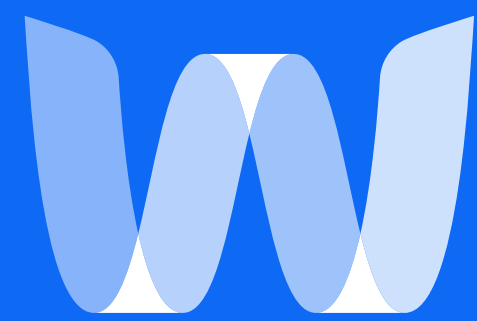


# Brand Guidelines

Prepared for chapters by The WICT Network | January 2022



The WICT  
**Network**

Empowering Women in Media,  
Entertainment and Technology

**CHAPTER NAME**

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# LOGO USAGE

The WICT Network chapter logo and tagline must be used as a single unit as shown here in the approved horizontal layout.

The “Empowering Women” tagline cannot be split from the logo and moved elsewhere on a page.



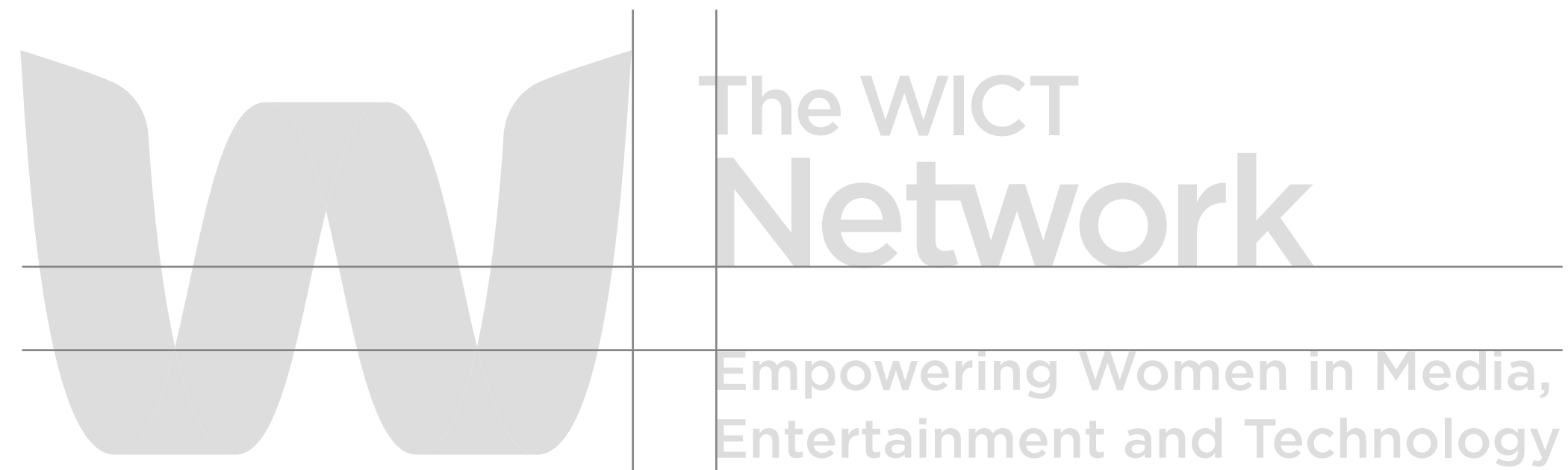
The WICT Network chapter logo and tagline must be used as a single unit as shown here in the approved horizontal layout.

The “Empowering Women” tagline cannot be split from the logo and moved elsewhere on a page.





**CHAPTER NAME**



**CHAPTER NAME**

The WICT Network chapter logos exist in the approved horizontal format. The tagline is left-aligned on two lines under “The WICT Network.” The chapter name (in the font Gotham Bold in white) is placed inside a horizontal bar with the brand color Mulberry and is centered under the logo.

