BRAND GUIDELINES
OUR LOGO

PRIMARY LOGO

Our primary logo uses a combination color lockup. The brandmark is in yellow, whilst the wordmark is either green and yellow, or white with yellow fill – all dependent on the background color.

Rules & usage

Our primary logo should always be used as a hero on a layout or cover page and should be applied in full color when possible. There are instances where this will not be achievable because of print limitations. In such cases, a black or white logo may be used.

Note: Translating the logo into other languages is strictly prohibited.
SECONDARY LOGO

Our double lined wordmark is our secondary logo. The arrow stretches the height of both lines. This is primarily used for thin and narrow placements like lanyards, tags and banner branding.

Rules & usage

Secondary logo should not be used as a hero on a layout or a cover page. It is meant to serve as a simpler alternative to the primary logo. For example, in a presentation that uses our primary logo on the cover slides, a secondary logo can be used on slides in-between.

Note: Translating the logo into other languages is strictly prohibited.
Keeping the integrity of our brand mark is key to delivering strong and consistent communications. Because of this, we have outlined some guidelines on this page to keep in mind when using our mark.

**Rules & usage**

White space is the minimum amount of space you should leave around the logo. This is equal to 50% of the brandmark from the logo, and it ensures consistency and impact across all communications.

Minimum size is the smallest size at which our logo looks its best in print and on screen. Where possible, do not go smaller than 40mm.
LOGO MISUSES
Logo modification, or manipulation, of any kind is not permitted. Keeping the integrity of our brandmark is important in delivering consistent communications. Always avoid changing or interfering with our brandmark.
OUR COLORS

PRIMARY COLORS
Our brand or primary colors have been chosen to provide brand consistency, simplicity, and recognition. Our core colors are dark green, yellow, and green. These foundational colors were chosen for their clean and distinctive accessible use in text, backgrounds, and as neutrals.

DARK GREEN
C90, M40, Y80, K50
R0, G74, B50
#004A32

WD YELLOW
C0, M20, Y100, K0
R255, G205, B0
#FFCD00

WD GREEN
C75, M10, Y100, K0
R67, G159, B53
#439F35

SECONDARY COLORS
Our highlight colors have been chosen to compliment the primary colors of the Women Deliver conference brand.

LIGHT GREEN
C10, M0, Y10, K0
R238, G246, B238
#EEFGEE

TEAL
C77, M0, Y16, K0
R0, G187, B220
#00BBDC

RED
C0, M83, Y80, K0
R249, G66, B58
#F9423A

NAVY
C100, M76, Y12, K65
R0, G28, B72
#001C48
**OUR COLOR COMBINATIONS**

**PRIMARY COLOR COMBINATIONS**
Our brand or primary color combinations contain our primary colors. We will always lead with these colorways. The highlighted area will take up 50% of the design while the base will be 30% of the design. That leaves the body to take up the remaining 20%. This will create a balance of colors that is not too overwhelming.

**SECONDARY COLOR COMBINATIONS**
These color combinations will not lead communications but will be there to support the overall brand. Like the primary color palette, we will use the 50, 30, 20 rule.
SAY IT IN GRAPHIK

PRIMARY FONT

Our custom font, Graphik, was chosen because it is sleek yet approachable, modern yet quirky, and bold yet clean. The Graphik font family includes five unique font weights, all of which are integral to our brand.

Graphik will be used for print applications. For example, advertisements, brochure-ware, web banners, and social media posts.

Graphik Light
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Li Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Graphik Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Li Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Graphik Medium
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Li Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Graphik Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Li Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Graphik Black
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Li Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Click here to download the font pack
**SECONDARY FONT**

Arial is bundled in all Microsoft software and is therefore more widely available than Graphik. Use Arial only when the primary typeface cannot be used due to technical compatibility issues. Arial should also be used on all electronic collateral; for example email signatures, letterheads and powerpoint presentations.

**Arial Regular**
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

**Arial Bold**
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

**Arial Black**
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0
HOW TO USE OUR TYPOGRAPHY

The font needs to follow the hierarchy displayed on the right.

