



CO-BRANDING FOR PARTNERS

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.



[→ Click here to access our logo library](#)

LOGO CLEAR SPACE

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.

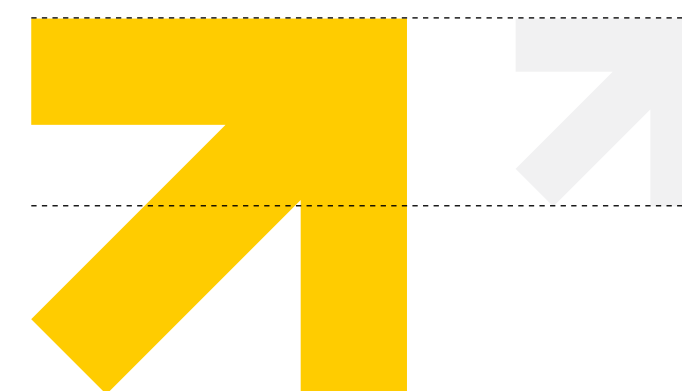
Rules & usage

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.



Calculating white space



50% of the
brandmark

Minimum size



40mm / 114 px

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.



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

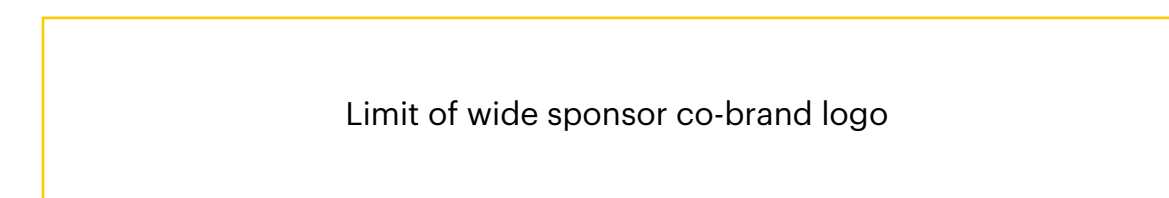
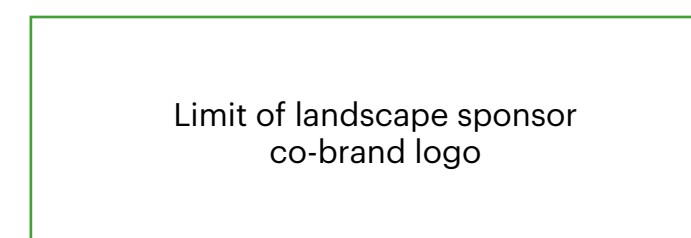
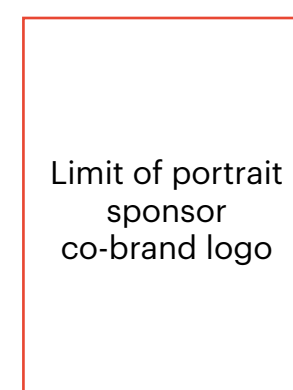
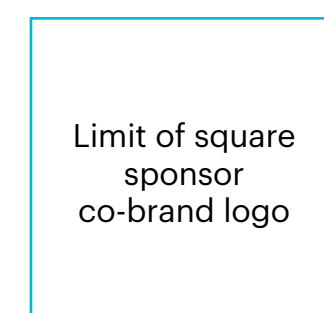
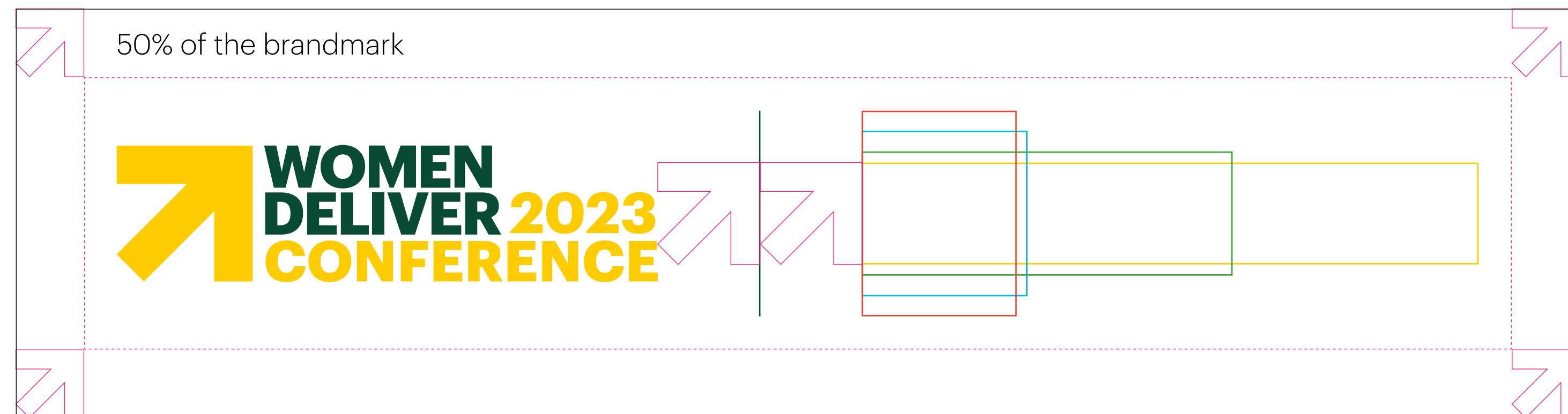
The guidelines for sponsor partnership co-branding aim to give prominence to the WD2023 conference logo.

