



WOMEN
OF THE FUTURE
Breaking Boundaries • Inspiring Change

BRAND GUIDELINES

TABLE OF CONTENTS

1. Logo Usage
2. Color Palette
3. Fonts and Sizes

LOGO USAGE

There are three versions of the logo: primary, secondary, and the W. Note: Do not alter or attempt to recreate these elements in any way, always use the approved logo.

The Women of the future wordmark & the "W" are important expressions of our brand identity. By applying them in a consistent manner, brand visibility and recognition are strengthened.

When applying the logo, please be mindful of the following:

- The spacing between the wordmark & the "W" cannot be altered or adjusted in any way.
- The "W" needs to be aligned with the wordmark in both horizontal & vertical instances.
- While the icon can exist without the wordmark, the wordmark should never exist without the icon.

THIS IS OUR PRIMARY LOGO



70px in digital or 20mm
in print.

"W" ICON



The "W" icon should never be smaller than 21px in digital or 6mm in print .

SECONDARY LOGOS

In instances where space does not allow, the logo without the tagline may be used.



In instances where space allows, the logo with the tagline and the website may be used. If applied the tagline and the website should be legible.



The full-color logo may be used on a dark background with the accent color Mercury grey



LOGO VARIATIONS

Horizontal logo

In special instances such as email signatures, footnotes or approved platforms, the horizontal logo variation may be use.



LOGO BEST PRACTICES



DO NOT reverse the logo.



DO NOT change the arrangement of the logo beyond the provided variations.



DO NOT apply colors not included in the official brand palette



DO NOT stretch or alter the proportions and dimensions of the logo



DO NOT use logos that blend into the background colors (avoid accent colors)



DO NOT alter the icon in any way



DO NOT alter the orientation of the logo in any way

COLOR PALETTE

Blood rush red is the key identifying color for the brand. The following are fundamental colors that make up our primary color palette and should be used wherever possible.

PRIMARY COLOR PALETTE

We are a Blood rush red brand with blue and periwinkle. Blood rush is the primary color and should be applied across all communication to maintain brand consistency. Blue and periwinkle may be used as accent colors in design elements.



A72126

RGB: 167,33,38
HSV,358, 80,65
CMYK 0.00, 0.80, 0.77,0.35



73AFCC

RGB :115, 182, 204
CMYK: 44, 11, 0, 20
HSV 194.8°, 43.6, 80



C3D4DFFF

RGB: 195, 217, 255
CMYK: 23.5, 14.9, 0, 0
HSV: 218, 24, 10

SECONDARY COLORS

We use Matterhorn grey, Charcoal grey, Mercury grey and French marron as secondary colors. Matterhorn, charcoal and mercury may be used for taglines, on digital and print texts and as backgrounds colors. Charcoal and mercury may be used as secondary logo colors. French marron may only be used as an accent color in design elements

