Women in Data®

BRAND GUIDELINES

Women in Data® - Brand Guidelines V2.0
TONE OF VOICE

Tone of Voice

Women in Data® content should be inclusive, warm, accessible and supportive to engage a diverse audience. Language is affirmative to boost the confidence levels of women.

The Women in Data® audience comprises data professionals at all stages of their careers across multiple data roles and disciplines, and all social, ethnic and ability backgrounds. Typically content is contextualised to provide historical perspectives alongside the reasoned benefits of proposed changes.

Tone may vary from friendly and informative to engage starters in the Data sector, to professional and ambitious in line with the language of leaders in the Women in Data® community.

The lead characteristics of Women in Data® content are vision, openness and integrity.

Examples

Social media graphic.

Print material such as pull up banners for on the day events and exhibitions.

Primary Logo

The logo above shows our primary Logo used in the majority of our online and press material.

Secondary Logo

The above logo shows a secondary logo which has been used on print material such as to brand clothing.
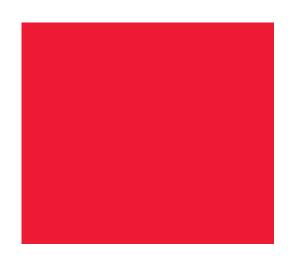
Clear Space

The clear space around the logo is intended to maintain the logo's integrity and to avoid visual confusion. It is important to maintain clear space between the logo and elements such as text, photography, folds, trims, etc. However, the logo may sit directly on top of a gradient background. With the logo, the clear space should be the height of the 'Female Symbol' in the logo.

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COLOUR PALETTE

Main Colours

Red

C 0
M 100
Y 85
K 0

R 228
G 4
B 40

Black

C 0
M 0
Y 0
K 100

R 0
G 0
B 0

Secondary Colours

Every now and again we will use some secondary colours in our print material.

Grey

C 25
M 5
Y 9
K 55

R 176
G 195
B 202

Grey 2

C 15
M 5
Y 9
K 39

R 213
G 221
B 221

Dark

C 62
M 39
Y 39
K 79

R 38
G 49
B 51

Online Media

Open Sans - Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans - Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans - Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Print Media

Basic Sans - Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Basic Sans - Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Basic Sans - Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890