Depending on the content of the layout the font size may vary but make sure that the hierarchy is always in proportion.

Graphik **Black**, 55/55 pts. All-Caps. Character spacing: normal

**HEADLINE IN GRAPHIK BLACK**

Graphik **Bold**, 55/55 pts. All-Caps. Character spacing: normal

**HEADLINE IN GRAPHIK BOLD**

Graphik **Bold**, 34/36 pts. Character spacing: normal

**SUBHEAD IN GRAPHIK BOLD** / Subhead in Graphik Bold

Graphik **Bold**, 28/30 pts. Character spacing: normal

**SUBHEAD IN GRAPHIK BOLD** / Subhead in Graphik Bold

Graphik **Regular**, 20/24 pts. Character spacing: normal

Paragraph text in Graphic Book

*Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Non quam lacus suspendisse faucibus. Neque ornare aenean euismod elementum nisi quis eleifend quam adipsicing.*

Graphik **Light**, 20/24 pts. Character spacing: normal

Paragraph text in Graphic Light

*Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Non quam lacus suspendisse faucibus. Neque ornare aenean euismod elementum nisi quis eleifend quam adipsicing.*
LAYOUT GRID

Our arrow informs the creation of a bespoke grid which we use to build our designs and structure our content.

Rules & usage

The grid is applicable to all formats allowing for maximum flexibility and variation in our communications.
GEOMETRIC ORGANIC PATTERNS

The addition of patterns will honor our location and the many cultures that convene to make our conference diverse and special. These patterns were inspired by a rich and diverse African culture that derives from various regions and tribes. We simplified the design to bring an inclusive global feel to our design applications.

Rules & usage

These patterns can only be used in our primary colors or reversed in white. Avoid using more than one pattern per design as that may overwhelm the viewer.

Click here to access our patterns library
**WATERMARK ORGANIC PATTERNS**

To the right are additional patterns that honor our location and the many cultures that convene to make our conference diverse and special.

These patterns were inspired by a rich and diverse African culture that derives from various regions and tribes. We simplified the design to bring an inclusive global feel to our design applications.

**Rules & usage**

These patterns are always in 20% opacity of the base color and must always be set on “Soft Light” blending mode effect.

These patterns can be used in full or cropped to a certain section like the two highlighted areas in red on the example supplied on the far right.

[Click here to access our patterns library](#)
ORGANIC SHAPES & TEXTURE

The introduction of organic shapes and textures help differentiate the WD2023 brand from the main WD brand (which tends to use squares, straight lines, and blocky or outlined pictographs).

These shapes feel “alive” and are a nod to the growing ideas, melding perspectives, and artistic co-creation that our conference inspires. One past “critique” of our conferences is that it felt corporate. Bringing in some of this organic feeling can help anchor it to the grassroots while still being polished on brand for us.

We want to walk a fine line between community-led and serious business. Limiting the organic shape to one use per design not only makes the shape intentional (highlights the most important part), it also helps us be approachable with a wide range of audiences: corporates, local organizations, creatives, etc.

Practically, these shapes also bring in the human element in instances where we cannot use photography.

Click here to access our patterns library
ORGANIC SHAPES & TEXTURE

By combining the full color organic shape and photography, we create a dynamic focal point for drawing the viewer in.

As per the images on the right, we have examples following the guidelines that have the balance between a dynamic and a “corporate” feel without being cartoonish, or having over-the-top facial expressions (see page 17 for more).

Rules & usage

When using an organic shape, we will only be using one shape at a time, though it can be done multiple times with slight adjustments. This is to prevent an overwhelming image that may be distracting. As previously mentioned, you may only use the primary colors.
ORGANIC SHAPES & TEXTURE USED ON MICROSOFT APPS

By combining the full color organic shape and photography, we create a dynamic focal point for drawing the viewer in.

As per the images on the right, we have examples following the guidelines that have the balance between a dynamic and a “corporate” feel without being cartoonish, or having over-the-top facial expressions (see page 17 for more).

