: (255, 191, 55)
HEX: #FFBF37
CMYK: (0, 25, 78, 0)

Cherry Blossom

RGB: (246, 233, 235)
HEX: #F6E9EB
CMYK: (2, 8, 3, 0)

Pacific Blue

RGB: (14, 59, 79)
HEX: #1F3E50
CMYK: (82, 25, 0, 69)

Ube Purple

RGB: (93, 35, 181)
HEX: #5D23B5
CMYK: (49, 81, 0, 29)

Turmeric Orange

RGB: (222, 135, 38)
HEX: #DE8726
CMYK: (0, 39, 83, 13)

Dragon Red

RGB: (79, 10, 21)
HEX: #4F0A15
CMYK: (0, 87, 73, 69)

Coral

RGB: (242, 210, 199)
HEX: #F2D2C7
CMYK: (0, 13, 18, 5)

Suggested Grays

Black

RGB: (29, 29, 28) HEX: #1D1D1C
CMYK: (0, 0, 0, 0)

Eighth Gray

RGB: (225, 226, 227) HEX: #E1E2E3
CMYK: (0, 0, 0, 13)

Quarter Gray

RGB: (199, 200, 202) HEX: #C7C8CA
CMYK: (0, 0, 0, 25)

75 Gray

RGB: (63, 63, 63) HEX: #3F3F3F
CMYK: (0, 0, 0, 75)



Do not use the Fierce Red for bad news or other negative contexts. Use other colors, like black, Dragon Red, or an orange instead. **Make sure your text is readable.** See page 11 for a color accessibility chart.

Logo

In 2003 we commissioned an artist to create imagery to represent and celebrate AAPI women. Our “dancing woman,” as she’s affectionately come to be known, symbolizes AAPI women in motion as well as lifting up our diverse lineage. The movement you see is commonly found in Asian traditional folk dances and demonstrates our build to wholeness.

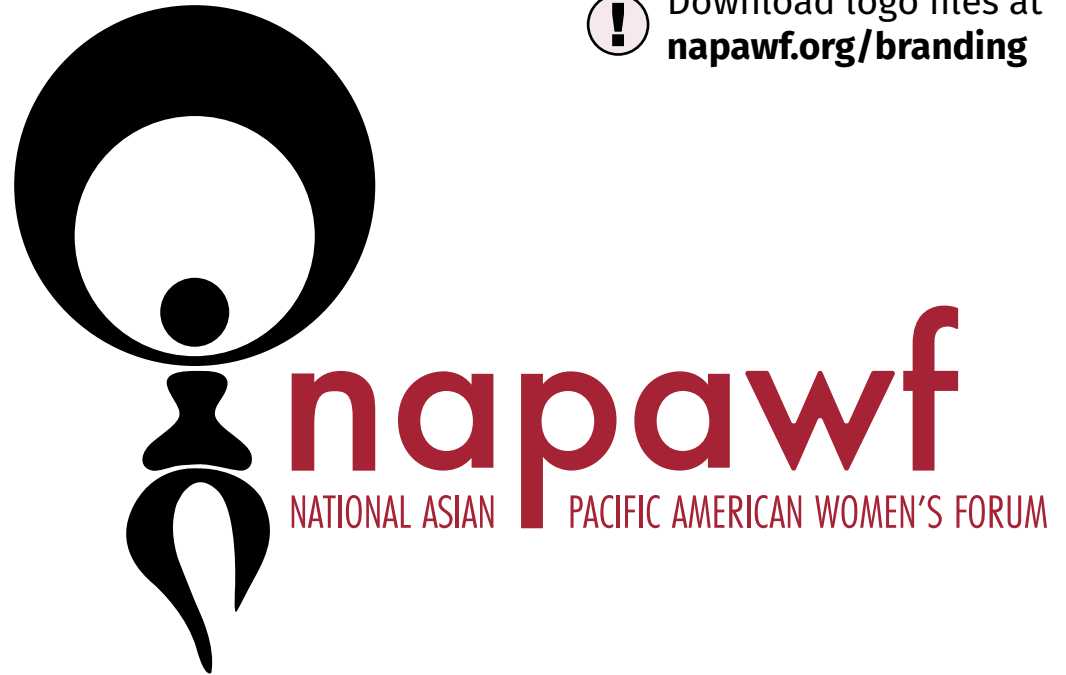
The default color choice when using the logo should be black and red.

