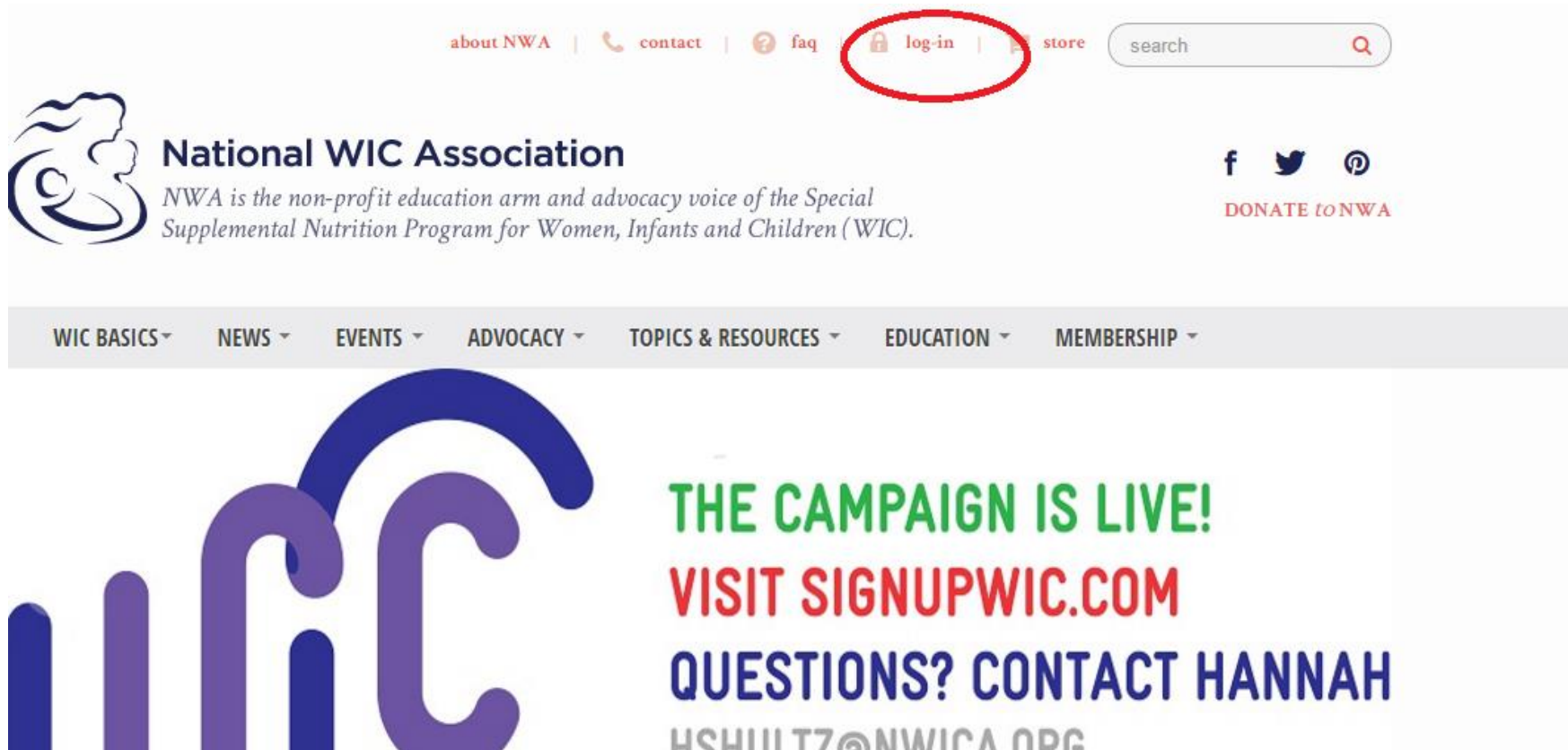





**Recruitment and Retention
Resource Center**

Logging In



The screenshot shows the top navigation bar of the National WIC Association website. The navigation links are: [about NWA](#), [contact](#), [faq](#), [log-in](#) (highlighted with a red circle), and [store](#). A search bar is located to the right of the navigation links. Below the navigation bar is the National WIC Association logo, which features a stylized woman and child. The text next to the logo reads: "National WIC Association" and "NWA is the non-profit education arm and advocacy voice of the Special Supplemental Nutrition Program for Women, Infants and Children (WIC)". To the right of the logo are social media icons for Facebook, Twitter, and Pinterest, and a "DONATE to NWA" button. Below the navigation bar is a horizontal menu with the following items: [WIC BASICS](#), [NEWS](#), [EVENTS](#), [ADVOCACY](#), [TOPICS & RESOURCES](#), [EDUCATION](#), and [MEMBERSHIP](#). Below the menu is a banner with the following text: "THE CAMPAIGN IS LIVE!" in green, "VISIT SIGNUPWIC.COM" in red, "QUESTIONS? CONTACT HANNAH" in blue, and "HANNAH.T@NWICA.ORG" in grey.

