Women of the Year

of the

Year

Est. NineteenEightyTwo

How we look

The Women of the Year Brand Guidelines

Our story

The Women the Year Luncheon and Awards highlight and celebrate the achievements of exceptional women across the UK. We continue to promote positive female role models who provide inspiration across all areas of society and the business community. We encourage women to showcase their talents and celebrate their achievements to a nationwide audience and help to raise funds for our nominated charities.

Our Logo

The primary logo should always be used when circumstances allow.

This is the clearest way that we can represent the Women of the Year brand identity visually.

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Clearspace & Sizing

Clearspace

Our logo needs some breathing room. Make sure you give it space to stand out. For the primary logo the margin of clearspace is measured by the size of the main W icon.

Primary logo

Minimum Size

To make sure our logo is always visible we've determined a minimum display size for both digital and print applications.

Minimum print size 27 mm wide.
Minimum digital size 43 pixels wide.

Logo variations

Primary logo - on light backgrounds

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Primary logo - on WoTY Yellow

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Primary logo - on dark backgrounds

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Primary logo - one colour version (white) when using contrasting colours

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Logo use

Do not rotate the logo

Do not use full colour logo on a busy background

Do not stretch the logo

Do not change the colour of the logo

Our icon

Icon uses

The icon from our logo forms an integral part of our branding. The icon can be used cropped (as long as it's obvious that you can tell it's the W), when a smaller logo is required beyond the minimum size of the primary logo.

Same rules apply to logo use as noted on previous page.

Icon

Icon on white background - CMYK 0, 0, 0, 100. 5% Opacity

Icon on yellow background CMYK 0, 0, 0, 100. 5% Opacity

Icon on black background CMYK 0, 0, 0, 70.

Our typeface

Headlines & sub-headings:

Primary:

Not to be used as all capital letters or in full sentences wherever possible.

Butler Extra
Butler Bold
Butler Regular
Butler Light

Body:

Primary:

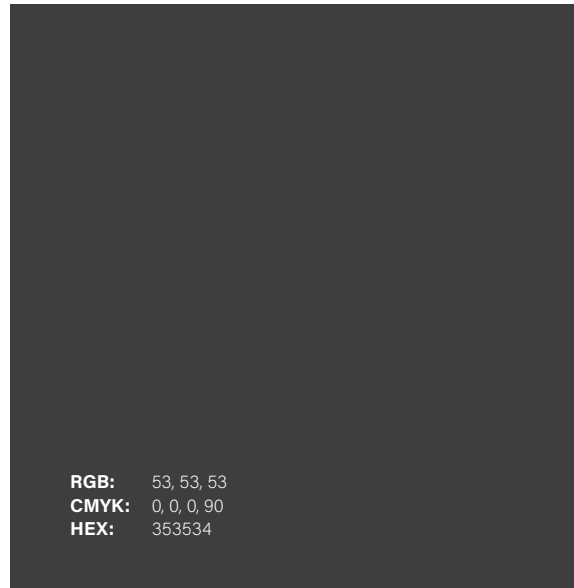# Acumin Bold
Acumin Regular
Acumin Default

Backup fonts:

If Accumin is not available to use as a font then please use Roboto, a free google font that can be installed on your machine or online.

Roboto Bold

Roboto Regular

Roboto Light

Colours

Colours

Colour speaks volumes. Being an
expression of our brand identity,
colour reinforces our brand and
visual identity.

RGB:	255, 214, 36	
CMYK:	0, 15, 88, 0	
HEX:	FFD624	

RGB:	53, 53, 53	
CMYK:	0, 0, 0, 90	
HEX:	353534	

RGB:	77, 77, 77	
CMYK:	0, 0, 0, 80	
HEX:	4D4D4C	

Social media
Do's and Dont's

Do's

Type

Always use sentence case, this keeps the design well balanced. The use of black and white text will also help to create a contrast and pull your eye to the important parts of the post.

Lineheight should always be a minimum of 1.1 x the font size to allow the type to breath.

The use of 'All Caps' only really should be used on a single word in isolation, for example hashtags, otherwise the message can become difficult to read.

Colour

Use the main core colours as the background, except when you're using a full image.

Three days to go.

womenoftheyear.org.uk
#WOTY2020

Women of the Year

Two weeks to go.

womenoftheyear.org.uk
#WOTY2020

Women of the Year

Supporting The Prince's Trust in 2020.

Prince's Trust

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Do's

Our Icon

Crop in the background as and when required, full or zoomed in.

Images

We use images in a variety of ways, sometimes mono, cut out and even full colour - see examples opposite.

Design

Sometimes we utilise design elements like the shapes found on the 'W' or even the 'M' of the logo to create overlaps or carriers for images like on the Prince's Trust post, where the WoTY logo has been placed, or the Olive ambassador post, where the text has been placed within the overlaps.
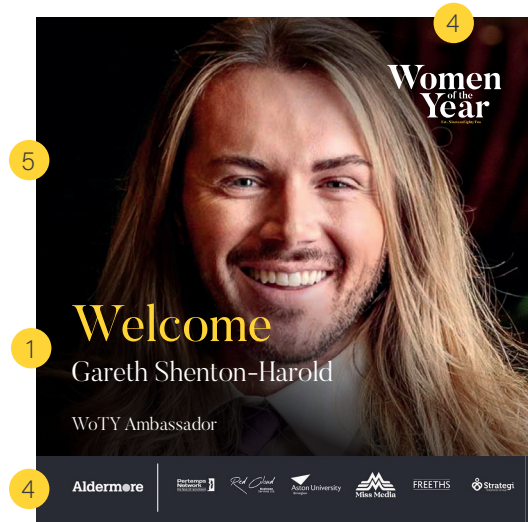
Don't do this

Here, we've highlighted a few design elements that we should avoid.

1. The use of uppercase for all text
2. Lack of breathing room for messages and really tight line height
3. Highlighting messages inconsistently
4. Logo positioning and supporters

Welcome
Gareth
Shenton-
Harold

3

WOTY Ambassador

Women of the Year | Aldermore | Partenon National | Rick Stein | Aston University | Miss Media | FREETHS | Strategi

4

WELCOME
OUR NEW AMBASSADORS

2

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FIRED UP AND
READY TO GO!

#WOTY #STRONGERTOGETHER
WWW.WOMENOFTHEYEAR.ORG.UK

OUR
SPONSORS

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WWW.WOMENOFTHEYEAR.ORG.UK

HAPPY
INTERNATIONAL
MEN'S DAY

1

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#WOTY #STRONGERTOGETHER
WWW.WOMENOFTHEYEAR.ORG.UK

Try this instead

1. Give the text plenty of breathing room and correct line height
2. Try and emphasise words to pull the user into the post, whether this is through colour or font weight
3. Minimize the use of capital letters and consider whether to use them at all
4. Give logos breathing space and emphasise the main brand
5. Images can be put behind text but try and create contrast with gradient overlays or image carriers

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www.womenoftheyear.org.uk