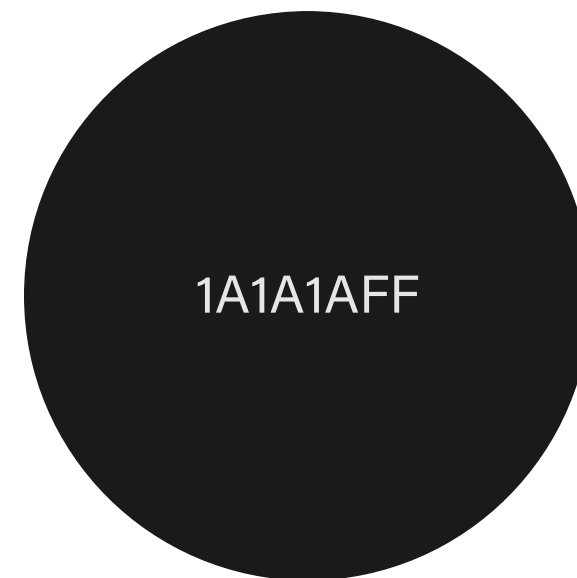


#4C4C4C

RGB:76,76, 76

HSV:0°,0°,30°

CMYK:0.00,0.00,0.00, 0.70



1A1A1AFF

RGB: 26, 26,255

HSV: 240, 90, 100

CMYK:0.90,0.90,0.00, 0.00

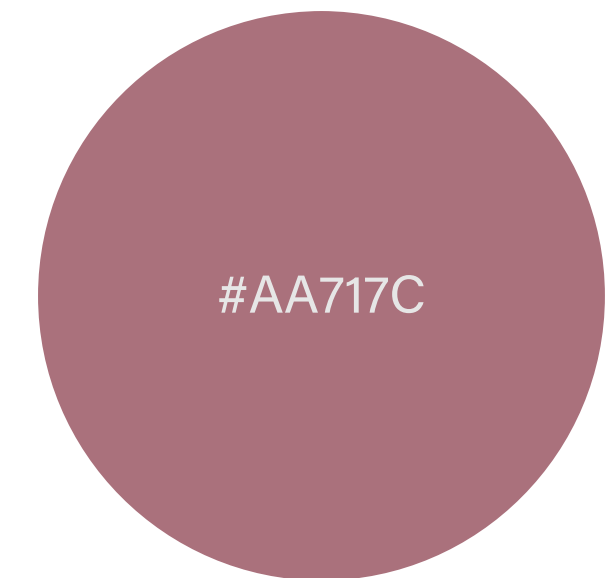


#E6E6E6

RGB: 230, 230, 230

CMYK: 0, 0, 0, 9.8

HSV: 0, 0, 90



#AA717C

RGB: 170, 113, 124

HSV ; 348, 34, 67

CMYK: 0.00, 0.34, 0.27, 0.33

COLOR BEST PRACTICES

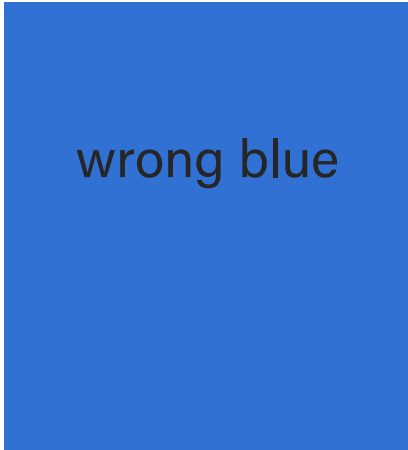
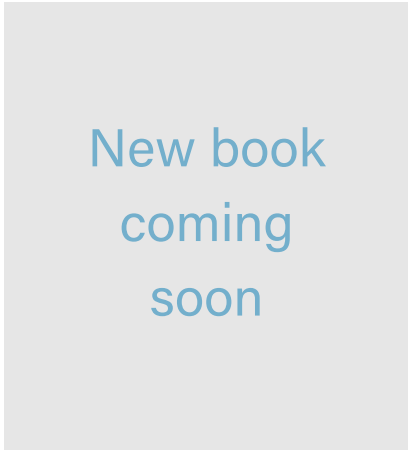
Do NOT use accent colors in headlines.

Do NOT use tints of primary colors.

Do NOT add textures to the blood rush red

Do NOT apply digital colors that are not brand compliant.

Blue, periwinkle and French marron should never be used as a background colors.



FONTS AND SIZES

TYPE FAMILY

GOTHAM

ABCDEFGHIJKLMN
OPQRSUVWXYZ
123456789!@#\$%&*

ACUMIN PRO

ABCDEFGHIJKLMN
OPQRSUVWXYZ
123456789!@#\$%&*

TYPOGRAPHY APPLICATIONS

Our brand communications use four weights: Gotham Regular, Gotham Bold, Acumin Pro Regular and Acumin Pro Bold. We use Gotham for all headings in all caps and Acumin Pro body text.

HEADINGS

SUB-HEADINGS OR SUB-HEADINGS FOR EMPHASIS

30% -60% smaller than headings type size
1 to 2 points of leading on top type size

For the body copy
Or bold as needed

1 to 2 points of leading on top type size

TYPOGRAPHY BEST PRACTICES

Don't make
leading too
wide

don't use all lower case

Don't use unapproved fonts