MAIN COLOUR PALETTE
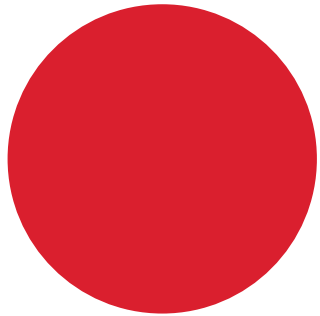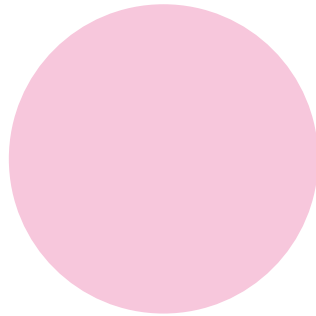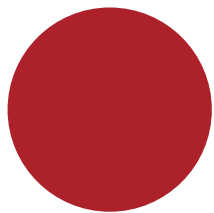
RGB: 173 35 42
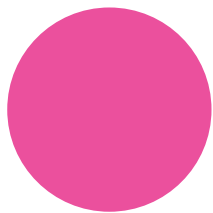CMYK: 0 100 87 22
Pantone: 7621

RGB: 245 197 220
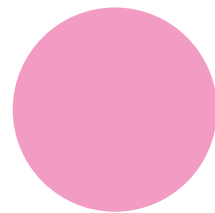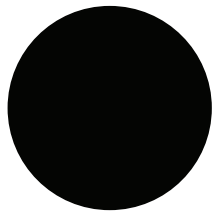CMYK: 0 25 0 0
Pantone: 2036

SECONDARY COLOURS

RGB: 173 35 22
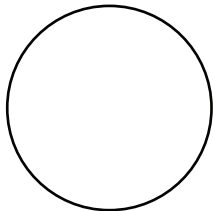CMYK: 0 100 87 22
Pantone: 7621
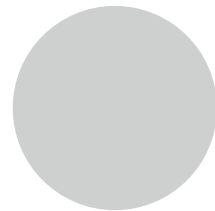
RGB: 235 81 157
CMYK: 0 78 2 0
Pantone: 212

RGB: 240 155 195
CMYK: 0 47 2 0
Pantone: 1905

RGB: 0 0 0
CMYK: 0 0 0 100

RGB: 255 255 255
CMYK: 0 0 0 0

RGB: 207 207 207
CMYK: 18 18 14 0

TYPEFACE

Our brand typeface is Open Sans, the most regularly used variants are:

Open Sans Regular
Open Sans Bold

LOGO USE

You have a .JPEG photography file and a .eps vector file of our logo available. The clear space around the logo is intended to maintain the logo's integrity. It is important to maintain clear space between the logo and elements such as text, folds, trims, etc. With the logo, the clear space should be the height of the 'Female Symbol' in the logo.

MESSAGING & TONE OF VOICE

Women in Data should be communicated in an inclusive, warm, accessible and supportive tone and formats.

We work for equality, diversity and inclusion within the data and technology landscape, by raising awareness of issues and emphasising the value of female participation at every stage in their careers.

Our calls to action are to connect, engage and belong with our community of 30,000 women and allies. We want our WiDs to get involved, including Women in Data's main event, our 'flagship event' hosted in 2023 on Thursday 9th of March, the day after International Women's Day.