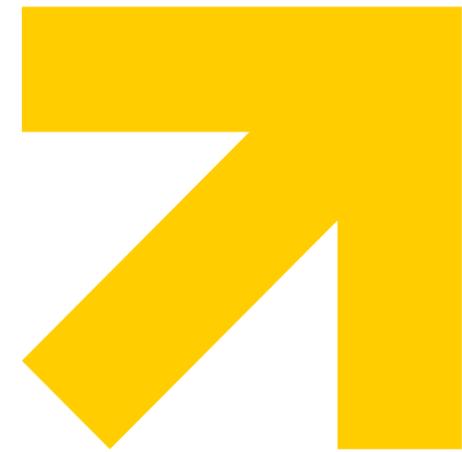




WOMEN DELIVER

BRAND GUIDELINES



**OUR VISUAL
IDENTITY**

OUR LOGO OVERVIEW

Introducing our updated and refined brand mark for Women Deliver. Re-drawn and strengthened, our mark will help to maintain, punctuate and clarify Women Deliver's goal of championing gender equality and the health and rights of girls and women.



OUR LOGO

PRIMARY LOGOS

We have two primary logos that we use for the majority of our communications. One that sits over a color background with the wordmark in white, and one that sits over white space with the wordmark in our brand green.

All our primary logos have 'Women Deliver' across two lines and our arrow equal to the height, sitting to the left.

Mono versions may also be used for situations when color isn't appropriate.



Primary logos



Mono logos

OUR LOGO SECONDARY LOGOS

To accompany our primary logos, we have a suite of secondary logos, depending on need.

The **Single line** wordmark is for small space use and special format requirements. The arrow is the same size as the wordmark cap-height.

Our **Double line** wordmark accommodates a second line for additional content. The arrow stretches the height of both lines. Primarily used for conference branding, we also use this format for our Young Leaders to brand themselves.

Our **Triple line** wordmark with the arrow stretching the height of all three lines is another option for conference branding. In rare cases, we will choose to use a third line for important titles on presentations, but adaptation of a three-line mockup is only permissible by the Communications Team.

Single line



WOMEN DELIVER

Conference



**WOMEN DELIVER
2019 CONFERENCE**



**WOMEN
DELIVER 2019
CONFERENCE**

OUR LOGO

CLEAR SPACE & RULES

Keeping the integrity of our brand mark is key to delivering strong and consistent communications. Because of this we have outlined a few guidelines on this page to keep in mind when using our mark.

Clear space is the minimum amount of space you should leave around the logo. This is equal to the W from Women Deliver and ensures consistency and impact across all communications.

Always avoid changing or interfering with our brand mark in the ways shown.

Minimum size is the smallest size at which our logo looks its best in print and on screen. Where possible please don't go smaller than 30mm.



Clear space

Always avoid:



Squashing or distorting the logo



Rearranging the logo



Changing the color of the logo

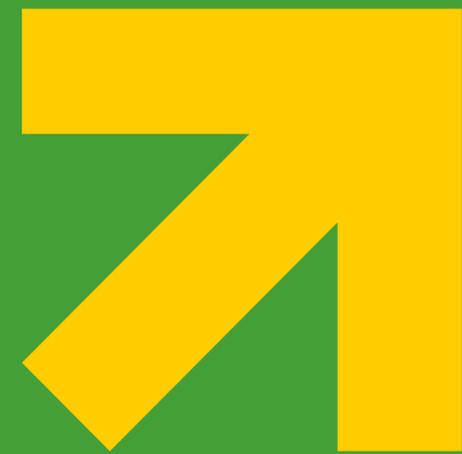


Skewing or rotating the logo

Minimum size



30mm



COLOR

COLOR CORE PALETTE

Women Deliver is recognised for our core green and yellow color palette.

Communications will always lead with these colorways and the guidelines for breakdowns on this page should be followed.

Core Green
C 75 R 67 PMS
M 10 G 159
Y 100 B 53
K 0
HEX: 439f35

Core Yellow
C 0 R 255 PMS
M 20 G 205
Y 100 B 0
K 0
HEX: fcd00

COLOR EXTENDED PALETTE

To compliment our core green we have added two additional greens to our palette – dark and pale.

These colors provide greater flexibility when working in our green world and can be used well alongside imagery as the light or dark tones will help our photography stand out from the page.

<p>Core Green</p> <p>C 75 R 67 PMS M 10 G 159 Y 100 B 53 K 0</p> <p>HEX: 439f35</p>	<p>Core Yellow</p> <p>C 0 R 255 PMS M 20 G 205 Y 100 B 0 K 0</p> <p>HEX: ffc000</p>
<p>Extended Dark</p> <p>C 90 R 0 PMS M 40 G 74 Y 80 B 50 K 50</p> <p>HEX: 004a32</p>	<p>Extended Pale</p> <p>C 10 R 238 PMS M 0 G 246 Y 10 B 238 K 0</p> <p>HEX: eef6ee</p>

COLOR SECONDARY PALETTE

To add energy, variation and tonal flex to our brand we have also introduced a set of three complimentary colors.