Rules & usage

Use organic shapes where possible and only use one shape at a time, though it can be done multiple times with slight adjustments. If this is not possible, then use geometric shapes as per the example on the right. This is to prevent an overwhelming image that may be distracting. As previously mentioned, you may only use the primary colors.
FINDING PHOTOS

Finding real and genuine stock photos can be a challenge, so go through our tried-and-true image library for your various image requirements.

This slide will delve into the best photo selection criteria for your project. Use the selection on this slide as a guide and sample inspiration for the kind of images we love.

Dos and don’ts

- Strive for diversity and representation of geographical balances
- Use dynamic and active imagery (that shows movement) and also appropriate for global audience
- Show only positive female imagery
- No images that reflect negatively on the organization
- No images that have poor lighting, somber moods, and static portraits
- No stereotypes must be depicted

*Note:* Always caption photographs by identifying individuals pictured or adding a short description of the event or activity. Photographers should be credited using the following format: (WD/Name of Photographer).

Click here to access our image library
Our primary iconography style is linear, with filled icons to be used sparingly in key brand moments. Linear iconography centers around minimalistic design and thin calligraphic stroke width that aligns with our signature use of dots and lines to create texture and emphasis.

To be effective, an icon must provide quick intuitive representation of an action, subject or message.
SAMPLE DESIGNS: WEBSITE

This is an example of a home page
SAMPLE DESIGNS: SOCIAL MEDIA

This is an example of a Facebook post and an Instagram story.
SAMPLE DESIGNS: SOCIAL MEDIA

This is an example of an Instagram carousel.

- POWER. 
  PROGRESS. 
  CHANGE.  

- 1400+ Young people

- from 140+ Countries

- #YOUTH VOICES
  At #WD2023

- PROUD COMMITED MAKER
  FOR GENDER EQUALITY
SAMPLE DESIGNS: SOCIAL MEDIA

This is an example of a LinkedIn post
This is an example of a complimentary card, letterhead, notebook, pen and lanyard.
These are examples of a hanging banner, backdrop banner, panelist banner and a presentation screensaver.
PRIMARY LOGO

Our Theme Vision logo uses a combination of three color lockups. The logo is in yellow, dark green, and green. All these colors invert to white depending on the background color used.

Our one line or secondary logo is in a horizontal format to accommodate for use on narrow placements like lanyards, tags, and banner branding.

Rules & usage

Our Theme Vision logo must always be used as a hero on a layout or cover page and should be applied in full color where possible. In cases where this is not possible because of print limitations, a black or white logo can substitute.

Our Theme Vision secondary logo must not be used as a hero on a layout or cover page as it serves as a simpler alternative to the primary logo. For example, in a presentation that uses our primary logo on the cover slides – a secondary logo can be used on slides in-between.

Note: Translating the logo into other languages is strictly prohibited.
LOGO WHITE SPACE

Keeping the integrity of our Theme Vision logo is key to delivering strong and consistent communications, therefore we have outlined some guidelines on this page to keep in mind when using our logo.

Rules & usage

White space is the minimum amount of space you should leave around the logo. This is equal to 150% of the letter ‘s’ from the Theme Vision logo, and it ensures consistency across all communications.

Minimum size is the smallest size at which our logo looks its best in print and on screen. Try not to go smaller than 24mm wide.

Calculating white space

150% of letter ‘s’ from the Theme Vision logo

Minimum size

24mm / 90 px
LOGO MISUSES
Logo modification or manipulation is prohibited. It is important to keep the integrity of our Theme Vision to deliver consistent communications.
LAYOUT GRID
Our arrow informs the creation of a bespoke grid which we use to build our designs and structure our content.

Rules & usage
The grid is applicable to all formats allowing for maximum flexibility and variation in our communications.
Our Theme Vision logo will always be secondary, directly aligned, and 50% smaller than the main logo.
Visit our website and social media sites for a list of panelists, speakers, and more...