
Identity Guidelines
Bringing the identity to life

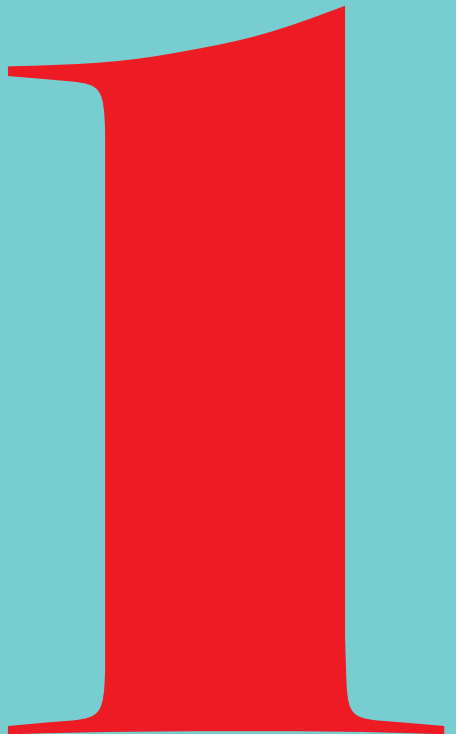
The Women's Organisation



Identity Guidelines
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Values

We are accessible.

We're here for all women, whatever their story or background. We respect their individual needs and their aspirations. We are unwavering in our commitment.

We lead the way.

Pioneering new ideas, resources, programmes and connections that will make us more effective. We continually evaluate and improve our own practices, responding to women's needs creatively.

We deliver results.

Our success lies in the real, positive impact we have on women's lives, whether we're nurturing new businesses towards a viable future, driving improvements in legislation and power structures, or contributing to social awareness.

We are determined to have an effect on individual women, helping them recognise and fulfil their potential and facilitating the development of aspiration, of worth and of achievement.

We build relationships.

Establishing trust and understanding between ourselves and the people we work with, promoting co-operation and support between women and men, and fostering collaborations from the grass roots through to boardrooms and government departments.

We are committed.

Taking account of diversity by making our services inclusive and accessible to all sections of the community and creating an environment that respects and values all of our stakeholders.

Vision

Our outlook is international. We will promote entrepreneurship, innovation and sustainable business growth. We will enable women to achieve success and greater prosperity, to become leaders and to connect with each other.

We will fulfil the role of advocates for women's interests across a whole spectrum of areas, becoming both a creator and a disseminator of knowledge, and will influence policy and perception at all levels. We will bring together and represent the communities of interests common to women.

Our buildings will be tangible reflections of our values. They will be full of life, nurturing a diversity of people and enterprise. They will be rich in intelligence, debate and shared purpose. They will be light, modern and welcoming, distinctive additions to city life: somewhere where women can relax and talk freely without pressure or threat.

Personality

Highly experienced

yet still in touch with the grass roots. Identifying with the complex, multiple challenges facing women. Understanding that while every woman is unique, there are common factors affecting us all.

Professional and genuine

bringing a strategic thoughtfulness that combines tact with tactics. Able to address complex issues and attitudes with creativity, wit and intelligence, and always aware of the lighter side.

Assertive but sensitive

compassionate, welcoming and warm yet highly practical, precise and influential. Talking easily and with authority to cabinet ministers, academics, opinion formers and international organisations as well as ambitious beginners and women terrified by anonymous corporate structures – each in a language they understand and respect.

Empowering yet approachable

inspiring and absolutely committed, yet focused on practical and positive outcomes.

Core Proposition

When a woman is empowered,
women are empowered. Each new
achievement reinforces us all.



Identity Guidelines
Logo

This is the logo logo. It can appear independently or with the wordmark.



Identity Guidelines

Logo Exclusion Zones

The exclusion zones prevent other graphic elements interfering with the integrity of the identity. Maximise the space around the identity where possible.

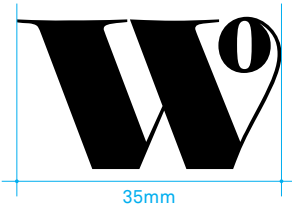


Logo exclusion zones
Y = height of O

Identity Guidelines

Logo Size

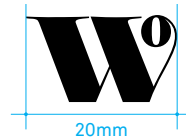
To help support consistency of the brand, pre-determined sizes for the logo are given below. A minimum size is given to ensure legibility at smaller sizes.