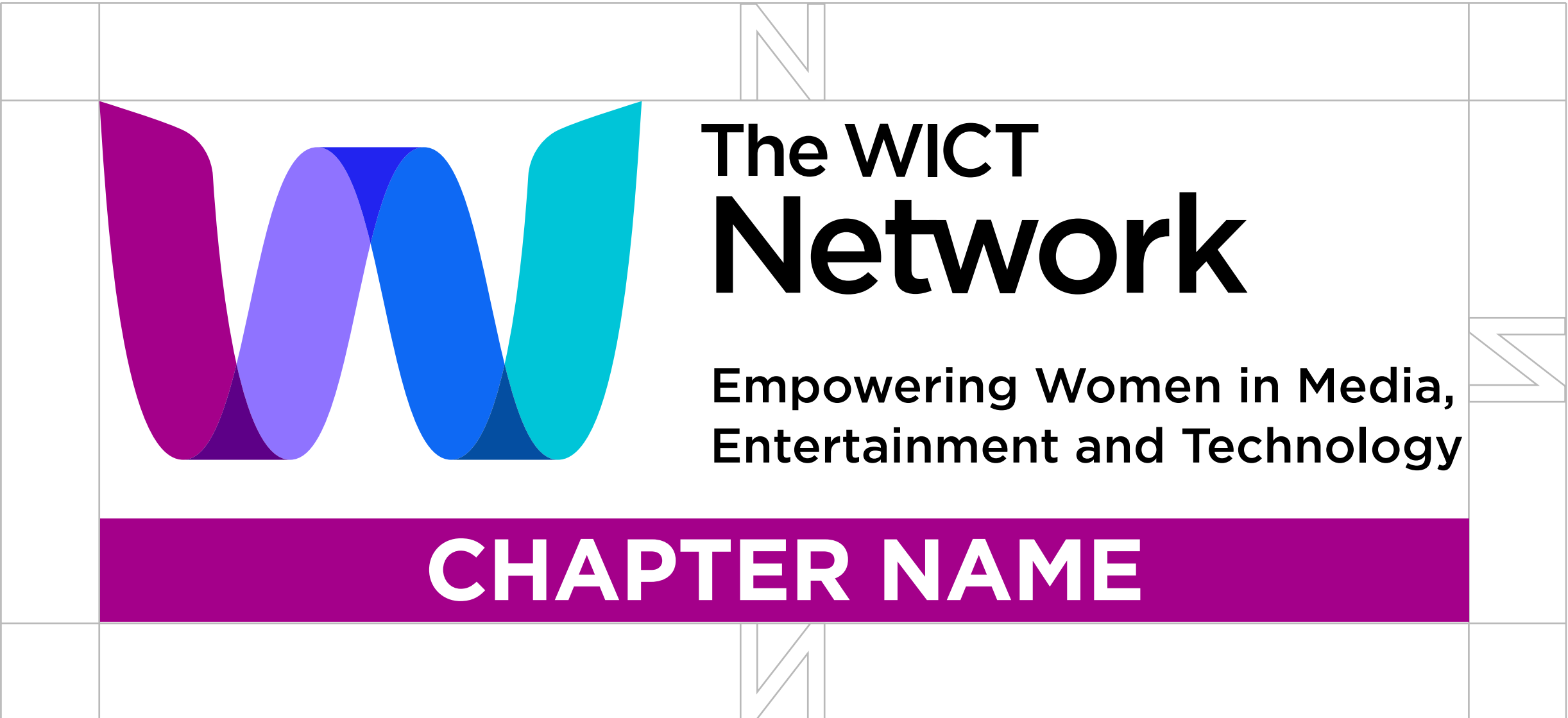


These logos are to be used as single-color variations of The WICT Network chapter logos. The stems of the logo vary in opacity, as in the original logo, from left to right: 50%, 70%, 60% and 80%. The overlapping triangle shapes each have 100% opacity.



To ensure the logo retains its integrity and visibility, keep it clear of competing text.

Use the height of the “N” in “Network” to determine width of the clear space.





# COLOR PALETTE

COLOR PALETTE

Primary

These colors are to be used consistently as the vertical stems in the full-color The WICT Network logo on black and white backgrounds.

**Mulberry**  
RGB 163/0/138  
CMYK 42/100/4/0  
#a3008a  
Pantone 247 C

**Iris**  
RGB 141/123/255  
CMYK 55/55/0/0  
#8d7bff  
Pantone 2715 C

**Azure**  
RGB 0/113/242  
CMYK 80/56/0/0  
#0071f2  
Pantone 2727 C

**Seafoam**  
RGB 0/199/216  
CMYK 68/0/18/0  
#00c7d8  
Pantone 2226 C

**Black**  
RGB 0/0/0  
CMYK 75/68/67/90  
#000000  
Pantone Black

**White**  
RGB 255/255/255  
CMYK 0/0/0/0  
#FFFFFF  
Pantone White

# COLOR PALETTE

Secondary

These colors are to be used as the overlapping triangle shapes in The WICT Network logo: “Original” colors when on a white background and “Reversed” colors when on black.