These will not lead communications but be there to support our stories, from text pull outs to iconography, our secondary palette will add moments of tonal range to our communications.

An overview of the Women Deliver color world and its balance of color can be found on the next page.



COLOR USAGE IN BRAND

With the addition of our extended green palette and secondary colors we now have a broader range of colors to use within our communications.

It is essential we stay primarily within our green and yellow world though, so please respect this balance. The chart on the right provides some top level guidance on the balance of these colors and their role within our brand.

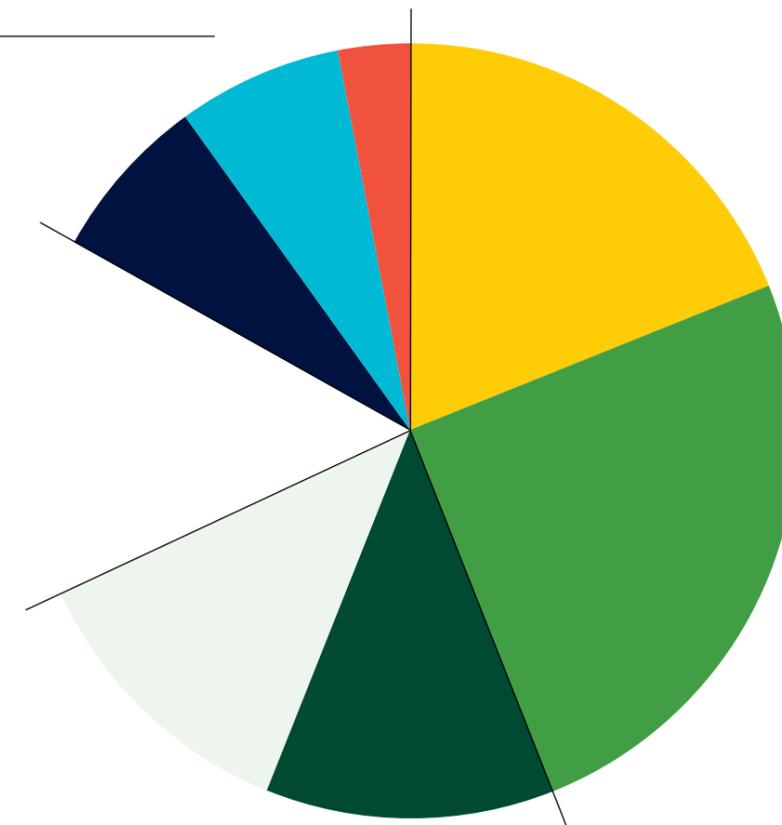
Secondary

These colors have been used within the Women Deliver world, sit comfortably with our green palette feeling bright and sophisticated.

White

White plays an essential role in our communications and should be treated as an important color.

White space can create modernity, contrast and clarity and it is important we utilise this to give our designs space to breath.

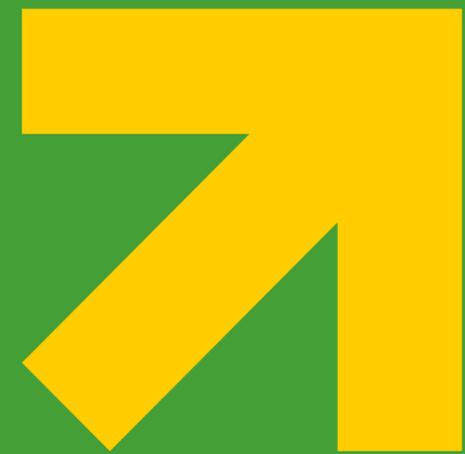


Core Brand Colors

Our green and yellow should always lead communications and create consistent brand awareness.

Extended Palette

Our Dark and Pale green were created to compliment and support our core palette.



TYPOGRAPHY

TYPOGRAPHY

PRIMARY TYPEFACE

Graphik is our new brand typeface. Our updated mark is set in it and all of our communications moving forward are to use it as their main typeface.

A flexible font family with 5 weights that we use in our communications, with italics available at each weight. It looks best when no more than 3 weights are used at a time.

When using multiple weights of Graphik, pick ones that contrast each other well to make your designs stand out and your typography accessible.

Replacement system font suggestions:

Arial

Graphik Bold
Graphik Medium
Graphik Regular
Graphik Light

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TYPOGRAPHY

SECONDARY TYPEFACE

Our secondary typeface is Georgia, a classic readable serif font that is to complement our main typeface Graphik.

Potential cases to use Georgia include any application that has large blocks of body copy that are meant for extended periods of reading.