Rules & usage

In order to provide flexibility and optimum size for various partner logo orientations, there are four basic guides:

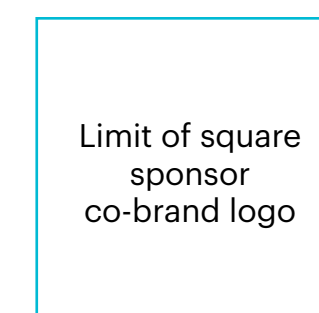
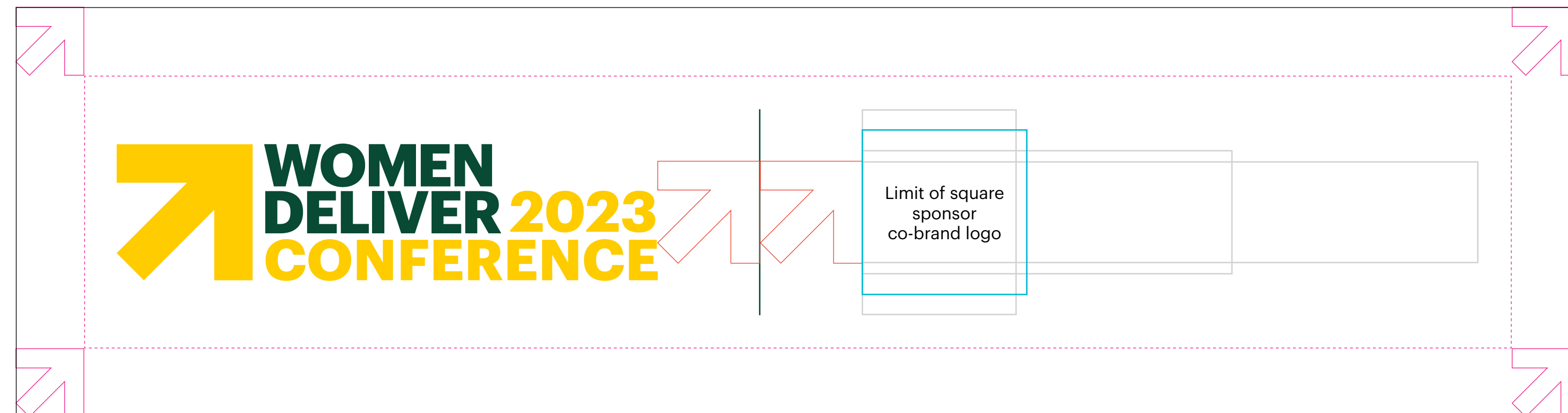
- Maximum size for square or circular partner logos
- Maximum size for portrait logos
- Maximum size for landscape logos
- Maximum size for wide landscape logos

In each of the scenarios above (and illustrated on this page), the partner logo may not exceed the boundaries set out for the various orientations.



