WOMEN IN CLOUD
2025 BRANDING

CONTENTS

WOMEN IN CLOUD

Brand Guidelines

womenincloud.com

1.0/ The 2025 Brand

Section 1.0 : Women in Cloud's 2025 Branding

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USE OF TYPE

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

LOREM IPSUM DOLOR SIT AMET

HEADINGS:
Glacial Indifference Extra-Bold, Regular
All Caps
Wide Letter Spacing
Narrow Line Spacing

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

SUBHEADINGS:
Glacial Indifference, Bold
Mixed Case
Regular Letter Spacing
Medium Line Spacing

CLICK

BUTTONS:
Glacial Indifference Extra-Bold, Regular
All Caps
Extra Wide Letter Spacing

Lorem Ipsum Dolor

ACCENTS:
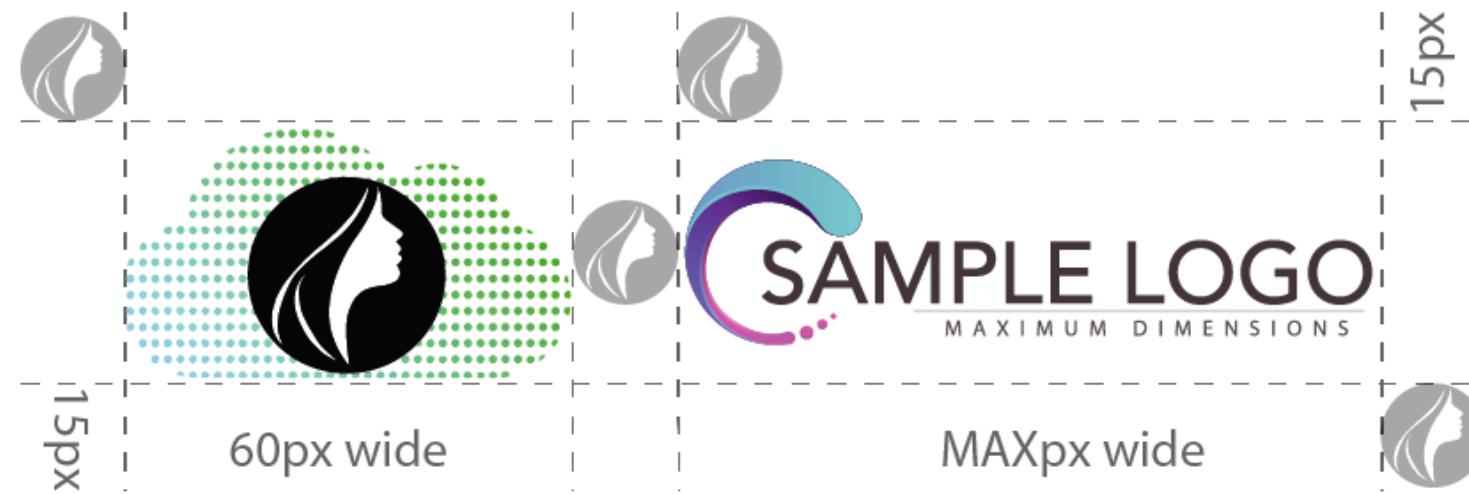Brittany, Regular
Mixed Case

LOGOS

WOMEN IN CLOUD

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2.0 / LOGO

Section 2.1 : Logos

2025 V1.0/ Page 4

WIC LOGOS

PRIMARY LOGO

SUBMARKS

CO-BRANDING LOGO LOCK

15px

15px

60px wide

MAXpx wide

WOMEN IN CLOUD

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2.0 / LOGO

Section 2.2 : Logo Misuse

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LOGO MISUSE

We ask all our partners to please avoid these mistakes that result in mis-use of our logo. This helped maintain ouMis-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.

The logo typography should never be altered or replaced.

WOMEN IN CLOUD

Brand Guidelines

womenincloud.com

2.0 / LOGO

Section 2.3 : WICx

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WICX USAGE

For each WIC Project (campaign, initiative, program), a "WICx..." typeface logo is utilized.