As Georgia is included as a system font on most computers, no replacement is needed.

Georgia Bold
Georgia Bold Italic
Georgia Regular
Georgia Italic

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit

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TYPOGRAPHY

BODY COPY

Shown here are a range of examples of body copy styles. To help create pace and dynamism, type should appear at a range of sizes and column widths. Color can also be used to pull out certain blocks of text like introductory paragraphs.

- a) Large body copy to be used for break pages with important quotes or statements.
- b) Medium sized body copy should be used for introductory paragraphs, or full pages of introductory text.
- c) Small body copy can be spread across either 3 or 4 columns and should be used for all long pieces of text.

For more examples please see the report templates page of these guidelines.

- a) **The conference will focus on power, and how it can drive – or hinder – progress and change.**
- b) **The overwhelming takeaway from attendees was that they left better informed, positive about progress made (albeit too slowly) and inspired to take action on behalf of girls and women in future.**
- c) **More than 60% of attendees said their primary reason coming to the conference was to network, and said that there was not enough time or tools in place to facilitate networking. We are beginning to explore a peer networking platform that can let attendees digitally meet beforehand, schedule meetings during the conference, and continue to meet afterwards. Attendees also wanted opportunities to network with specific target audiences such as donors or Parliamentarians. We will look into setting up some structured events that give attendees access to key influencers and decision makers. Anecdotally, we know that when Her Royal Highness Crown Princess Mary of Denmark and HIV/AIDS activist Annie Lennox were present at smaller events, and attendees felt this demonstrated their deep commitment to the issues.**
We made a big leap forward this year with Women Deliver Live, our virtual conference that went way beyond livestreaming of plenaries and press-conferences with fully-produced interviews and digital segments. We will continue to experiment with this format while building the online audience before and after the conference –

TYPOGRAPHY

HEADINGS AND QUOTES

The examples here show how our type style can be applied in headings, pull quotes, subheads, and bullets.

- a) Section headers should use colored Graphik bold for the subject, and Graphik regular for the titles. Georgia can be used for things like accreditations or captions.
- b) Pull quotes can be given contrast by setting them in Georgia. It can also be set next to our Women Deliver icon.
- c) Subheads within the text should be set in Graphic medium in all caps and bullets should be slightly indented.

For more examples please see the report templates page of these guidelines.

a)

Impact

by Author's Name

Did We Deliver?

b)



“It can be tough, in this field, especially for those working in isolation or with only limited funding.”

c)

TO BUILD ON CONFERENCE MOMENTUM, WE ARE:

- Producing a panorama of solutions that were presented the conference – replicable programs and idea starters for professionals in global development.
- Posting materials, research, editorials, and multimedia tools to broadcast messages of the conference far and wide.
- Rolling out the Deliver for Good campaign, a global push that applies a gender lens to the Sustainable Development Goals and promotes 12 critical targets



PHOTOGRAPHY



PHOTOGRAPHY BEST PRACTICE

The way we use photography plays a huge part in how we come across as a brand.

Our imagery should be an honest reflection of the work that we do, displaying our advocacy work in championing girls and women - building evidence, speaking up, connecting and collaborating.

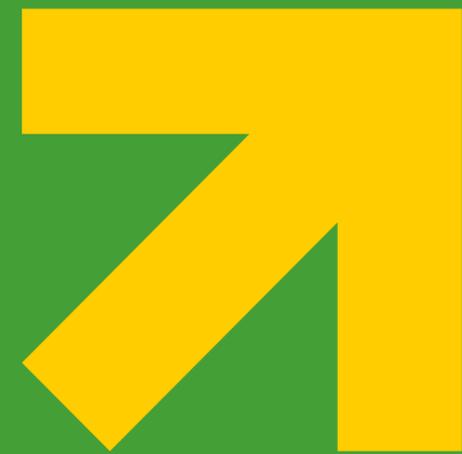
Do:

- Show women and girls from all walks of life.
- Highlight the work we do speaking, championing, building, connecting and collaborating e.g our annual conference.
- Choose active and positive images.
- Use beautifully shot imagery of an excellent quality, our photography should be as good as the work that we do.

Do not:

- Choose imagery that includes dark colors, poor lighting, static portraits, sombre mood or distracting backgrounds.





