

The background features a large, abstract graphic composed of many thin, overlapping, wavy lines in various shades of teal and green. These lines flow from the left side of the image, curving and undulating across the middle, and then tapering off towards the right. The overall effect is one of fluid motion and organic growth.

**FINANCIAL
ALLIANCE
FOR
WOMEN**

BRAND STYLE GUIDE

Version 2.0

WELCOME TO THE QUICK REFERENCE GUIDE FOR THE FINANCIAL ALLIANCE FOR WOMEN

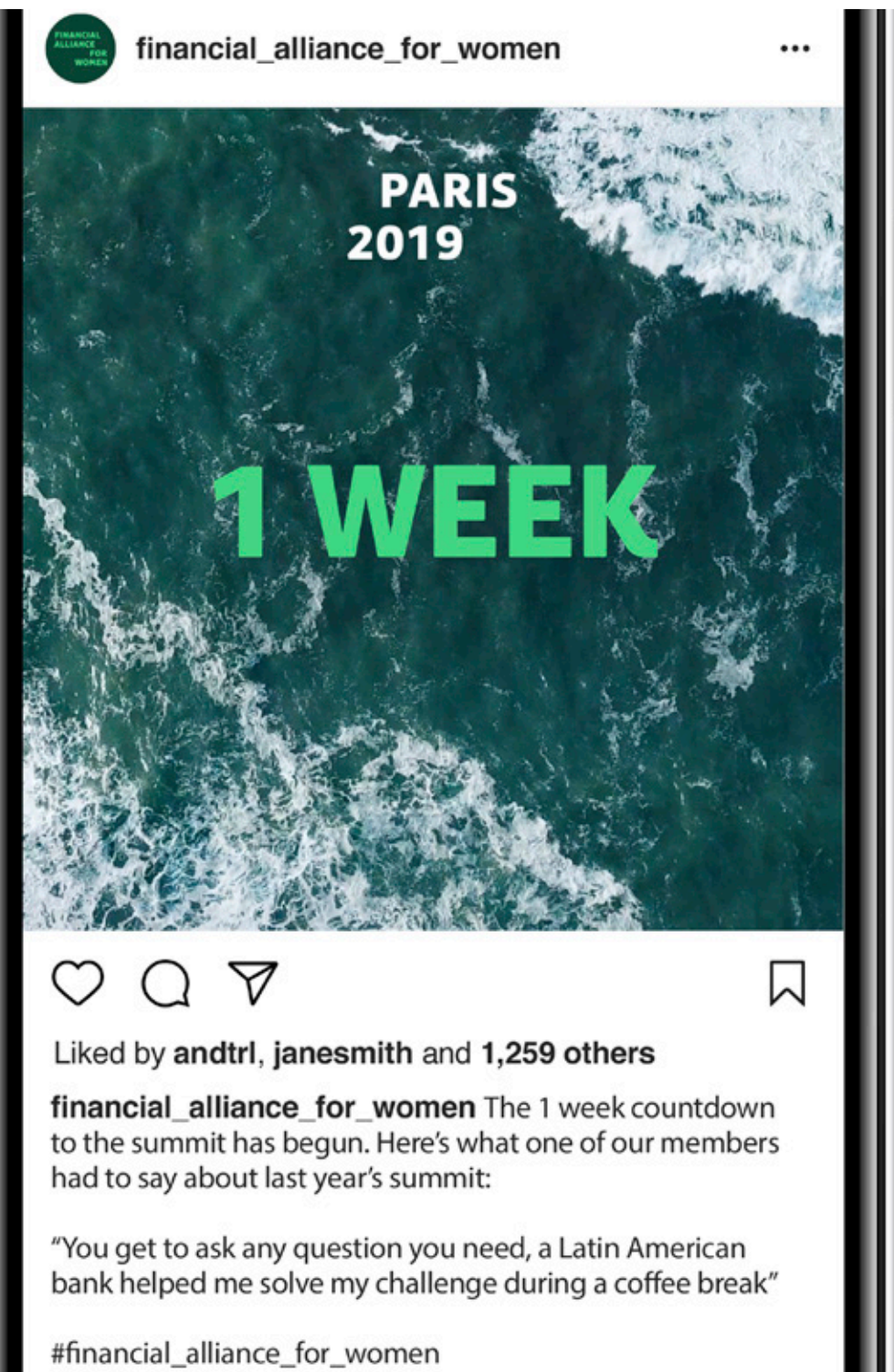
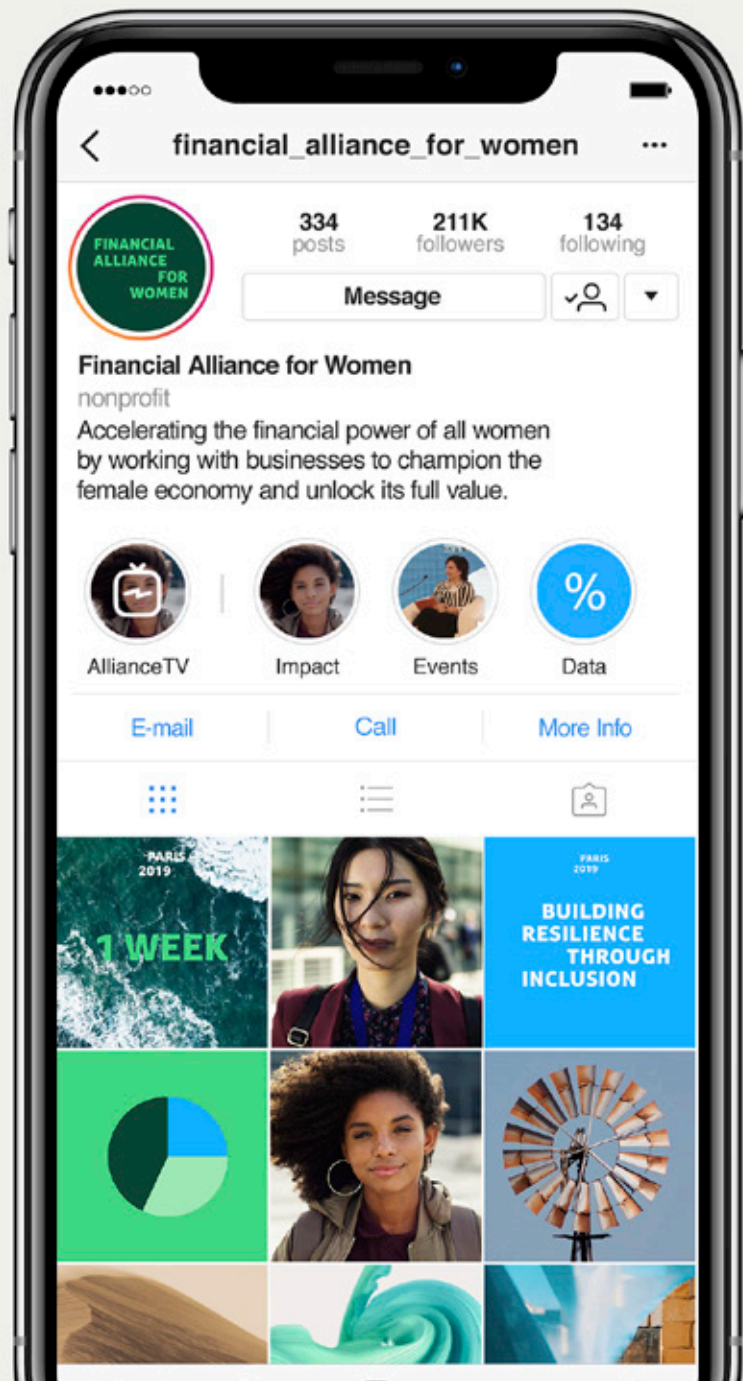
As our organization continues to evolve, it is up to each of us to ensure that we communicate this essence with clarity and consistency at every level.

We've tried to keep this style guide short and to the essential elements, so you know what's important.

Let's get started!



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1.0 BRAND STRATEGY

OUR MISSION

Accelerating the financial power of all women by working with organizations to champion the female economy and unlock its full value.

OUR PERSONALITY

CATALYSTS FOR TRANSFORMATION

Communicating the leadership
role we take in sparking and fueling
transformation, helping financial
leaders convert vision into action



2.0

VERBAL

EXPRESSION

VOICE + MESSAGING = OUR VERBAL EXPRESSION

Voice is how we sound, messaging is what we say. Together, they bring our brand to life through language.

Voice: the HOW

How you sound. Your manner, style and tone.

The words you choose and the way you express yourselves.

Messaging: the WHAT

What you say. Your content. The actual information you convey.

The most important things to tell the world about the Financial Alliance for Women.

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DRIVEN

What we write and say should build trust that we're experts in action

IS

Assertive
Insightful
Contemporary

ISN'T

Domineering
Academic
Colloquial

APPROACHABLE

What we write and say should make everyone feel part of the journey

IS

Empathetic
Helpful
Straightforward

ISN'T

Intimate
Meek
Simplistic

CHARISMATIC

What we write and say should inspire people to join us

IS

Optimistic
Vibrant
Compelling

ISN'T

Rose-tinted
Pushy
Insincere

DRIVEN

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PRINCIPLES IN PRACTICE

STRUCTURE

- Always switch passive sentences to active ones, which are more direct and impactful e.g. education affects women's success, not women's success is affected by education
- Show the decisive action we're taking today by using the -ing form of the verb e.g. accelerating not to accelerate, championing not to champion
- Command gravitas by focusing only on 1 or 2 powerful stats / facts, and fully explaining their relevance and implications

LANGUAGE

- Express opinions confidently and avoid words that weaken them, e.g. just, maybe, possible, perhaps, could
- Reflect modern linguistic preferences, which feel fresher and less formal e.g. while not whilst and contractions, isn't not is not, we'll not we will (unless used deliberately for emphasis)
- Incorporate relevant new terms to demonstrate cutting edge cultural insight e.g. emotional labor

APPROACHABLE

What we write and say
should make everyone feel
part of the journey

IS

Empathetic
Helpful
Straightforward

ISN'T

Intimate
Meek
Simplistic

PRINCIPLES IN PRACTICE

STRUCTURE

- Write clear, concise sentences that get to the point quickly and can be easily scanned e.g. here are their stories not these are some of their stories
- Break up blocks of dense text with subheadings, bullet points, figures and personal quotes from individuals

LANGUAGE

- Be globally understood by substituting jargon and complex words for common ones e.g. use not utilize, start not commence. If technical or unfamiliar language must be used, consider a glossary
- Avoid acronyms but if required, always use the full phrase with the acronym in brackets for the first use to ensure comprehension
- Remove unnecessary linguistic filler to shorten phrases e.g. to make impact not in order to make impact
- Only use our name (3rd person) a few times per piece, then switch to the more relatable we (1st person)

CHARISMATIC

What we write and say should inspire people to join us

IS

Optimistic
Vibrant
Compelling

ISN'T

Rose-tinted
Pushy
Insincere

PRINCIPLES IN PRACTICE

STRUCTURE

- Start sentences positively with the vision, impact, or opportunity rather than the problem. When describing a problem, limit negative phrases
- Crystallize actions, ideas and goals into pithy soundbites e.g. championing the female economy
- Use punctuation to create rhythm: commas create pauses, and a dash can create pace, but avoid exclamation marks and ellipsis (...)
- Pose engaging rhetorical questions to capture attention, and always follow with a solution or approach to demonstrate expertise

LANGUAGE

- Choose uplifting, emotive adjectives, e.g. more prosperous futures and strong verbs e.g. drive growth not contribute to growth
- Start sentences punchily with and, so, because, but

We’re always a combination of all of our verbal characteristics but sometimes we might dial one or two characteristics up to convey our message more effectively. These suggestions are guidance, rather than unbreakable rules.

DRIVEN

What we write and say should build trust that we’re experts in action



Most appropriate for content that exposes the problem and connects insights to firm action.

APPROACHABLE

What we write and say should make everyone feel part of the journey



Most appropriate for content focuses on our Alliance aspect, the impact we make together, and the strength of the business case in a “no-brainer” way.

CHARISMATIC

What we write and say should inspire people to join us



Most appropriate for content that sets a vision for the world, as a call to action, and the balance to more hard-hitting facts and problem-setting.

We’re always a combination of all of our verbal characteristics but sometimes we might dial one or two characteristics up to convey our message more effectively. The bars below are guidance, rather unbreakable rules.

SOCIAL MEDIA



- As the least formal medium, this is where APPROACHABLE and CHARISMATIC can really shine
- DRIVEN still has a role – consider how effective this characteristic can be when conveying hard-hitting stats
- Since social media works best with shorter content, pick one pithy sound bite from the master narratives, you can always link to a longer form [link in bio]



PRESS RELEASES



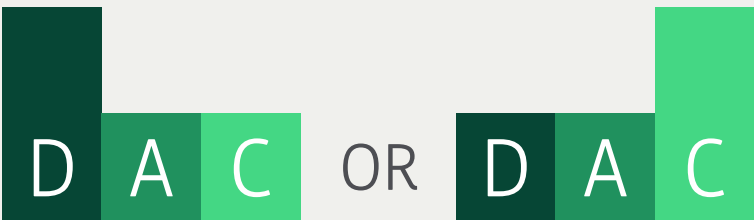
- Press releases act as official announcements. Prioritize DRIVEN and APPROACHABLE to convey information and simply
- Start with relevant copy from the master narratives to frame the announcement, or simply state the mission of the organization.



SPEECHES



- Speeches are a more formal medium and rely on the speaker connecting with the audience. Play to the speaker’s strengths and comfort level
- More serious, business-minded audiences prioritize DRIVEN
- For more impact-minded audiences, consider how CHARISMATIC might inspire and motivate



SOCIAL

- As the least formal medium, we can relax our tone and become more conversational, but we never stray into being unprofessional or overfamiliar
- Use emojis sparingly to reinforce or celebrate a positive message. We recommend hands (always yellow to avoid singling out any particular skin color) and flags only, e.g.



PRESS RELEASES

- Press releases often appear out of context, so always use the third person instead of first person (Financial Alliance for Women, or the Alliance, instead of we or us)

SPEECHES

- Speeches are a more formal medium, so consider whether contractions still feel appropriate
- Speeches are special because they're read aloud, creating a more direct human connection. When writing a speech, always think about how the words will sound: how fast does the speaker speak? What language would feel natural in their voice? Would longer sentences sound better? This doesn't mean ignoring our tone of voice, it just means 'flexing' so that the speech sounds authentic to the speaker and to us

VOICE + MESSAGING = OUR VERBAL EXPRESSION

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Voice: the HOW

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Messaging: the WHAT

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The most important things to tell the world about the Financial Alliance for Women.

We want to start owning certain terms and avoiding others

AVOID

OWN

EMPOWERING

CHAMPIONING; ACCELERATING;
ADVANCING; SUPPORTING

Empowerment feels like an empty promise. What we do is robust and measurable, and builds on the power that women already have.

RISK-AVERSE

RISK-CONSCIOUS; RISK-AWARE

Women are not anti-risk, but they do generally require more information before making significant financial decisions.

WOMEN’S MARKET

FEMALE ECONOMY; THE WORLD’S LARGEST,
FASTEST GROWING MARKET

Has more gravitas and feels explicitly financial. It’s also the common shorthand within the space so it’s important for SEO.

WOMEN’S MARKET
PROGRAM

FINANCIAL EXPERIENCES [FOR WOMEN]

Offers a more holistic and aspirational way of talking about financial products and services. Can be preceded by an adjective, e.g. elevated, quality, innovative. Use “women-centered products / services / strategies” etc to add pragmatic detail when necessary.

THE RIGHT THING
TO DO

WIN-WIN APPROACH

Important to always focus on the commercial and never stray into philanthropy-related language.

OWN

CREATE AND CONTROL MORE
[OF THEIR OWN] WEALTH

Pithy way of summing up women’s increasing financial power.

ECONOMIC INDEPENDENCE

Offers a way of talking about the personal and social benefits of financial power.

ACROSS THE FULL SPECTRUM OF WOMEN

Encompasses our differentiated perspective on full financial inclusion.

TRANSFORMATIONAL OPPORTUNITY

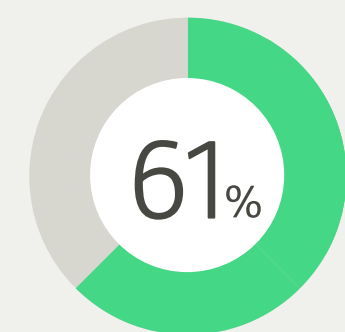
Strong, true to the female economy and points back to our personality and visual identity.

Data is critical to the business case and the audiences we engage with. It needs to be woven throughout everything we write but not in a way that distracts from the story. Here are a few easy fixes to make our data work even harder for us.

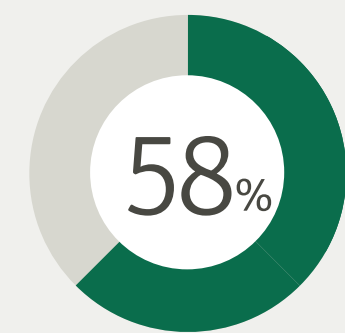
1

When using words and data together, separate them as much as possible so people can easily scan, and avoid repeating numbers - let the data vis do the talking

Before

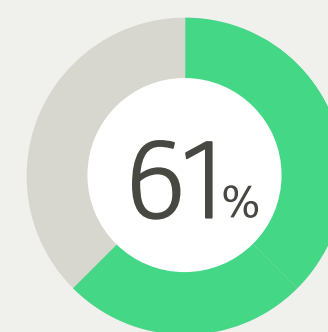


61% of US women across all segments would rather talk about their own death than money ²²

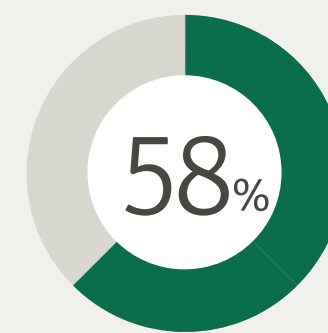


58% of HNW women globally defer to their spouse on important financial decisions ²³

After



Would rather talk about their own death than money (US women)²²



Defer to their spouse when it comes to important financial decisions (HNW globally)²³

Data is critical to the business case and the audiences we engage with. It needs to be woven throughout everything we write but not in a way that distracts from the story. Here are a few easy fixes to make our data work even harder for us.

2

Use as few words as possible to communicate the point, less is often more and allows people to focus on the impact of the numbers

Before



CONSUMER BEHAVIO

- Women control \$20T of consumer spending (*CTI*) This is expected to rise to \$28T by 2018 (*BCG*)
- women make upto 80% of consumer decisions



ENTREPRENEURSHIP

- 98 million total women around the world are running established businesses (*GEM*)
- Women entreptreneurs bring in 20% more revenue with 50% less money invested (*HBR*)



WEALTH

- Women in the US will inherit \$29 trillion in intergenerational wealth in the next 40 years (*Boston College*)
- In emerging markets, women's income is growing at 8.1% compared with 5.8% for men (*Deloitte*)

After



Women are in control...

- 80% of consumer decisions
- \$20T consumer spending today
- \$28T by 2018



They're strong entrepreneurs...

- 98 million total
- 20% more revenue
- 50% less money invested



And smart wealth accumulators...

- 8.1% growth in emerging markets
- 5.8% growth for men, in comparison
- \$29T inherited in the next 40 years

Data is critical to the business case and the audiences we engage with. It needs to be woven throughout everything we write but not in a way that distracts from the story. Here are a few easy fixes to make our data work even harder for us.

3

When using word-driven insights, get to the point as quickly as possible and work to create a narrative if you can

Before

WOMEN ARE GREAT SAVERS

They're 16% more likely than men to save for the future expenses

WOMEN ARE PRUDENT BORROWERS

They're more likely to pay back loans

WOMEN ARE LOYAL CUSTOMERS

When satisfied with a banking experience a woman will tell 9 other people about the bank

WOMEN PURCHASE MORE PRODUCTS

They buy 21% more products per customer than men on average

After

WOMEN ARE GREAT SAVERS

They're 16% more likely to save for the future

WOMEN ARE PRUDENT BORROWERS

They're more likely to repay loans

WOMEN ARE LOYAL CUSTOMERS

They'll tell 9 other people when satisfied with a banking experience

WOMEN PURCHASE MORE PRODUCTS

They buy on average 21% more financial products

BEFORE

To achieve this, Westpac re-examined its approach to segmentation and positioning. Its research revealed that 70 percent of Australians who switched banks had a significant life event occur in the previous year. Taking a deep look into the customer journey and key life moments enabled the bank to discover what truly matters to Australians and how they experience critical events in their lives. Westpac looked at complaints, compliments and Net Promoter Score feedback to learn the pain points in people's lives, what the bank was doing well to help overcome them and where it needed to improve.

AFTER

After in-depth research revealed that 70% of Australians who switched banks had experienced a significant life event in the previous year, Westpac decided to overhaul its approach to segmentation and positioning. Understanding how critical events impact decision-making helped them see the customer journey in a completely new light. They examined complaints, compliments and Net Promoter Score feedback to fully appreciate the pain points in people's lives, where the bank was doing well, and where to improve.

