

# BRANDING GUIDE

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# INTRODUCTION

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This guide serves as the brand expression of FWBL. To maintain a consistent, memorable and meaningful brand experience, visual and voice development should be evaluated against the following guidelines and standards.

Guidelines reflect the brand to stay true to its inclusive, forward-thinking approach.



# BRAND IDENTITY

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## Characteristics

*Youthful / Professional / Empowering / Accepting*

## Tag line

*Connecting & empowering business students  
passionate about women's success.*

## Description

Future women business leaders is an inclusive organization that connects its members to experience and advice from industry professionals. FWBL is open to ALL business majors and minors providing the necessary resources including guest speakers, mentors, and panels, to our members as developmental tools to succeed in the business world.

## Voice & Purpose

With women's success at the center of our mission, inclusivity should be prioritized. The tone of voice is empowering and accepting. Reflecting this personality across all communications allows members to have a sense of belonging.



# AUDIENCE

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- Data pulled from Instagram insights.



Men 5.9% Gender Women 94.1%



18-24 70.6% Age 25-65 29.4%



NWA 90% Location Other 10%

# LOGO

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# COLOR PALETTE

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This brand should appeal to women but not be confined to “feminine” colors such as pink and coral. Consistent use of these colors will contribute to the cohesive, diverse and bold look of FWBL's brand identity across all relevant media.

#B7A2DB



#FC9DC3



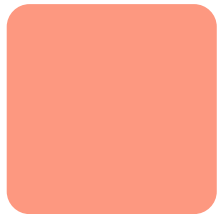
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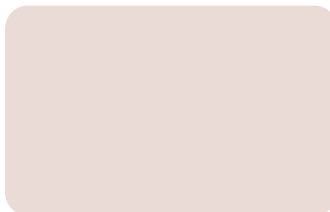
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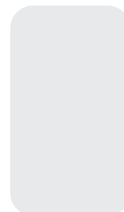
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#EBDBD7



#E8E9EB



#696462



# TYPOGRAPHY

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Josefin Sans Regular

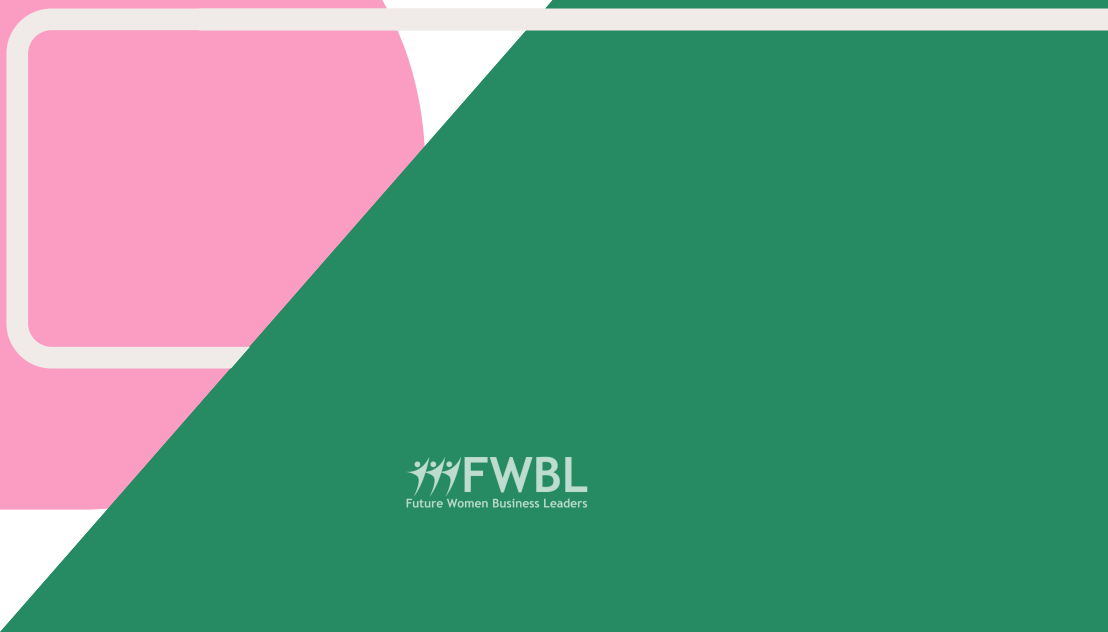
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1234567890