STRUCTURE

STRUCTURE GRID

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



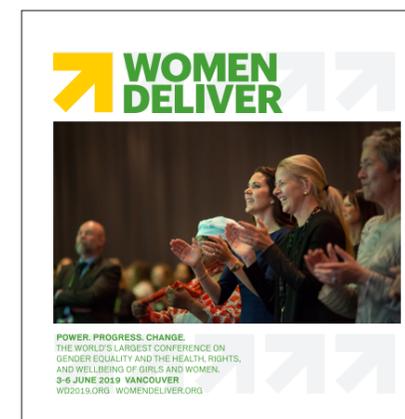
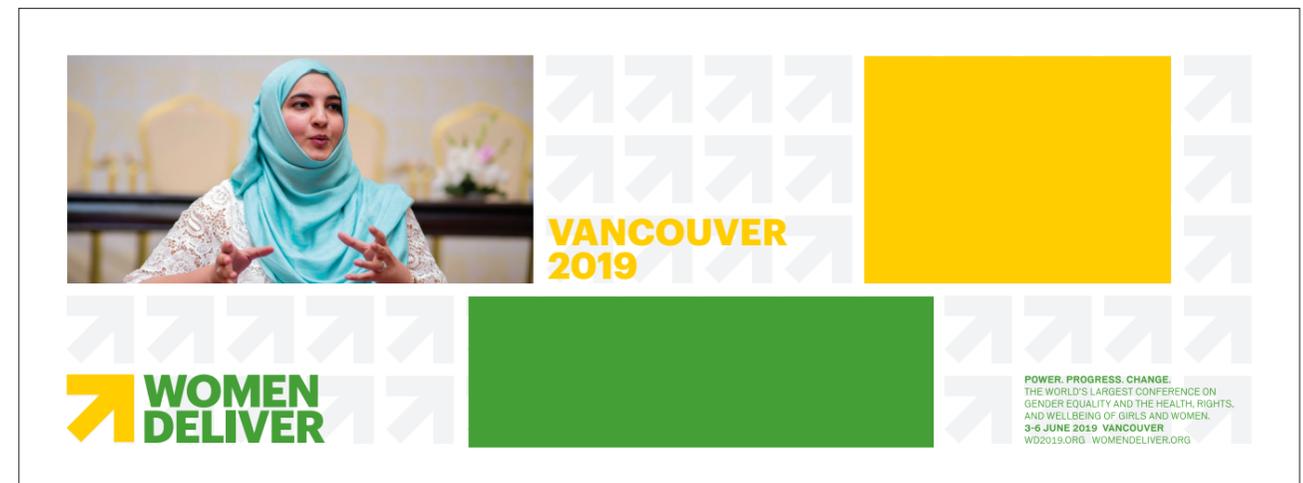
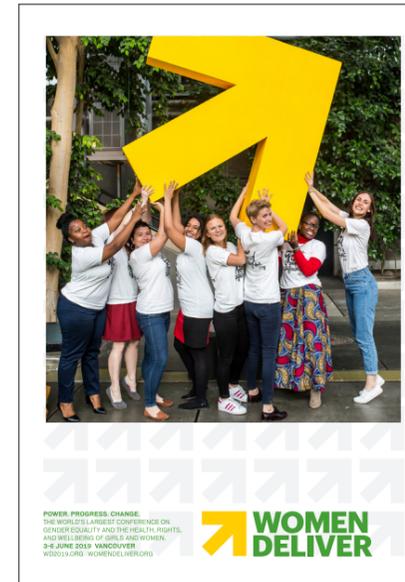
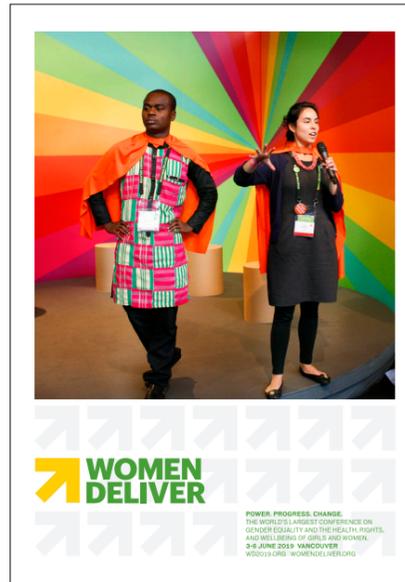
STRUCTURE GRID — IN USE

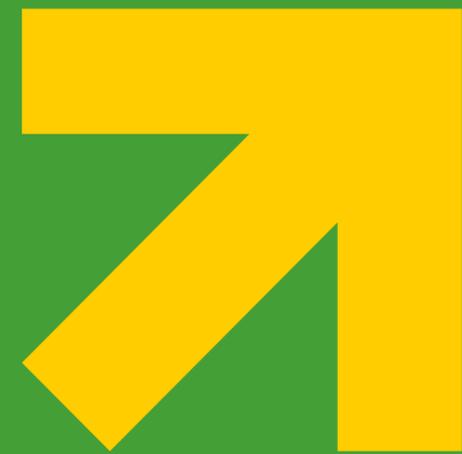
The grid is applicable to all formats allowing for maximum flexibility and variation in our communications.



STRUCTURE GRID — IN USE

Content such as imagery, text and color can easily slot into the grid system as shown here — resulting in a rich and varied design system.