A custom logo will be provided for partners joining us on an initiative utilizing this element.
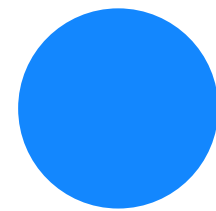
GRAPHICS APPLICATION
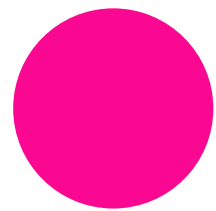
WIC✖CAMPAIGN

COPY APPLICATION

WICxCAMPAIGN

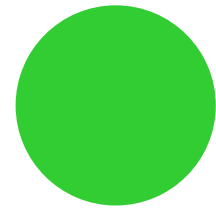**WOMEN IN CLOUD**

Brand Guidelines

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3.0 / BRAND COLORS

Section 3.0 : 2024 Colors
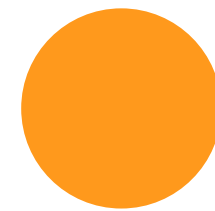
2025 V1.0/ Page 7

BRAND COLORS

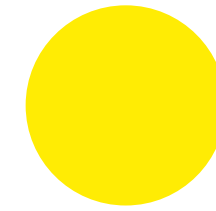## PRIMARY PALETTE

BRILLIANT BLUE
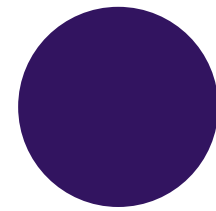HEX #1387FE

POWER PINK
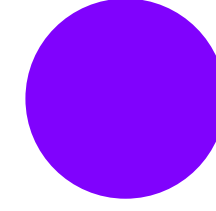HEX #FA0892

KELLY GREEN
HEX #32CD32
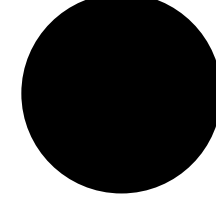
INTERNATIONAL ORANGE
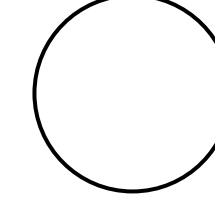HEX #FF991C

ISUNSHINE YELLOW
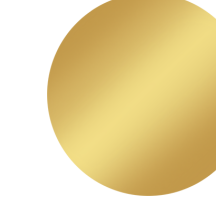HEX #FFEC04

VISIONARY VIOLET
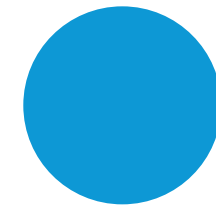HEX #321460

POWER PURPLE
HEX #8002fd
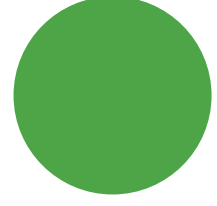
BLACK
HEX #000000

PURE WHITE
HEX #FFFFFF

GOLD FOIL
Digital Element

SECONDARY PALETTE (UN COLORS)
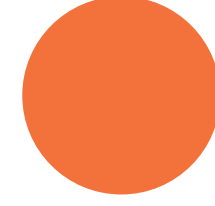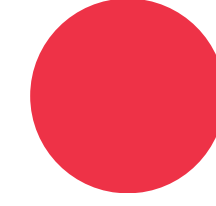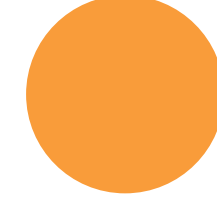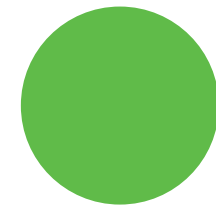
ELECTRIC RICH BLUE
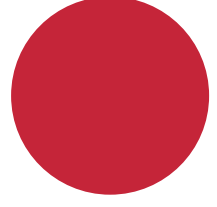HEX #0D98D5