WHAT'S CHANGED?

DRIVEN

- Eliminate passive voice
- Energetic, precise word choice

APPROACHABLE

- Demonstrate empathy
- Simple language

CHARISMATIC

- Pithy impact statements
- Confident, conversational asides

BOILERPLATE

- a We're the leading members' network of financial organizations dedicated to championing the female economy—the world's largest, fastest growing market, and yet one that remains
 - b untapped. As a unique network with members from over 135
 - c countries, we share the ambition of unlocking the full value of the female economy.
 - d Everything we do is based on a win-win approach where financial organizations grow their businesses by accelerating women's
 - e financial power.
- From creating real and digital platforms where members can
- f learn from each other's on the ground experiences, to publishing
 - g our own proprietary data and research, and advocating for global
 - h policy change, everything we do is intended to inspire and equip our members as they design and refine women-centered
 - i products, services and strategies to bring about a new paradigm in women's financial experiences.

- a Strong pithy intro to capture attention
- b Address tension from the start
- c Demonstrate global scale
- d Showcase the win-win business case for members and women
- e Echo language from our mission
- f Avoid corporate and passive phrasing
- g Drive clarity about our specific services
- h Embed passion and purpose
- i Write about products and solutions in a more holistic and ownable way but add functional details where necessary – "women-centered products / solutions / strategies" etc

BUSINESS CASE

- a [title] The transformational opportunity of the female economy
- b [1st subheading] The female economy is a bigger growth market than China and India combined, and yet the financial industry is
- c still only beginning to unlock its full value. Why?

[body text] With women making up to 80% of consumer decisions, running over 98 million businesses, and set to inherit
- d trillions of dollars over the next few decades, the demand for
- e elevated financial experiences designed for women has never been higher, and will only continue to grow.
- f And yet, supply remains low. Globally and across the spectrum, most women are underserved by financial services – if they're served at all.

- a Optimistic and intriguing title
- b Argument broken down into 5 sections composed of subheading and body text
- c Cut straight to the tension of the huge untapped opportunity of the female economy
- d Stack compelling stats to paint a “no-brainer” case
- e If more pragmatism is needed around financial experiences, add “women-centered products / solutions / strategies” etc
- f Introduce notion of full spectrum of women

BUSINESS CASE

- a [2nd subheading] Myths hold the financial sector, and women, back.

[body text] Many products and solutions have been designed with an unintentional gender bias. Or designed under the assumption that men and women have the same financial needs. It's time to take a closer look.
- b
- c [3rd subheading] But the facts show that women are an exceptionally strong investment.
- b [body text] Not only do women present less lending risk in general, they're more likely to reward companies who meet their expectations.

- a Persistent myths are a barrier
- b Approach starts in a revelatory way so it doesn't feel like we're blaming anyone
- c Set up tension between the myths and the facts that show that women are actually great customers

BUSINESS CASE

- a [4th subheading] How we work together is as important as why we do.
- b [body text] We're the leading members' network of financial organizations dedicated to championing the female economy.
- c Everything we do is based on a win-win approach where financial organizations grow their businesses by accelerating women's financial power.
- d We work closely with our members, openly sharing our business case blueprint and proprietary data and research. And members also work closely with each other, learning from the invaluable on the ground experiences of other members across diverse markets.
- e By combining these rich insight sources, our members are
- f constantly designing and refining financial experiences that serve women across the full spectrum.

- a Position ourselves and our approach as more central to the solution
- b Echo language from the new mission / boilerplate
- c Introduce our win-win approach
- d Articulate the different ways that we're helping our members succeed
- e What our members actually doing
- f If more pragmatism is needed around financial experiences, add "women-centered products / solutions / strategies" etc

BUSINESS CASE

- a [5th subheading] And the results speak for themselves.

[body text] Our win-win approach means that when members put their energy towards accelerating women's financial power – whether through products, services, or even non-financial services – the impact they see on the bottom line, and beyond, is significant.
- b
- c Alliance members are being recognized for their leadership role in driving the industry and society as a whole forward, all while growing their businesses in a sustainable way.
- d Together with our members, we're accelerating women's financial power, championing the female economy and unlocking its full value.

- a "No-brainer" feel
- b Financial and non-financial returns
- c Leadership position members are achieving
- d Reassert our active role and mission components

FINANCIAL INCLUSION

- a For us, championing the female economy means accelerating the financial
- b power of **all women across the full spectrum**. It means fueling a virtuous cycle.
- c Because when women have financial power, they invest it back into their families, communities and other women. And the economic impact is transformative.
- d The social impact is too. As women create and control more of their
- e own wealth, they gain economic independence. And with economic independence comes the power to break down even more barriers that
- f have historically held women, and societies, back.
- g And that's why we don't just focus on one type of woman. From working with members who are bringing unbanked women into the formal economy, to those who are advising high net worth women as they invest in the next wave of female entrepreneurs, we believe that full financial inclusion means driving opportunities for all women.
- h Because financial inclusion should live up to its promise of including everyone.

- a Use the familiar language of our mission
- b Introduce idea of full spectrum to emphasize all women
- c Show the economic benefit of women's financial inclusion
- d Show the social impact and benefit to wider society
- e Introduce language of economic independence
- f Position women as powerful agents of change, not recipients of philanthropy
- g Expand what we mean by full spectrum and the interplay between women
- h Reiterate our position in a pithy final line

FINANCIAL INCLUSION ALT

For us, championing the female economy means accelerating the financial power of **all women across the full spectrum**. It means fueling a virtuous cycle.

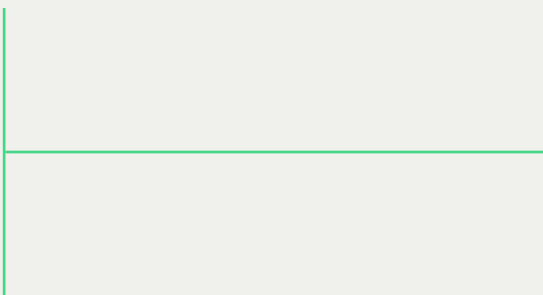
Because when women have financial power, they invest it back into their families, communities and other women. And the economic impact is transformative.

The social impact is too. As women create and control more of their own wealth, they gain economic independence. And with economic independence comes the power to break down even more barriers that have historically held women, and societies, back.

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Because financial inclusion should live up to its promise of including everyone.

Alts to dial down “wealth” and commercial angle to flex for different audience needs



Accelerating women’s financial power means accelerating women’s independence. And with independence comes the power to...

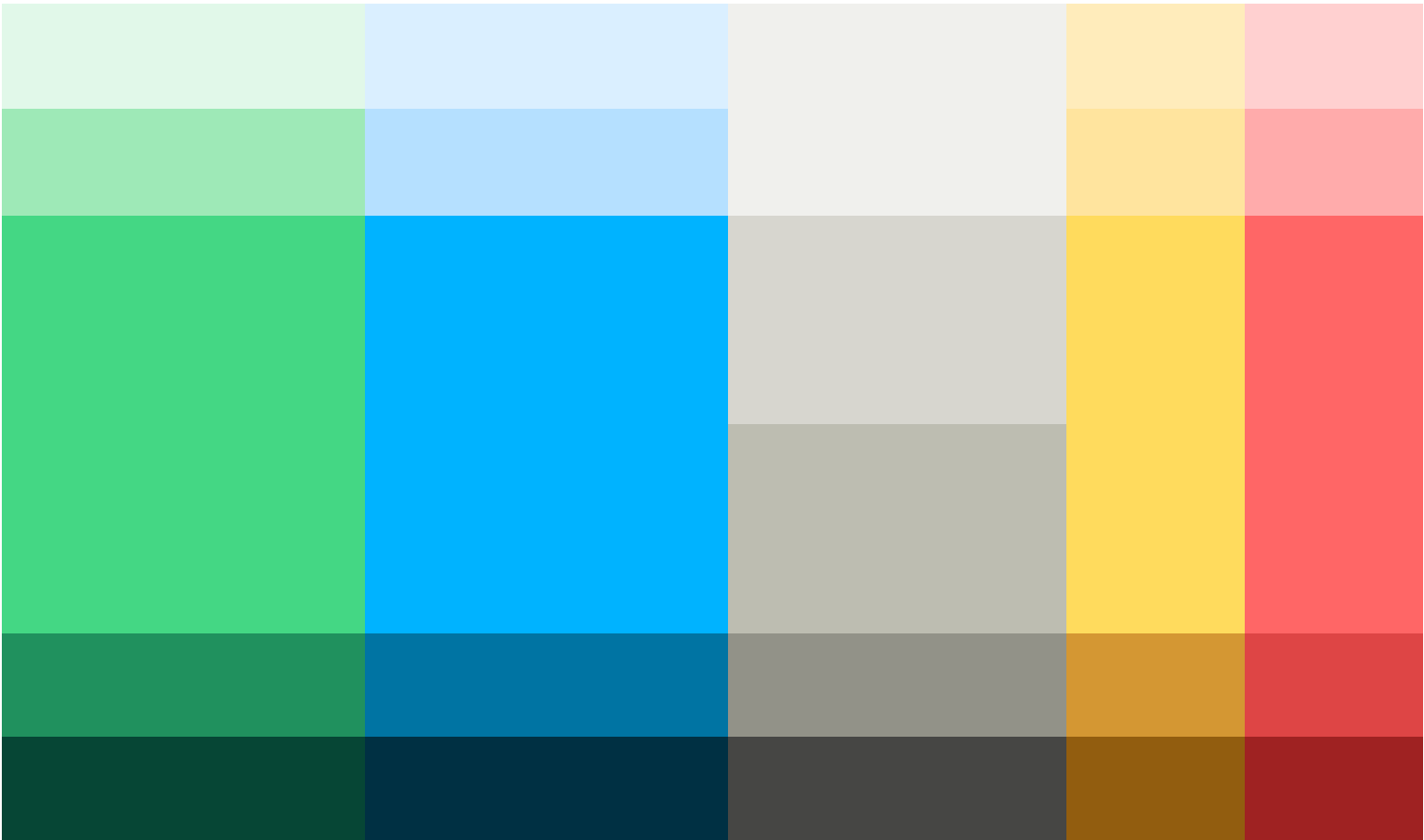


We work with members to reach women across the full spectrum—whether they’re completely unserved or underserved—because...

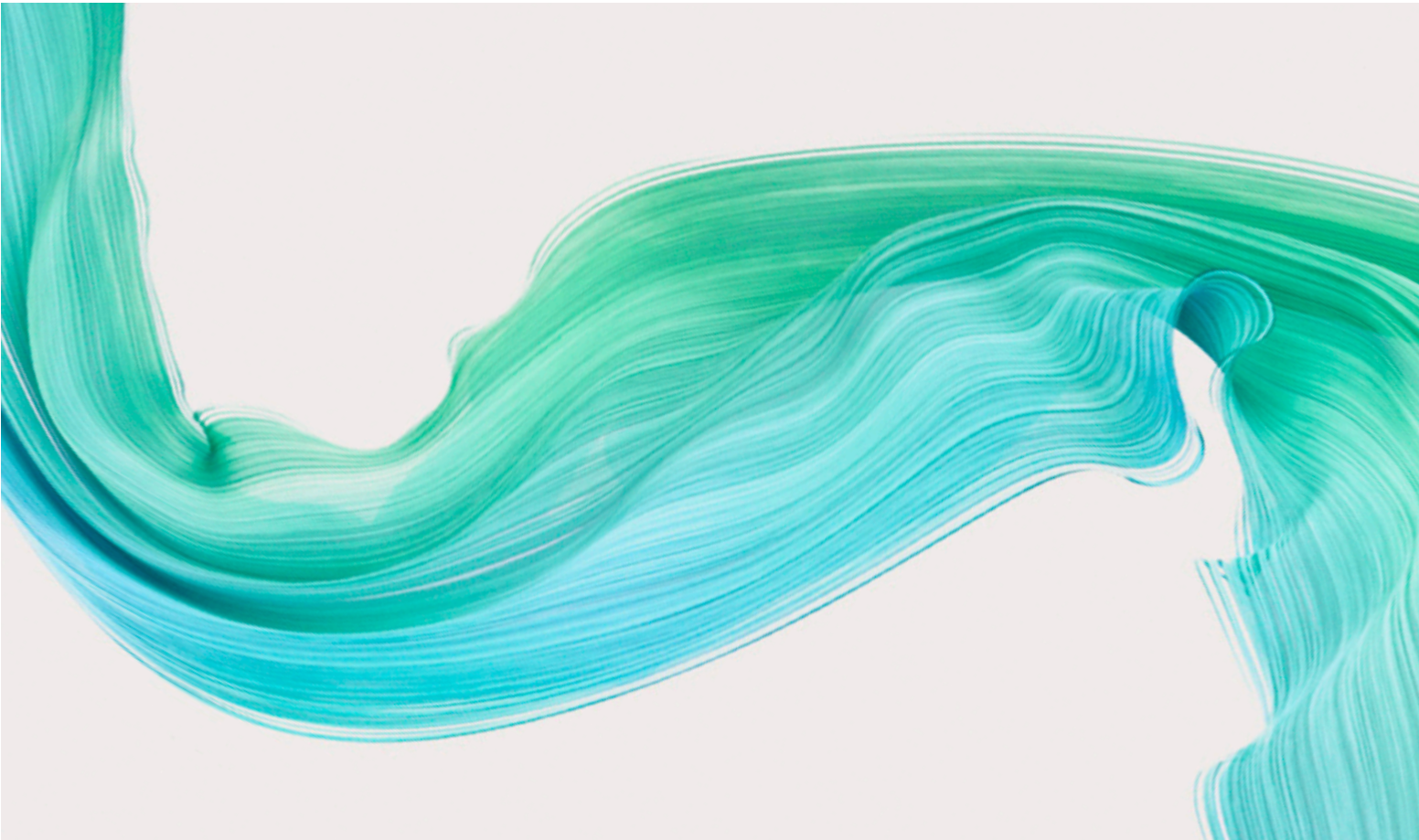
3.0 BRAND IDENTITY



Brand mark



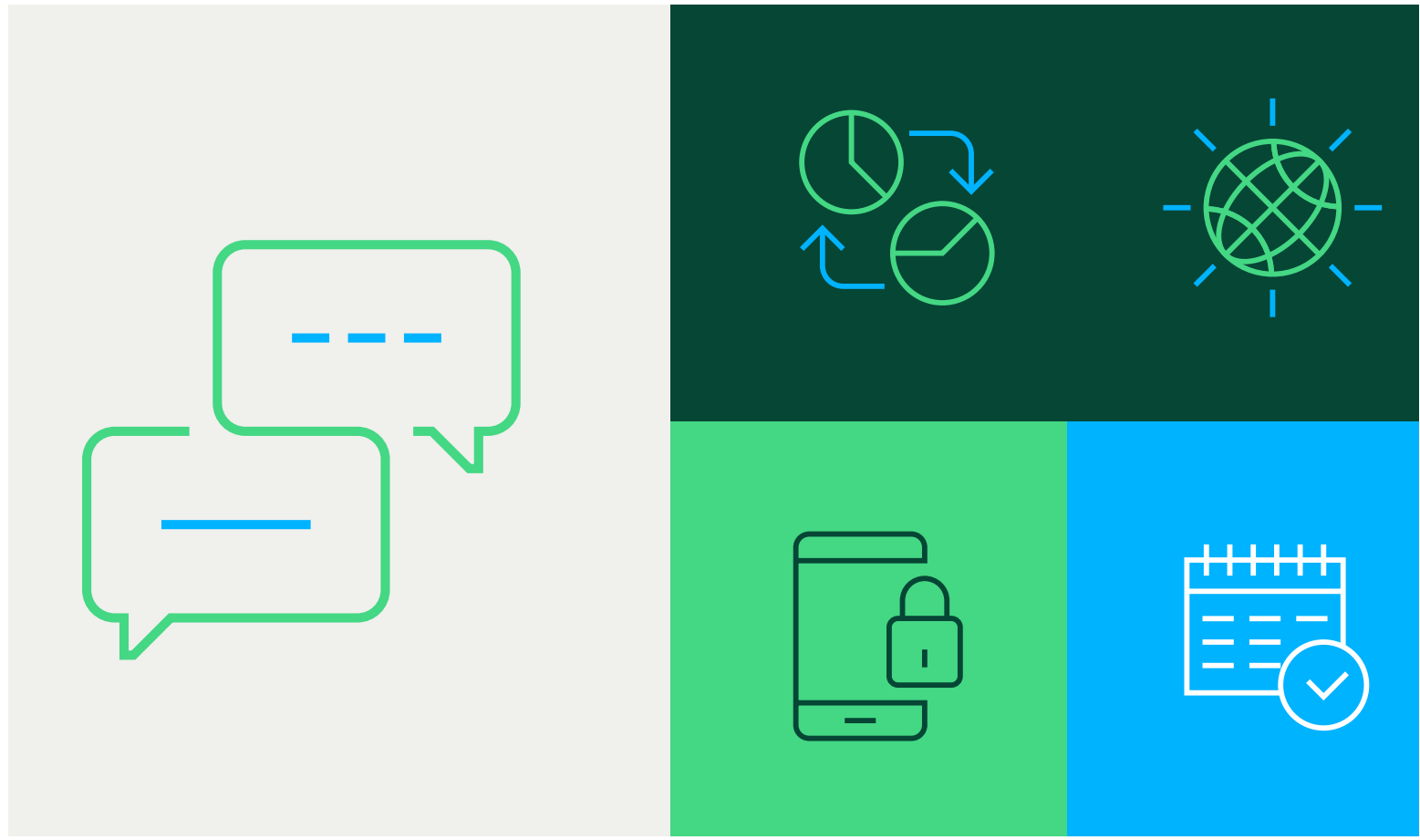
Color palette



Formation graphic



Photography



Icons



Typography

3.1 BRAND MARK

FINANCIAL ALLIANCE FOR WOMEN

Brand mark

Introduction to our brand mark

Our brand mark is our most important visual asset. It is our signature and embodies our brand strategy and what we stand for. The styling of the brand mark gives it a sense of fluidity, resourcefulness and progression. It has a simplicity and elegance that feels smart and contemporary.

All letters have a fixed size, proportion and arrangement with each other, which exist as master artwork files.

When Financial Alliance for Women is written in text, it should appear in title case as shown in this sentence and not in all capitals or lower case.

BRAND MARK COLORS

**FINANCIAL
ALLIANCE
FOR
WOMEN**

Bright Green brand mark

**FINANCIAL
ALLIANCE
FOR
WOMEN**

Dark Green brand mark

**FINANCIAL
ALLIANCE
FOR
WOMEN**

Black brand mark

**FINANCIAL
ALLIANCE
FOR
WOMEN**

White brand mark

- Four colors to choose from**
Our brand mark exists in the following four colorways:
- Bright Green (preferred)
 - Dark Green
 - White
 - Black

The black brand mark should only be used on a light background when the reproduction process doesn't permit full-color use, e.g. embossing or black and white news print.

Depending on the background color and the application, select a brand mark that works best for the design. The next page provides further guidance on which versions to use.



Dark Green avatar (social media)



Bright Green avatar (social media)

BRAND MARK ON BACKGROUNDS

This pages shows the brand mark on various background colors.

To make the selection process as simple as possible, we created two scenarios, where we differentiate between:

- 1 Preferred and
- 2 Secondary brand mark use.

In the first instance the colored brand marks are preferred. Only when there is insufficient contrast, or when we want to standardize the brand mark use across a larger set of documents, we use the white version.

When using the brand mark in combination with the Formation graphic, we always use the dark green version. This ensures sufficient standout. On light or white flat colored backgrounds we use the Bright Green brand mark.

1 **FINANCIAL
ALLIANCE
FOR
WOMEN**

2 **FINANCIAL
ALLIANCE
FOR
WOMEN**

On white background

1 **FINANCIAL
ALLIANCE
FOR
WOMEN**

2 **FINANCIAL
ALLIANCE
FOR
WOMEN**

On bright green background

1 **FINANCIAL
ALLIANCE
FOR
WOMEN**

2 **FINANCIAL
ALLIANCE
FOR
WOMEN**

On bright blue background

1 **FINANCIAL
ALLIANCE
FOR
WOMEN**

2 **FINANCIAL
ALLIANCE
FOR
WOMEN**

On light background with graphic

1 **FINANCIAL
ALLIANCE
FOR
WOMEN**

2 **FINANCIAL
ALLIANCE
FOR
WOMEN**

On light background

1 **FINANCIAL
ALLIANCE
FOR
WOMEN**

2 **FINANCIAL
ALLIANCE
FOR
WOMEN**

On dark green background

1 **FINANCIAL
ALLIANCE
FOR
WOMEN**

2 **FINANCIAL
ALLIANCE
FOR
WOMEN**

On photography

1 **FINANCIAL
ALLIANCE
FOR
WOMEN**

2 **FINANCIAL
ALLIANCE
FOR
WOMEN**

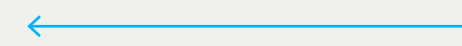
On dark background graphic

BRAND MARK CLEAR SPACE AND MINIMUM SIZE



Clear space

**FINANCIAL
ALLIANCE
FOR
WOMEN**



Minimum size
XX in (XX mm) in print
XX pixels on screen

Clear space

For maximum standout, clarity and legibility, an area of clear space has been defined that should remain free of any elements such as text, graphics or imagery.