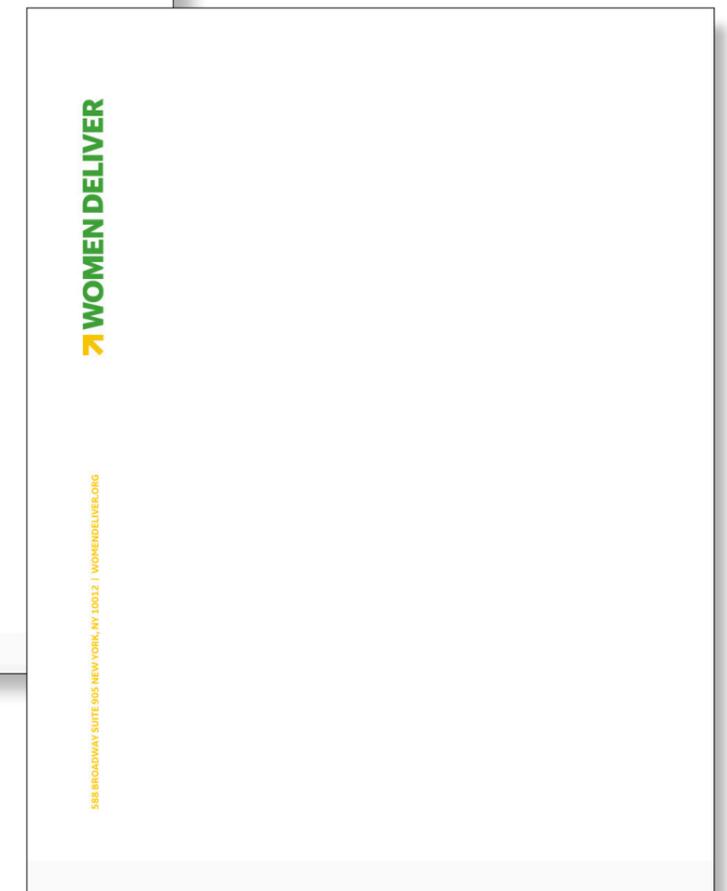
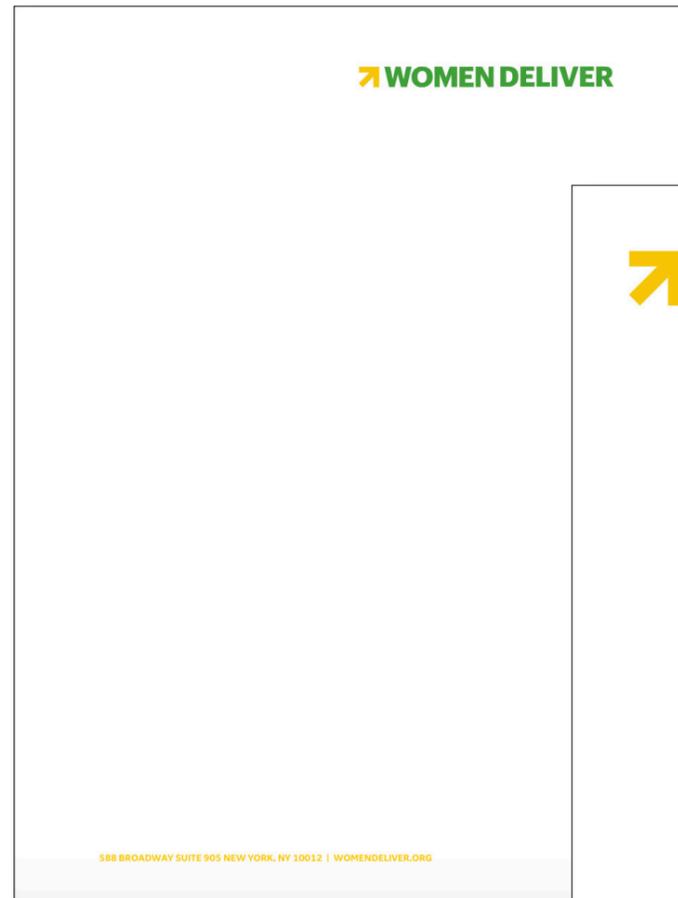


TEMPLATES

TEMPLATES STATIONERY

As with all of our designs, our stationery's design and structure is based off our grid.

Shown here are Word templates and business cards that can be adapted for all staff members as needed.



TEMPLATES PRESENTATIONS

Our presentation style is based off our grid. Using it to anchor body copy, titles, images and all other page elements.

Photography can be used full bleed across title pages and section dividers.

Our color palettes can be used to section and highlight our content, drawing out facts, figures, and infographics.

Our presentations should aim to create pace and dynamism through variation in the quantity, style and size of information on each slide.