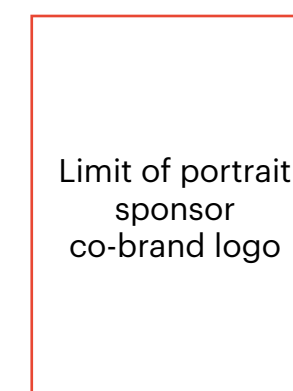
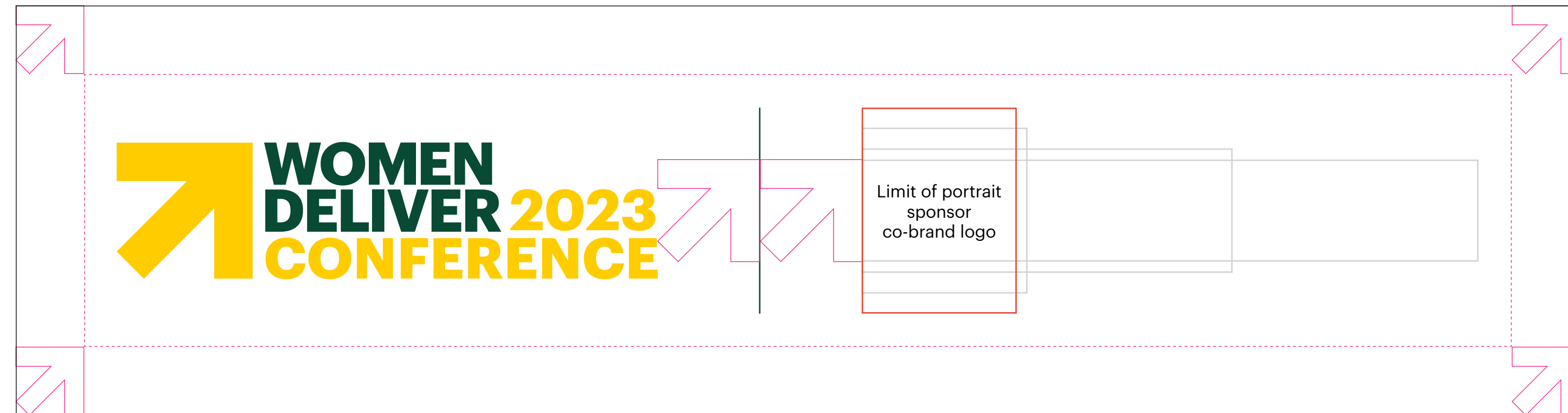
SQUARE SUPPORTING CO-BRAND

How to implement a square (or circular) sponsor partner logo.



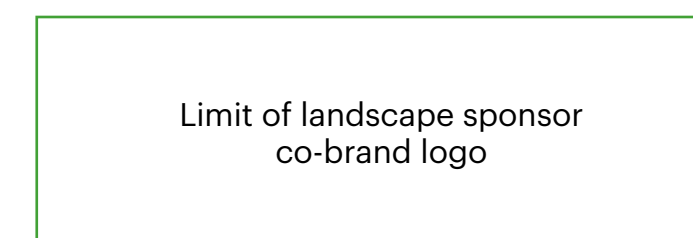
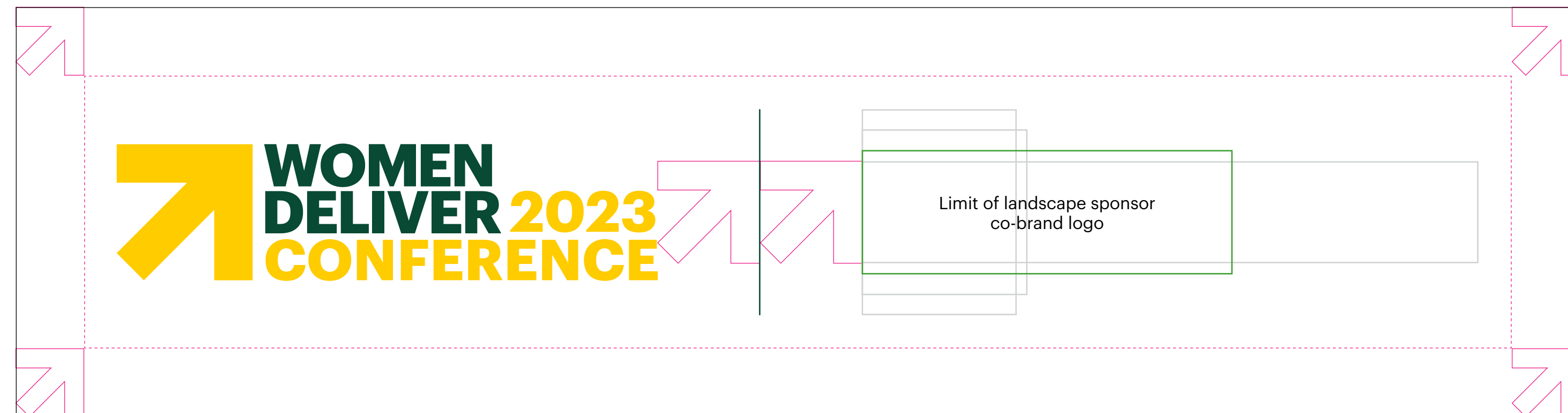
PORTRAIT SUPPORTING CO-BRAND

