WOMEN OF TOMORROW

femella

FEMELLA DESIGN DOSSIER BRAND GUIDELINES

femella global

Marketing & Communications Team

May 2024

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BRAND GUIDELINES

In this guide, you will discover the **essence of our brand**, femella, and the **tools required** to maintain a **consistent and vibrant presence** across all femella hubs globally.

Our guidelines should empower you to represent our brand authentically and faithfully in every interaction. Whether you're designing a PowerPoint presentation, a social media post, or a flyer, always keep **the femella spirit in mind**.

Our General Appearance:

At femella, our focus lies in **empowering young women**. We are active and driven to make a difference, and this **dynamic energy should be reflected in femella's visual world**.

The brand is characterized by **roundish shapes and bold color combinations**, creating a visually impactful world full of meaning.

Thank you for being a part of the femella journey. Together, we can create a powerful and cohesive brand presence.

LOGO DESIGN

The femella logo is a **crucial element of our visual** identity; it is **the face of our brand**. This section guides you on how to display it effectively, ensuring that our brand's presence remains consistent and impactful.

The femella logo is a **text-based representation** available in **three color variants**. Its design features a stylish font that creates a **straightforward, minimalist appearance**, conveying both **modern and retro vibes**. The logo is **clear**, **modern**, and **fun**, embodying the spirit of femella.

Symbolism of the Circular Element: This represents the unity and solidarity of all femellas. The circle is not completely closed, symbolizing the continuous opportunities for self-development and growth.

Usage Guidelines

- **Color Variants**: Use the appropriate color variant based on the background and context to maintain visibility and brand consistency.

- **Logo Versions:** Apply either the short or long version of the logo as required by the design context.

- **Placement**: Ensure the logo is placed prominently and with adequate spacing from other elements to preserve its integrity and impact.

- **Consistency**: Always use the logo in its original form. Do not alter its proportions, colors, or elements.

By following these guidelines, you help maintain the visual consistency and integrity of the femella brand.

LOGOS
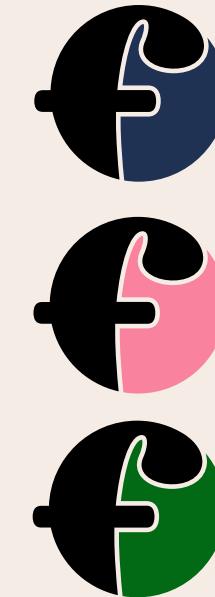## _POSITIVE VERSIONS_

LONG VERSION

GUIDELINES

Long Version

- Use when introducing femella anew or as a cover.

- Color choices: blue, pink or green (free choice); please ensure that it matches with the background.

Short Version

- Used in limited space or for reminder posts.

- Color choices: blue, pink or green (free choice); please ensure that it matches with the background.

SHORT VERSION

LOGOS
NEGATIVE VERSIONS

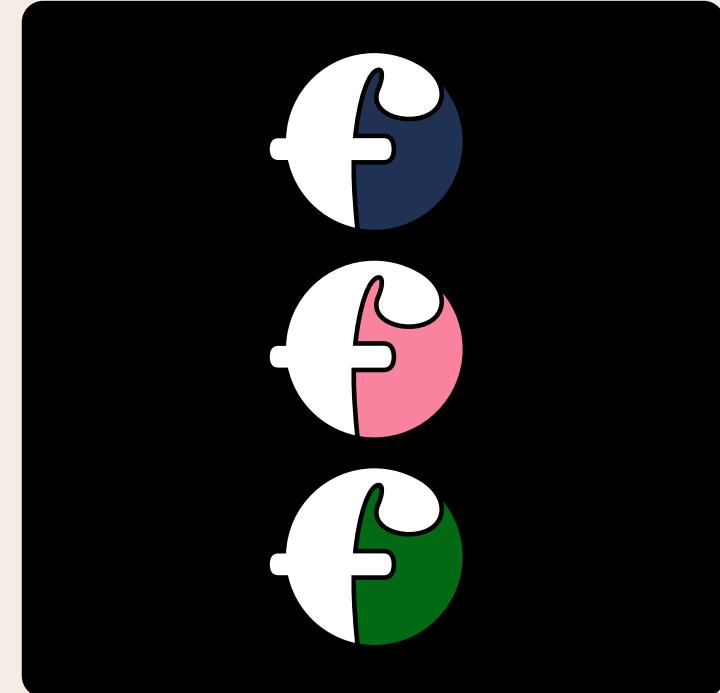| LONG VERSION | GUIDELINES | SHORT VERSION |

Long Version

- Use when introducing femella anew or as a cover.

- Color choices: blue, pink or green (free choice); please ensure that it matches with the background.

Short Version

- Used in limited space or for reminder posts.

- Color choices: blue, pink or green (free choice); please ensure that it matches with the background.

