

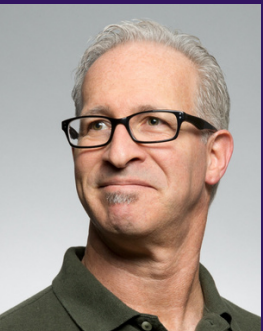
WOMEN IN CLOUD

Brand Guidelines

2023



BRAND GUIDELINES





WOMEN IN CLOUD

1.0 The Brand

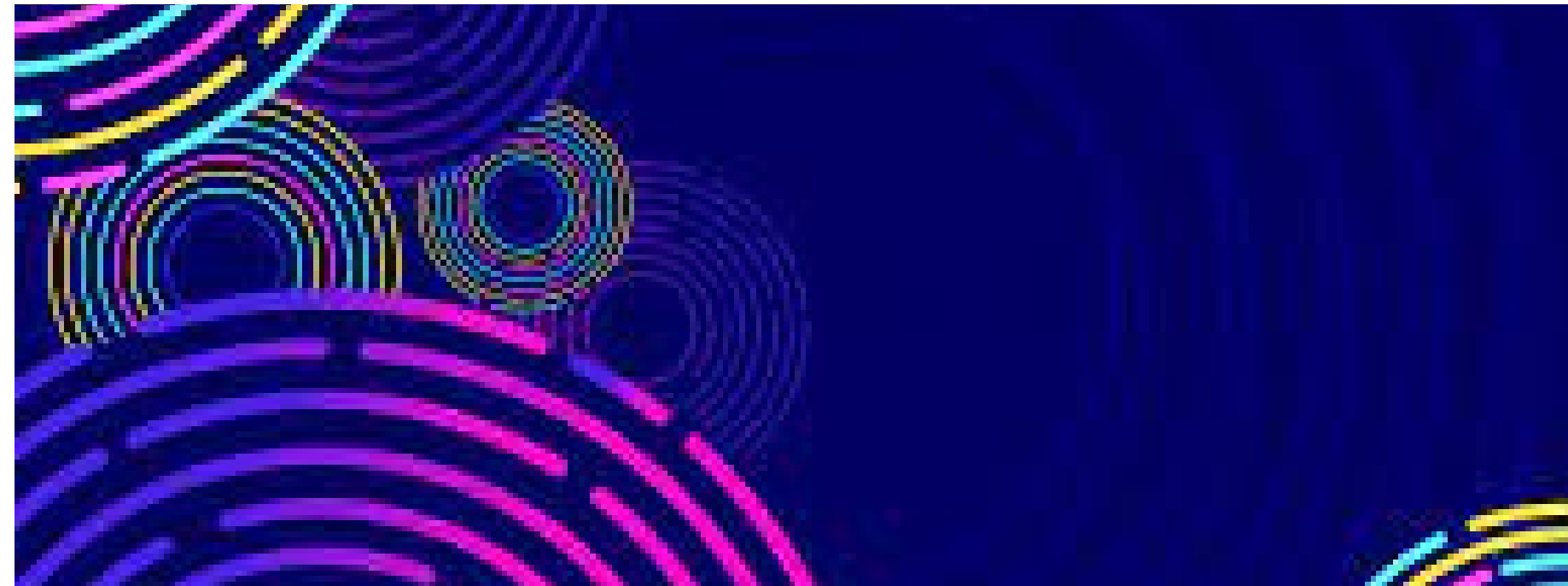
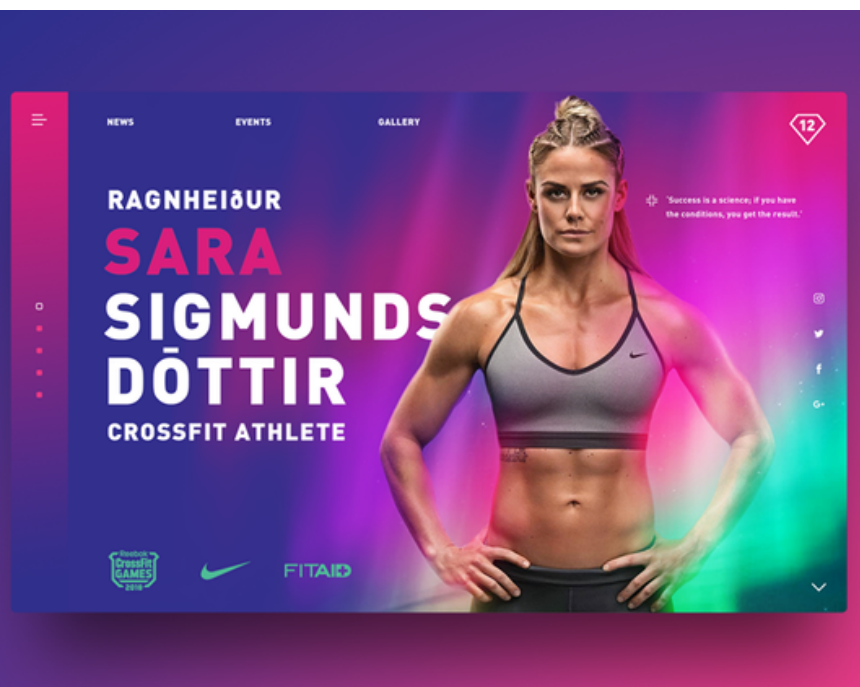
2023