MAY GREEN
HEX #4EA548

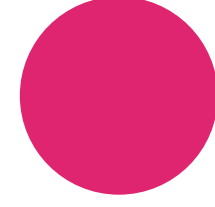CHINESE ORANGE
HEX #F3723B

AMARANTH
HEX #EE3247

DEEP SAFFRON
HEX #F99C3A

APPLE
HEX #60BB49

CARDINAL
HEX #C52539

RAZZMATAZZ
HEX #E02570
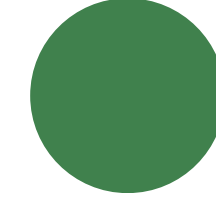
AMAZON
HEX #40814D
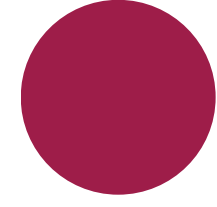
BIG DIP O'RUBY
HEX #9E1D49
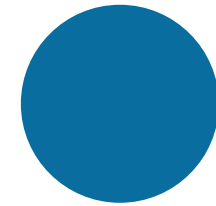
MEDIUM PERSIAN BLUE
HEX #096E9F

CARMINE PINK
HEX #F0503A
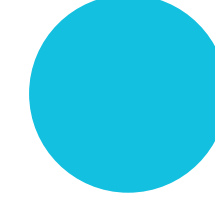
CYAN (PROCESS)
HEX #13C0E0

RIPE MANGO
HEX #FCC02C
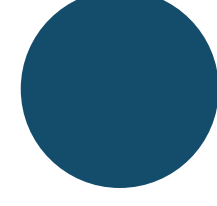
DARK CERULEAN
HEX #144D6C

WOMEN IN CLOUD

Brand Guidelines

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4.0 / TYPOGRAPHY

Section 4.0 : Use of Type

2025 V1.0/ Page 8

USE OF TYPE

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

LOREM IPSUM DOLOR SIT AMET

HEADINGS:
Glacial Indifference Extra-Bold, Regular
All Caps
Wide Letter Spacing
Narrow Line Spacing

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

SUBHEADINGS:
Glacial Indifference, Bold
Mixed Case
Regular Letter Spacing
Medium Line Spacing

CLICK

BUTTONS:
Glacial Indifference Extra-Bold, Regular
All Caps
Extra Wide Letter Spacing

Lorem Ipsum Dolor

ACCENTS:
Brittany, Regular
Mixed Case

WOMEN IN CLOUD

Brand Guidelines

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5.0 / IMAGERY

Section 5.1 : Image Direction

2025 V1.0/ Page 9

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.

WOMEN IN CLOUD

Brand Guidelines

womenincloud.com

5.0 / IMAGERY

Section 5.2 : Portrait Usage

2025 V1.0/ Page 10

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 besides what will be cut off by the bottom of the frame.

We are not adding a glow or shadow to dropped out portraits.

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

GRAPHICS

WOMEN IN CLOUD

Brand Guidelines

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6.0 / GRAPHICS

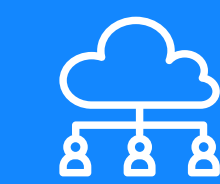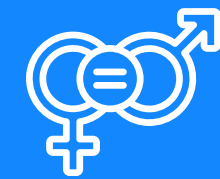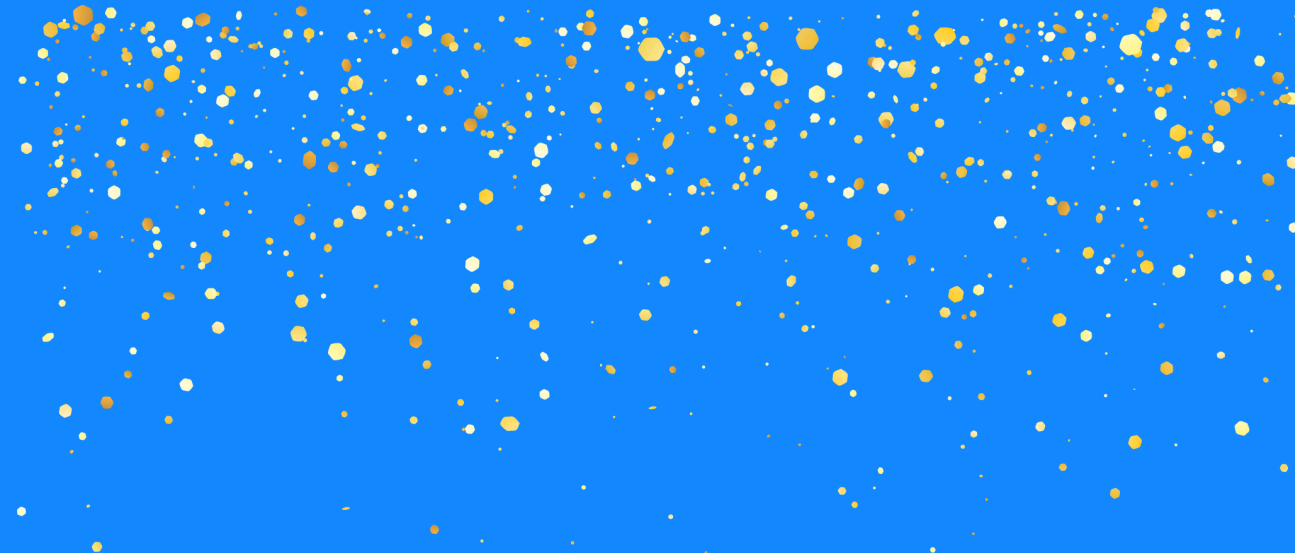Section 6.1 : Graphics Themes

