The North Dakota Department of Health’s Women’s Way program is proud to partner with local public health units and other organizations to spread the word about Women’s Way. To ensure consistency in our many marketing and educational messages, we are providing these standards that explain how to properly use the Women’s Way logo.

The Women’s Way logo is the primary identifier for the program and should be used in all Women’s Way marketing and public education materials, including electronic information. Potential Women’s Way users and referral agencies may see the logo in many different places before they decide to utilize those services. Consistent use of the logo will alleviate any confusion among the target audience and will ensure that we produce effective, repetitive marketing and educational messages.

**ITALICIZE WOMEN’S WAY**

When referring to Women’s Way in writing, always italicize the words “Women’s Way.”

**OBTAIN PERMISSION PRIOR TO USE**

Prior to using the Women’s Way logo in any marketing, advertising or informational pieces, you must receive written permission from the Women’s Way Program Director at the North Dakota Department of Health. A written request may be submitted by email or regular mail with the description of the project, including purpose and expected outcome. Further review of the project may be required.

**KEEP LOGO INTACT**

These logo variations are allowed in any of the approved color options.

- Vertical with Tagline
- Horizontal with Tagline
- Icon Only
- Vertical without Tagline
- Horizontal without Tagline
- Icon Only

The logo cannot be edited or altered in any manner. It is a graphic and should not be treated as text.

**REQUIRED PHONE NUMBERS**

The local coordinator’s contact number and 1-800-44 WOMEN (1-800-449-6636) should be listed as the primary way for the general public to reach a local Women’s Way contact. The phone number should be written with dashes and should have a space between 44 and WOMEN instead of a dash. The word WOMEN should be written in capital letters.

If a local contact is not available Monday through Friday from 8 a.m. to 5 p.m., the state office toll-free number should be used in addition to the 1-800-44 WOMEN number. The state office toll-free number is 1-800-280-5512.
When using the Women’s Way logo for placement in local communication channels, the item (i.e., ad, Facebook post, billboard, etc.) must be reviewed by Women’s Way staff at the North Dakota Department of Health. If the Women’s Way state office is releasing the communication item statewide, use of the NDDoH black colored logo is required (see below). If you are unsure whether the NDDoH logo needs to be displayed, please contact the Women’s Way office.

**USE OF NORTH DAKOTA DEPARTMENT OF HEALTH (NDDoH) LOGO**

When using the Women’s Way logo for placement in local communication channels, the item (i.e., ad, Facebook post, billboard, etc.) must be reviewed by Women’s Way staff at the North Dakota Department of Health. If the Women’s Way state office is releasing the communication item statewide, use of the NDDoH black colored logo is required (see below). If you are unsure whether the NDDoH logo needs to be displayed, please contact the Women’s Way office.

**NORTH Dakota Health**

Be Legendary.

For more information about the Women’s Way logo, contact:
Women’s Way
North Dakota Department of Health
600 E. Boulevard Ave.
Bismarck, ND 58505-0200
701-328-2367
1-800-280-5512