[about NWA](#) | [contact](#) | [faq](#) | [log-in](#) | [store](#)

 **National WIC Association**
NWA is the non-profit education arm and advocacy voice of the Special Supplemental Nutrition Program for Women, Infants and Children (WIC).

[f](#) [t](#) [p](#)
[DONATE to NWA](#)

[WIC BASICS](#) [NEWS](#) [EVENTS](#) [ADVOCACY](#) [TOPICS & RESOURCES](#) [EDUCATION](#) [MEMBERSHIP](#)

THE CAMPAIGN IS LIVE!
VISIT SIGNUPWIC.COM
QUESTIONS? CONTACT HANNAH
HANNAH.T@NWICA.ORG



Hi Natalie! [My Account](#)

[about NWA](#) | [contact](#) | [faq](#) | [log-out](#) | [store](#)



National WIC Association

NWA is the non-profit education arm and advocacy voice of the Special Supplemental Nutrition Program for Women, Infants and Children (WIC).



[DONATE to NWA](#)

MEMBERSHIP

PROSPECTIVE MEMBERS

BENEFITS AND LEVELS

FAQ

APPLY

EXISTING MEMBERS

ONLINE COMMUNITY

LOG OUT

Dashboard

[Profile](#) [Events](#) [Purchases](#) [Subscriptions](#)

NATALIE MULLOY

Communications & Reporting Assistant

Badge Name

Natalie

Member ID

12980

Contact Information

email: nmulloy@nwica.org

office: (202) 232-5492

fax: 2023875281

Membership Status

ACTIVE

Membership Type

STATE

MY AGENCY

National WIC Association

[EDIT AGENCY INFORMATION \[PRIMARY ONLY\]](#)

Office Address

2001 S St NW
Suite 580
Washington, DC 20009

Billing Address

2001 S St NW
Suite 580
Washington, DC 20009

Social Media

[Add](#)

ONLINE COMMUNITY

Member online community with member directory, private groups, discussion forums, file sharing, and more!

[GO TO THE ONLINE COMMUNITY](#)



National WIC Association

Welcome Natalie


National WIC Association Online Community


site search

LOGOUT

Welcome

1 online

- Administer
- Welcome
- Resource Center 
- My Settings
- Help Desk
- ADMIN USE ONLY
- Discussions 3



Welcome to the Recruitment and Retention Campaign Online Community Page!
This page will provide all the materials you need to successfully implement the new WIC logo and brand in your WIC center.

In the Resource Center tab to the left, you will find multiple resources including:

- **Artwork and Templates-** Here you have access to Icons, Logos, Posters, WIC Signature Alphabet, WIC Supergraphics, and WIC Trifold.
- **Brand Guidelines-** Here you can view the Brand Guidelines, Visual Guidelines, Photo Style Guidelines, and Brand Voice.
- **Messaging Toolkit-** This folder includes the WIC elevator speech, complete messaging toolkit, messages for doctors, partners, and caregivers, and messaging pillars and talking points.
- **National Recruitment & Retention Campaign-** This includes state and local agency specific logos. In this folder, find the state where you are located, and within that state file you can find both the state and the local agency files.

In the Health Desk tab to the left, you can view the online user's guide, or send your questions to the Help Support Staff.
Please, feel free to explore the resources provided here, and contact us with any question!