THE 2023 BRAND

BRAND GOAL

In 2023 the WIC brand goals are to build awareness, create a feeling of connection with our audience, make our offerings clear, and motivate involvement.

Increasing the use of bold colors, elevated photo choices, and consistent graphics will lend to clearly identifiable content that inspires our audience to take action, join our community, and elevate their lives.



WOMEN IN CLOUD

2.0 Logos

2023

LOGOS



LOGOS

The primary Women In Cloud logo, featuring both the graphic and text is intended for all external representations of WIC, and can be used as appropriate internally.

WIC submarks, the graphic without text, is to be used in the blue/green variation, black or white. These three colorways are to be chosen based on which will provide the clearest and cleanest version of our logo based on the background. No other colorway is to be utilized.

PRIMARY LOGO



SUBMARKS



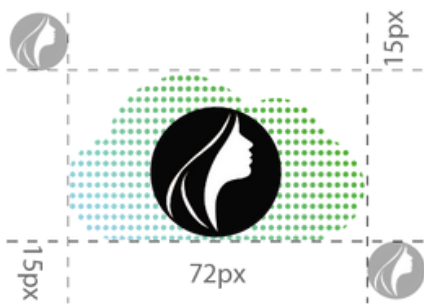
LOGO CLEAR SPACE

Clear space is the area surrounding our logo that must be kept free of any text or graphic elements. By leaving space around the logo, we ensure it is a focal point on all communications and creatives.

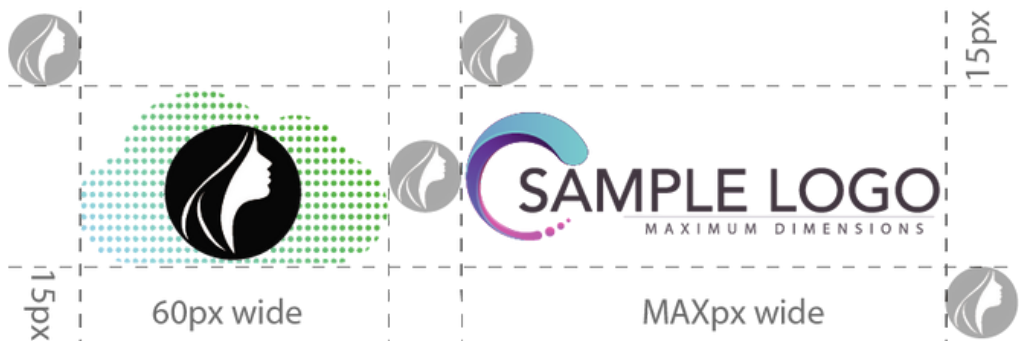
The minimum clear space is 50% of the height of the entire logo.

When necessary to increase and decrease logo size based on print or creative guidelines, always keep in proportion and ensure text is legible.

CLEAR SPACE- LOGOS



CO-BRANDING LOGO LOCK



LOGO MISUSE

Mis-use of our logo must be avoided at all times to ensure brand consistencey and integrity.



The logotype should never be manipulated, stretched, distorted, or cropped.



The logo should never have drop shadows or other graphic effects added.



The logo brand colours should not be altered from the core palette.



WOMEN IN CLOUD
The logo typography should never be altered or replaced.



WOMEN IN CLOUD

3.0 Brand Colors

2023

BRAND COLORS

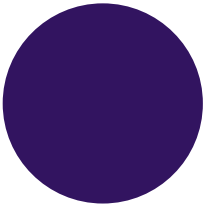
BRAND COLORS

Keeping color consistency is the way we differentiate and identify our brand in the marketplace.

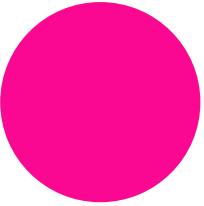
Primary brand colors are the main, consistent colors used in all graphics, publications, signage, ect. These colors rarely change because they are central to the brand’s visual identity.