Crimson Pro

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
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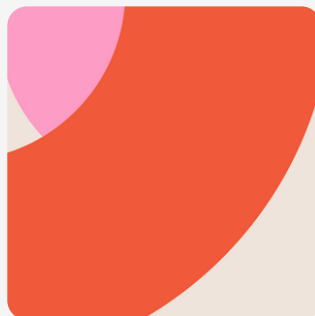
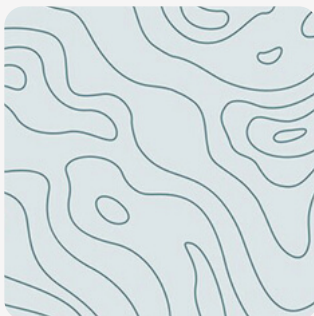
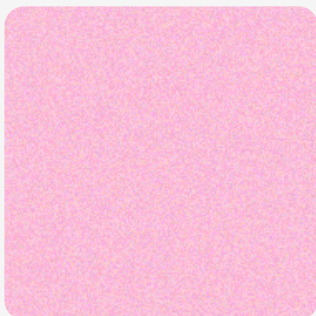
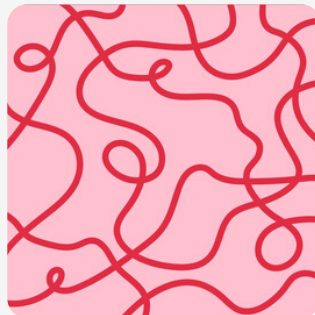
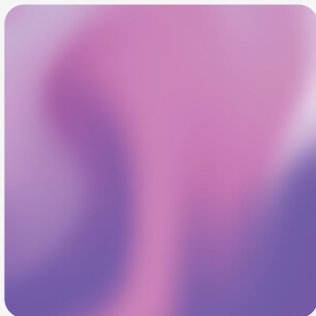
# DESIGN ELEMENTS

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# PATTERNS & TEXTURES

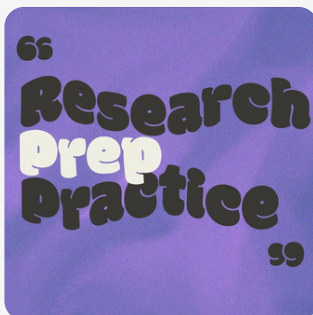
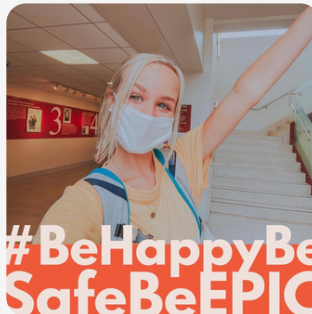
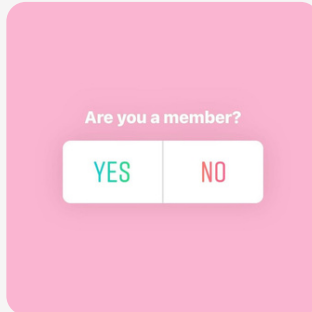
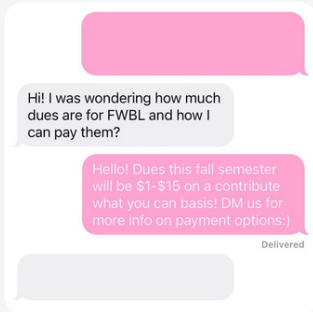
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*Gradients / Blur/ Continuous lines / Large shapes / Heavy Grain*

# SOCIAL MEDIA APPLICATION

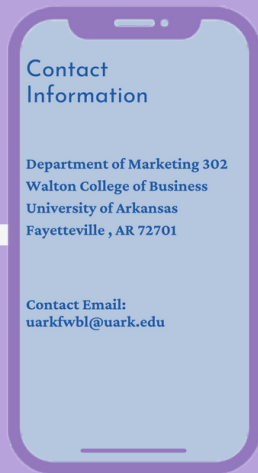
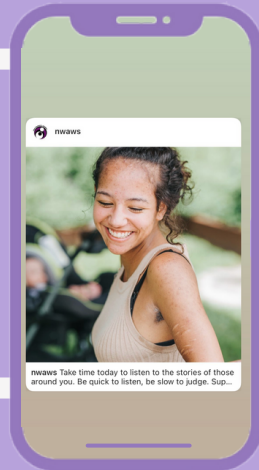
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*Bright photography / Incorporate photos with graphics*

# SOCIAL MEDIA APPLICATION

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# SOCIAL MEDIA APPLICATION

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*Instagram highlights / LinkedIn banner / Subject to change*

# PHOTOGRAPHY

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*Bright / Warm toned highlights / Cool toned shadows*

Women's  
History in the  
United States