For readability on lighter or darker backgrounds, please use a white or black version of the logo.

For branding on social media, you can also use the logo fully red.

To keep our logo consistent, only use the color combinations listed here.

! Download logo files at napawf.org/branding



Logos

Logo: Responsive Versions

These are alternate versions of our logo that should be used in situations where the full logo cannot be displayed.

! Download logo files at napawf.org/branding



Full

Smallest: 105 x 75 pixels

Largest: 260 x 185 pixels

The full logo is the default version to use on formal documents and graphics.



Mini

Smallest: 170 x 120 pixels

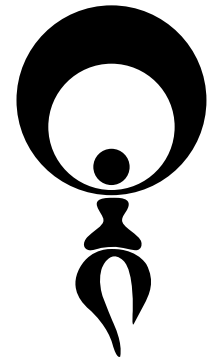
Largest: 210 x 140 pixels

The mini logo should be used if the full name would be too small to read. It is acceptable to use this logo on social media graphics posted to NAPAWF's accounts.



Icon

The Dancing Woman should only be used alone in situations where there is no space for the rest of the logo. This should be approved on a case-by-case basis by the communications team.



Flat

A flat version of the logo designed for use on our website, or in other situations where there is not enough vertical clearance for our full logo. Use only approved on a case-by-case basis by the communications team.

Chapter Logo Versions

Logos for our chapters have the chapter name listed underneath the wordmark and full name.

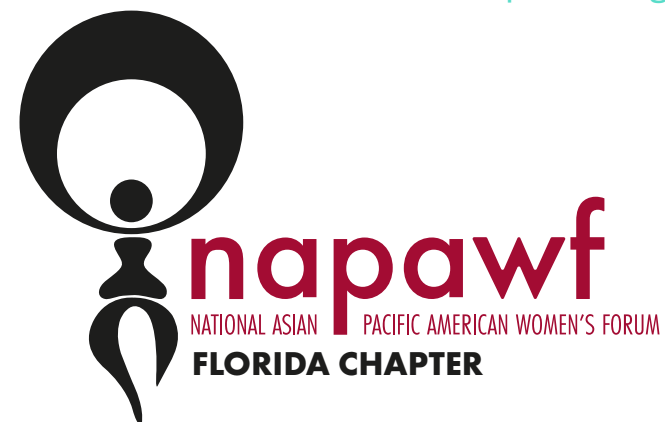
Chapter logos are distinct from our main logo (referred to as the “national logo”). A chapter logo and the national logo can appear together on the same graphic.

Translated Logo Versions

Translated logos replace our full name (and any chapter name) with an in-language version of our full name. The NAPAWF acronym remains the same for recognizability.

The same logo should not appear multiple times in different languages; for example, an English and a Hindi version of the national logo should not be placed on the same document. To list our name in multiple languages, use our mini logo on its own, or with a list of all languages, as demonstrated below.

To help create a translated version of a logo, please contact the communications department.



Translated Logo, Hindi



www.napawf.org

[f](#) [@](#) [@napawf](#)

The National Asian Pacific American Women's Forum

전국 미주 아시아 태평양 여성 포럼

全美亚太妇女论坛

प्रशांत एशियाई राष्ट्रीय अमेरिकी महिला मंच

ন্যাশনাল এশিয়ান প্যাসিফিক আমেরিকান মহিলা ফোরাম

فورم کی خواتین قومی پیسیفک ایشیائی امریکی

Logos

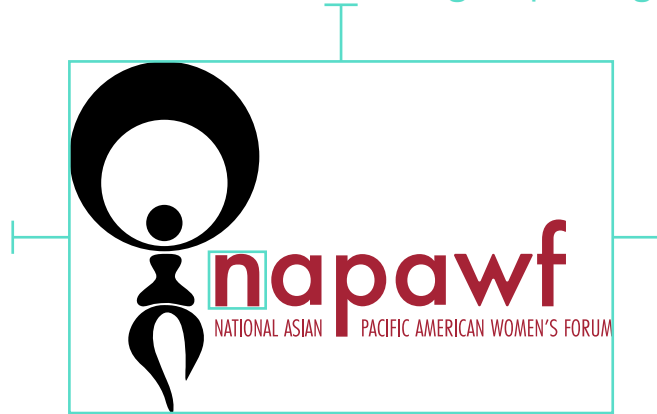
Logo Rules

No elements should be placed inside the bounding box (rectangular space) of the logo, except for chapter names or the website & social spread.