2025 V1.0/ Page 12

GRAPHIC THEMES

WIC branding focuses on the use of cut outs and bold, angular shapes.

By utilizing sharp edges and un-uniform patterns we are inspiring a fresh and fun approach for 2025.

Bold design and bright color-blocking will carry through all designs for continuity.

Bold icon usage will also be utilized.

WOMEN IN CLOUD

Brand Guidelines

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6.0 / GRAPHICS

Section 6.2 : Graphics Application

2025 V1.0/ Page 13

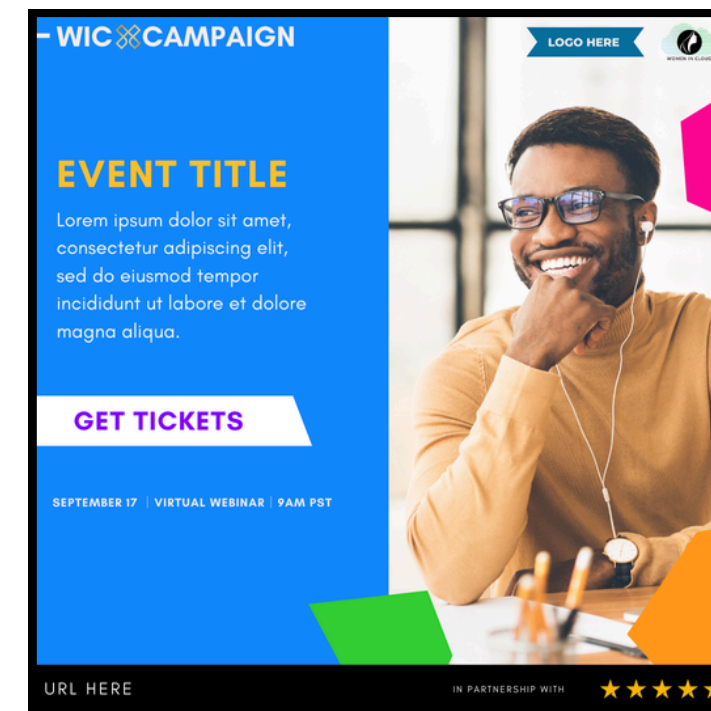# GRAPHICS APPLICATION

Brand graphic usage and placement fall into three categories:

Background: A background image that utilizes brand graphic patterns.

Accents: Complimentary graphics are applied on top of the background but not integrated into the text and imagery.

Frames: Graphic frames applied to photographs or icons.