National WIC Association

Welcome Natalie

National WIC Association Online Community

site search

LOGOUT

Resource Center

Search Using Tags / Keywords

contributors search

1 online

- Welcome
- Resource Center
- My Settings
- Help Desk
- ADMIN USE ONLY

Folders	# Files	Description
2016 Nutrition Education & Breastfeeding Promotion	(1)	
Artwork and Templates		
Icons		
CMYK	(9)	
RGB	(11)	
Logos		
CMYK	(15)	
PMS	(9)	
RGB	(19)	
Lockup	(19)	
Posters	(6)	
WIC Signature Alphabet	(1)	
WIC Supergraphics	(21)	
WIC Trifold	(1)	
Brand Guidelines	(5)	
Messaging Toolkit	(5)	
National Recruitment & Retention Campaign		State Specific Logos
Alaska	(10)	
Arizona	(10)	
Inter Tribal Council of Arizona	(10)	
Choctaw	(10)	
State Specific Logos	(10)	



National WIC Association

Welcome Natalie

National WIC Association Online Community

site search

LOGOUT

Resource Center

Tags / Keywords Within Results



1 online

- Welcome
- Resource Center
- My Settings
- Help Desk
- ADMIN USE ONLY

Folders → Artwork and Templates

		# Files
→	Icons	(20)
→	Logos	(62)
→	Posters	(6)
→	WIC Signature Alphabet	(1)
→	WIC Supergraphics	(21)
→	WIC Trifold	(1)

Sort By Date Ascending Descending

Show Details Show Media



Discussion Board

https://secure.icohere.com/sharedpages/userframe.cfm?t=1481669699683



National WIC Association

Welcome *Natalie*

National WIC Association Online Community

site search

LOGOUT

Discussions

1 online

- Welcome
- Resource Center
- My Settings
- Help Desk
- ADMIN USE ONLY
- Discussions **1**

Discussions		Manage		
<u>Topics</u>	<u>Started By</u>	<u>Views</u>	<u>Posts</u>	<u>Latest</u>
1 Recruitment & Retention reset		2	1	
1 Using the new WIC logo reset	Leader	2	1	12/13/16 3:47 PM

All times are displayed in your local time (Eastern)



National WIC Association

Welcome *Natalie*

National WIC Association Online Community

site search



LOGOUT

1 online

- Welcome
- Resource Center
- My Settings
- Help Desk
- ADMIN USE ONLY
- Discussions **1**

Set Alias

cancel

Using the new WIC logo

This topic is anonymous. How would you like to be identified?

submit



National WIC Association

Welcome *Natalie*

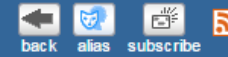
National WIC Association Online Community

site search



LOGOUT

Using the new WIC logo



1 online

[Discussions](#) ← [Recruitment & Retention](#) ← [Using the new WIC logo](#)

- Welcome
- Resource Center
- My Settings
- Help Desk
- ADMIN USE ONLY
- Discussions **1**

Natalie Mulloy

◆ Posted: 12/13/16 3:47 PM

Using the new WIC logo

What is your agency doing to adopt the brand? Please feel free to share photos.

[Make First Comment](#)

All times are displayed in your local time (Eastern)



National WIC Association

Welcome *Natalie*

National WIC Association Online Community



site search

LOGOUT

Discussions

1 online

- Welcome
- Resource Center
- My Settings
- Help Desk
- ADMIN USE ONLY
- Discussions

Discussions					Manage
<u>Topics</u>	<u>Started By</u>	<u>Views</u>	<u>Posts</u>	<u>Latest</u>	
Recruitment & Retention		3	1		 
Using the new WIC logo	Leader	3	1	12/13/16 3:47 PM	<input type="button" value="new topic"/>

All times are displayed in your local time (Eastern)



National WIC Association

Welcome *Natalie*

National WIC Association Online Community

site search

LOGOUT

Create

Discussions: *Recruitment & Retention*
Topics

1 online

- Administer
- Welcome
- Resource Center
- My Settings
- Help Desk
- ADMIN USE ONLY
- Discussions **2**

Formatting Options

- Discussion Format
- Blog Format
- Content Only Discussion Format [?](#)

Title

Started By

Mulloy, Natalie

Additional Leaders

Start Date [view calendar](#)

- Immediately
- Specific Date (mm/dd/yy)
 Time : AM

Sort Order In List

Display

Options

Contributors Remain Anonymous

External Email Subscriptions

Listserv Subscription

- Enable for this topic
 - Members Opt-In
(Members do not receive posts until they subscribe)
 - Members Opt-Out
(Members automatically receive all posts, but can choose to unsubscribe)

Digest Subscription

Questions?

Hannah Shultz: Hshultz@nwica.org

Natalie Mulloy: Nmulloy@nwica.org