



Women in Data®

BRAND GUIDELINES

Women in Data® - Brand Guidelines V2.0

LOGO - ICON/WORDMARK VARIATIONS



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.



Women in Data® - Brand Guidelines V2.0

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

Women in Data® - Brand Guidelines V2.0

FONTS - WEBSITE AND PRINTED MEDIA

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