The minimum clear space of the brand mark is defined by the height of the letter F as shown. This clear space is only a minimum and should be increased where necessary.

Minimum size

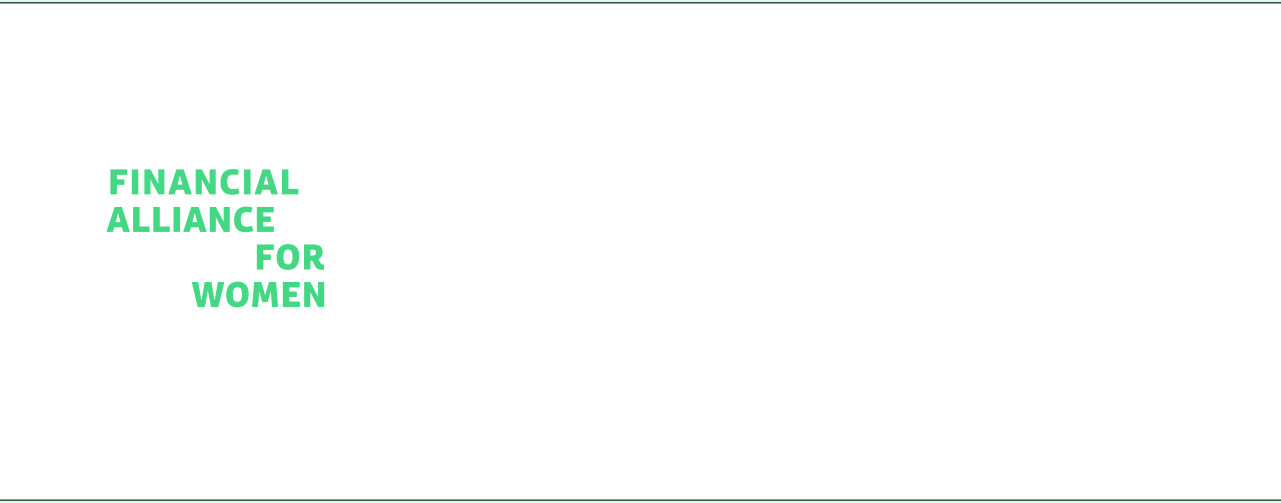
For good reproduction in print and on screen, a minimum size for our brand mark has been defined. In print, the minimum size is XX mm (XX in) in width and XX pixels when used on screen.

BRAND MARK PLACEMENT AND ALIGNMENT

Suggested placement



Preferred placement and brochures



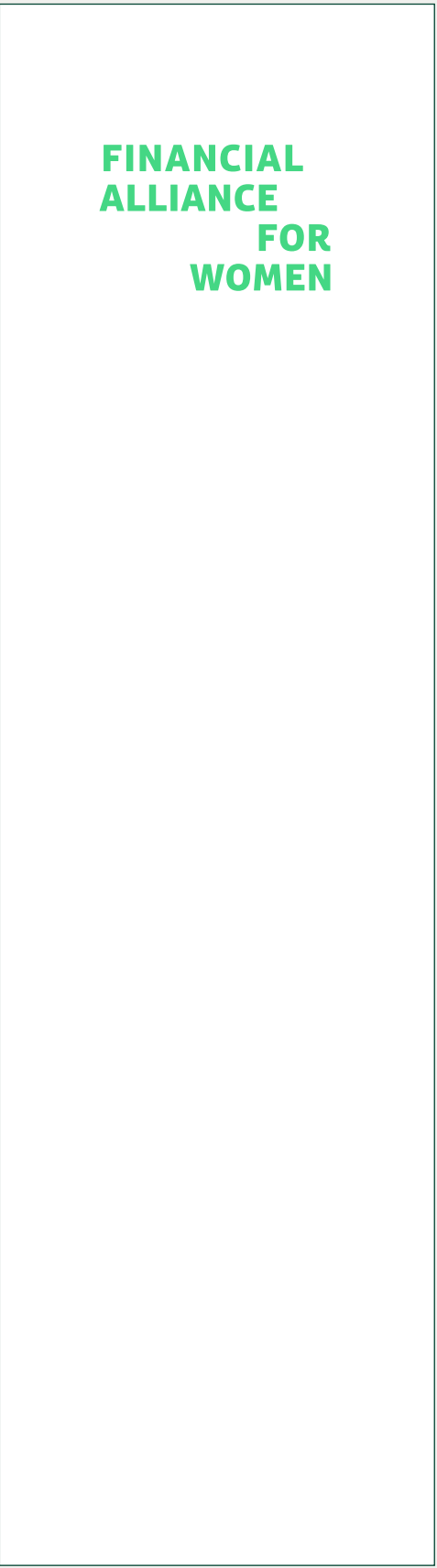
Horizontal environmental graphics



Advertising

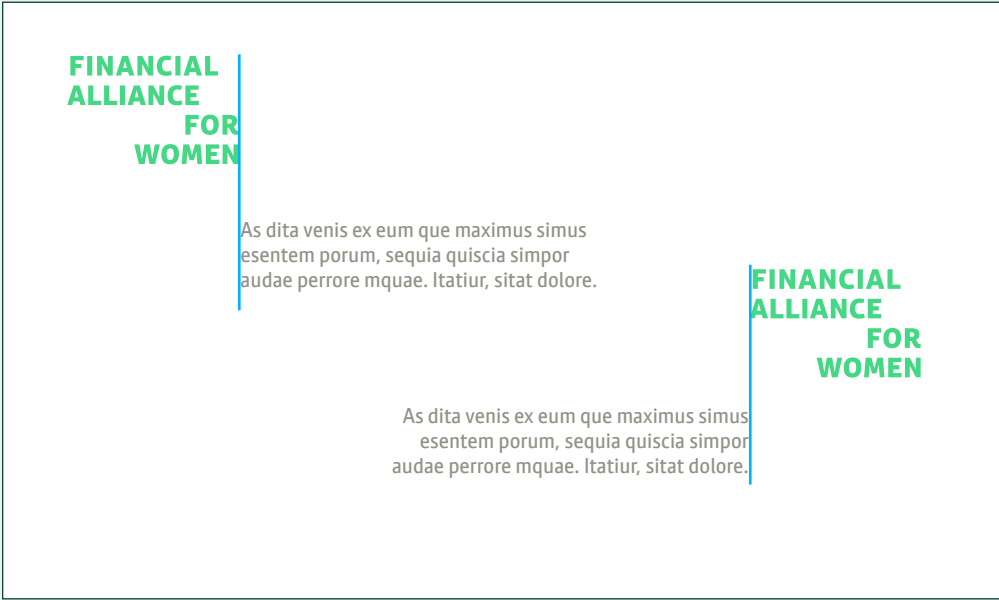


Extreme small scale applications



Extreme vertical applications

Alignment



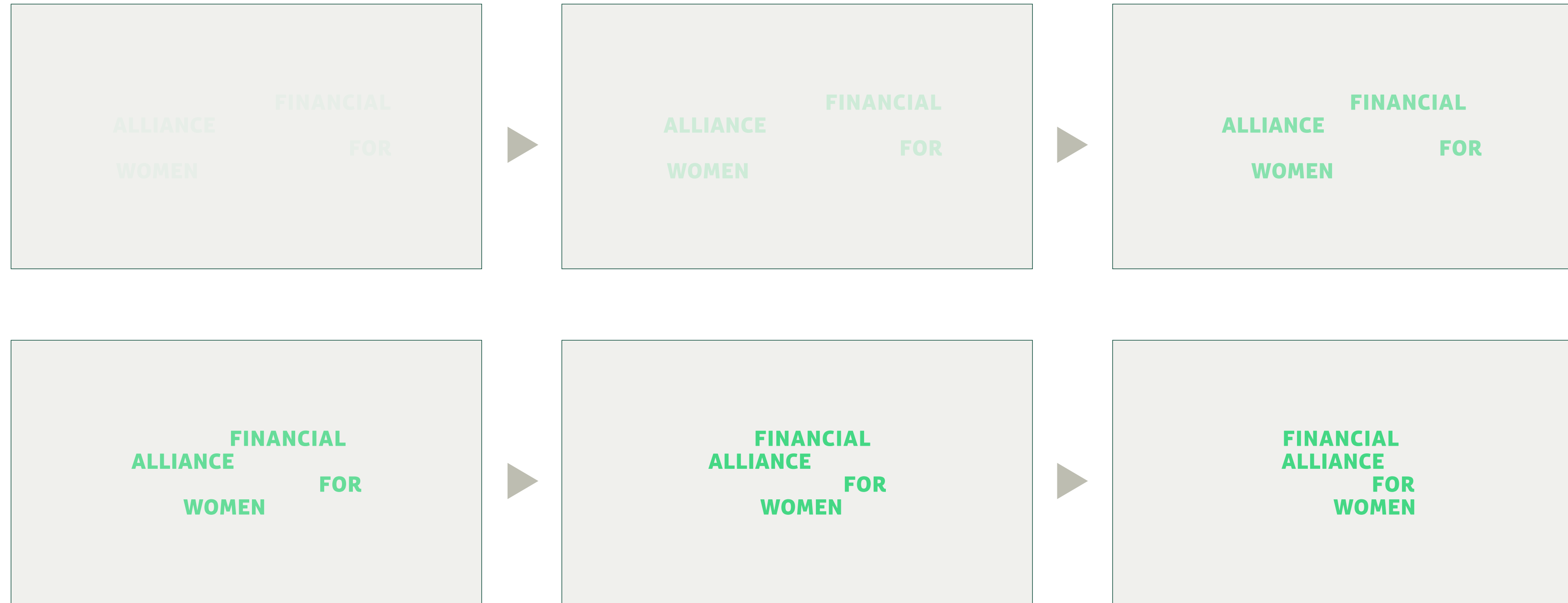
Placement

We carefully consider where we place our brand mark. This means that we seek to find areas that work best for a given application and layout proportion. In some instances the brand mark has the greatest standout when placed top left e.g. on a brochure cover or letterhead. In other instances the bottom right placement can be most successful e.g. as a sign-off on print advertising.

Alignment

Our brand mark has several ‘natural’ vertical alignment points. They can be useful to align text or other graphic elements to. These alignment points should be seen as suggestions, rather than definitive rules.

BRAND MARK ANIMATION



Using our brand mark animation as part of video material is a great way to introduce our brand and to state clear ownership of videos.

The animation is inspired by the idea that wind aligns elements of our brand mark which come together and form the final lock-up.

It typically appears at the beginning of footage as an intro or as an outro within end frames.

Where possible, all our intros should start with a canvas color background but other treatments are also possible. Master assets are available upon request.

Note: Do not create your own start or end frames or alter the master files. Do not add any effects such as 3D extrusions, light treatments such as lens flares or filters. For questions, please contact the Brand Team.

3.2

COLOR PALETTE

PRIMARY COLORS

Green 3 PRIMARY

Pantone 3385 C
CMYK: 61/0/42/0
RGB: 132/215/137
HEX (HTML): 84D789

Green 5 PRIMARY

Pantone 3302 C
CMYK: 94/40/62/48
RGB: 42/73/58
HEX (HTML): 2A493A

Blue 3 PRIMARY

Pantone 2995 C
CMYK: 81/5/0/0
RGB: 101/178/255
HEX (HTML): 65B2FF

We are a green and blue brand. This simple, yet distinctive palette of colors plays a critical part in what makes us look and feel different.

Green 3 (Bright Green) and Green 5 (Dark Green) are core brand colors. They are used as part of brand mark suite and act as a consistent thread running through all of our brand materials. Blue 3 is used as a subtle highlight color, or where a greater color variation is needed. A selection of lighter and darker greens and blues also play an important part in our palette and should be used across all our communications.

Canvas 1 (light gray) is an essential element of our palette. In compositions and layouts, the deliberate, generous use of light gray canvas provides a sense of calm and confidence against which the other brand colors have greater impact.

Canvas 5 (dark gray) is a neutral color we mainly use for text. In most instances this will be a 70% tint of black. For small text (below 8pt) we use black to ensure good reproduction.

Canvas 1 PRIMARY

Pantone Cool Gray 1
CMYK: 4/2/4/8
RGB: 241/241/238
HEX (HTML): F1F1EE

Canvas 5 PRIMARY

Pantone Cool Gray 11
CMYK: 44/34/22/77
RGB: 73/73/70
HEX (HTML): 494946

Green 1 CMYK: 15/0/14/0 RGB: 231/249/233 HEX (HTML): E7F9E9	Blue 1 CMYK: 17/0/0/0 RGB: 224/239/255 HEX (HTML): E0EFFF	Yellow 1 CMYK: 0/10/32/0 RGB: 255/235/189 HEX (HTML): FFEBBD	Red 1 CMYK: 0/29/12/0 RGB: 255/207/207 HEX (HTML): FFCFCF	Canvas 1 PRIMARY Pantone Cool Gray 1 CMYK: 4/2/4/8 RGB: 241/241/238 HEX (HTML): F1F1EE
Green 2 CMYK: 34/0/32/0 RGB: 182/232/185 HEX (HTML): B6E8B9	Blue 2 CMYK: 32/3/0/0 RGB: 193/224/255 HEX (HTML): C1E0FF	Yellow 2 CMYK: 0/15/50/0 RGB: 255/228/161 HEX (HTML): FFE4A1	Red 2 CMYK: 0/47/22/0 RGB: 255/169/169 HEX (HTML): FFA9A9	
Green 3 PRIMARY Pantone 3385 C CMYK: 61/0/42/0 RGB: 132/215/137 HEX (HTML): 84D789	Blue 3 PRIMARY Pantone 2995 C CMYK: 81/5/0/0 RGB: 101/178/255 HEX (HTML): 65B2FF	Yellow 3 Pantone 135 C CMYK: 0/21/76/0 RGB: 255/218/102 HEX (HTML): FFDA66	Red 3 Pantone 1785 C CMYK: 0/76/54/0 RGB: 255/102/102 HEX (HTML): FF6666	Canvas 2 CMYK: 18/13/19/0 RGB: 215/214/206 HEX (HTML): D7D6CE
				Canvas 3 CMYK: 29/20/30/3 RGB: 189/189/177 HEX (HTML): BDBDB1
Green 4 CMYK: 81/18/75/3 RGB: 87/144/98 HEX (HTML): 579062	Blue 4 CMYK: 87/44/18/3 RGB: 64/115/161 HEX (HTML): 4073A1	Yellow 4 CMYK: 16/42/87/5 RGB: 196/151/63 HEX (HTML): C4973F	Red 4 CMYK: 16/85/72/5 RGB: 193/72/72 HEX (HTML): C14848	Canvas 4 CMYK: 43/33/40/15 RGB: 145/145/136 HEX (HTML): 919188
Green 5 PRIMARY Pantone 3302 C CMYK: 94/40/62/48 RGB: 42/73/58 HEX (HTML): 2A493A	Blue 5 CMYK: 100/72/42/39 RGB: 27/51/68 HEX (HTML): 1B3344	Yellow 5 CMYK: 30/58/100/30 RGB: 132/93/30 HEX (HTML): 845D1E	Red 5 CMYK: 25/97/87/21 RGB: 137/39/39 HEX (HTML): 892727	Canvas 5 PRIMARY Pantone Cool Gray 11 CMYK: 44/34/22/77 RGB: 73/73/70 HEX (HTML): 494946

FULL COLOR PALETTE

The full color palette consists of greens, blues, yellows and reds and grays. All colors are split into light tints (1+2), and darker shades (4+5). The Primary colors are Green 3, Green 5, Blue 3, Canvas 1 and 5.

Canvas colors

Our canvas colors range from light to dark grays. The mostly frequently applied canvas color should be Canvas 1, which forms the base in most applications.

Secondary colors

Secondary colors are Yellow 3 and Red 3 with their tints and shades. They should be used in instances where a broader color range is required such as in charts and graphs.

3.3

TYPOGRAPHY

Primary typeface

CATALYSTS FOR TRANSFORMATION

Calmetta XBold sample text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Calmetta Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Calmetta Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Calmetta Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Calmetta XBold

System typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Calibri Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Calibri Bold

TYPOGRAPHY OVERVIEW

Brand typeface

Calmetta is our primary brand typeface and used in all possible instances.

We have selected the following four weights:

- Calmetta Light
- Calmetta Regular
- Calmetta Bold
- Calmetta XBold

Calmetta can be downloaded [here](#).

System typeface

Calibri is our system typeface. It is used in Microsoft® Office® applications, such as PowerPoint® or Word®, and other on-screen applications where the typeface Calmetta is not available.

Weights

Preferred combination

Calmetta Light
Calmetta Regular
Calmetta Bold
Calmetta XBold

Secondary weights

Dynamic rag for headlines

CHAMPION
» » » » » OF THE
FEMALE
» » » ECONOMY

Usage example

Section name in Calmetta XBold, all caps

Headline with Dynamic rag. Set in Calmetta XBold, all caps

INTRODUCTION | CONTEXT | SOLUTION | RESULTS

LEVERAGING
THE ECOSYSTEM
TO EDUCATE,
INSPIRE
AND CONNECT
WOMEN
IN BUSINESS

“Much as the women in business program supports women’s smes at every stage of development, natwest’s d&i initiatives are intended to support female staff throughout every stage of their careers.”

JULIE BAKER
HEAD OF ENTERPRISE, BUSINESS BANKING, NATWEST

NATWEST AT A GLANCE:

A member of the Royal Bank of Scotland Group (RBS), which was founded in 1727 and is one of the largest financial services groups in the world, NatWest is the organization’s flagship brand in England and Wales.

RBS has 19 million customers, predominantly based within the UK and the Republic of Ireland. NatWest serves over 8 million of these clients in the UK. In 2016 RBS held nearly 800 billion GBP (over US\$1.05 trillion) in total assets, and NatWest had 316.5 million GBP (almost US\$420 million).

RBS launched the Women in Business program in 2003 to support women business

owners. Now led by NatWest, the program is expanding beyond business banking to reach commercial, private and corporate banking clients.

NatWest has accredited more than 600 Women in Business Specialists, who are trained to provide clients with business expertise and support, and connect them through networking and learning events.

Today women-owned SMEs represent 17% of the Business Banking portfolio, with enterprises owned jointly by men and women comprising an additional 34%. In 2014 RBS’s CEO and Executive Committee set a formal target to reach at least

30% women in the top three leadership layers by 2020. The bank’s longer-term aim is to have a fully gender balanced workforce by 2030.

The RBS Group is recognized as a “Times Top 50” employer for women, has a Platinum rating with Opportunity Now, has been placed in the top five in the global Bloomberg Gender Equality Index and was an early adopter of the UK government’s “Women in Finance Charter.”

CASE STUDY: FINANCIAL ALLIANCE FOR WOMEN + NATWEST | 01

Quote with hanging punctuation. Set in Calmetta Light, sentence case

Eyebrow in Calmetta XBold, all caps

Body copy. Set in Calmetta Light, sentence case

Calmetta XBold

Calmetta XBold is our display font for headings at large sizes. It is used for front door moments i.e. billboards, brochure covers, website carousel, article headings, etc. It is always used in all upper case and where possible with a dynamic rag. The dynamic rag creates fluidity and a progressive look. It is an expression of our brand personality. Keep sentences in all upper case short and to the point.