Original Logo

## Violet

RGB 84/0/132  
CMYK 79/100/8/4  
#540084  
Pantone 2597 C

## Royal Blue

RGB 35/35/232  
CMYK 86/77/0/0  
#2323e8  
Pantone 2728 C

## Denim

RGB 11/77/157  
CMYK 100/77/5/0  
#0b4d9d  
Pantone 2145 C

Reversed Logo

## Lilac

RGB 218/133/255  
CMYK 24/52/0/0  
#da85ff  
Pantone 2572 C

## Cornflower

RGB 154/181/255  
CMYK 38/23/0/0  
#9ab5ff  
Pantone 2122 C

## Aqua

RGB 0/255/255  
CMYK 69/0/8/0  
#00e1ff  
Pantone 2197 C

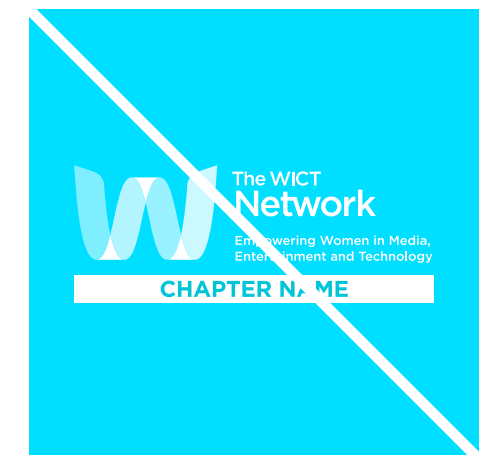
## COLOR PALETTE

## Chapter Logo on Color Background

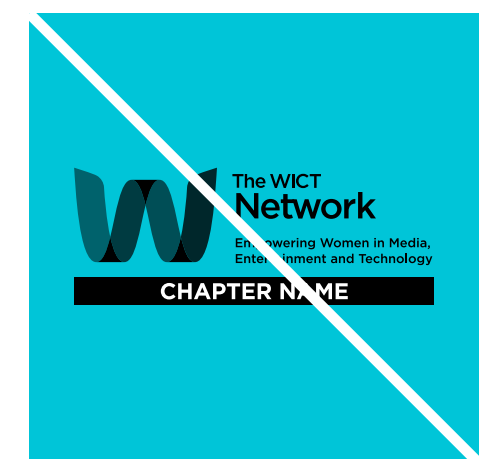


When shown on one of the four Primary brand colors or a full-bleed gradient background, the white single-color logo should be used.

The logo should not be shown on a Secondary brand color background.



The black single-color logo should never be used on a background of any color.



TYPOGRAPHY

HEADLINE ONE

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# Main Headline

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Subhead

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorp.