BACKGROUND APPLICATION

ACCENT APPLICATION

FRAME APPLICATION

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6.0 / GRAPHICS

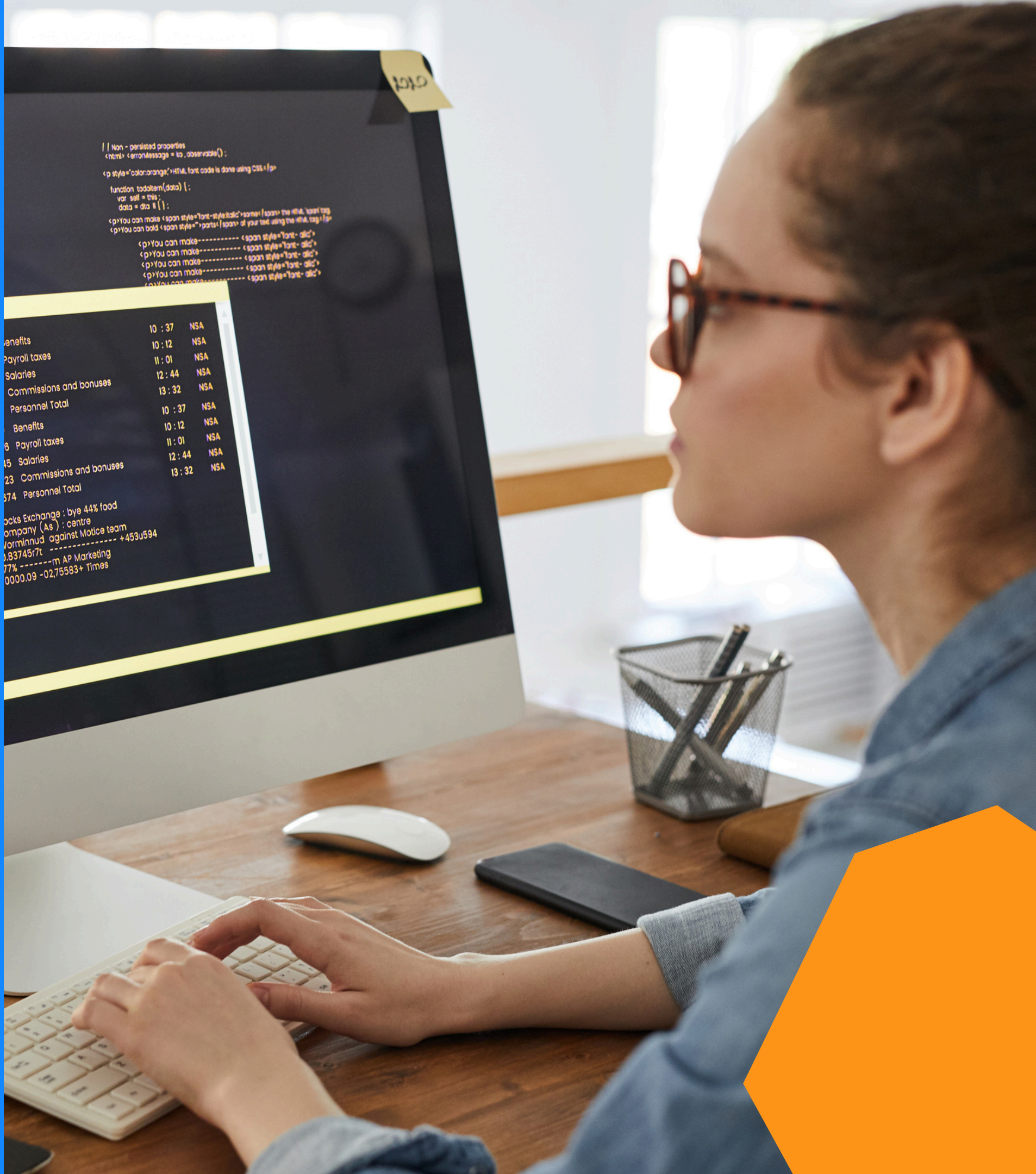Section 6.3 : Collective Collages

2025 V1.0/ Page 14

COLLECTIVE COLLAGE

Collective Collages are an essential tool in WIC imagery to highlight the diversity and breadth of our community and projects.

Using collages allows us to emphasize the connections we are proud of, and the togetherness we foster.

Collages are the only use of square frames that fall within the brand guidelines.

CO-BRANDING

WOMEN IN CLOUD
Brand Guidelines
womenincloud.com

7.0 / CO-BRANDING
Section 7.0 : Co-branding
2025 V1.0/ Page 16

CO-BRANDING

There are three variations of co-branding with external partners. Women In Cloud is the lead partner, an equal partner, or the minor partner.