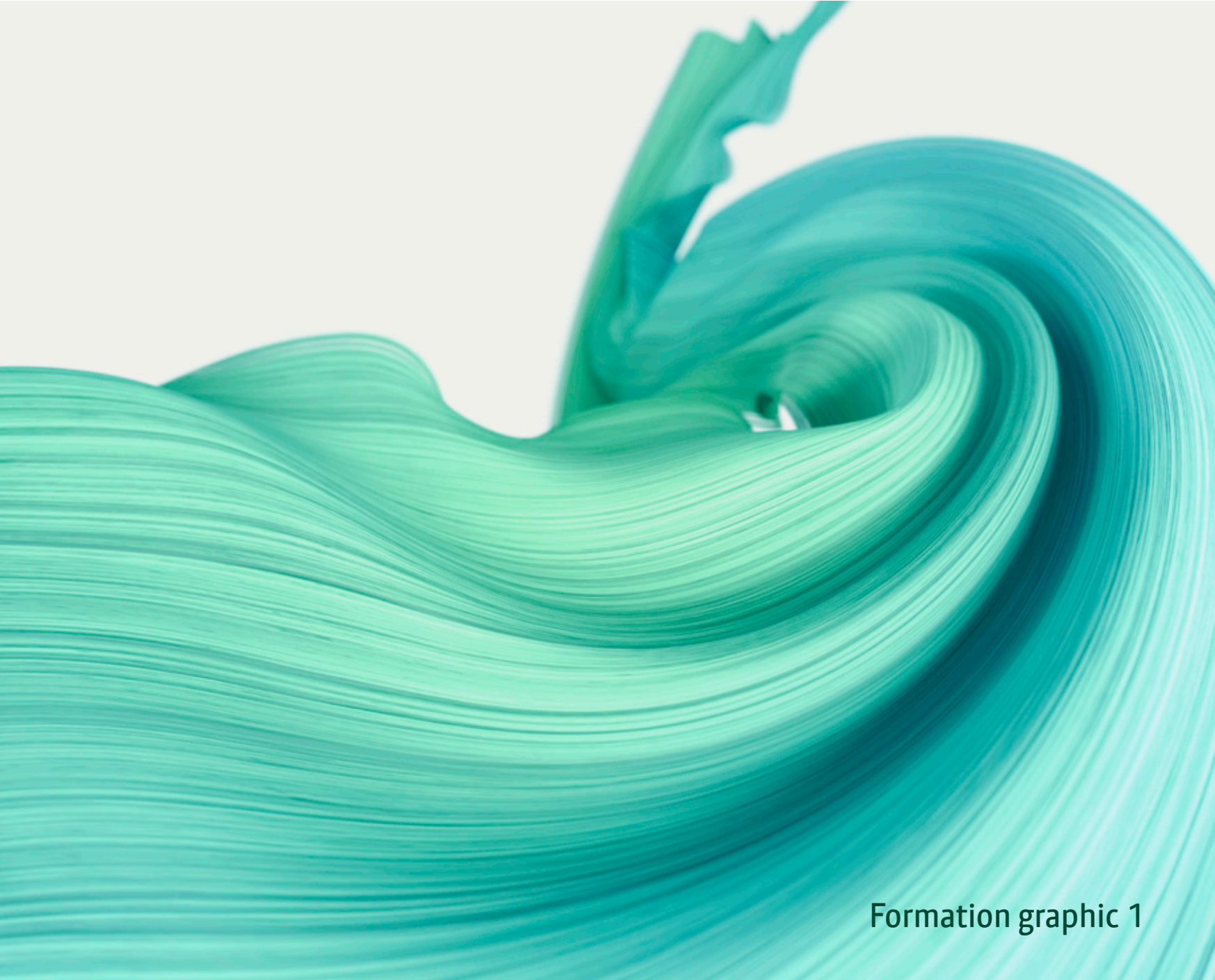
Calmetta Light

Calmetta Light is used for longer introduction paragraphs, for sub-headlines and also for body text – always in sentence case.

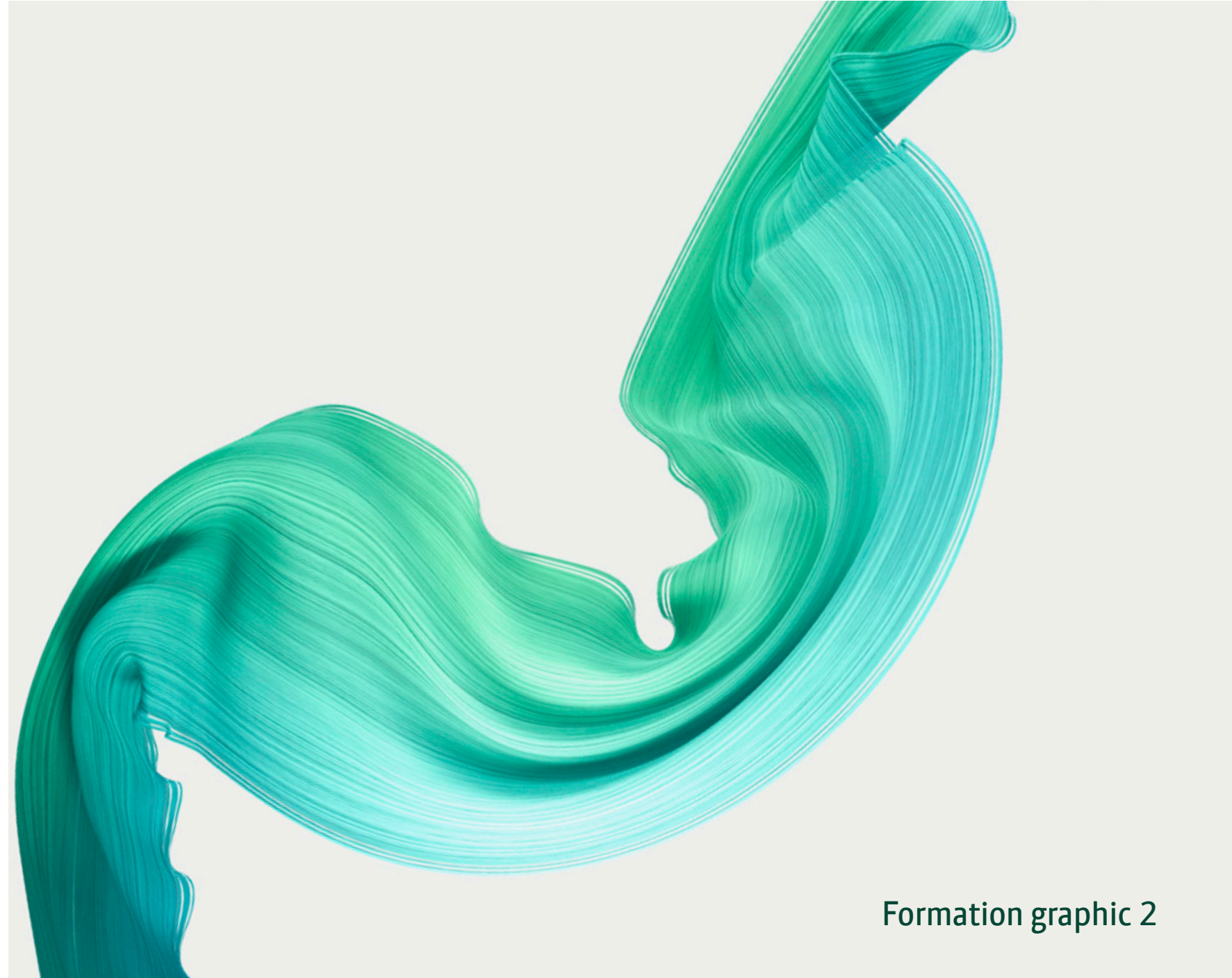
Calmetta Regular and Bold

Calmetta Regular and Bold are used for signposting and as support weights.

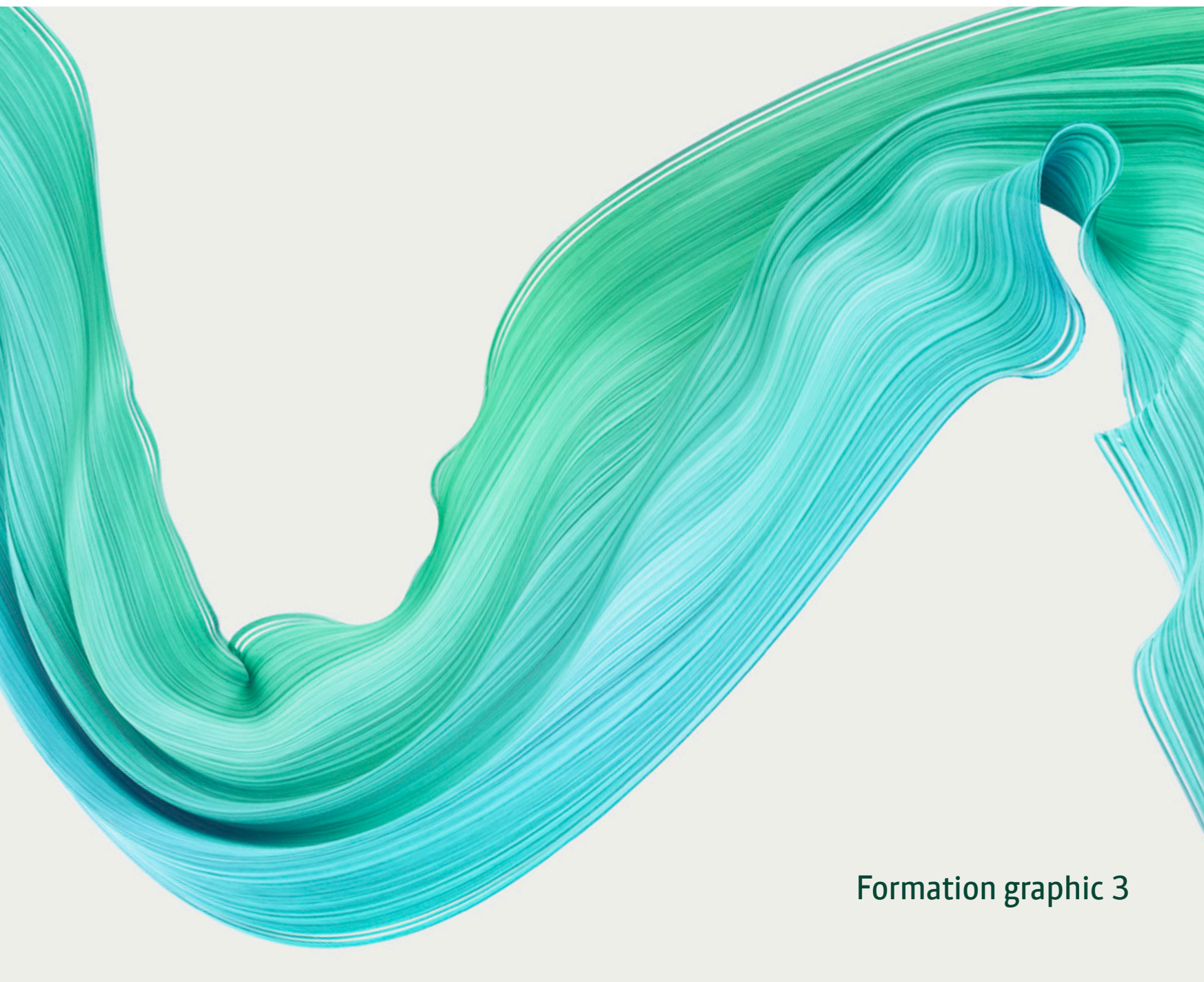
3.4 FORMATION GRAPHIC



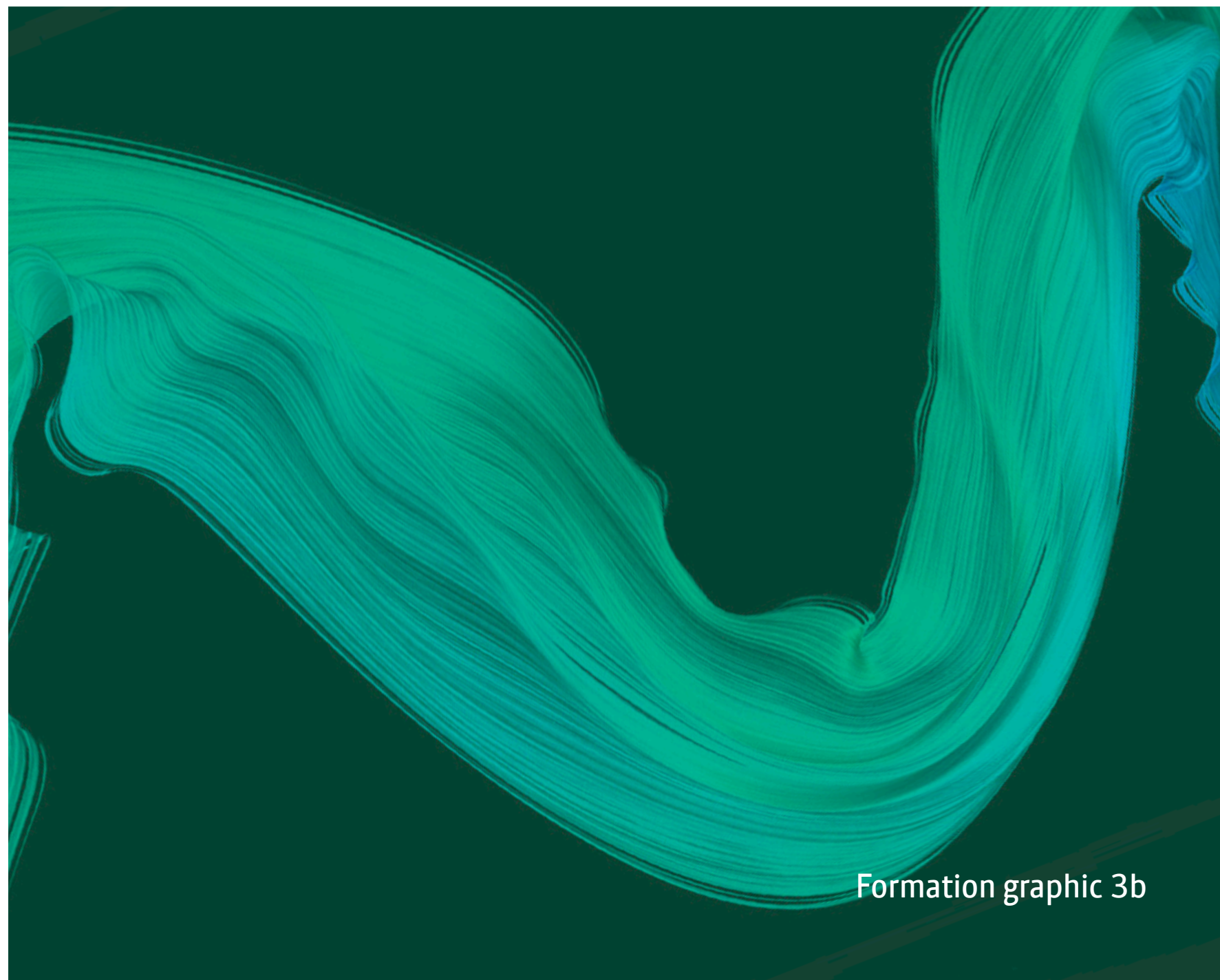
Formation graphic 1



Formation graphic 2



Formation graphic 3



Formation graphic 3b

Our Formation graphic

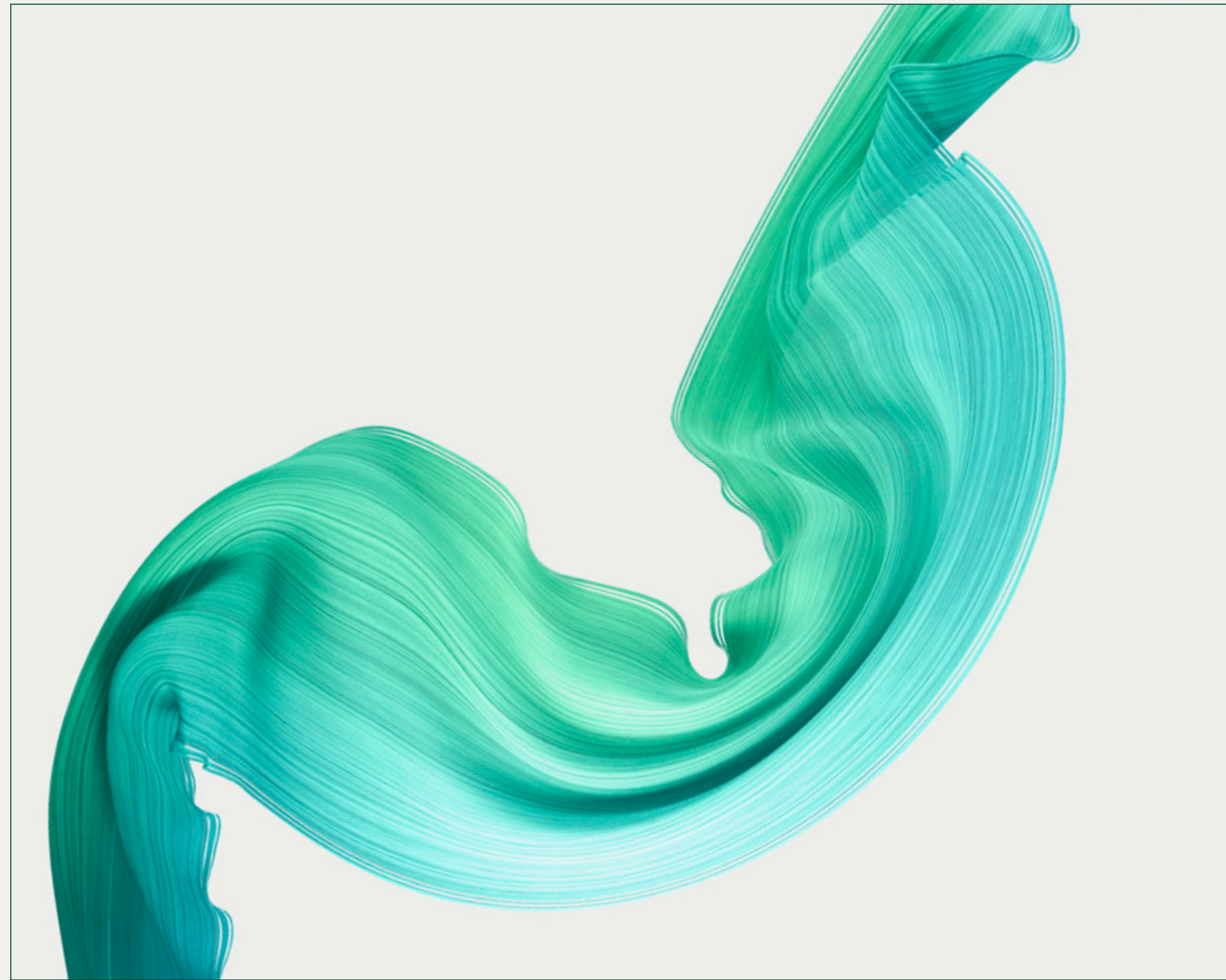
Eternally shifting and shaping, our Formation graphic represents the way women are transforming the global economy.

There are three unique Formation graphics available. Choose a Formation that best fits your story and layout. Each graphic is available as master artwork file.

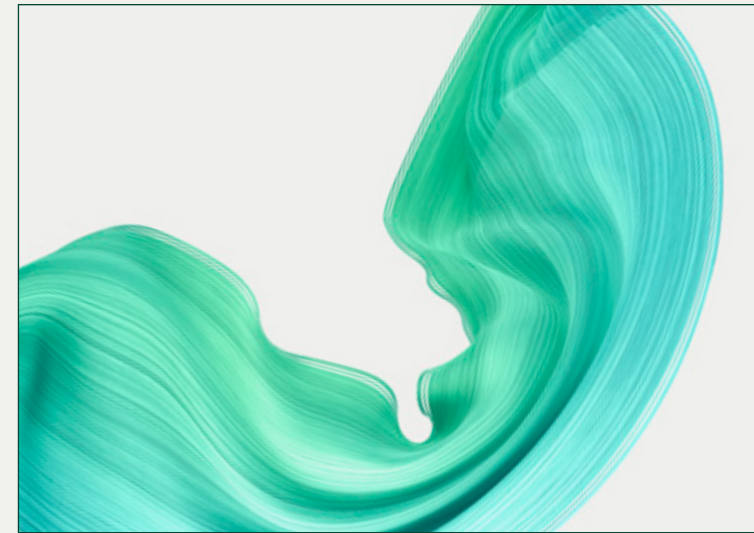
Formation 3b is also available on a dark green background. This should be used at a secondary level to allow a broader range of executions. It should only be used once the standard Formation graphic (on a light gray background) has been used. For front-door moments (e.g. advertizing, billboards, etc.) always use the standard Formation graphic.

The next page shows a range of treatments of how to adapt and adjust the graphic.