How to implement a
rectangular portrait sponsor
partner logo.



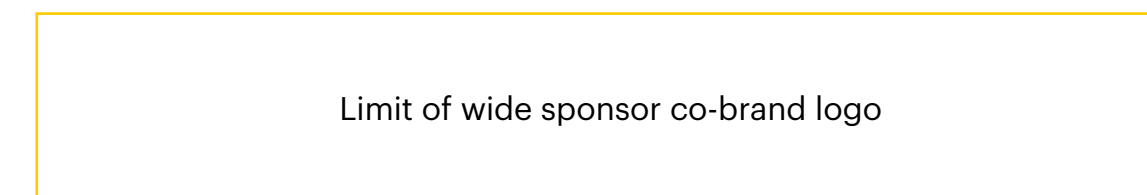
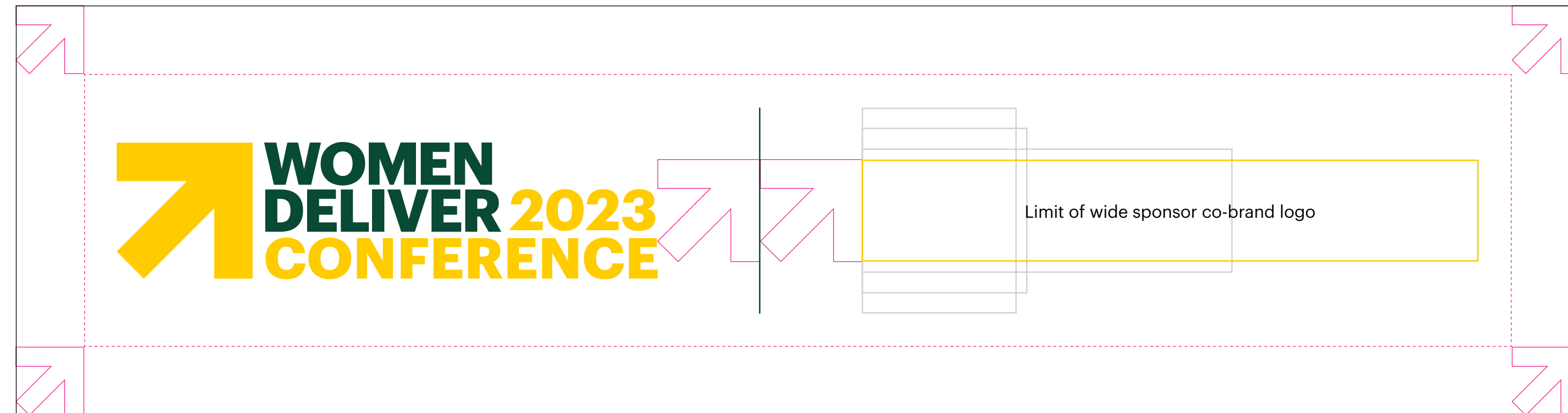
LANDSCAPE SPONSOR CO-BRAND

How to implement a rectangular landscape sponsor partner logo.