These different variations have differing branding and graphic requirements:

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.

WIC AS LEAD PARTNER

WIC branding is adhered to by both partners in all comms and graphics.

WIC approval of all branded material is needed to launch.

WIC provides GTM Guidelines and the partner adheres to these.

EQUAL PARTNERSHIP

Collaborative branding is agreed to by both partners based on market and audience. This may mean emphasizing one brand over another if strategic.

Collaborative GTM Guidelines are established and both partners adhere.

WIC AS MINOR PARTNER

Partner's branding is adhered to by WIC in all comms and graphics.

WIC must ensure all branded material is approved by the partner before launch.

Partner is responsible for providing the GTM Guidelines and WIC will adhere to them.
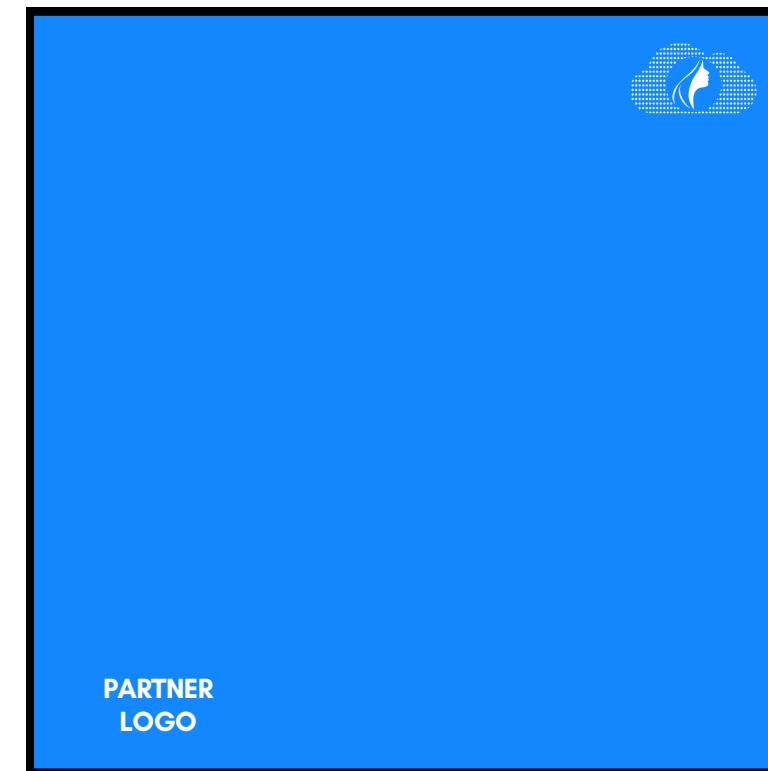
WOMEN IN CLOUD