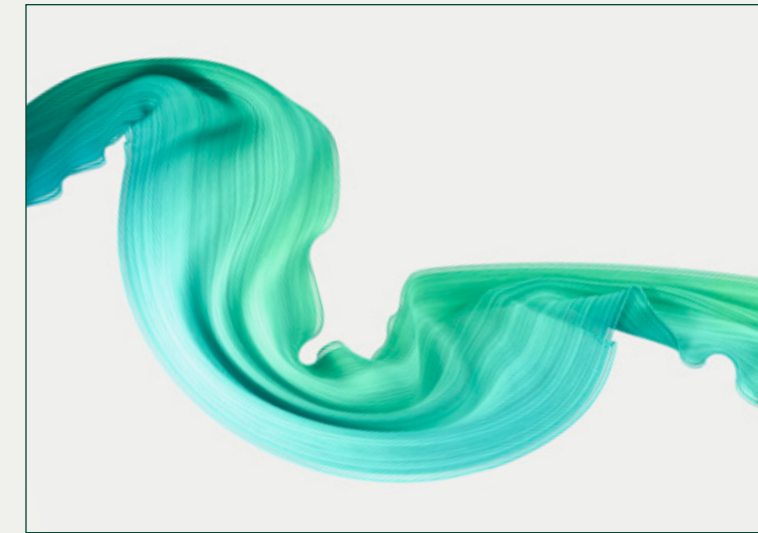
FORMATION GRAPHIC PRINCIPLES



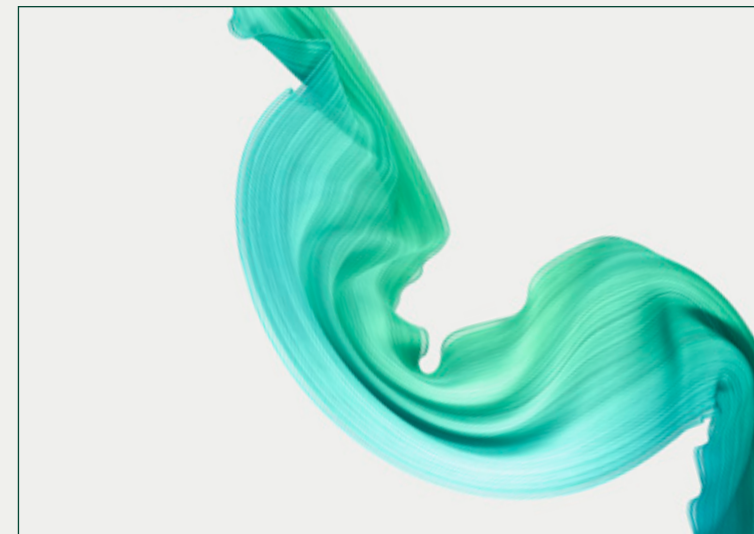
Formation graphic 1



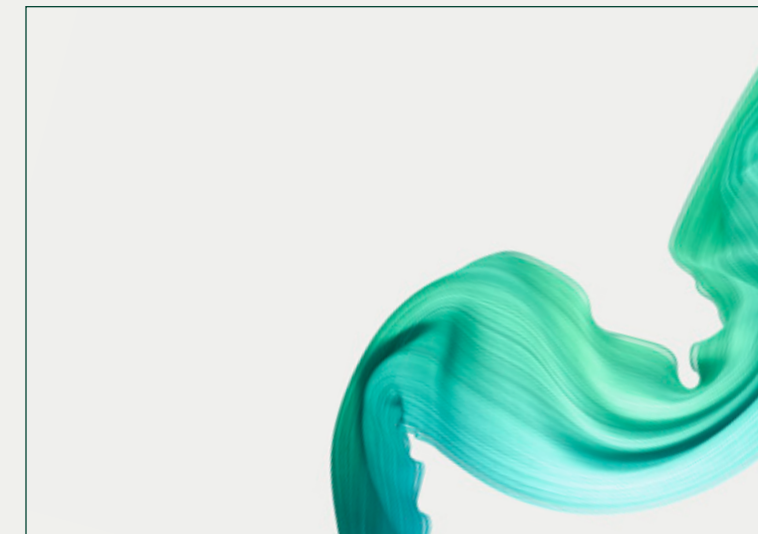
Scale



Rotate



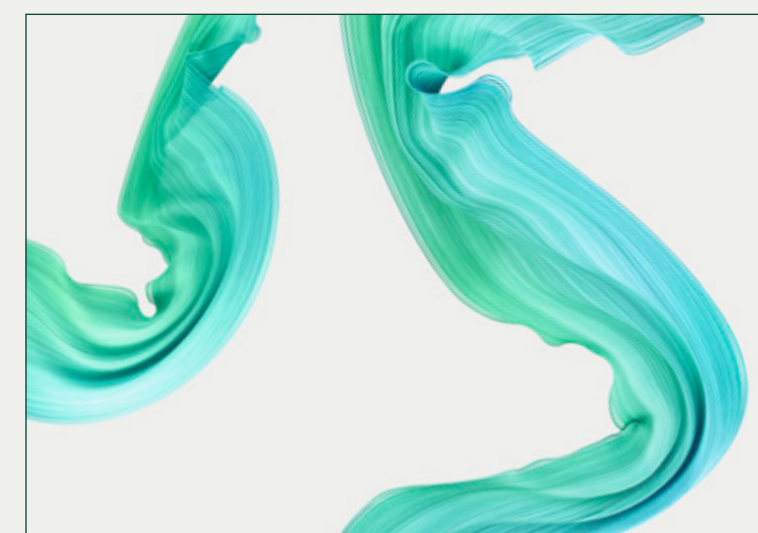
Flip



Move



Duplicate



Combine Formation graphic 2 or 3

Formation graphic principles

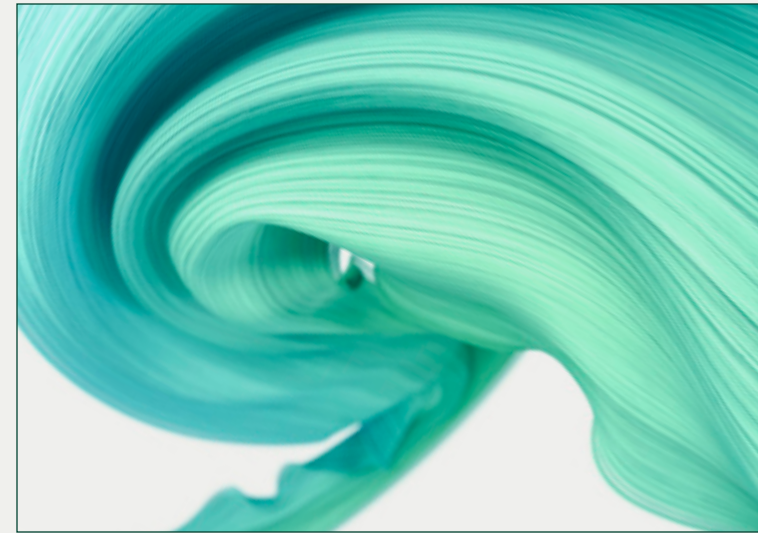
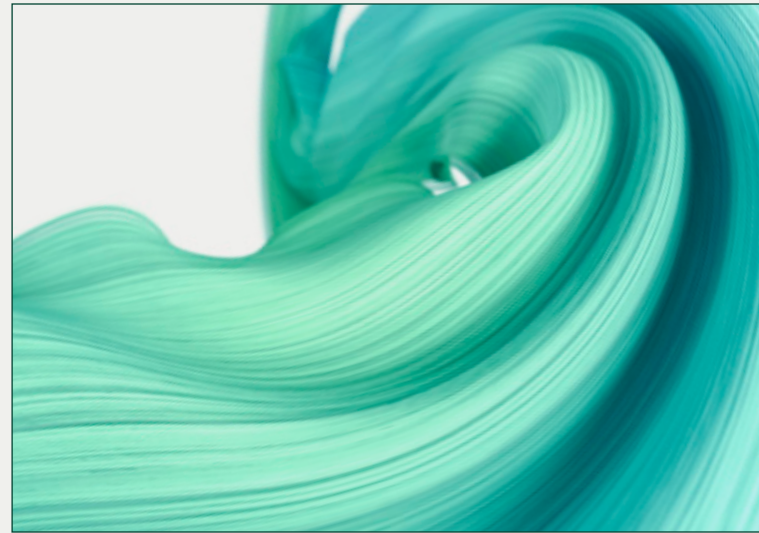
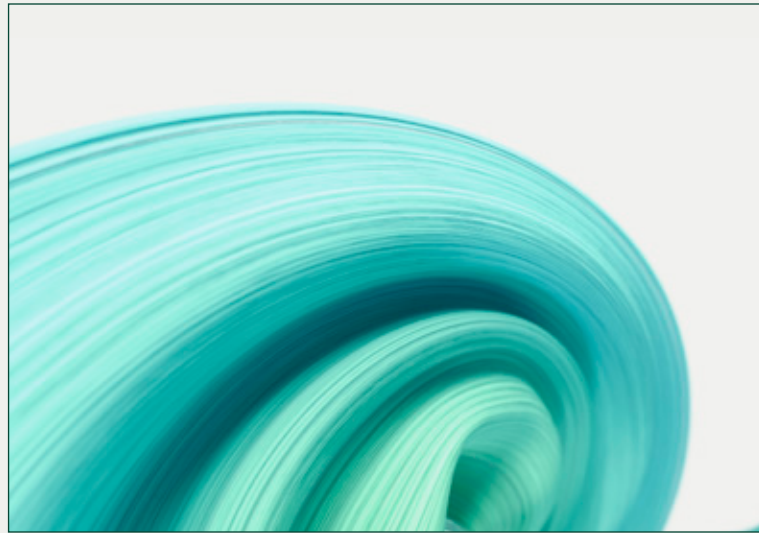
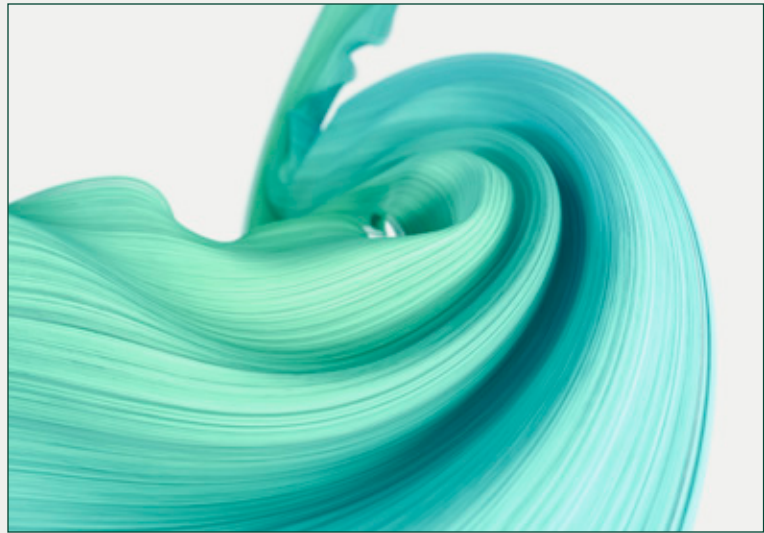
Each Formation graphic can be adjusted in the following six ways:

1. Scale (larger or smaller*)
2. Rotate
3. Flip
4. Move
5. Duplicate (repeat)
6. Combine with graphic 2 or 3

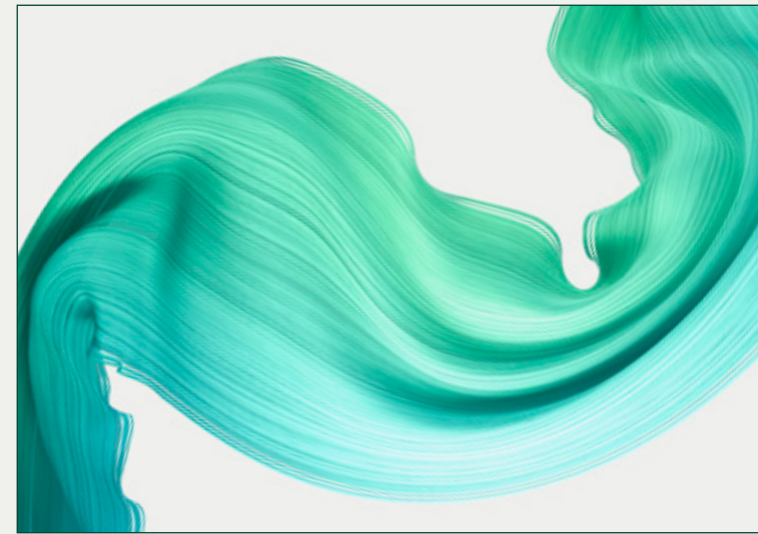
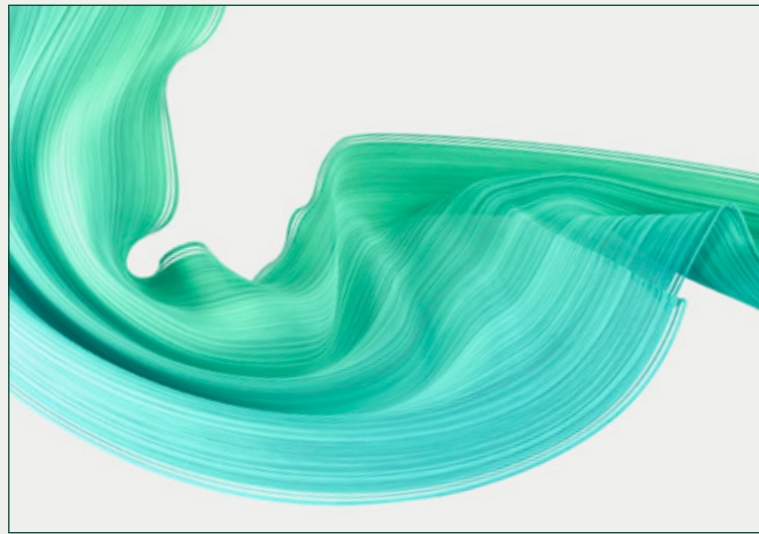
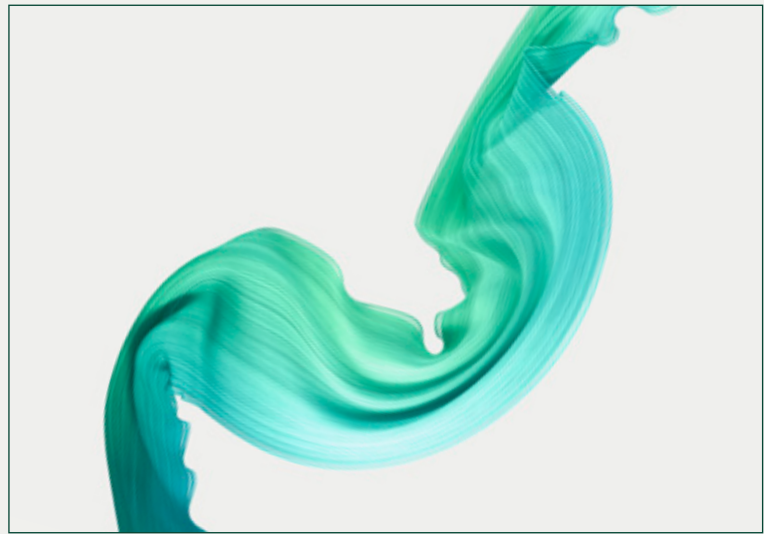
All treatments applied here to the Formation graphic 1 can also be applied to 2 and 3.

*When decreasing the size, be careful not to show exposed ends. See page 29 for further information.

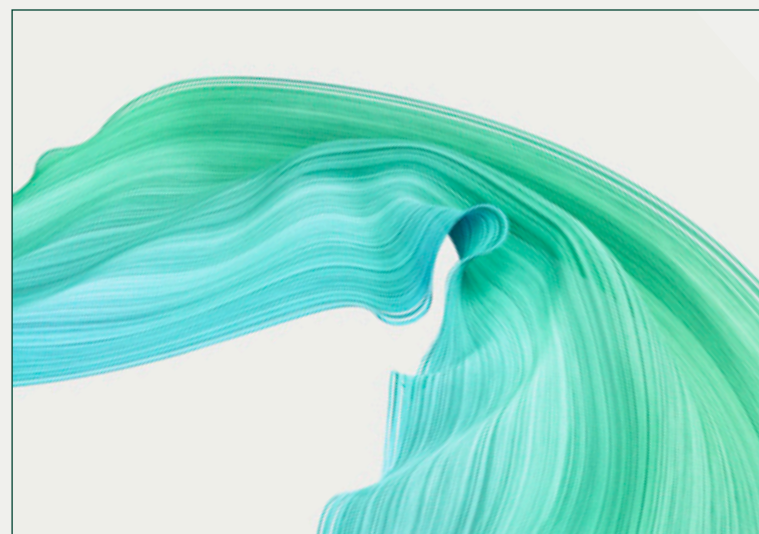
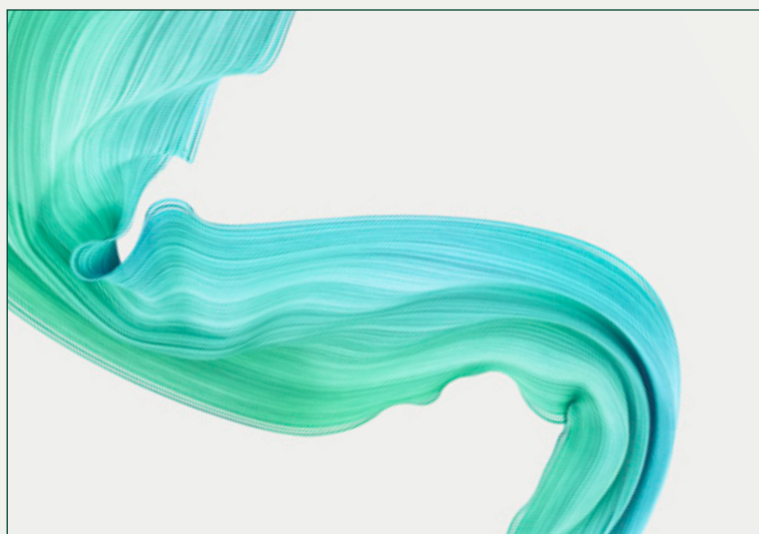
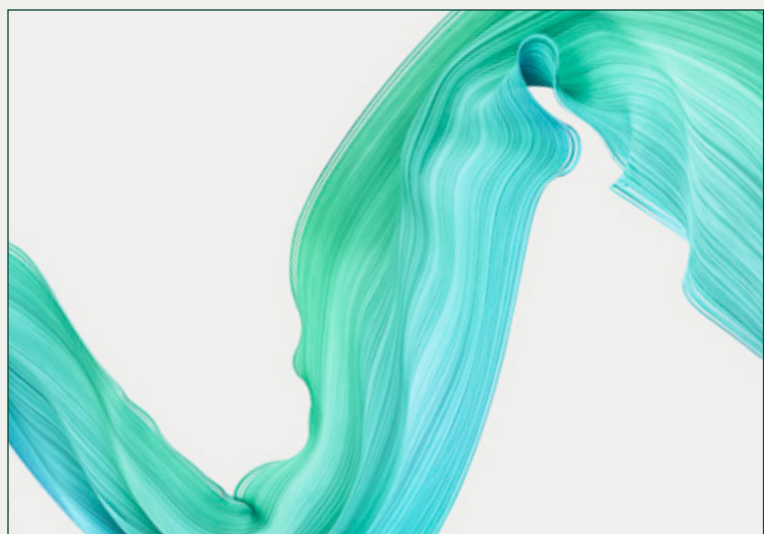
FORMATION GRAPHIC CROPS