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**HEADLINE ONE STYLE**

Gotham Regular  
Set tracking to 60  
All Caps

**MAIN HEADLINE STYLE**

Gotham Regular  
Set tracking to -40  
Sentence Case

**SUBHEAD STYLE**

Gotham Book  
Set tracking to -20  
Sentence Case

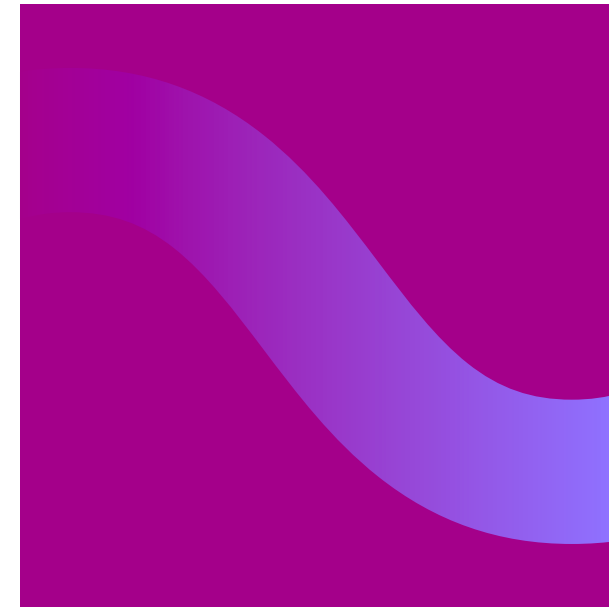
**BODY STYLE**

Gotham Book  
Set tracking to -20  
Sentence Case

# BRAND ELEMENTS

## BRAND ELEMENTS

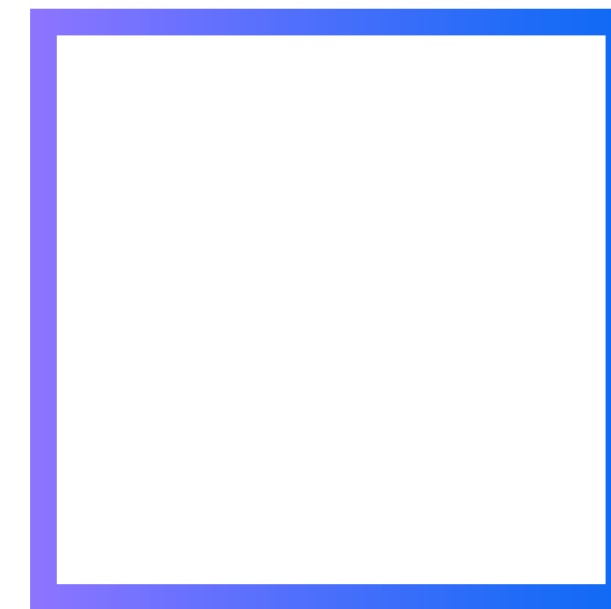
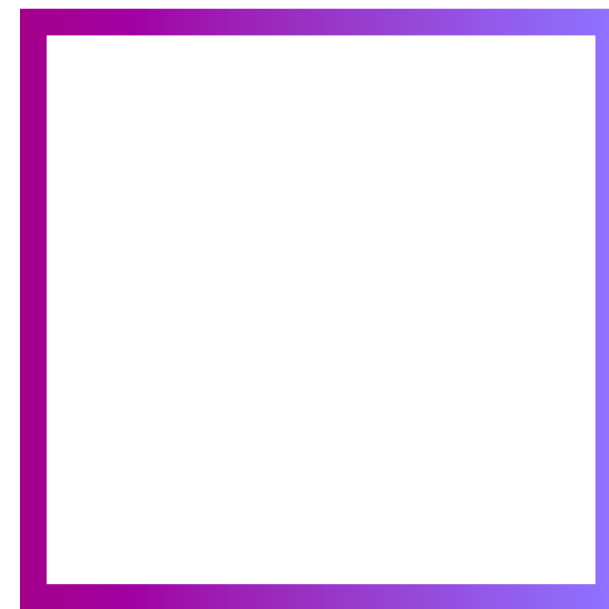
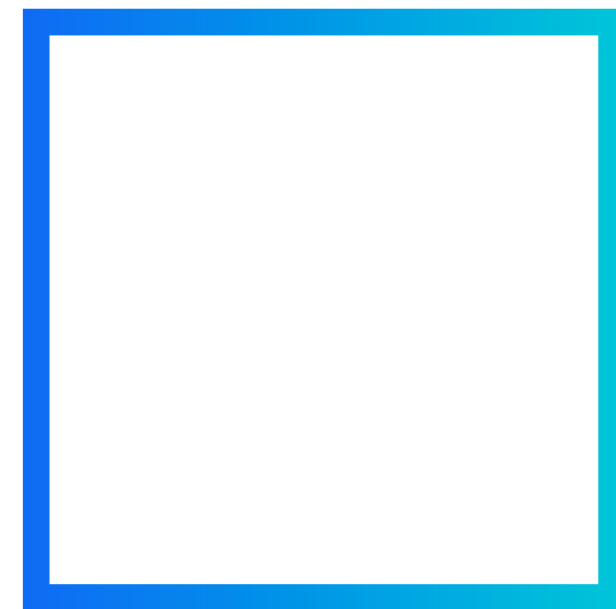
Semi-Transparent Wave



Gradient Fill



Gradient Stroke



These elements can be used with any combination of primary brand colors.

The Semi-Transparent Wave on a solid-color background and the Gradient Fill can be used as full-bleed backgrounds. The Gradient Stroke can be used as an additional element to separate or highlight sections of text.



**Thank you.**