Brand Guidelines

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7.0 / CO-BRANDING

Section 7.1 : WIC as Lead Partner

2025 V1.0/ Page 17

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

WIC AS LEAD PARTNER

SIDE BY SIDE

STAGGERED

WIC✕CAMPAIGN

WOMEN IN CLOUD
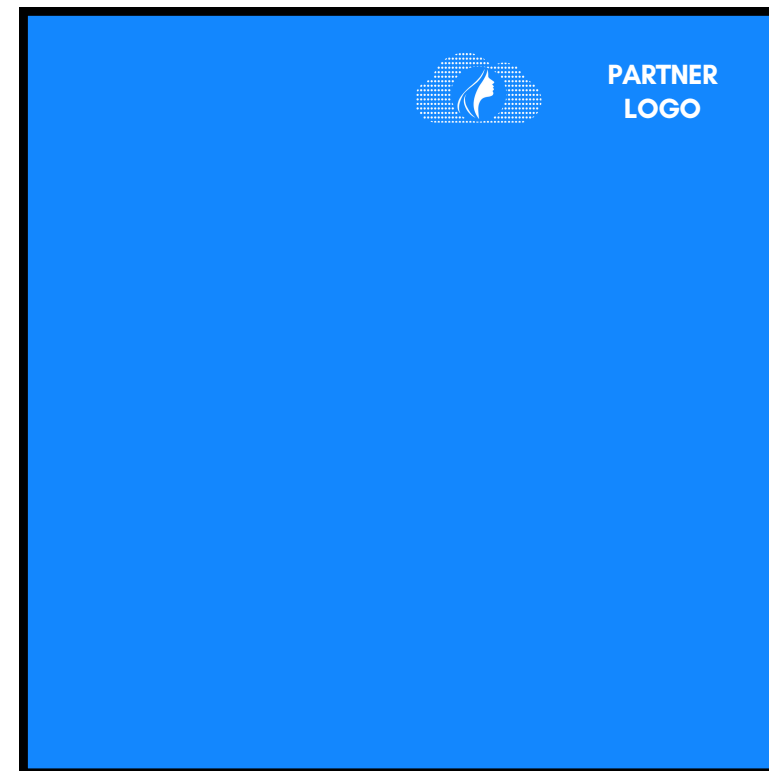
EVENT TITLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
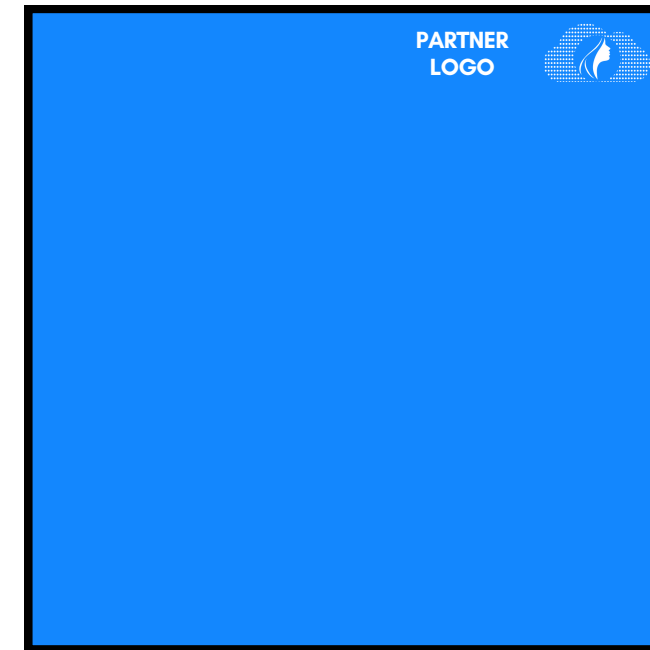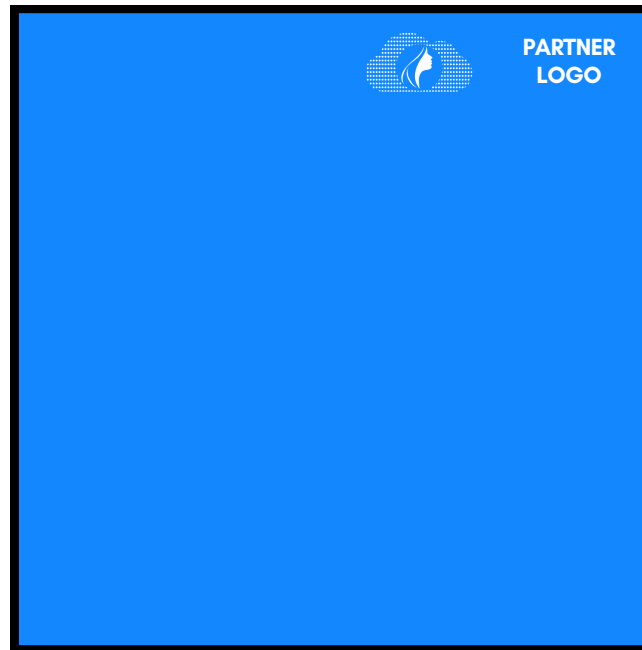
SEPTEMBER 17 | VIRTUAL WEBINAR | 9AM PST