Formation graphic 1



Formation graphic 2



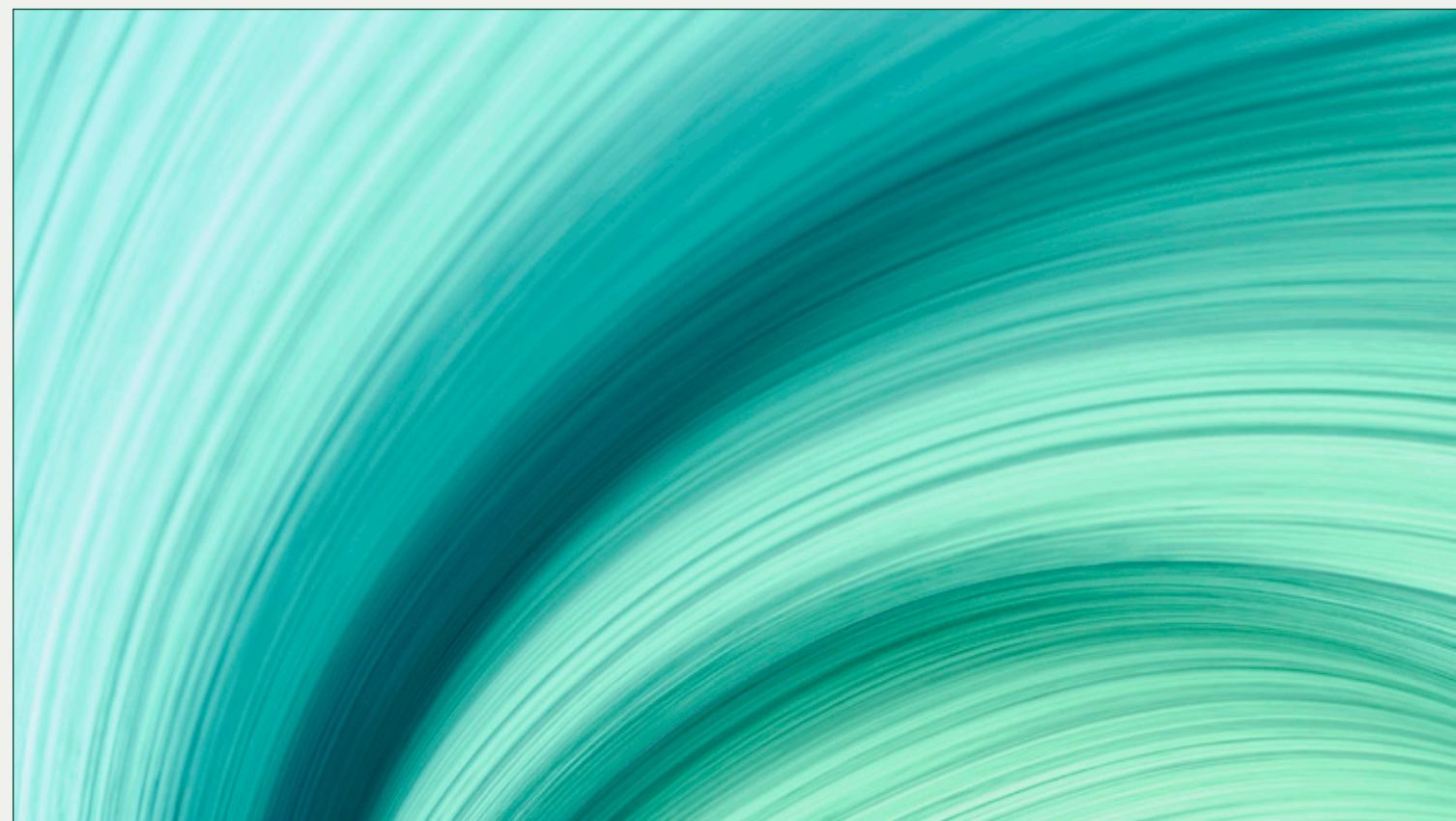
Formation graphic 3

Crop examples

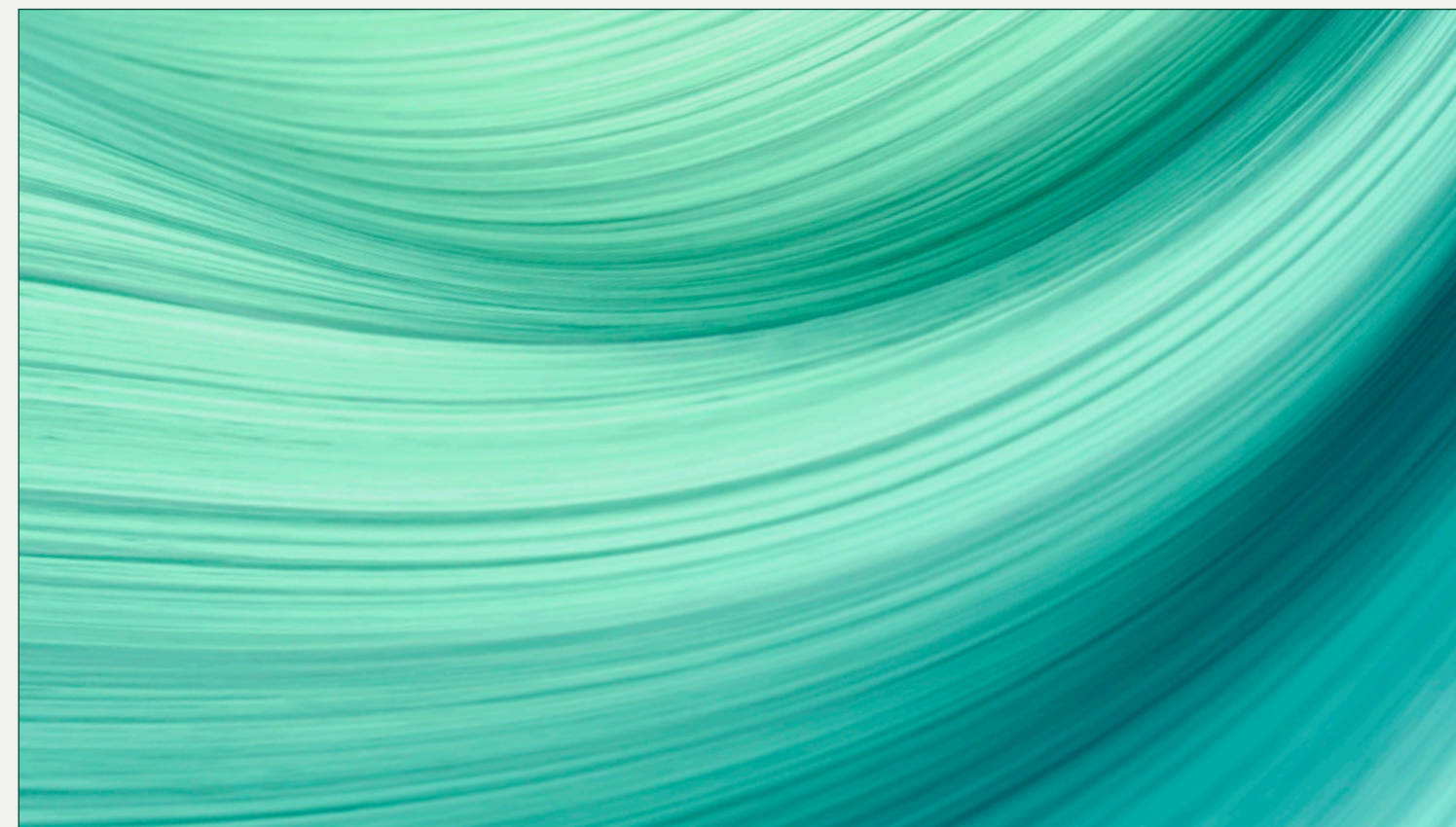
Our Formation graphics provide great flexibility when creating compositions. They are most successful when they are cropped. This page shows examples of how each of the graphic can be cropped.

The examples here should be seen as a starting point. We encourage the creation of new crops when needed.

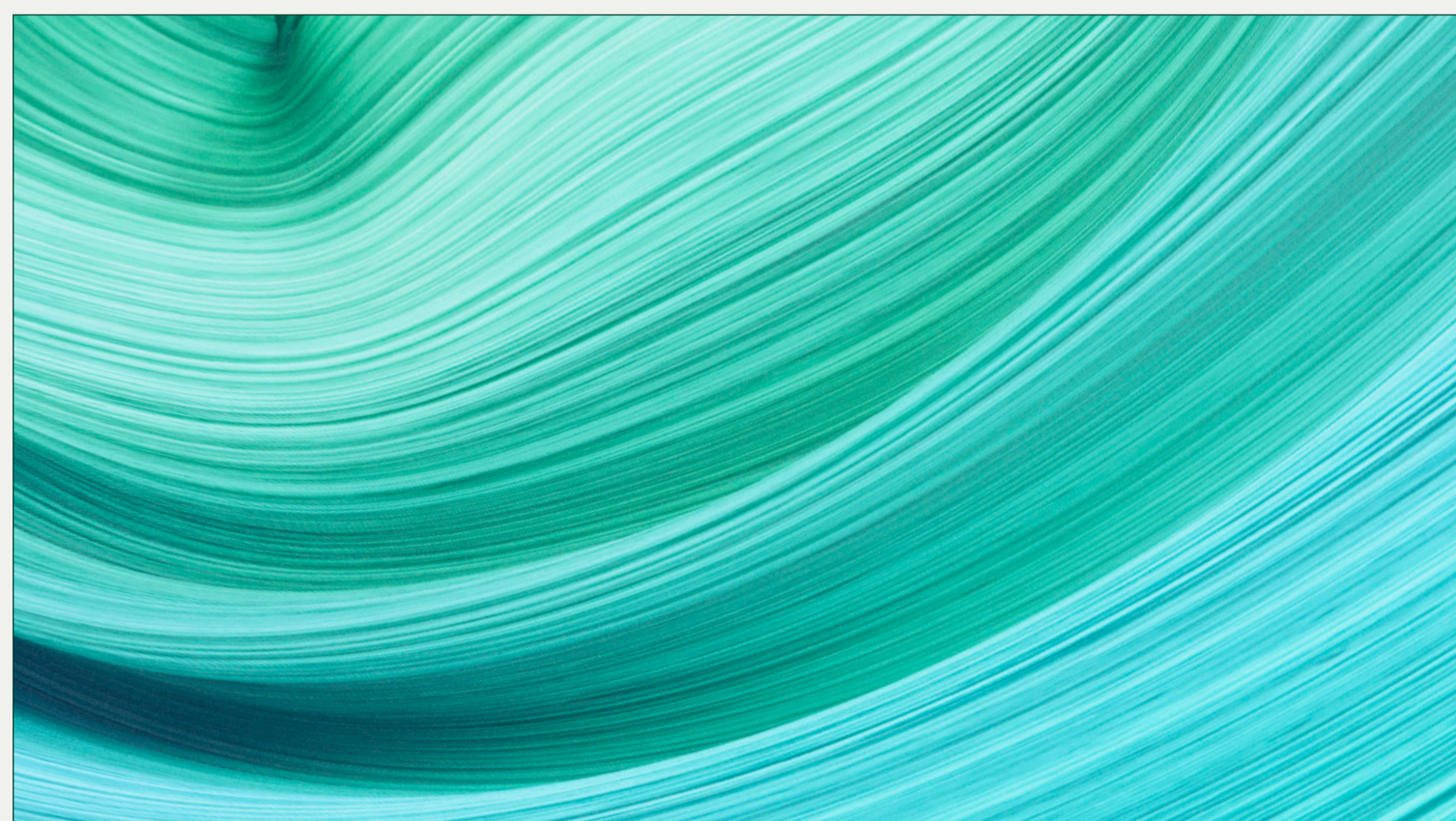
FORMATION BACKGROUNDS



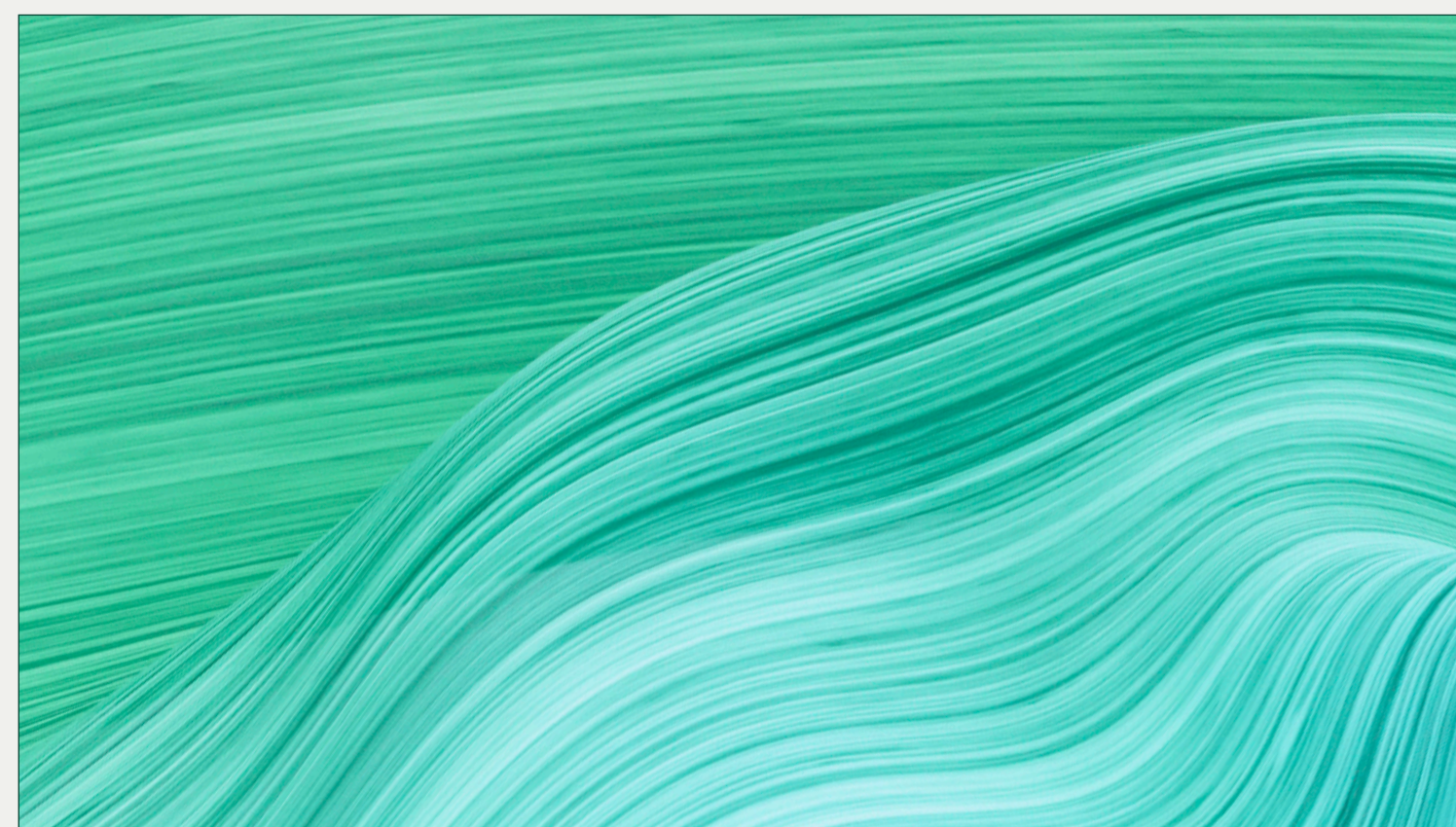
Formation background 1



Formation background 2



Formation background 3



Formation background 4

Close-ups

A selection of four close up crops has been created and is available as master artwork. Close-ups should be used on a secondary level (i.e. section dividers, internal spreads, etc.) not for front door moments.

These crops have been carefully selected to be work as a coherent set. They should not be cropped further but can rotate or flip when necessary.

FORMATION GRAPHIC IN ACTION

This page shows the Formation graphic applied to a range of formats and applications.



Brochure cover



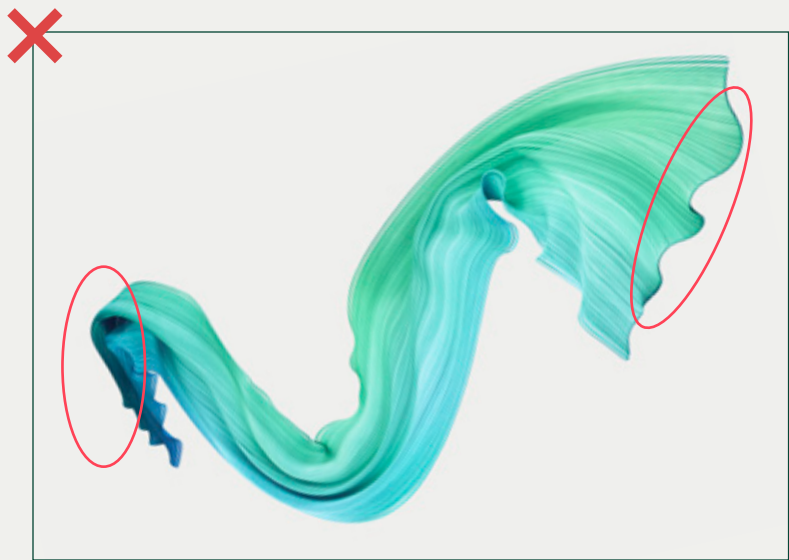
Id Badge



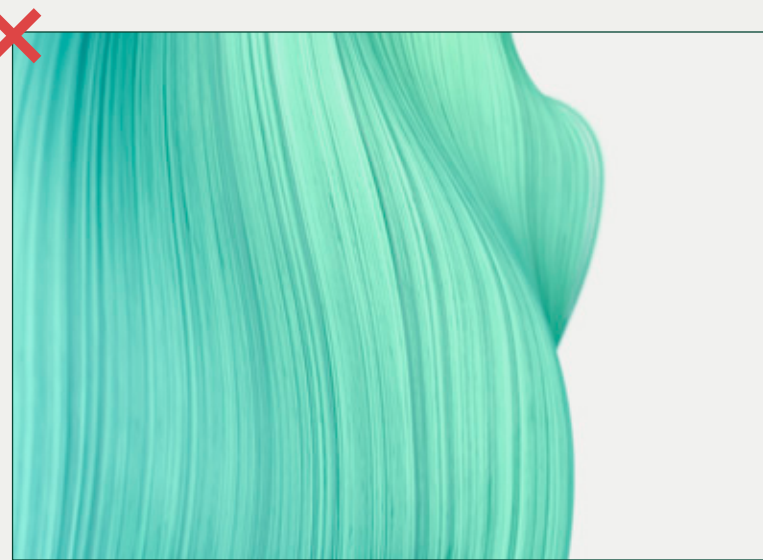
Wall graphics



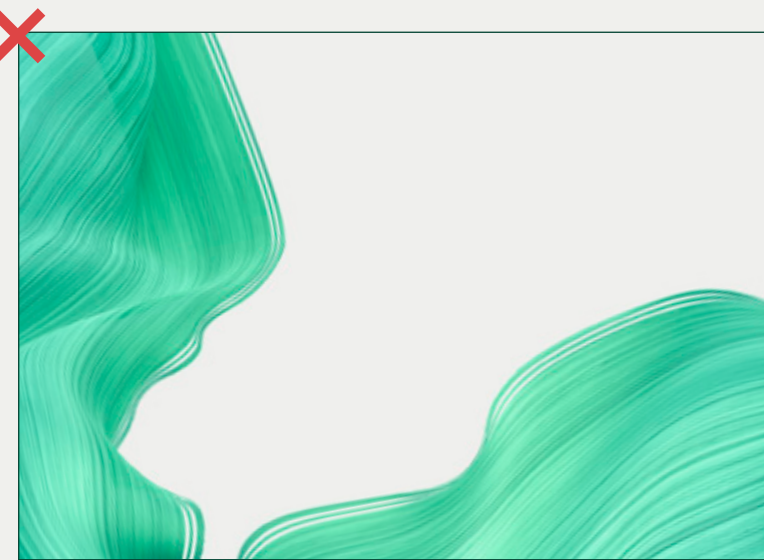
PowerPoint divider page



Do not use as a floating graphic. The edges should always be cropped



Do not crop in a way that loses the curves that show movement



Corps should show both green and blue color. Avoid crops of a single color



Avoid crops that are very dark



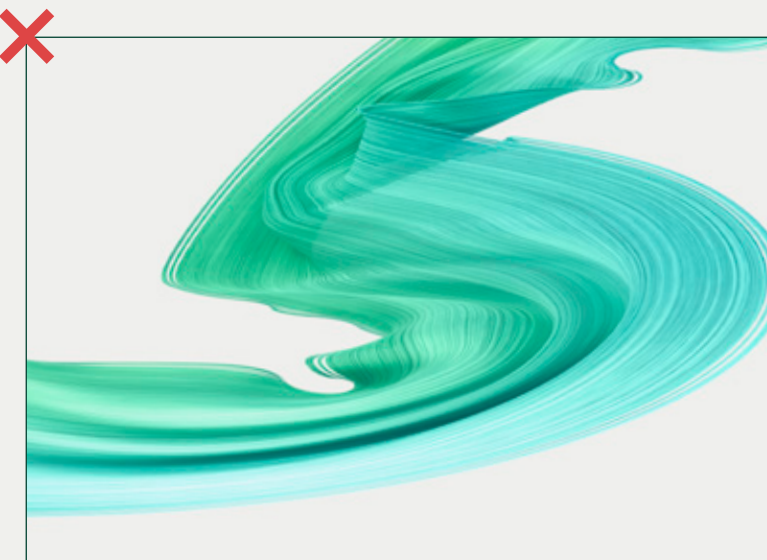
Do not place bright green text over the light gray canvas Formation graphic



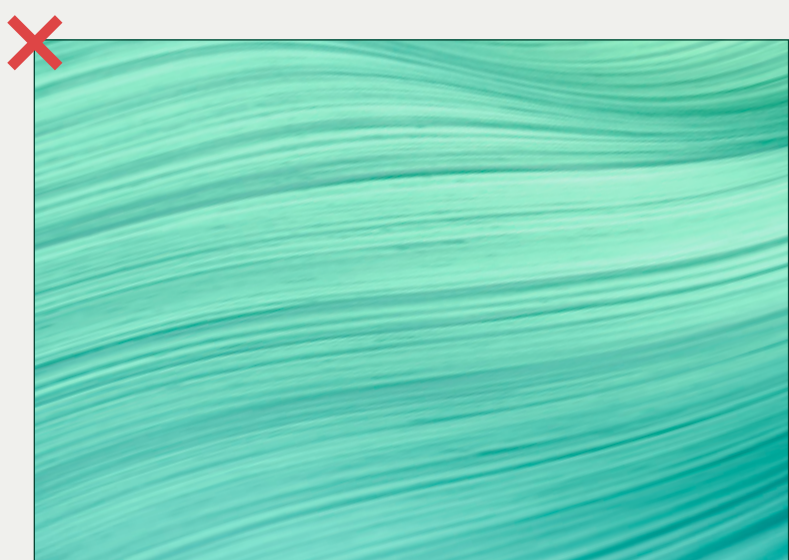
Do not place body copy over the Formation graphic



Do not combine Formation graphic 1 with other graphics



Do not stretch the Formation Graphic



Do not crop the Formation graphic to transform them in texture for backgrounds. Use the provided background options instead



The Formation graphic should never be applied to photography



Do not recolor the Formation graphic

Watchouts

A strong brand is applied consistently. It is important our Formation graphic is used with consideration and care. Here are a few simple things to avoid.

Please follow the principles outlined in this section. Always use the master artwork and never attempt to recreate Formation graphics.

