Impact100

Brand Identity Guidelines

Prepared by
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2020

Our brand connects people to who we are as an organization and what we want to be known for. This guide will explain how to use the new visual identity with confidence.

These standards have been designed to ensure consistency within the brand, helping to create strong, recognizable, and innovative communications. They will also demonstrate the flexibility within the identity and should be used to inspire and motivate creative expression.

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01 Logo

Primary Logo

Secondary Logo

Wordmark

Icon

Usage Guidelines

Misuse

Our logo is the single most recognizable element of our identity. Consistent use of our logo is key to visually shaping how we are perceived by our members and communities.

Refer to the following guidelines to ensure the Impact100 brand is represented accurately.

Primary Logo

The primary logo is a lockup of the wordmark with the icon set to the left.

Unless the application dictates otherwise, use this logo on all digital and printed material.

Secondary Logo

We have provided a stacked variation of the lockup to allow flexibility.

Use this logo only when the application is appropriate, for example with a centered layout or when space doesn't allow for the primary logo to be used.

Wordmark

The wordmark can be used without the icon where appropriate.

Icon

Seastar

This emblem is inspired by the relationship between starfish and sea grass. The sea grass nourishes, protects, and provides a place of community for the starfish.

The seven arms signify the power of female love, perfection, and wholeness.

In cases where the Impact100 brand has already been established, the icon can be used on its own.

Icon

Using the Icon

Our icon is beautiful and can be used as an element of design where appropriate.

When the icon is used within a design, use the wordmark logo, so the icon is not repeated multiple times on a page.

Tips:

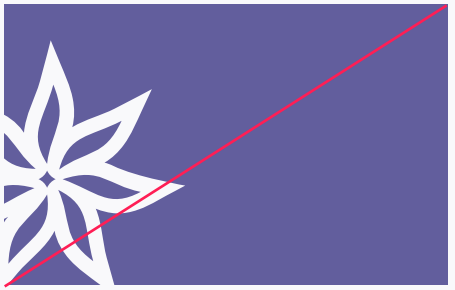
A. Create visual separation from the wordmark by using size, color and/or space.

B. DO NOT crop too much of the icon.

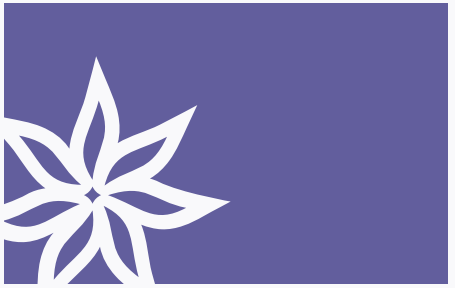
C. Ensure the inner negative space remains uncropped.

D. DO NOT use the icon more than one time in a single visual area (page, screen, slide). DO NOT use the icon as a bullet point.

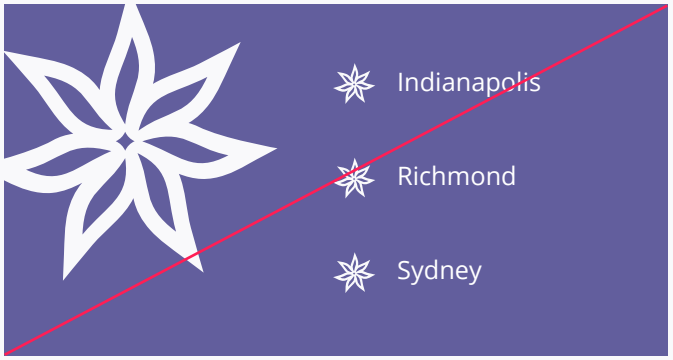
A.



B.



C.



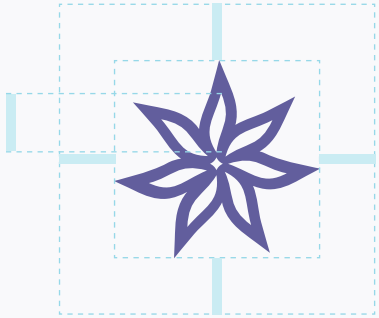
D.