The image displays a grid of 20 numbered presentation slide templates, each with a brief description and a visual example. The templates are as follows:

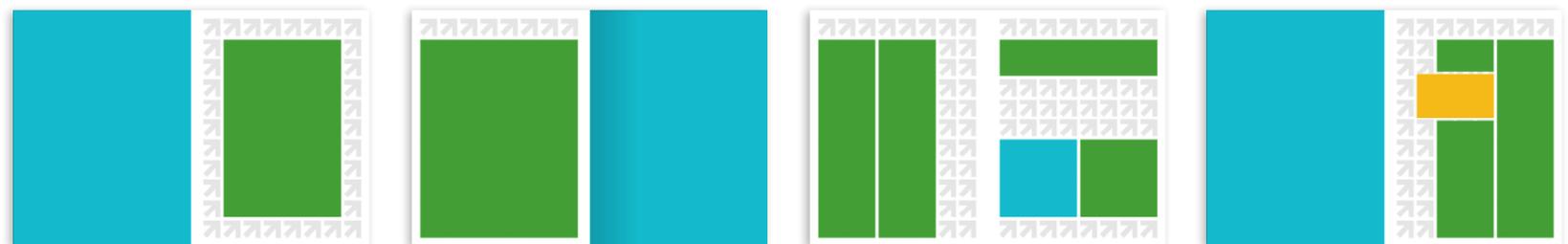
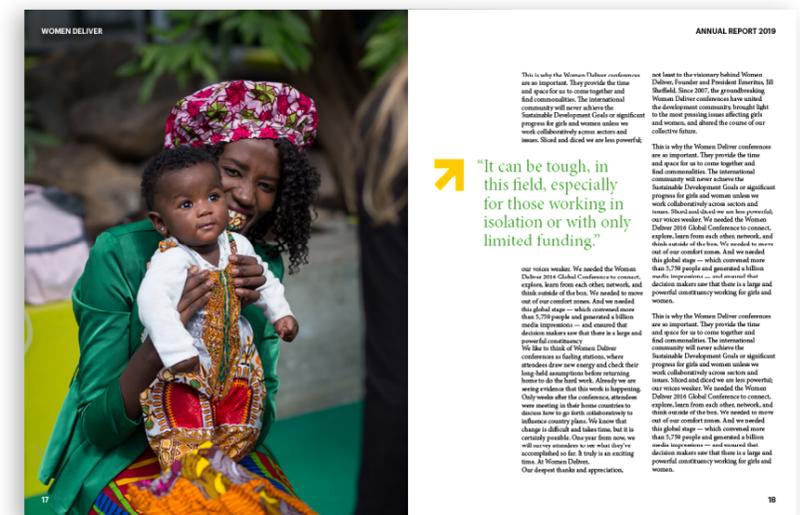
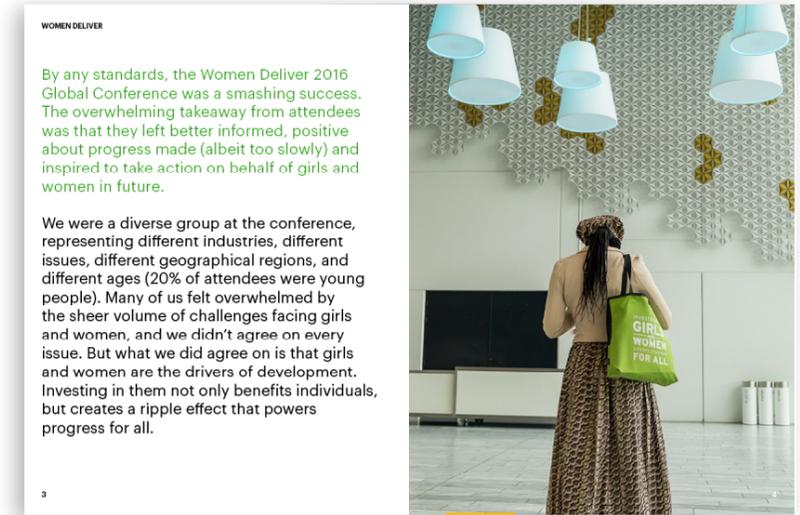
- 0**: Title slide with a large image of a woman speaking at a podium and the 'WOMEN DELIVER' logo.
- 1**: Title slide with a yellow background, text: 'Invest In The Health, Rights, And Wellbeing Of Girls And Women – And Everybody Wins', and speaker information.
- 2**: Title slide with a yellow background, text: 'Invest In The Health, Rights, And Wellbeing Of Girls And Women – And Everybody Wins', and speaker information.
- 3**: Title slide with a large image of a woman speaking at a podium and the 'WOMEN DELIVER' logo.
- 4**: 'Bullet Slide' template with a list of bullet points.
- 5**: 'Regular Slide' template with a large block of text.
- 6**: 'Bullet Slide W/ Image 1' template with a list of bullet points and a large image.
- 7**: 'Bullet Slide W/ Image 2' template with a list of bullet points and a large image.
- 8**: 'Bullet Slide W/ Image 3' template with a list of bullet points and a large image.
- 9**: 'Slide W/ Images And Captions' template with three images and their respective captions.
- 10**: 'Graphics Slide' template with a bar chart showing 'WOMEN ONLY REPRESENT' data.
- 11**: 'Graphics Slide 2' template with a pie chart showing 'WOMEN ONLY REPRESENT' data.
- 12**: 'FULL PAGE COLOR DIVIDER 1' template with a solid yellow background.
- 13**: 'FULL PAGE COLOR DIVIDER 2' template with a solid green background.
- 14**: 'Single quote page' template with a dark green background and white text: "These can also be used as single quote pages."
- 15**: 'Single quote page' template with a white background and blue text: "These can also be used as single quote pages on a white background."
- 16**: 'Color Half Page Divider 1' template with a blue background and white text.
- 17**: 'Full Color Creative List Page' template with a dark blue background and a grid of circles containing the word 'BULLET'.
- 18**: 'Creative List Page 2' template with a grid of boxes containing 'BULLET' text and a small image.
- 19**: 'Q&A' template with a green background and the 'WOMEN DELIVER' logo.