3.5 PHOTOGRAPHY

PHOTOGRAPHY OVERVIEW

Introduction

Our photography is authentic, engaging and genuine. It evokes impressions of strength and empowerment, yet also feels warm and approachable. Women become the focal point in all the stories we tell. Aesthetically our photography looks bright and warm, with moments that naturally incorporate greens from our color palette. We have three distinct groups of photography:

1. Women in action
2. Individual stories
3. Metaphorical images

Women in action

This group of photography shows women in action in various business environments.

Individual stories

We show the impact of the work we do by telling stories of individual women and how we can affect their lives.

Metaphorical images

When we want to express the ideas in a more abstract or emotional way we use visual metaphors.



Women in action



Individual stories



Metaphorical images

We show women in action when we are talking about our network, events and the work we do. It shows the impact we make in the world.

Content and styling

- Women should look confident and active. A friendly and approachable look is encouraged but it is also fine to show women that are focused on their tasks.
- Photography should have an observant reportage quality. Subjects should never look directly at the camera lens.
- Where possible, our compositions should show women be in the center of the frame. If photography contains male subjects it's important that women are the main focus.
- A position of equality and active contribution is always preferred. Women should not become passive observers.
- The photography should be at eye level and shot from a short distance. This helps to engage the viewer with the scene and subject matter.
- We always aim to show multiple people collaborating with each other when representing our network.



Our network

Overall warm lighting and pops of green, helps create visual connections to our brand's look and feel

Woman is centered within the photograph and interacts with other people. We show a collaborative environment that feels genuine

Natural highlights make our photography look authentic

Highlights makes the photograph look natural and realistic



The impact

Photograph has overall warm tones

Woman is centered within the photograph and focused on her task

The photograph gives context about the wider business environment of the subject. We show how her life is being directly affected by our initiatives

INDIVIDUAL STORIES

We show the impact of the work we do by telling the stories of individual women and how we affect their lives.

Content and styling

- This is always custom commissioned and authentic photography, never generic stock imagery. It is about real women shown in either their business or private environments.
- Women are positioned in the center of the frame, looking directly at the camera lens, always at eye level.
- The personal expression should be confident and optimistic. While smiles are encouraged in some situations, they should feel candid and not forced.
- The context in which the woman is shown plays a critical role to tell the individual stories. It is therefore important that the background gives clear clues about the business we depict.
- The background can be blurred as long as it still gives a sense of location and context.



Background highlights create a natural look natural

Woman is centered within the frame and is confidently facing the camera, building connection to the viewer

Overall warm lighting and pops of green, helps create visual connections to our brand's look and feel

Background scenes and props help tell the stories of the impact we made in a visual way

METAPHOR PHOTOGRAPHY

We use metaphor photography to express ideas in a more abstract or emotional way and to complement our 'women in action' photography.

- We show moments that are illustrating the concept of power, force or movement in a non literal way.
- The metaphor should always show a scene or element that is affected by the power of wind. For example:
 - A windmill to express “**harnessing power**”
 - A wave affected by the wind “**to represent how our force shapes the world**”
- Video is highly recommended for this category, as it creates greater emotional connections
- Metaphor photography can also be effective to talk about the locations of our events and projects. E.g. Eiffel Tower with clouds moving in the background.



Overall warm lighting and pops of green, helps create visual connections to our brand's look and feel

Metaphor photography shows the effect of wind on skin, bringing our story to life in an intimate and emotional way

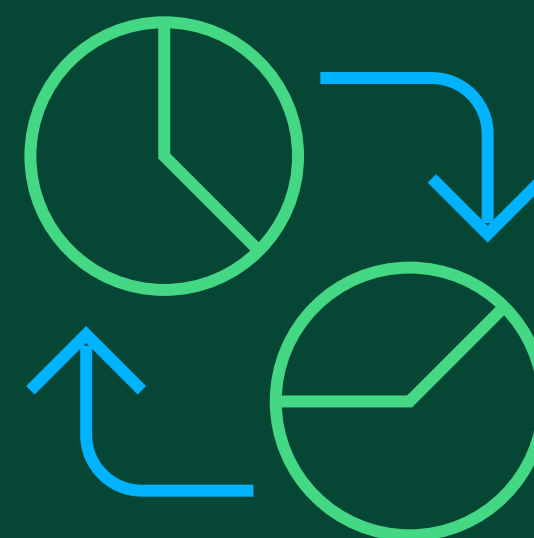
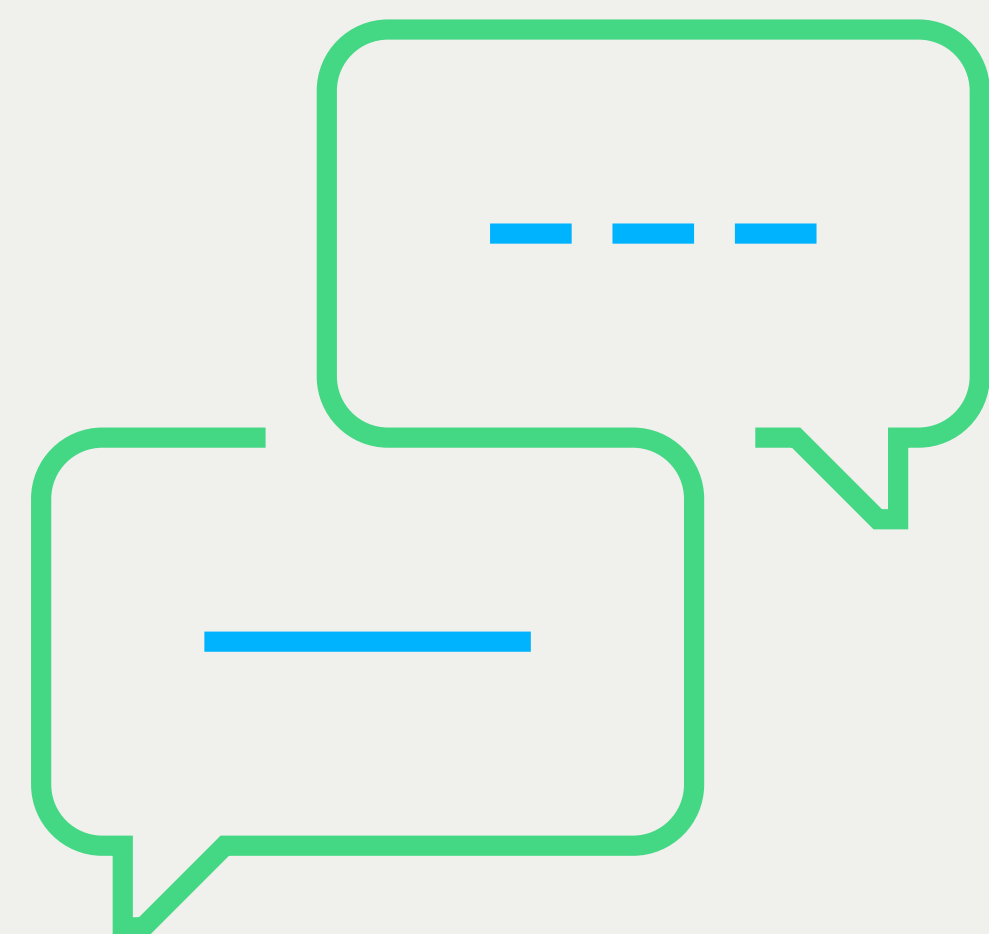
Videos help more explicitly show the effect we are trying to achieve



Photograph has overall warm tones

Metaphor photography shows the effect of wind on the sea, and shows how this force shapes the world we live in. Indirectly connecting the impact of our organization to the photograph

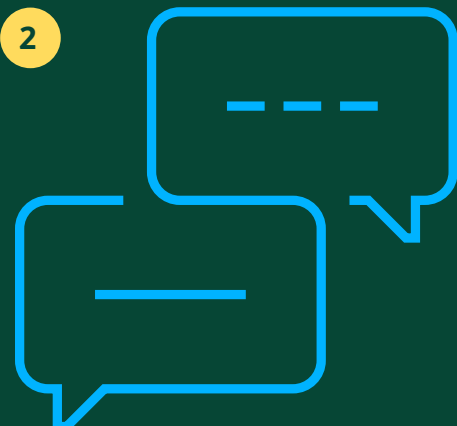
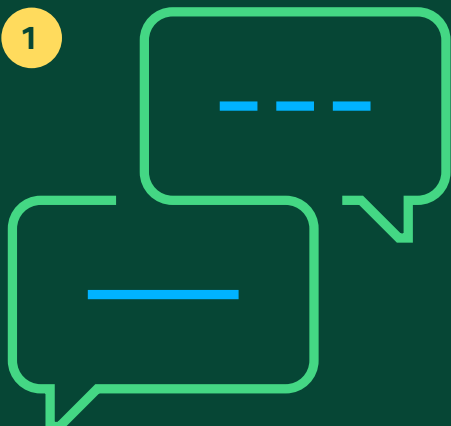
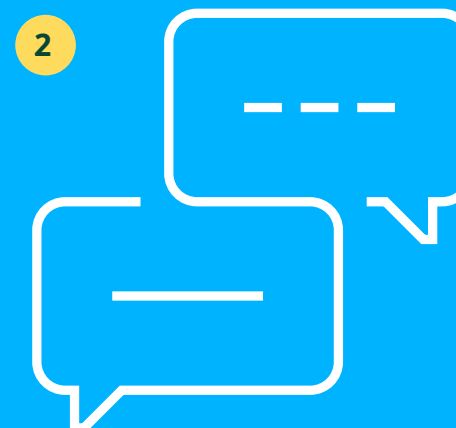
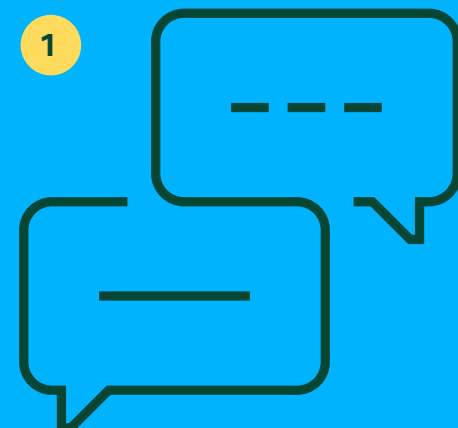
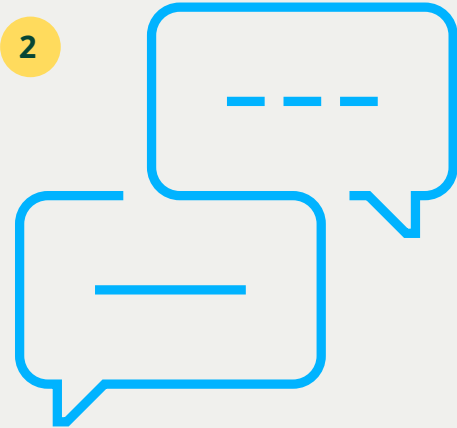
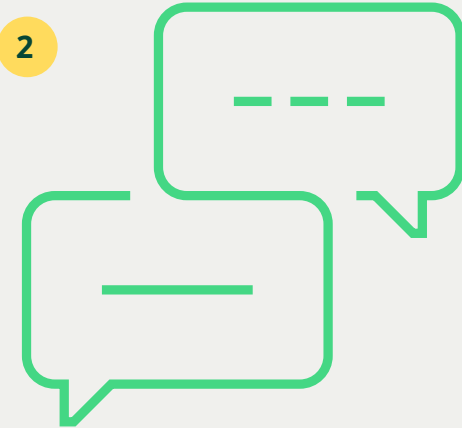
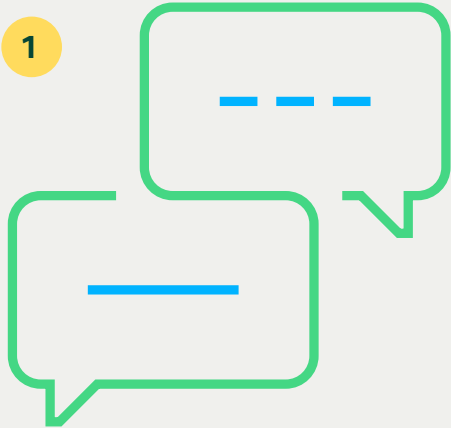
3.6 ICONS



ICONS OVERVIEW

Icons are a secondary element of our identity. They are used to illustrate simple, usually single ideas, such as 'conversation', 'global impact' or 'security'. They are a flexible part of our identity and can be used to aid navigation or as short hand for complex concepts. In editorial literature, icons can be used as a way to designate sections or topics, etc.

ICONS COLORS



Icon flexibility

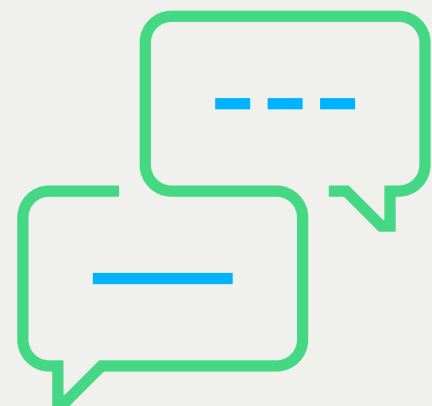
Our icons can be adapted to suit the application or use. Sometimes icons need to stand out, other times they need to be more recessive, in the background.

Depending on the specific use of the icons we offer several styling options. Choose versions best suited to your needs.

Shown on this page are icons on various background colors. Indicated are preferred color combinations:

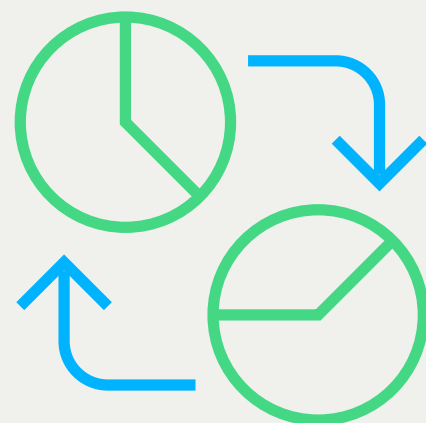
- 1 Preferred
- 2 Secondary
- 3 Tertiary

THERE ARE 3 KEY PARTS TO WHAT WE DO:



PEER LEARNING

We facilitate peer learning across our membership to accelerate the learning curve and help ensure women’s Market program success.



RESEARCH & KNOWLEDGE

We conduct innovative research, collate insight from our members and house essential resources that help them stay on the cutting edge.



IMPACT

We leverage our collective voice to advocate for desired policy change. Our impact can be seen in the success of the women customers our members have supported.

WHAT WE DO | 04

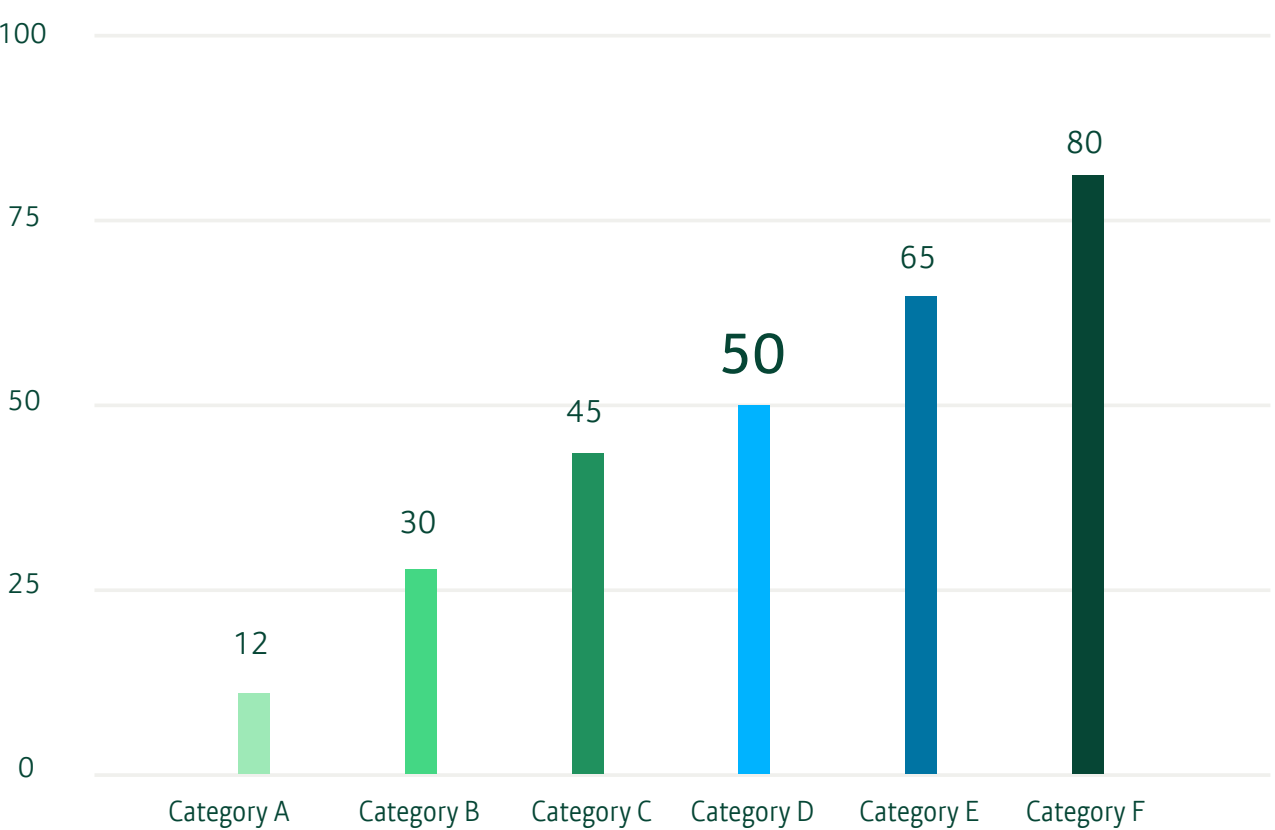
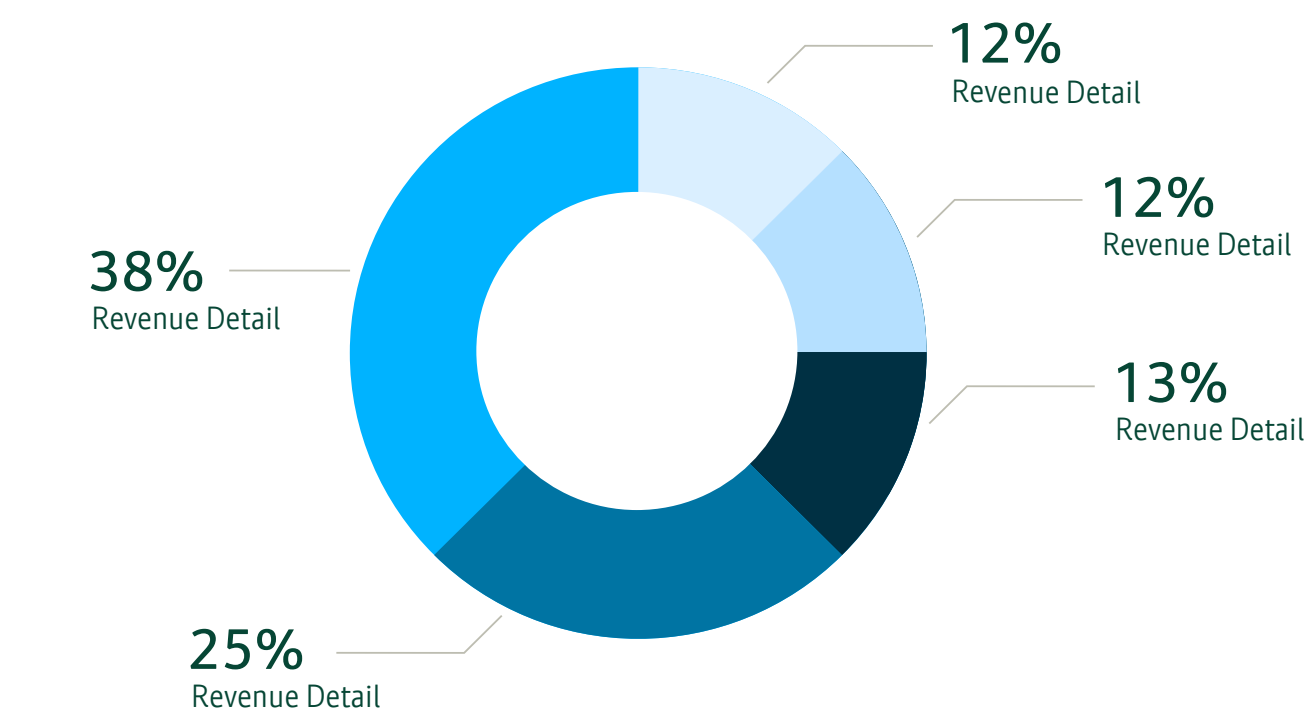
Icons in editorial applications

This example shows how icons can be used as a visual anchor, to introduce thoughts or to provide context to a an otherwise intangible concept.