It is recommended that the logo be given space on each side equal to the height of the acronym letters in the logo.

The “napawf” is placed in a specific position next to the dancing woman. The wordmark abbreviation is based on the size of the torso. Do not adjust where the “napawf” is positioned next to the dancing woman.

Logo Spacing Recommendations



Logo Lockup



Typography

The main body typeface for NAPAWF is **Fira Sans**. This typeface should be used for paragraphs. Bold Fira Sans fonts can be used as a substitute for headers when Founders Grotesk is not available. Download Fira Sans for free from Google Fonts at

fonts.google.com/specimen/Fira+Sans

The header typeface is **Founders Grotesk**, designed by Kilm Type Foundry. NAPAWF purchased a license for this typeface. To create items using these fonts, contact the communications department.

sample: founders grotesk header

Research Overview

Section One sample: fira sans subheader

The findings from this study underscore how important it is to have more conversations about our reproductive health without it being a source of shame or embarrassment. For the 1 in 3 AANHPI pregnancies that end in abortion, access to reliable and accurate information about abortion methods is critical.

**Everyone deserves health care,
regardless of their immigration status.**

sample: founders grotesk condensed
action callout

sample: fira sans alternative header

Economic Justice

Too often, mainstream conversations about economic injustice misrepresent AAPI communities. The dangerous 'model minority' myth stereotypes and falsely characterizes Asian Americans as having achieved economic stability and security while pitting communities of color against each other.

**We are facing an
abortion access
crisis.**

sample: fira sans callout box

samples: fira sans paragraph

Typography

Vietnamese Text

Vietnamese uses Latin letters with diacritics, marks added above and below the letters, to mark the tone of a vowel. There is also an additional letter, D with Stroke (Đ/đ).

Not all fonts support all Vietnamese letters. Of NAPAWF's brand fonts:

Fira Sans does support Vietnamese; Founders Grotesk does not.

Please use Fira Sans for all Vietnamese text.

Non-Latin Scripts

When working with non-Latin scripts, our first priority is ensuring the text is readable and presented properly. Branding comes second. You will likely need to use a different font for languages that use non-Latin scripts.

Fira Sans has a Global Language Extension, FiraGO, that supports writing in Arabic, Thai, and Devanagari (script used for Hindi and other South Asian languages). This typeface is available for free at bboxtype.com/typefaces/FiraGO

Please contact NAPAWF communications staff for further assistance if you are preparing translated materials.

Script Examples

Vietnamese language sample

Mọi con người sinh ra đều tự do và bình đẳng về nhân phẩm và quyền lợi.

Thai sample

มนุษย์ทั้งหลายเกิดมามีอิสระและเสมอภาคกันในเกียรติศักดิ์[เกียรติศักดิ์]และสิทธิ

Devanagari script sample

प्रत्येक व्यक्ति को बिना किसी भेदभाव के सभी प्रकार के अधिकार और स्वतंत्रता दी गई है।

Arabic sample

يولد جميع الناس أحرارًا متساوين في الكرامة والحقوق.

Talking about NAPAWF

Boilerplate Description

The National Asian Pacific American Women's Forum (NAPAWF) is the only multi-issue community organizing and policy advocacy organization for Asian American and Pacific Islander (AAPI) women and girls in the United States. Our mission is to mobilize and build power to create social, political, and economic change so that AAPI women and girls can have full agency over our lives, our families, and our communities.

Nomenclature

We are **the** National Asian Pacific American Women's Forum, but we are **not** "the" NAPAWF. Our full name should be spelled out on first mention with the acronym in parenthesis, after which the acronym may be used on its own.

NAPAWF is pronounced "NAP-off". IPA: (næp - ɔf).