TEMPLATES REPORTS

Shown here are a few example spreads for our reports and publications.

Below are some breakdowns of some example layouts. Displaying them on our grid with areas highlighted for text, secondary information and imagery.

The examples below demonstrate the ways in which the grid allows for flexibility in scale and content. Columns of text can range in widths and type size to separate different types of information or indicate hierarchy.

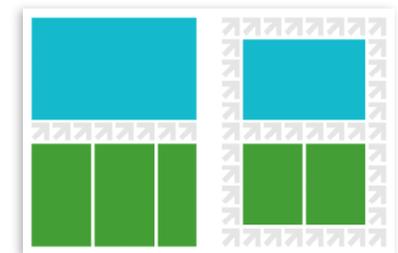
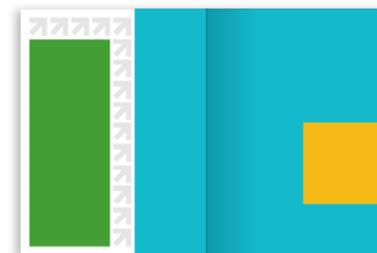
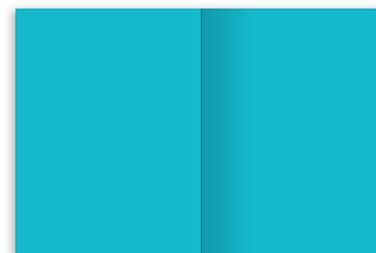
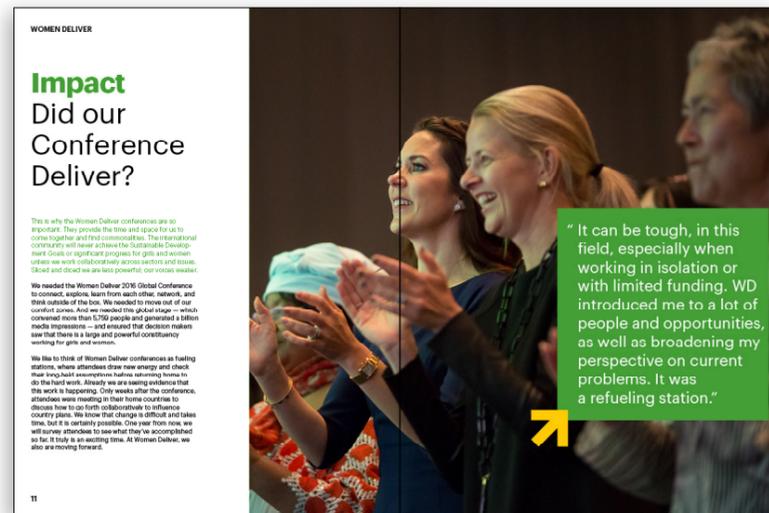
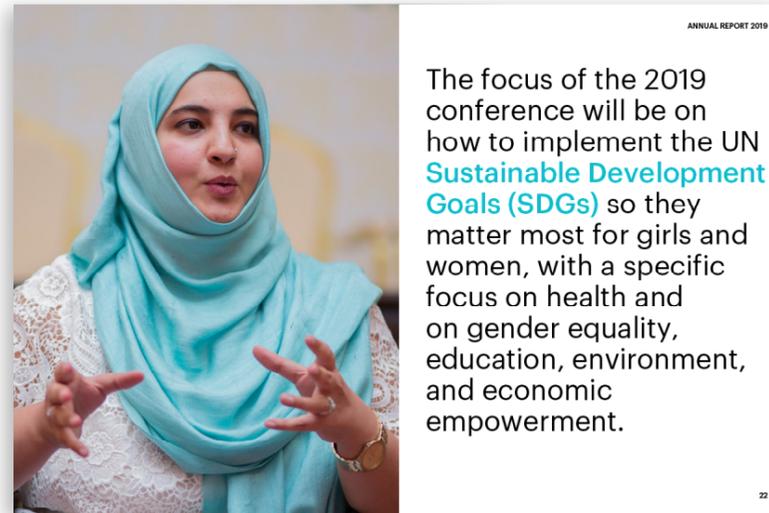