Standard size
for A3 literature



Standard size
for A4 literature



Standard size
for A5 literature



Standard size for small use
Less than 1/3 A4 size
Do not use the logo any
smaller than 10mm

This is the wordmark. It can appear independently or with the wordmark.



The Women's Organisation

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Identity Guidelines
Wordmark Exclusion
Zones

The exclusion zones prevent other graphic elements interfering with the integrity of the identity. Maximise the space around the identity where possible.

X		
X	The Women's Organisation	
X		

Logo exclusion zones
Y = cap height of T

Identity Guidelines
Wordmark Size

To help support consistency of the brand, pre-determined sizes for the logo are given below. A minimum size is given to ensure legibility at smaller sizes.

Standard size
for A3 literature

The Women's Organisation

120mm

Standard size
for A4 literature

The Women's Organisation

90mm

Standard size
for A5 literature

The Women's Organisation

65mm

The Women's Organisation

45mm

Standard size for small use
Less than 1/3 A4 size
Do not use the logo any
smaller than 45mm

Identity Guidelines Colours

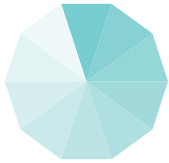
The colour palette is bright and vibrant to reflect the personality of The Women's Organisation. Colour helps to create a light modern and welcoming brand.



Identity Guidelines

Tints

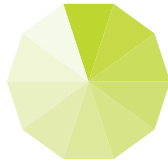
Tints of the brand colours can also be used. Tints must be chosen carefully to maintain visual clarity and legibility,



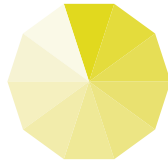
PMS 318
 90% 80% 70%
 60% 50% 40%
 30% 20% 10%



PMS 3395
 90% 80% 70%
 60% 50% 40%
 30% 20% 10%



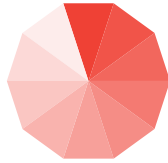
PMS 388
 90% 80% 70%
 60% 50% 40%
 30% 20% 10%



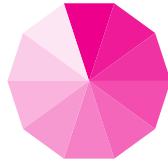
PMS 604
 90% 80% 70%
 60% 50% 40%
 30% 20% 10%



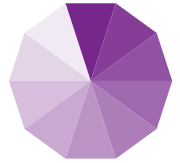
PMS 151
 90% 80% 70%
 60% 50% 40%
 30% 20% 10%



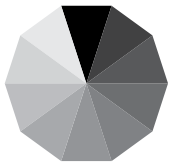
PMS Red 032
 90% 80% 70%
 60% 50% 40%
 30% 20% 10%



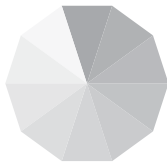
PMS Magenta
 90% 80% 70%
 60% 50% 40%
 30% 20% 10%



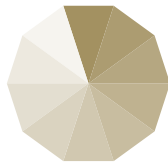
PMS 2602
 90% 80% 70%
 60% 50% 40%
 30% 20% 10%



PMS Black
 90% 80% 70%
 60% 50% 40%
 30% 20% 10%



PMS 877
 90% 80% 70%
 60% 50% 40%
 30% 20% 10%



PMS 871
 90% 80% 70%
 60% 50% 40%
 30% 20% 10%

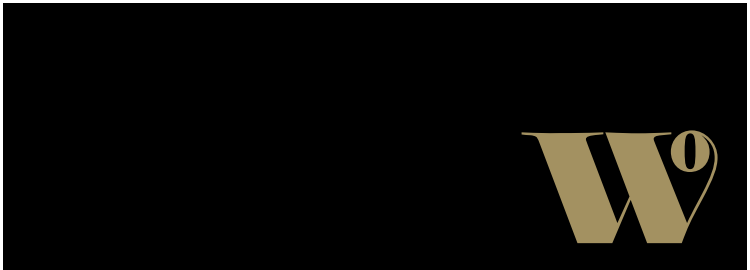
Identity Guidelines
Logo Colours

When the logo is placed onto a white background it can appear in any of the brand colours. It can also be foiled silver or gold.



Identity Guidelines
Logo Colours

When the wordmark is placed onto a solid colour it should be white or black. It can also be foiled silver or gold. Please ensure legibility is maintained.



When the wordmark is placed onto a white background the preferred colour is black however in some cases it can appear in any of the brand colours. It can also be foiled silver or gold.