Our website is **www.napawf.org**. The "www" is not required, but we suggest including it if you have the space.

Our social media handle is **@napawf** on Facebook, Twitter, Instagram, Threads, TikTok, and YouTube.

Our website and our social media handles should be written in lowercase.

Logo with Social and Website



Color Accessibility Chart

Key

- ✓ Accessible for large & small text
- ✓ Accessible for large text only
- ✗ Not accessible

You should always check that your text colors have enough contrast (difference between the foreground and background) to be readable.

Good Contrast



Good Contrast



For example, Fierce Red text over Black is never readable.

Bad Contrast



Bad Contrast



Background Color
Fierce Red
Coral
Cherry Blossom
White
Pacific Blue
Chicago Blue
Mango Yellow
Curry Orange
Dragon Red
Ube Purple
Turmeric Orange
Taro Purple
Eighth Gray
Quarter Gray
75 Gray
Black

Text Color	Fierce Red	Coral	Cherry Blossom	White	Pacific Blue	Chicago Blue	Mango Yellow	Curry Orange	Dragon Red	Ube Purple	Turmeric Orange	Taro Purple	Eighth Gray	Quarter Gray	75 Gray	Black
Fierce Red		Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa
Coral	✓ 5.08		Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa
Cherry Blossom	✓ 6.09	✗ 1.20		Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa
White	✓ 7.19	✗ 1.42	✗ 1.18		Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa
Pacific Blue	✗ 1.66	✓ 8.43	✓ 10.12	✓ 11.95		Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa
Chicago Blue	✗ 2.11	✗ 2.40	✗ 2.88	✓ 3.41	✓ 3.51		Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa
Mango Yellow	✓ 4.37	✗ 1.16	✗ 1.39	✗ 1.65	✓ 7.26	✗ 2.07		Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa
Curry Orange	✗ 1.72	✗ 2.95	✓ 3.54	✓ 4.18	✗ 2.86	✗ 1.23	✗ 2.54		Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa
Dragon Red	✗ 2.11	✓ 10.69	✓ 12.82	✓ 15.14	✗ 1.27	✓ 4.44	✓ 9.20	✓ 3.62		Aa	Aa	Aa	Aa	Aa	Aa	Aa
Ube Purple	✗ 1.23	✓ 6.24	✓ 7.49	✓ 8.85	✗ 1.35	✗ 2.60	✓ 5.38	✗ 2.11	✗ 1.71		Aa	Aa	Aa	Aa	Aa	Aa
Turmeric Orange	✗ 2.60	✗ 1.95	✗ 2.34	✗ 2.76	✓ 4.32	✗ 1.23	✗ 1.68	✗ 1.51	✓ 5.48	✓ 7.73		Aa	Aa	Aa	Aa	Aa
Taro Purple	✓ 3.67	✗ 1.38	✗ 1.66	✗ 1.96	✓ 6.10	✗ 1.74	✗ 1.19	✗ 2.14	✓ 7.73	✓ 4.52	✗ 1.41		Aa	Aa	Aa	Aa
Eighth Gray	✓ 5.58	✗ 1.10	✗ 1.09	✗ 1.29	✓ 9.28	✗ 2.64	✗ 1.28	✓ 3.25	✓ 11.75	✓ 6.87	✗ 2.14	✗ 1.52		Aa	Aa	Aa
Quarter Gray	✓ 4.30	✗ 1.18	✗ 1.42	✗ 1.67	✓ 7.14	✗ 2.04	✗ 1.02	✗ 2.50	✓ 9.05	✓ 5.29	✗ 1.65	✗ 1.17	✗ 1.30		Aa	Aa
75 Gray	✗ 1.46	✓ 7.43	✓ 8.91	✓ 10.53	✗ 1.13	✓ 3.09	✓ 6.40	✗ 2.52	✗ 1.44	✗ 1.19	✓ 3.81	✓ 5.37	✓ 8.17	✓ 6.29		Aa
Black	✗ 2.35	✓ 11.92	✓ 14.30	✓ 16.90	✗ 1.41	✓ 4.96	✓ 10.27	✓ 4.04	✗ 1.12	✗ 1.91	✓ 6.11	✓ 8.62	✓ 13.11	✓ 10.09	✗ 1.60	