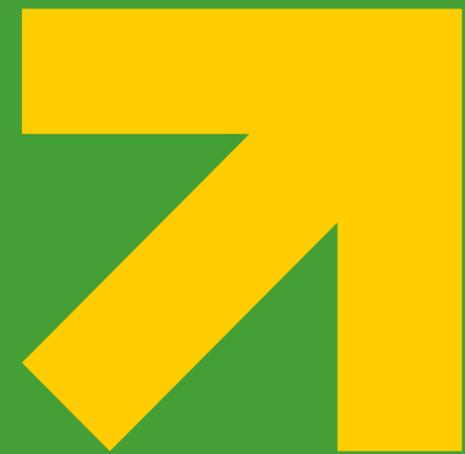
TEMPLATES REPORTS

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STONE OF VOICE

Our proposition - outlining our purpose with confidence, optimism, and impact.

**WOMEN DELIVER
CHAMPIONS GENDER
EQUALITY AND THE
HEALTH AND RIGHTS
OF GIRLS AND WOMEN.**

Our tone of voice should reflect our personality - confident, optimistic, and full of movement and impact.

This means we use assertive verbs with an energetic, physical quality to highlight what we do:

“Women Deliver **champions** gender equality and the health and rights of girls and women.”

“Our advocacy **drives** investment in girls and women worldwide.”

“We **harness** evidence and **rally** diverse voices to **spark** commitment to gender equality.”

Our words carry a sense of optimism, building towards a positive conclusion:

“We know that committing to girls and women will deliver progress for all.”

“Every three years, we galvanize momentum for gender equality at the Women Deliver Conference.”

“In our stand for gender equality in every setting, we’re here to equip the humanitarian sector to deliver the strongest response for girls and women.”

We try to avoid opening with buzzwords and jargon.

Instead, we lead with strong, straightforward sentences to make our goals plain.

“Women Deliver champions gender equality and the health and rights of girls and women in emergencies.”

“Our work puts the health and rights of girls and women at the forefront of development and humanitarian agendas.”

“We connect people, ideas and resources to drive solutions for girls and women.”

When describing ourselves, we generally speak in the first person to build a stronger connection with the reader.

It conveys warmth but also a more contemporary tone, similar to peers in our field - World Bank, Population Action International, Marie Stopes.

“In all we do, we recognize and build the power of young people to deliver change.”

“We’re constantly moving to push global action for gender equality.”

“Our approach is built on evidence, but we don’t simply rely on what’s been done before - we focus on what works.”

Exceptions to this:

When introducing Women Deliver, always open with:

“Women Deliver champions gender equality and the health and rights of girls and women.”

or

“Women Deliver is a leading global advocate that champions gender equality and the health and rights of girls and women.”

We never say ‘Our Young Leaders’. Either describe them as ‘Young Leaders’ in their own right or refer to the ‘Women Deliver Young Leaders Program.’

We're comfortable adding an occasional touch of warmth and humanity to our messaging where appropriate. This could be a more conversational tone, or a more daring turn of phrase to deliver the message.

Context: Women Deliver Conference:

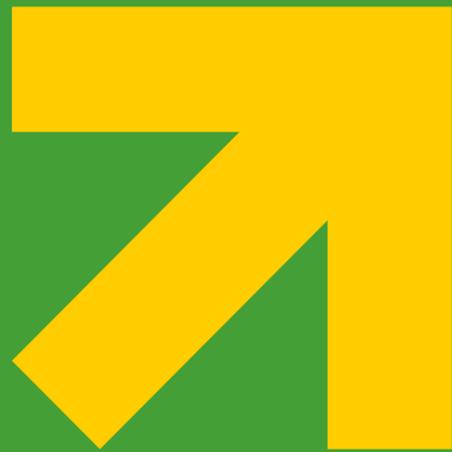
"We bring together people with all kinds of power, everyone from decision-makers to 'troublemakers', to stand together for gender equality."

Context: Women Deliver Young Leaders Program:

"We know young people are ready to deliver a gender equal future. Let's follow their lead."

Context: Investment case:

"Our advocacy is built on compelling evidence to show that investing in girls and women is not only the right thing to do, but the smart thing to do."



WOMEN DELIVER CONTACT

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