Secondary brand colors complement the primary brand colors and are updated more frequently and change to reflect strategy trends and marketing goals.

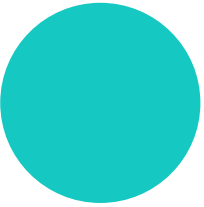
PRIMARY PALETTE



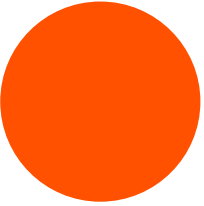
VISIONARY VIOLET
HEX #321460
RGB (50,20,96)
CMYK (48%, 79%, 0%, 62%)



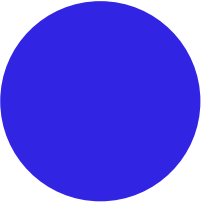
MAGENTA
HEX #FA0892
RGB (250, 8, 146)
CMYK (0%, 97%, 42%, 2%)




TIFFANY BLUE
HEX #16C8C2
RGB (22, 200, 194)
CMYK (89%, 0%, 3%, 22%)



INTERNATIONAL ORANGE
HEX #FF5100
RGB (255, 81, 0)
CMYK (0%, 68%, 100%, 0%)



PALATINATE BLUE
HEX #3124E3
RGB (49, 36, 227)
CMYK (78%, 84%, 0%, 11%)



GOLD FOIL
Digital Element

SECONDARY PALETTE (UN COLORS)



ELECTRIC RICH BLUE
HEX #0D98D5



MAY GREEN
HEX #4EA548



CHINESE ORANGE
HEX #F3723B



APPLE
HEX #60BB49



CARDINAL
HEX #C52539



RAZZMATAZZ
HEX #E02570



MEDIUM PERSIAN BLUE
HEX #096E9F



CARMINE PINK
HEX #F0503A



SATIN SHEEN GOLD
HEX #C1953A



DARK CERULEAN
HEX #144D6C



CYAN (PROCESS)
HEX #13C0E0



DEEP SAFFRON
HEX #F99C3A



AMARANTH
HEX #EE3247



RIPE MANGO
HEX #FCC02C



AMAZON
HEX #40814D



MEAT BROWN
HEX #DFB242



BIG DIP O'RUBY
HEX #9E1D49

HERO COLOR

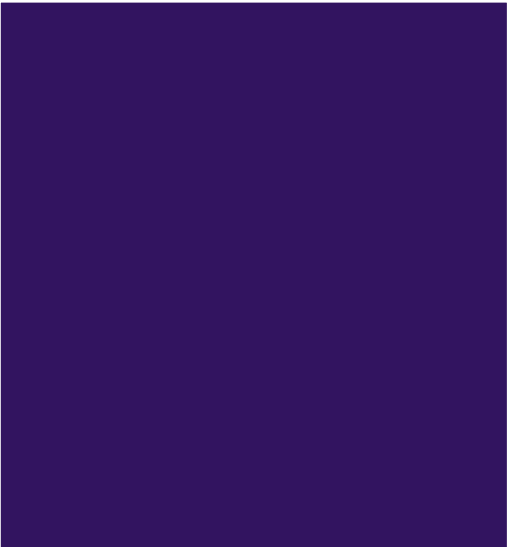
VISIONARY VIOLET is our brand Hero Color. It should be utilized in some way on all graphics, campaigns, and representations of WIC.



HEX
#321460



RGB
50,20,96



CMYK
48%, 79%, 0%, 62%

TYPOGRAPHY



PRIMARY TYPEFACE

Montserrat is our primary brand typeface.

Our typography is simple, bold, and modern.

To achieve consistency, this typeface should be adhered to for any primary/main focus text.

Montserrat, Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

SECONDARY
TYPEFACES

Montserrat Extra-Bold
secondary typeface utilized
for titles and emphasis.

Montserrat Extra-Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

USE OF TYPE

Utilizing Montserrat typefaces, the distinction between headings and subheadings, quotes, and buttons is created through consistent use of these guidelines.

**LOREM IPSUM
DOLOR SIT AMET**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

CLICK

- HEADINGS:
Montserrat Extra-Bold, Regular
All Caps
Wide Letter Spacing
Narrow Line Spacing
- SUBHEADINGS:
Montserrat, Bold
Mixed Case
Regular Letter Spacing
Medium Line Spacing
- BUTTONS:
Montserrat Extra-Bold, Regular
All Caps
Extra Wide Letter Spacing



WOMEN IN CLOUD

5.0 Imagery

2023

IMAGERY

IMAGE DIRECTION

All imagery should consist of bright, well-lit coloring and a successful, positive feel. Photographs, especially headshots submitted for WIC use, should be of high quality and embody the brand through connection to our keywords.