GET TICKETS

IN PARTNERSHIP WITH ★★★★★

WOMEN IN CLOUD

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7.0 / CO-BRANDING

Section 7.2 : Equal Partnershipr

2025 V1.0/ Page 18

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

EQUAL
PARTNERSHIP

SIDE BY SIDE

WOMEN IN CLOUD

Brand Guidelines

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7.0 / CO-BRANDING

Section 7.3 : WIC as Minor Partner

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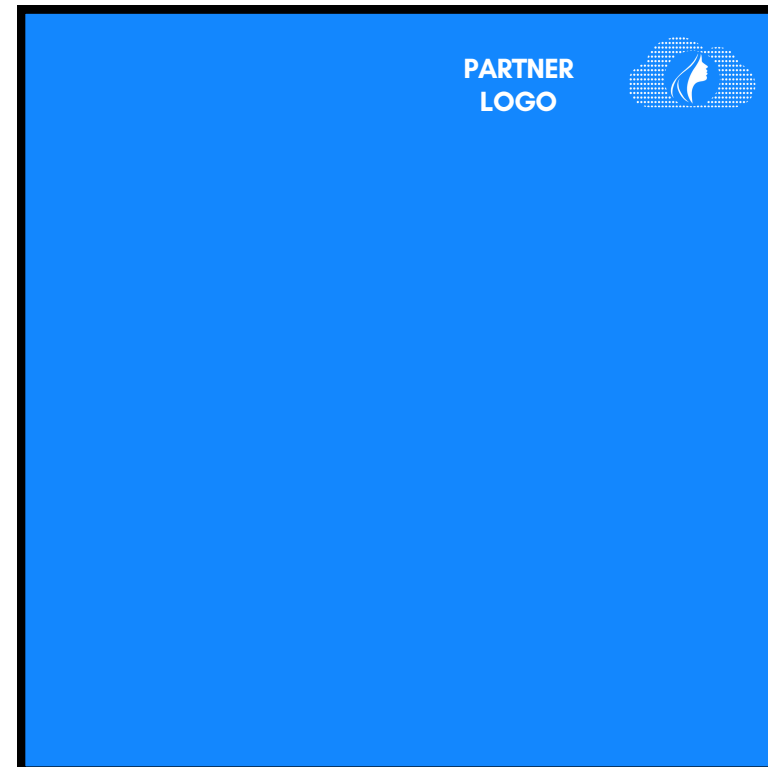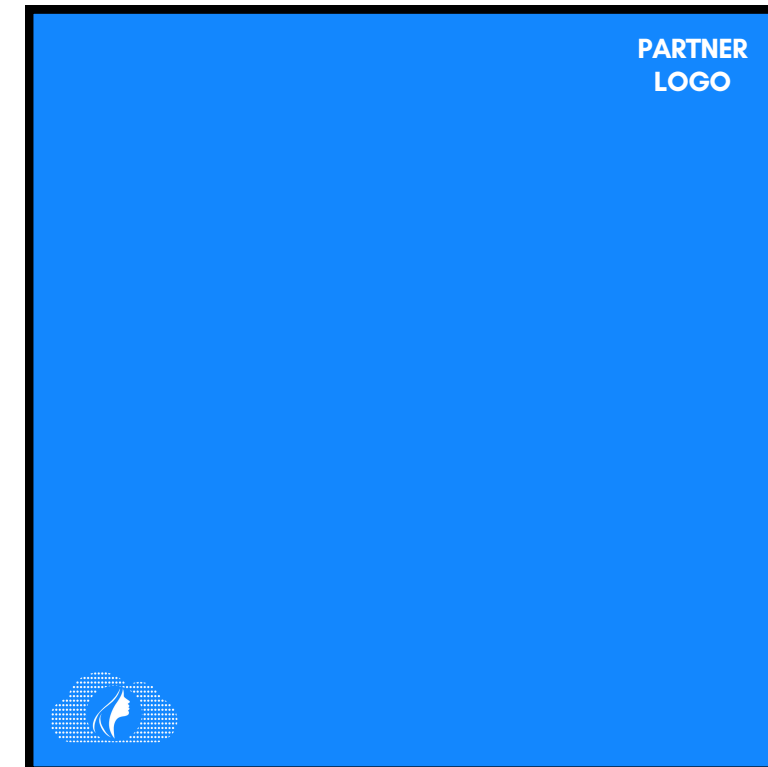**Lead with Partner: "We at *Partner Brand,* in Partnership with Women in Cloud...**"

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/wicbrandcentral/