

# women in wireless

Promoting and Developing Female Leaders in Mobile and Digital Media

Brand Guidelines

Last revised 01/2017



## Diversity

Adding diversity not only in the workplace but providing you with global networks, opportunities and services.

## About this guide

Our brand image creates expectations. It defines who we are, how we operate and how we're different.

The brand guidelines outlined on the following pages are designed to help us uphold that promise - to our community, our partners, and internally.

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## Community

We offer not only a place to connect but to build your career through events and recruitment.

## Brand Voice

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### Mission

The mission of Women in Wireless is to connect, inspire, and empower female leaders in the mobile and digital space through our global community.

### Vision

To bridge the gap between pay, panels, boards and C-level hiring for women by providing networking events, job boards, mentoring and global communities.

### Promise

To be the premier portal that connects women together to create a strong equity bond.

## Brand Voice Continued

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### Brand Personality

Women in Wireless is confident, smart and pro-active. Always open to opportunity and a good challenge, Women In Wireless is the only network that allows you to plan your career success.

### Brand Descriptors / Attributes

Cutting Edge  
Innovative  
Helpful

Trustworthy  
Effective  
Simple

Resource  
Knowledgeable  
Market Leader

### Brand Tone

Knowledgeable but approachable. This will help cast a wide net to build rapport based on personas throughout global communities.



## Content

Be the voice in key professional issues by pooling our community. Professional and personal growth content tailored to your career goals.

## Brand Voice Continued

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### Proof Points / Vendor Copy

Women in Wireless was created by a small group of female business leaders who consistently found themselves sharing ideas and strategies amongst a sea of men at tech conferences. They started to formalize their efforts in 2009, forming a committee within the Mobile Marketing Association, which would both support and develop female leaders in the mobile industry. The group attracted such a large membership base that it decided to form a non-profit corporation in 2011. Today the group has 12,000+ members, consisting of entrepreneurs, senior executives, and those in junior levels looking to accelerate their advancement.

12,000 + MEMBERS

60 + VOLUNTEERS

10 CHAPTERS STRONG

with monthly panels and networking events

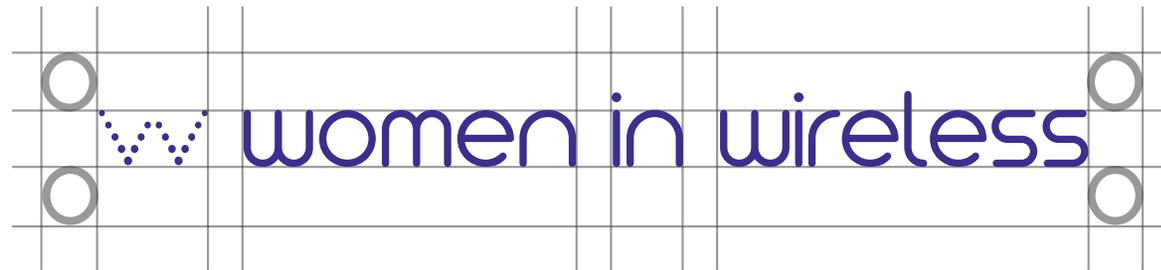
Our 12,000 + members of Women in Wireless represent mobile companies and initiatives primarily in the following industry segments:  
Brands - Agencies - Mobile Carriers - Publishers/Media Companies - Marketing/Ad Tech Providers - Startups/Mobile Applications

## Brand Visuals

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### Women In Wireless Logo

WIW logo should have the trademarked logo plus the “W” symbol at all times. W symbol can be used as a favicon or bug for online uses. The stand alone logo must have an “o” space surrounding it.



white



80% black



## Events

Access to top events through vendors and partnerships catering to increasing women in leadership.

## Brand Visuals Continued

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### Women In Wireless Sub-Branding

Women In Wireless logo should always stand alone unless marketing manager approves a slight variation of logo for advertising purposes.

Logo for sister cities or chapters should only add a stylized version of the city below as shown.



New York



San Francisco



Chicago



Seattle



## Brand Visuals Continued

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### Women In Wireless Tagline

Tagline should be in line with the “w” in women and have a small “o” vertical spacing. The tagline shall not go beyond the “s” in wireless.





## Jobs

Companies looking to diversify and offer unique perks to attract women leaders in the industry.

## Brand Visuals Continued

### Women In Wireless Logo Don'ts

The Women In Wireless logo should not be stretched, unevenly scaled, mark separated from word or use any font substitutions. Colors should never be swapped unless stated in the approved reverse color options.