COLOR PALETTE

This section is the primary guide for the color palette that defines our brand, establishing a foundation for a **strong and consistent brand identity**. The carefully selected colors reflect the **core characteristics and values** of our brand. They not only provide an appealing visual aesthetic but also communicate the emotions and messages of our brand to our audience.

The colors are divided into primary, secondary and additional colors. You will find the complete color palette, along with the color codes.

COLOR PALETTE

PRIMARY COLORS

Dark Blue: Represents our core value of "learn," evoking **clarity and security.**

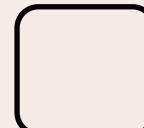**Pink**: Represents our core value of "connect," enhancing the **positive feelings of our community**.
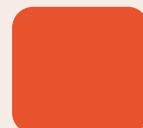
Green: Represents our core value of "grow," reinforcing the **potential for growth**.
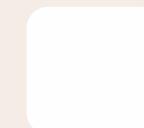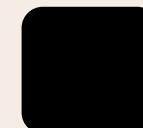
SECONDARY COLORS

These can be used for creating **harmonious color coord**ination, **backgrounds**, **contrasts**, or **strong visual statements** in headlines.

Light and dark contrasting colors can always be used together in a visual. However, colors that have a similar saturation should only be used for visuals with few keywords or mainly as design complements.

ADDITIONAL COLORS

Black and White: Useful for creating **harmonious color coord**ination, **backgrounds**, **contrasts**, or **strong visual statements** in headlines.

COLOR (HEX-)CODES

PRIMARY COLORS

#203253

#F9829E

#026914

SECONDARY COLORS

#6E97B4

#E8532D

#F5ECE5

ADDITIONAL COLORS

#000000

#FFFFFF

COLOR CODES - DETAILED

PRIMARY COLORS

RGB: R32 / G50 / B83
HEX: 203253
CMYK: C95 / M82 / Y41 / K36
PANTONE: 534C
            19-3925 TC

RGB: R249 / G130 / B158
HEX: F9829E
CMYK: C0 / M62 / Y16 / K0
PANTONE: 190C
            16-1735 TC

RGB: R2 / G105 / B20
HEX: 026914
CMYK: C89 / M33 / Y100 / K26
PANTONE: 356C
            17-0145 TC

SECONDARY COLORS

RGB: R110 / G151 / B180
HEX: 026914
CMYK: C60 / M31 / Y18 / K0
PANTONE: 5425C
            15-4312 TC

RGB: R232 / G83 / B45
HEX: E8532D
CMYK: C3 / M82 / Y94 / K0
PANTONE: 179C
            17-1563 TC

RGB: R245 / G236 / B229
HEX: F5ECE5
CMYK: C3 / M6 / Y8 / K0
PANTONE: WARMGREY1C
            13-0000 TC

ADDITIONAL COLORS

RGB: R0 / G0 / B0
HEX: 000000
CMYK: C0 / M0 / Y0 / K100
PANTONE: BLACK

RGB: R255 / G255 / B255
HEX: FFFFFF
CMYK: C0 / M0 / Y0 / K0
PANTONE: ---

TYPOGRAPHY

In the context of femella, the typography guidelines ensure the **consistent use of fonts and text layouts**, **reinforcing our brand's youthful and fresh message**. Our typography choices are designed to communicate our brand professionally and with optimal readability.

We divide this section into "primary fonts" and "secondary fonds".

Usage Guidelines

- **Consistency**: Always use the **designated primary and secondary fonts** in all communications to maintain a **unified brand appearance.** Do not mix primary fonts; they can only be combined with secondary ones.

- **Rules:** Always write "femella" in lowercase letters, using either the logo font or a primary font.

- **Readability**: Ensure that text layouts are clean and easy to read. Avoid overcrowding and maintain adequate spacing between lines and paragraphs.

By adhering to these typography guidelines, you help femella communicate its vibrant and empowering message effectively and professionally.

PRIMARY FONTS

These sans serif fonts are **suitable for all types of documents**, **ideal for body text and professional headlines**. They are clear, modern, and should be **used consistently within a document.**

DIN
INTER
RALEWAY
MONTSERRAT

SECONDARY FONTS

These fonts are intended for **keywords, titles, and quotes in social media visuals**. With their unique designs, these fonts create a fresh and compelling impression and should primarily be used in "bold."

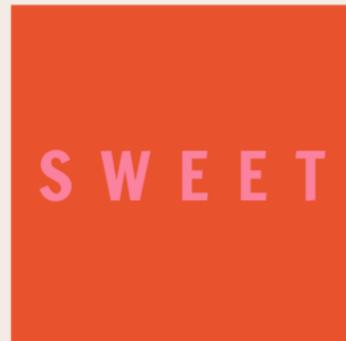unica one

loubag

francois one

MOODBOARD

This Moodboard serves as a source of inspiration for all future femella content.

COLOR & TYPOGRAPHY DO'S

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