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In some instances (eg. stationery) the wordmark can appear in any of the brand colours.

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Identity Guidelines
Wordmark Colours

When the wordmark is placed onto a solid colour it should be white or black. It can also be foiled silver or gold. Please ensure legibility is maintained.



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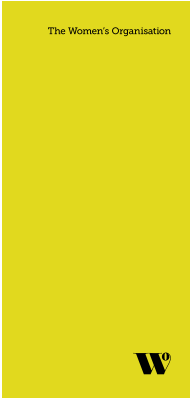
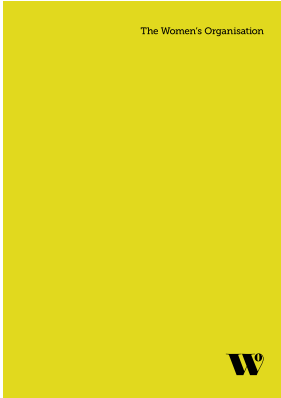
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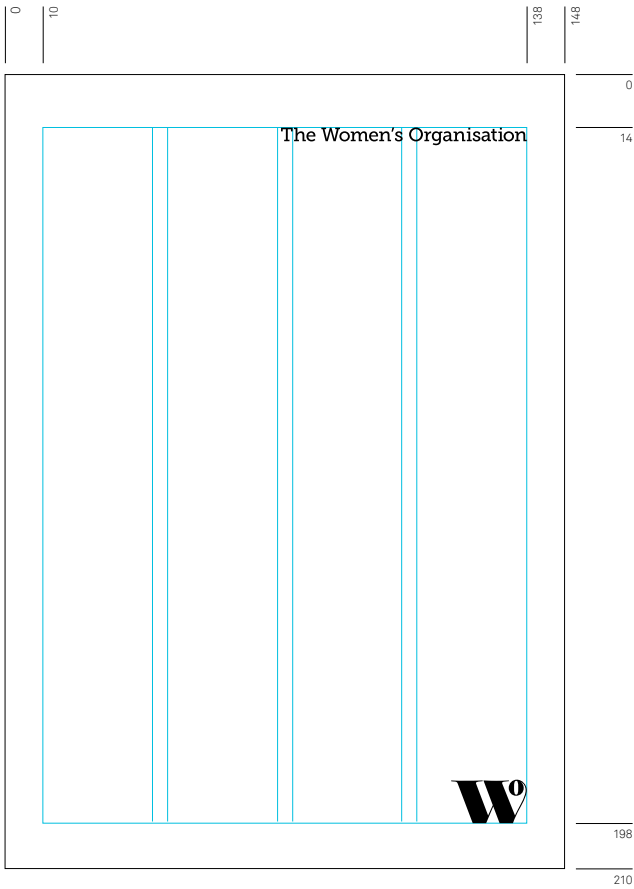
Identity Guidelines
Positioning

On The Women's Organisation publications the wordmark should sit top right and the logo should sit bottom right.