Do not stack tagline or change color



Tagline should not be centered



Tagline can't be on top of logo



Do not use any font substitutions for "Women In Wireless" nor break the tagline apart

## Brand Visuals Continued

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Do not alternate colors for portions of the logo



Do not use gradients for any portion of the logo



Do not use other branding colors for "Women In Wireless." Keep to approved logos.



Do not scale unevenly



Do not stretch logo



## Benefits

We provide training, mentorship and skill growth through our unique network. Membership includes paying-it-forward through speaker engagements, podcasts and opening local chapters.

Supporting a local event by volunteering or spreading the word for WIW. Example: Bay to Breakers, TED talk

## Brand Visuals Continued

### Color Palette

Women In Wireless has a bold, modern color palette that pops against other competitors. The primary color palette should be used frequently for large elements. Secondary palettes should be used sparingly and as supportive elements to the primary. Tertiary palette is to be used for call-to-actions.

#### Primary



RGB 68 24 128  
HEX #441880  
CMYK 89 100 13 7



RGB 100 90 167  
HEX #645AA7  
CMYK 71 73 0 0

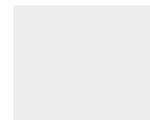


RGB 59 92 205  
HEX #3b5CCD  
CMYK 81 68 0 0

#### Secondary



RGB 34 34 34  
HEX #222222  
CMYK 72 66 65 72

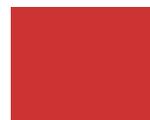


RGB 237 237 237  
HEX #EDED ED  
CMYK 6 4 4 0



RGB 255 255 255  
HEX #FFFFFF  
CMYK 0 0 0 0

#### Call-to-Action Specific



RGB 203 52 51  
HEX #CB3433  
CMYK 14 94 88 4



RGB 55 160 28  
HEX #37A01C  
CMYK 78 11 100 1

## Brand Visuals Continued

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### Typography

The Women In Wireless website uses Open Sans. A very clean modern type with many variations that will help the brand evolve.

## Open Sans

Grumpy wizards  
make toxic brew for  
the evil Queen and  
Jack.

Light 300

Grumpy wizards make toxic brew for the

Light 300 Italic

*Grumpy wizards make toxic brew for the e*

Normal 400

Grumpy wizards make toxic brew for t

Normal 400 Italic

*Grumpy wizards make toxic brew for the*

Semi-Bold 600

**Grumpy wizards make toxic brew for**

Semi-Bold 600 Italic

***Grumpy wizards make toxic brew for th***

Bold 700

**Grumpy wizards make toxic brew fo**

Bold 700 Italic

***Grumpy wizards make toxic brew for***

Extra-Bold 800

**Grumpy wizards make toxic brew t**

Extra-Bold 800 Italic

***Grumpy wizards make toxic brew fo***



## HR Programs

Achieve organizational excellence through our Diversity Program aimed to grow your female leadership roles by 5% as a minimum.

Case Studies and Costs can be found at [www.womeninwireless.com/diversityprogram](http://www.womeninwireless.com/diversityprogram)

## Brand Visuals Continued

### Imagery

Imagery should depict a clear solution or center around the growth and empowerment of women. If depicting a team, the people should look natural and not heavily posed.

#### Approved imagery



#### Staged imagery



## Brand Visuals Continued

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### Social Media

Below you will find a list of basic social media guidelines to be used when engaging our community.

#### **Voice**

Knowledgeable but approachable. Always include a resource or link back to our website to provide high value engaging content.

#### **Bio**

We are a nonprofit org that empowers & develops female leaders in mobile & digital media. Panels, webinars, leadership development, mentoring,

#### **Naming Conventions**

All files must have WiW as well as all tags to keep a clean archive both social and online safe keeping.

#### **Profile Image / Avatar**



#### **Tagging Protocol**

Must include #WiW or @WomenInWireless. Other tags include #MADWomen #leadership #marketing #WomenInTech #WomenLeaders



## Outreach

Women in Wireless is always looking to empower and champion women in the work force. Chapter members are encouraged to host networking or skillset events to give back to our community. We strive to be a source of information and opportunities.

## Brand Visuals Continued

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### Corporate Templates

Please contact marketing to get business cards, stationary or email signatures. If you are a vendor you can obtain our media kit which includes logos, approved vendor copy and promotional material for advertising effort.

## Contact Page

If you have any questions regarding this guide please contact:

**[marketing@womeninwireless.com](mailto:marketing@womeninwireless.com)**