Usage Guidelines

Clear Space

Clear space is known as the area around the logo which must remain free from any graphic elements such as logos or body copy that might conflict with, overcrowd, or lessen the impact of the mark.

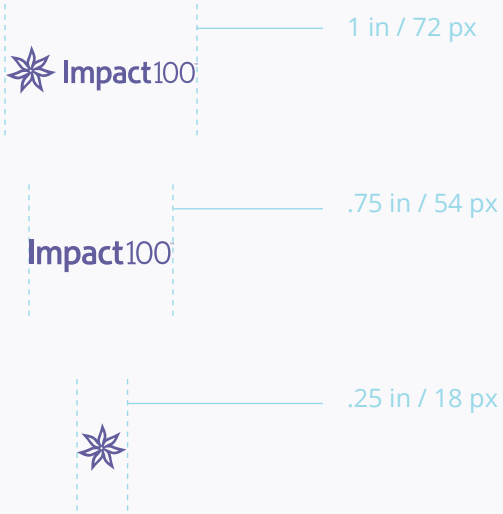
As the diagram indicates, the minimum clear space is equal to that of the height of the "m" for the lockup logos and wordmark. Minimum clear space for the icon is equal to the height of the inner negative space.



Minimum Size

To ensure the logo always has a legible, high-quality appearance, the logo should never be used smaller than the following sizes.

The primary lockup should never appear smaller than 1 inch or 72 pixels wide. The wordmark or stacked lockup should never appear smaller than .75 inches or 54 pixels wide. The icon should never appear smaller than .25 inches or 18 pixels wide.



Usage Guidelines

Reversed Logo

Use a white version of the logo when placing it on a brand color. Avoid placing our logo on a non-brand colored background.

Usage Guidelines

Photo Backgrounds

The logo can be used on photographic backgrounds, but should be exercised with care, making sure it is clear and not obstructed by the photo subject.

Tips:

A. Use the lavender logo on light backgrounds like sky.

B. Use the reversed logo on dark areas.

C. DO NOT place the logo where it is not easily legible such as on a busy background or where there is too much contrast.

D. Applying a transparent overlay helps make text and logos more readable.

A.

B.

C.

D.

Misuse

It is important that the appearance of our logo remains consistent. Do not alter the logo in any way.

Here are some visual examples of how we should never present our logo.

Color

Stretch

Proportion

Rotate

Shadow

Rearrange

Enclose

Screen

Busy Background

02 Color

Primary Palette

Secondary Palette

Tertiary Palette

Consistent use of color is one of the easiest—and most effective—ways to build brand recognition. Our colors bring life to our brand and represent who we are and what we do.

Primary Palette

Lavender

Our primary palette includes two shades of lavender. Lavender is refined, elegant, and graceful. It evokes a pure and genuine response; it feels welcoming.

These two colors should be used in all internal and external communications and may or may not be supported by the secondary palette on the following page.

LAVENDER		WISTERIA	
PMS	7669 C	PMS	271 C
CMYK	72|70|9|1	CMYK	44|42|0|0
RGB	98|94|157	RGB	146|144|197
HEX	#625e9d	HEX	#9290c5
80%		80%	
60%		60%	
40%		40%	
20%		20%	

Secondary Palette

The secondary palette supports the primary palette by offering depth, warmth, and flexibility.

SKY

PMS 304 C
CMYK 38|0|8|0
RGB 150|216|232
HEX #96d8e8

80%

60%

40%

20%

Secondary Color

SUNSHINE

PMS 136 C
CMYK 3|28|89|0
RGB 246|187|57
HEX #f6bb39

80%

60%

40%

20%

Activation Color

Tertiary Palette

The tertiary palette is primarily for use in Impact100 chapter brands, but can be used sparingly in graphics when more colors are needed.