PORTRAIT USAGE

The brand heavily utilizes portrait photography, and all chosen photos should be professional, diverse, well-lit, and of high quality.

If photos that do not meet our standards are provided by partners, we must either request different ones, or edit them to fit our brand.

No aspect of the head, hair, shoulders or upper torso should be cut off in the photos.

All dropped-out portraits should have a glow feature added to them.

CORRECT USAGE



- top of the head and shoulders are not cut off
- lighting is straight-on
- background is easily edited/removed
- good visible torso length for sizing options



- head and shoulders are not cut off
- lighting is straight-on
- good visible torso length

INCORRECT USAGE



- top of the head is cut off
- shoulder is cut off
- photo is pixelated



- shoulder is cut off
- object in foreground is obstructive
- torso is not linear and easy to edit
- no glow filter

CO-BRANDING



CO-BRANDING	WIC AS LEAD PARTNER	EQUAL PARTNERSHIP	WIC AS MINOR PARTNER
<p>There are three variations of co-branding with external partners. Women In Cloud is the lead partner, an equal partner, or the minor partner.</p> <p>These different variations have differing branding and graphic requirements:</p> <p>In all cases, permission to use the Women In Cloud name or one of its trademarks may only be given by the partnership lead. The right to usage may not be passed on to successor organizations or subcontractors.</p>	<p>WIC branding is adhered to by both partners in all comms and graphics.</p> <p>WIC approval of all branded material is needed to launch.</p> <p>WIC provides GTM Guidelines and the partner adheres to these.</p>	<p>Collaborative branding is agreed to by both partners based on market and audience. This may mean emphasizing one brand over another if strategic.</p> <p>Collaborative GTM Guidelines are established and both partners adhere.</p>	<p>Partner's branding is adhered to by WIC in all comms and graphics.</p> <p>WIC must ensure all branded material is approved by the partner before launch.</p> <p>Partner is responsible for providing the GTM Guidelines and WIC will adhere to them.</p>

Lead with WIC: "We at Women In Cloud, in partnership with *Partner Brand...*"

WIC AS LEAD
PARTNER

SIDE BY SIDE



STAGGERED



Highlight Partnership: "The partnership between Women In cloud and Partner Brand..."

EQUAL
PARTNERSHIP

SIDE BY SIDE



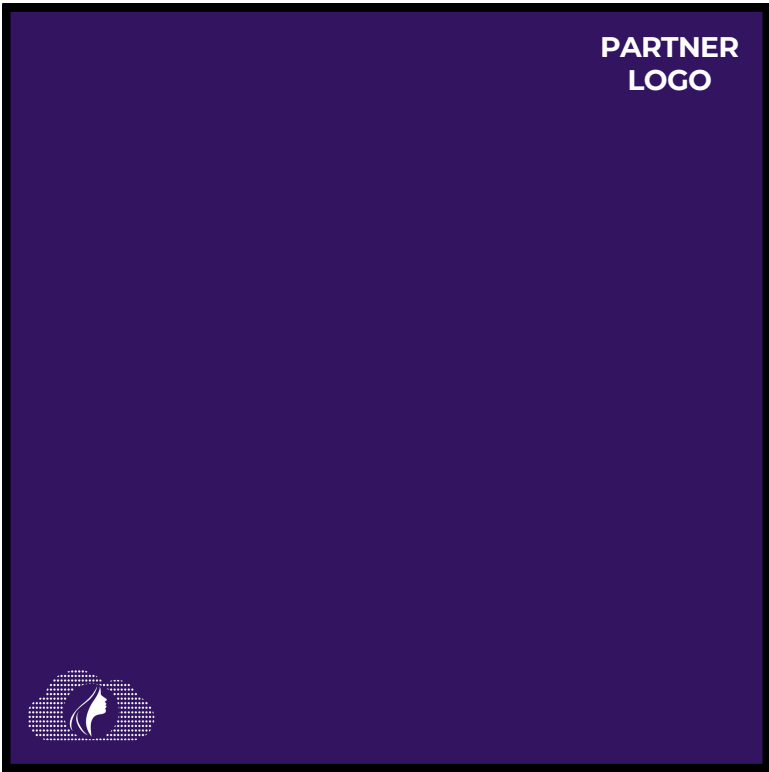
Lead with Partner: "We at *Partner Brand*, in Partnership with Women in Cloud..."

WIC AS MINOR
PARTNER

SIDE BY SIDE



STAGGERED





Thank you for download.

Any questions: Please contact
community@womenincloud.com

website: <https://womenincloud.com>

Download assets:

<https://womenincloud.com/wicbrand2023/>