WIDE SPONSOR CO-BRAND

How to implement a wide rectangular landscape sponsor partner logo.



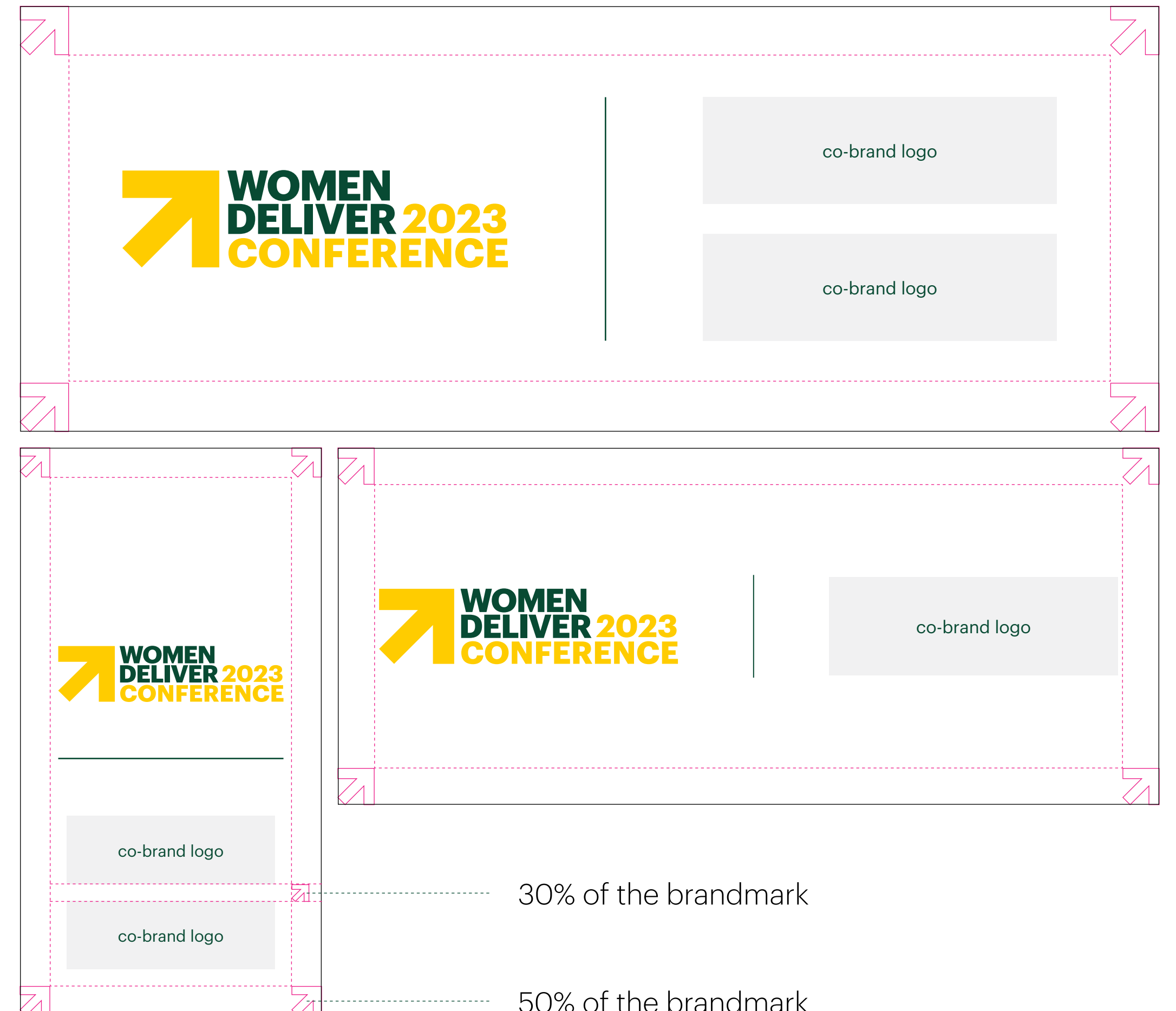
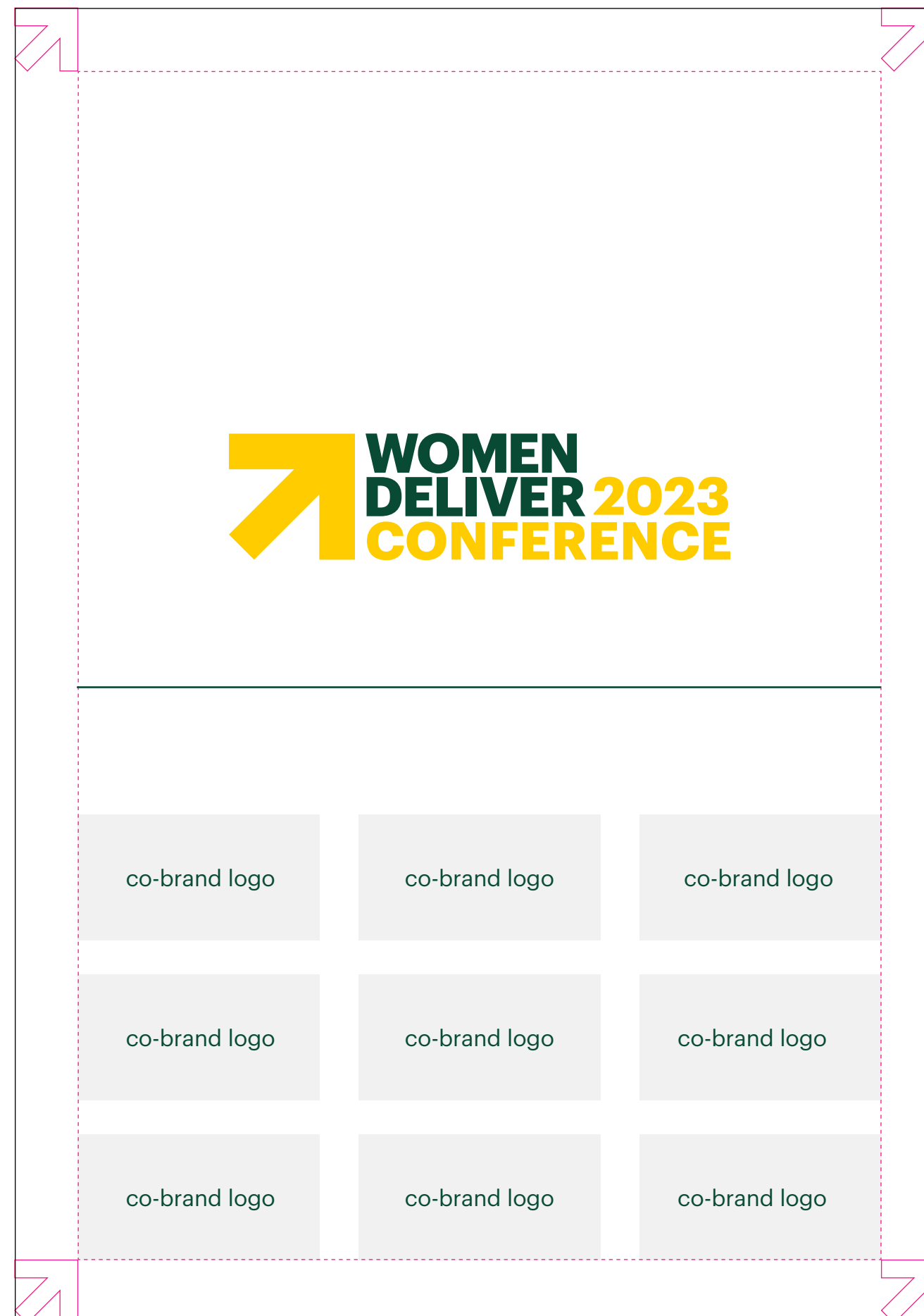
LAYOUT OPTIONS

The safe area has been established by using the same calculation used for the WD2023 logo safe space area which is 50% of the brandmark. All copy and design elements should be placed within the designated margin.

The minimum clear space area between co-brand logos is 30% of the brandmark used within the layout.

Rules & usage

Please use the guidelines for sponsor partnership on page 5 when applying all co-brand logos within a layout structure.





**LEARN MORE ABOUT WD2023
SPONSORS AND
FUNDERS HERE**



WWW.WOMENDELIVER.ORG