LAKE	POPPY	CORAL	MARINE
PMS 292 C	PMS 1925 C	PMS 486 C	PMS 7471 C
CMYK 64|12|6|0	CMYK 0|100|52|0	CMYK 0|50|42|0	CMYK 48|0|23|0
RGB 74|178|218	RGB 255|0|84	RGB 233|147|133	RGB 129|205|203
HEX #4ab2da	HEX #e10054	HEX #e99385	HEX #81cdcb
80%	80%	80%	80%
60%	60%	60%	60%
40%	40%	40%	40%
20%	20%	20%	20%

OCEAN	TANGERINE	SEA GLASS	SEAWEED
PMS 7713 C	PMS 137 C	PMS 345 C	PMS 339 C
CMYK 100|0|29|24	CMYK 0|36|100|0	CMYK 40|0|38|0	CMYK 79|0|60|0
RGB 0|125|143	RGB 255|164|13	RGB 145|215|183	RGB 0|180|143
HEX #007d8f	HEX #ffa40d	HEX #91d7b7	HEX #00b48f
80%	80%	80%	80%
60%	60%	60%	60%
40%	40%	40%	40%
20%	20%	20%	20%

03 Typography

Primary Font

Secondary Font

Type Usage

Typography is a strong aspect of our brand identity. It helps us communicate our message and tone clearly and effectively.

Primary Font

Open Sans

Open Sans is a humanist sans serif typeface with open forms that lend to its friendly, approachable appearance. It was optimized for print, web and mobile use, so it has excellent legibility and versatility.

Click here to download

Use Open Sans for body copy, headers, documents and presentations. When in doubt, use Open Sans.

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans Extrabold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Secondary Font

Abril Display

Abril Display is a serif typeface that can be used to complement and contrast Open Sans. We only use the italic fonts.

Abril Display is available through Adobe Fonts with a creative cloud membership, or purchase it here:
Click here to download

Use Abril Display Bold Italic for pull quotes and headers. Use Abril Display Italic for photography captions and footers.

Abril Display Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Abril Display Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Type Usage

Examples:

A. Header set in Abril Display Bold Italic in lavender. Body copy set in Open Sans Regular in 80% black. Footers or legal copy set in Abril Display Italic in 40% black.

B. Photo caption set in Abril Display Italic in lavender.

C. DO NOT set body copy in Abril Display. Avoid setting headers and body copy in the same text weight. Avoid setting copy in 100% black.

D. Header set in Open Sans Bold in lavender. Body copy set in Open Sans Regular in 80% black. Call-out set in Abril Display Bold Italic in secondary color.

These Women are Changing the World

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A.

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B.

These Women are Changing the World

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C.

These Women are Changing the World

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> ✧ *By having women from all walks of life, we are better equipped to serve our community.*

Simagnis soluptataEt vit aut faceatur? Quiant essimos am, consecerum alic tem volesed quis magni aut voloreh enihili quatibus autemqui offic te laut aut ped que possum landa volupta sinus eseriss imolese voluptiur a excepro iuntis non parum aliquam quam et odis dus comnit quiaere ctaestotaque nonsernat et, odi que nonsequod quasi int ape ommolor epratur re intibus ciissinverum ipsa doloreptas remque diae es ma.

D.

04 Graphic Elements

Inner Star

Patterns

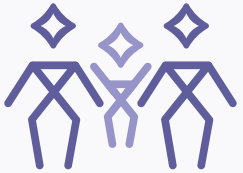
Using repeated graphic elements and styles is another way to establish our brand and keep our communications easy to identify.

Inner Star

You are the star

The four-pointed star is found in the center of our seastar icon and represents the importance of each individual woman in the chapter/organization.

Use the star element within graphics or icons to personalize them. Unlike the seastar, the star can be used repeatedly in the same visual space.



Pattern

Star patterns

The 100-star and 1,000-star patterns represent the 100 women and $1,000 each woman contributes. The single highlighted star reinforces the idea that every person and every dollar makes and impact.

These patterns should primarily appear on digital communications such as webpages, social posts, and presentations. Low-contrast color combinations can be used behind text.