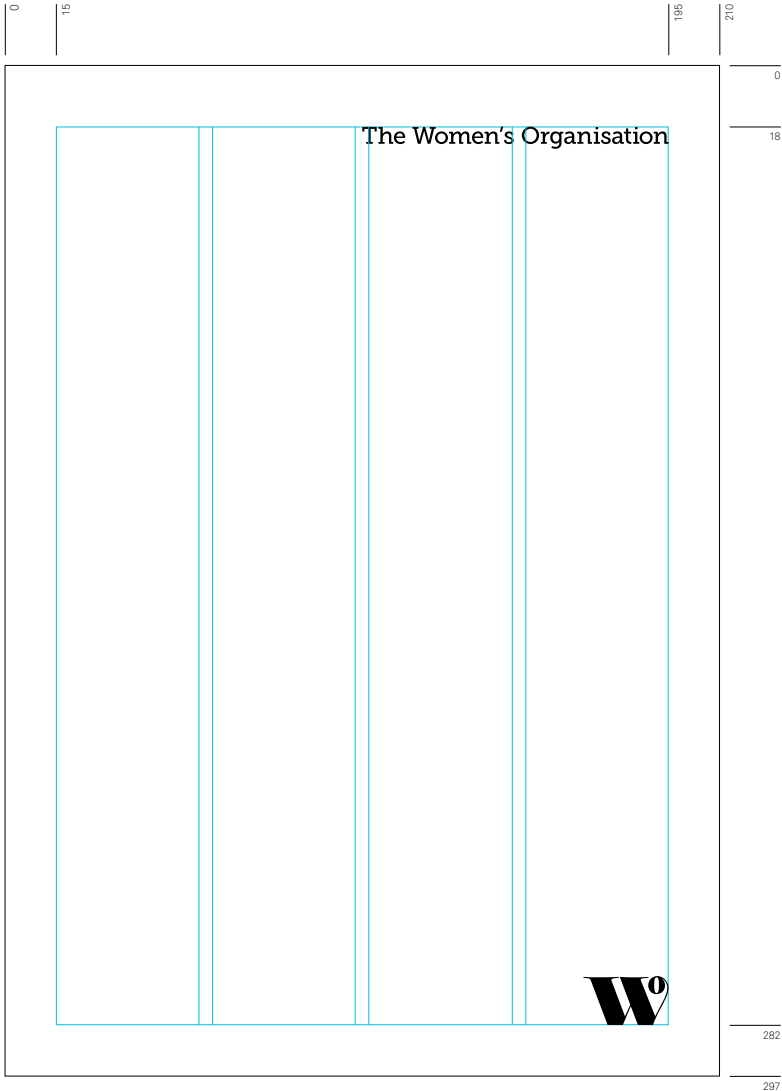
Identity Guidelines
Positioning

Wordmark and logo positioning
on A5 document (shown at 50%)



Identity Guidelines
Positioning

Wordmark and logo positioning
on an A4 document (shown at 45%)



Identity Guidelines

Strapline

When using the strapline it should sit directly below the logo and align to the right. The strapline should not be used on stationery.

The Women's Organisation



Working for women's economic development

Identity Guidelines
Endorsement –Phase 1

When using the logo as an endorsement a combined unit has been produced for the early phase to build familiarity with the brand.

Logo Unit – Phase 1



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Presented by:



When supplying any logos to an external company or organisation, for use on their printed materials, the recommended colours are black or white to retain clarity and avoid any printing problems.

Identity Guidelines
Endorsement –Phase 2

Once the brand is well established with our audience, the 'W' logo should be used as an endorsement.

Logo Unit – Phase 2



Presented by:



When supplying any logos to an external company or organisation, for use on their printed materials, the recommended colours are black or white to retain clarity and avoid any printing problems.

Identity Guidelines
Graphic Device

The logo can be used as an additional element within the identity to create a more graphic approach. This is achieved with scale, colour and graphic crops.



Primary typography

The primary typeface is Akkurat.
Clean, distinctive and legible, it is
available in a variety of weights to
express both contemporary and
classical qualities.

Akkurat — Bold

abcdefghijklmnopqrstuvwx
y
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890 &?!£\$E@%*¼½¾(.,;:)

Akkurat — Bold Italic

*abcdefghijklmnopqr
stuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890 &?!£\$E@%*¼½¾(.,;:)*

Akkurat — Regular

abcdefghijklmnopqr
stuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890 &?!£\$€@%*¼½¾(.,;:)

Akkurat — Regular Italic

*abcdefghijklmnopqr
stuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890 &?!£\$E@%*¼½¾(.,;:)*

Identity Guidelines

Typography

Primary typography

The primary typeface is Akkurat. Clean, distinctive and legible, it is available in a variety of weights to express both contemporary and classical qualities.

Akkurat — Light

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 &!£\$E@%*456(.,,:)

Akkurat — Light Italic

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
*1234567890 &!£\$E@%*¼½¾(.,,:)*

Secondary typography

The secondary typeface is Museo Slab 500. The secondary font can be used for headlines and pull out statements within literature.

Museo Slab — 500

abcdefghijklmnopqrstuvwx
yz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890 &?!£\$E@%*456(.,;:)

Museo Slab — 500 Italic

abcdefghijklmnopqrstuvwx
yz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890 &?!£\$E@%*456(.,;:)

Digital typography

The digital typeface is Arial.
It should only be used for digital
applications such as emails
and templates.

Arial — Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 &?!£\$E@%*456(.,;:)

Arial — Regular Italic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
*1234567890 &?!£\$E@%*456(.,;:)*

Arial — Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 &?!£\$E@%*456(.,;:)

Arial — Bold Italic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 &?!£\$E@%*456(.,;:)

Identity Guidelines
Processes

The logo can be reproduced using different processes to make literature and marketing materials more exclusive looking.



Foiling



Debossing/
Embossing