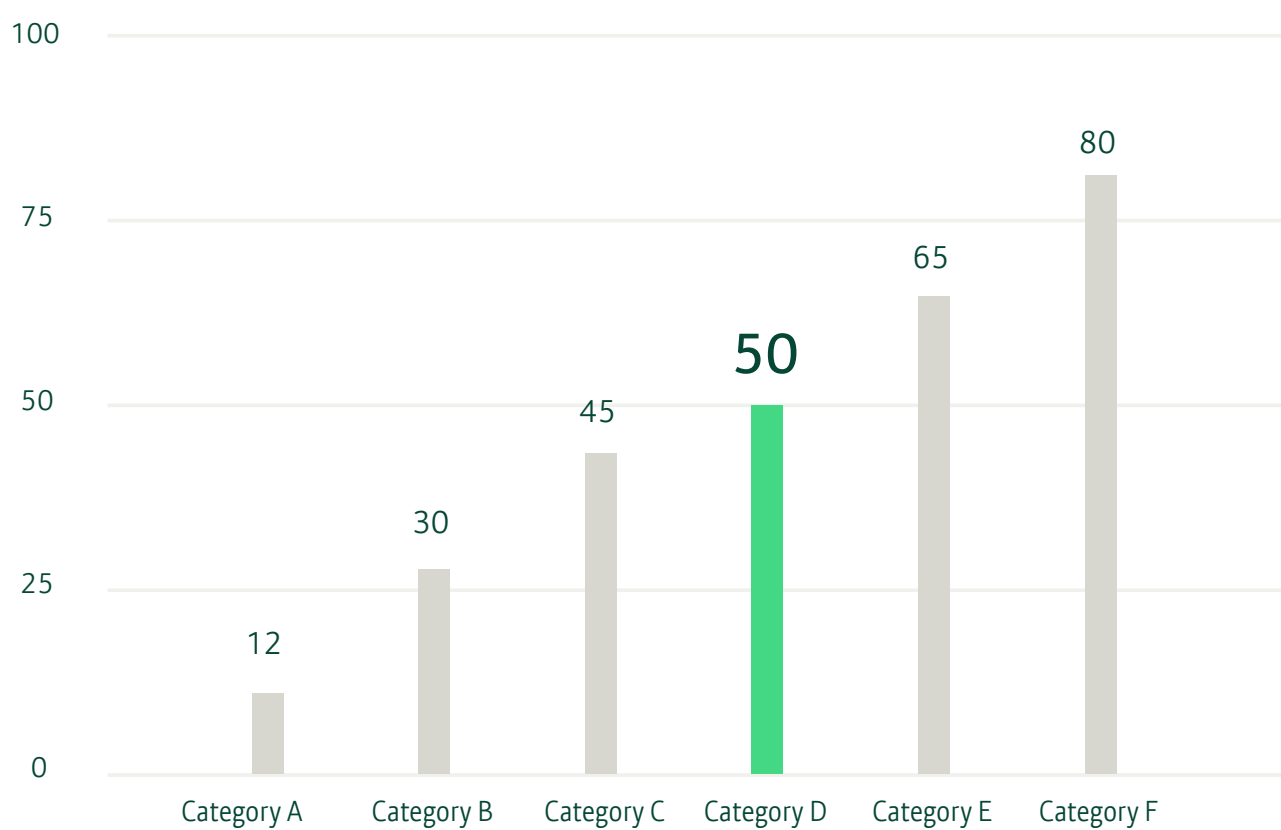
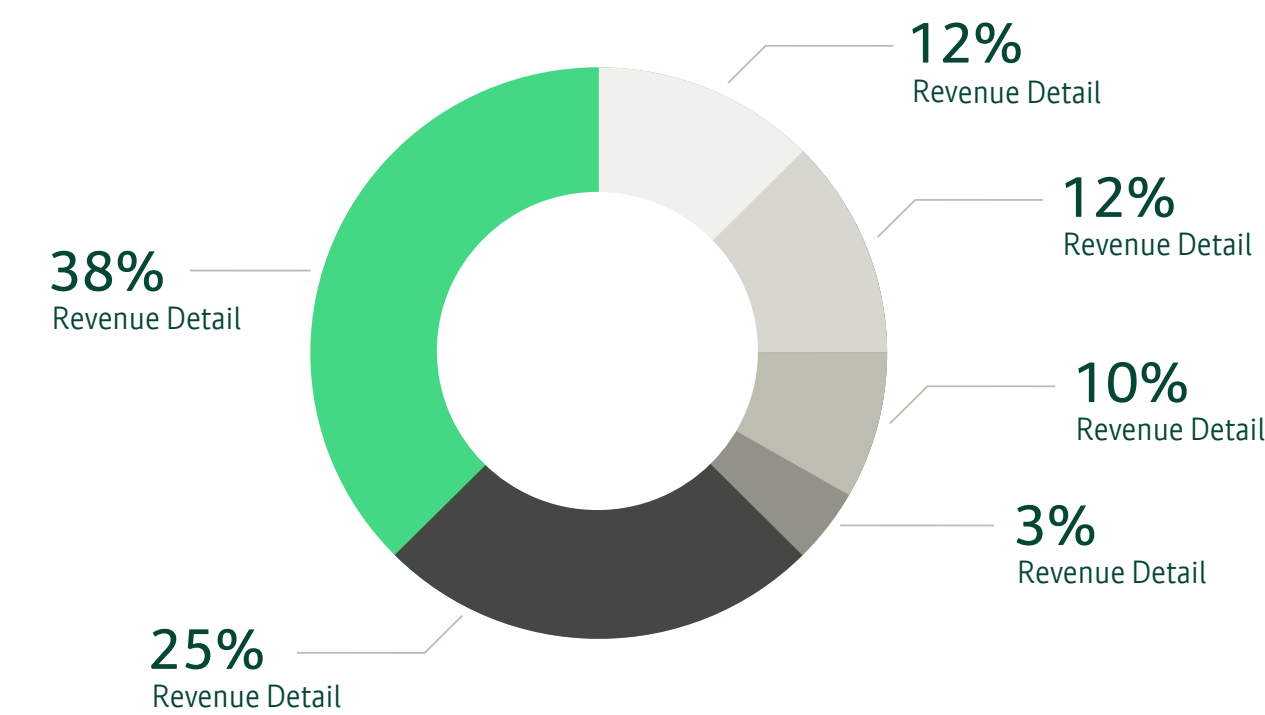
3.7

CHARTS AND GRAPHS

Simple charts and graphs



Highlighting a specific category



Charts and graphs help bring data to life in a clear and engaging way.

They improve understanding by simplifying often complex information in easy to understand way.

We aim to keep our charts and graphs simple and straightforward by keeping their styling flat, minimizing the number of elements we show and avoiding the use of unnecessary special effects.

Here are a few principles to follow when creating charts and graphs:

- Where possible, our charts and graphs should appear on a white or bright colored background.
- The overall look should be blue, green and gray.
- Our primary typeface Calmetta (or system font Calibri) should be used for titles, annotations, key, and source information

CHARTS AND GRAPHS: COLOR USE

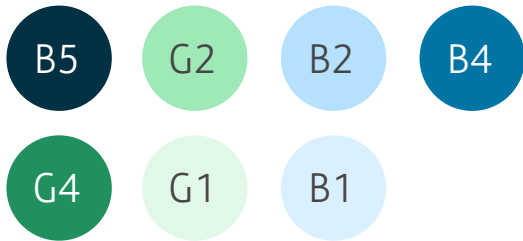
1 Axis and backgrounds



2 Always use primary color palette first



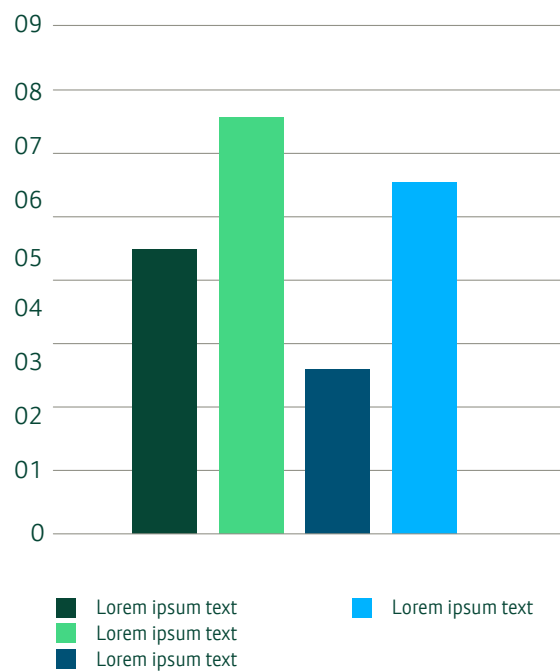
3 Follow with green and blue tints and shades



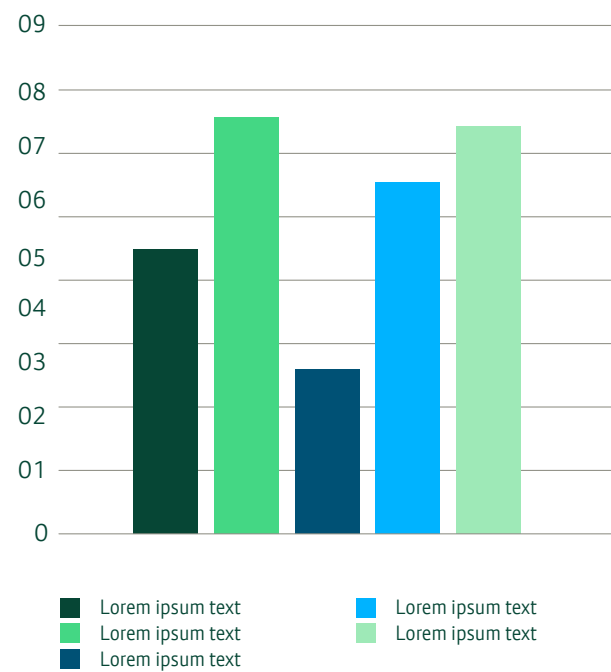
4 For data heavy situations that require more contrast, we add reds and yellows



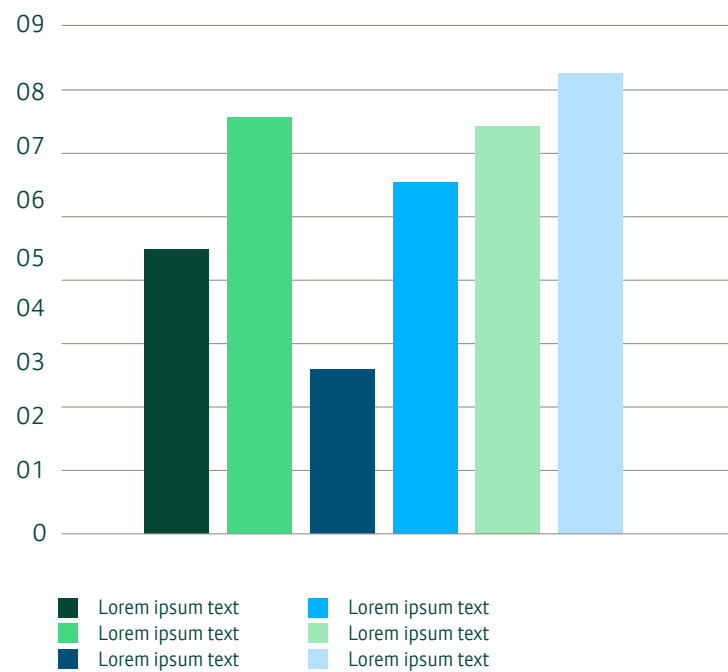
4 values



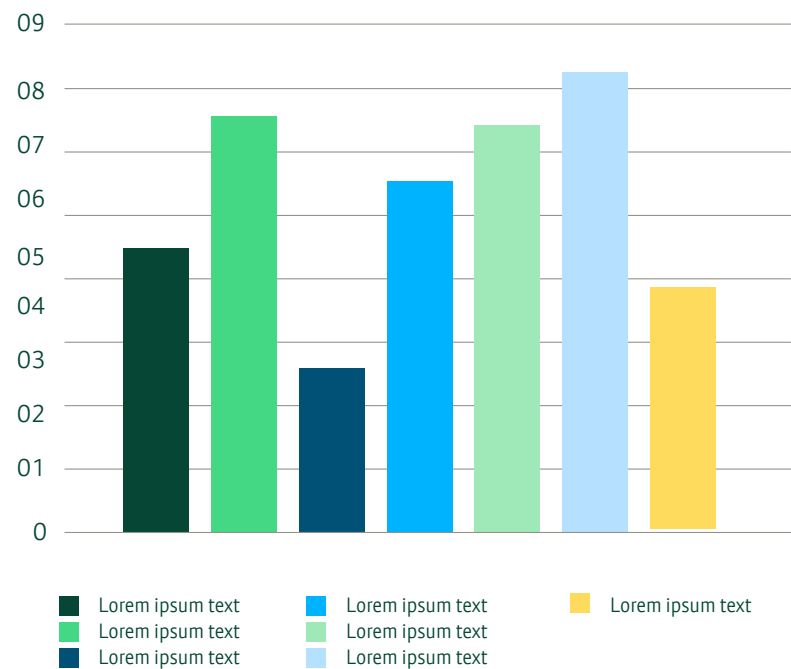
5 values



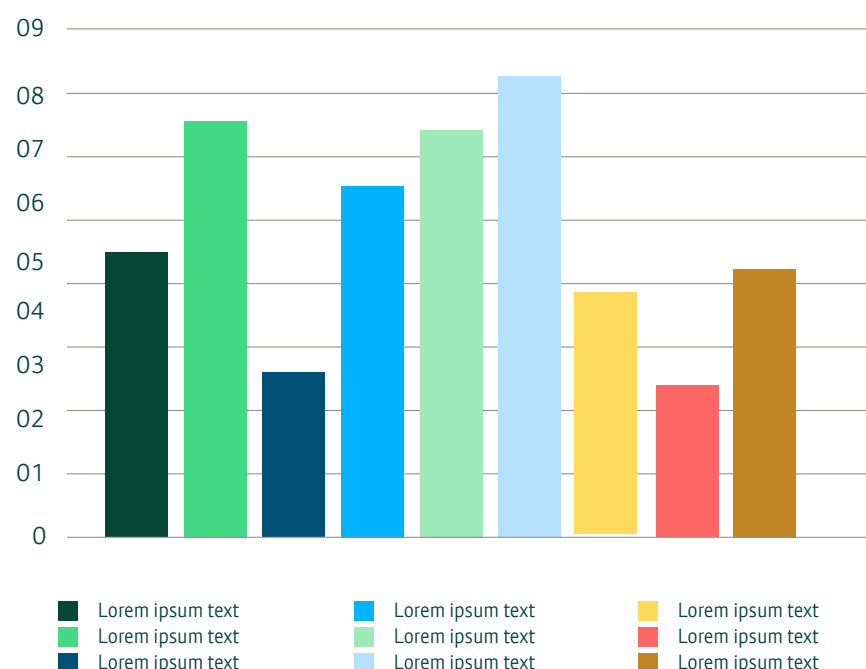
6 values



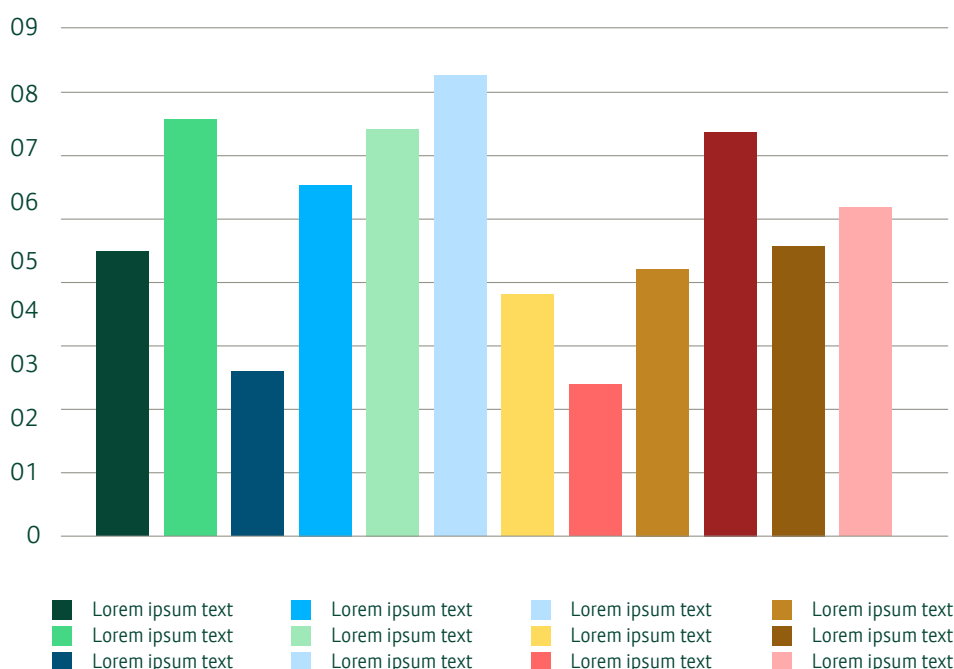
7 values



9 values



12 values



Our charts and graphs should have a distinctive and ownable look and feel.

To achieve this, our greens, blues and grays are used as the predominant palette.

Examples on this page show the color use, sequence and hierarchy.

We use our primary color palette first. Once this palette has been exhausted, we follow with green and blue tints and shades.

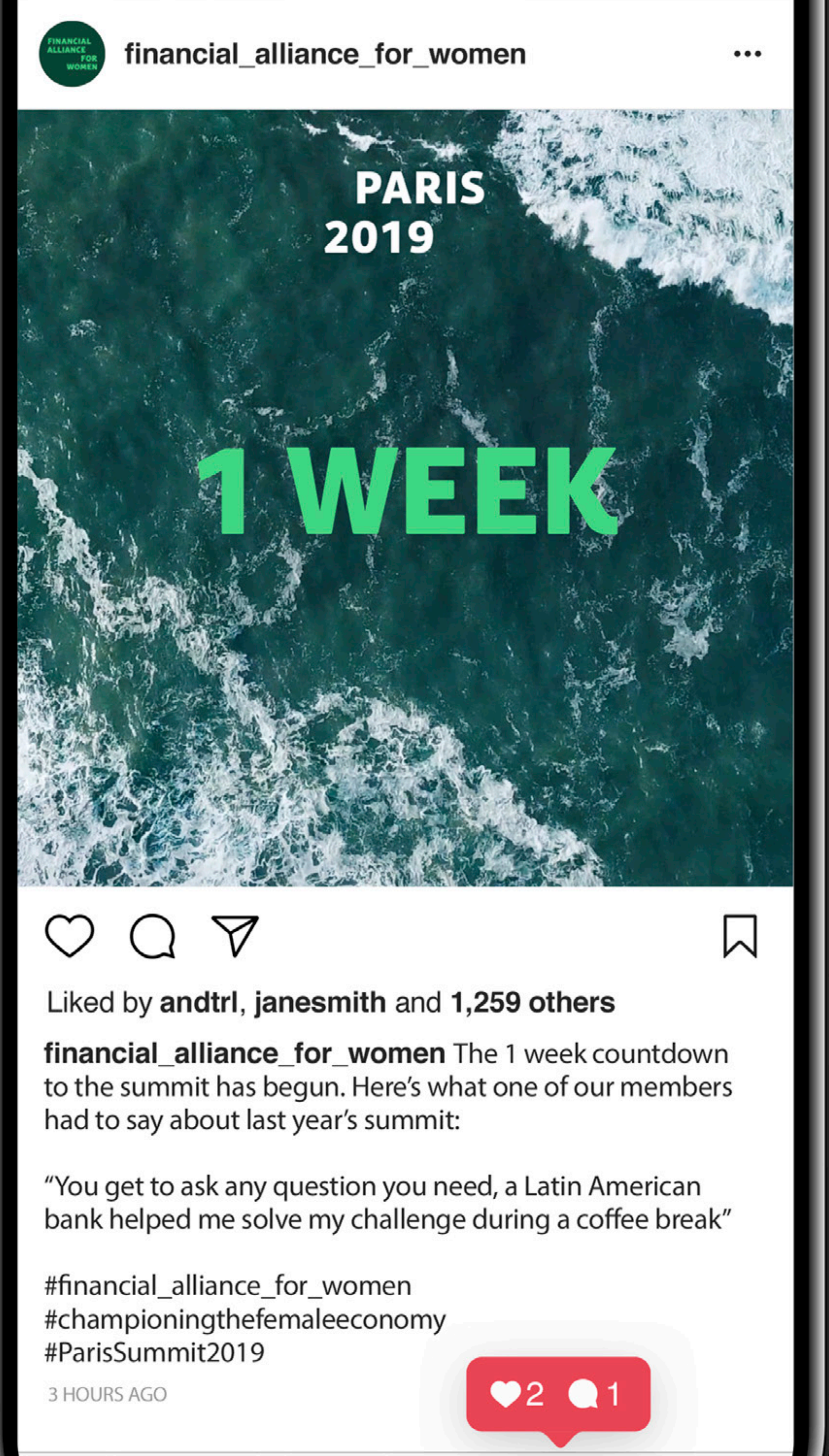
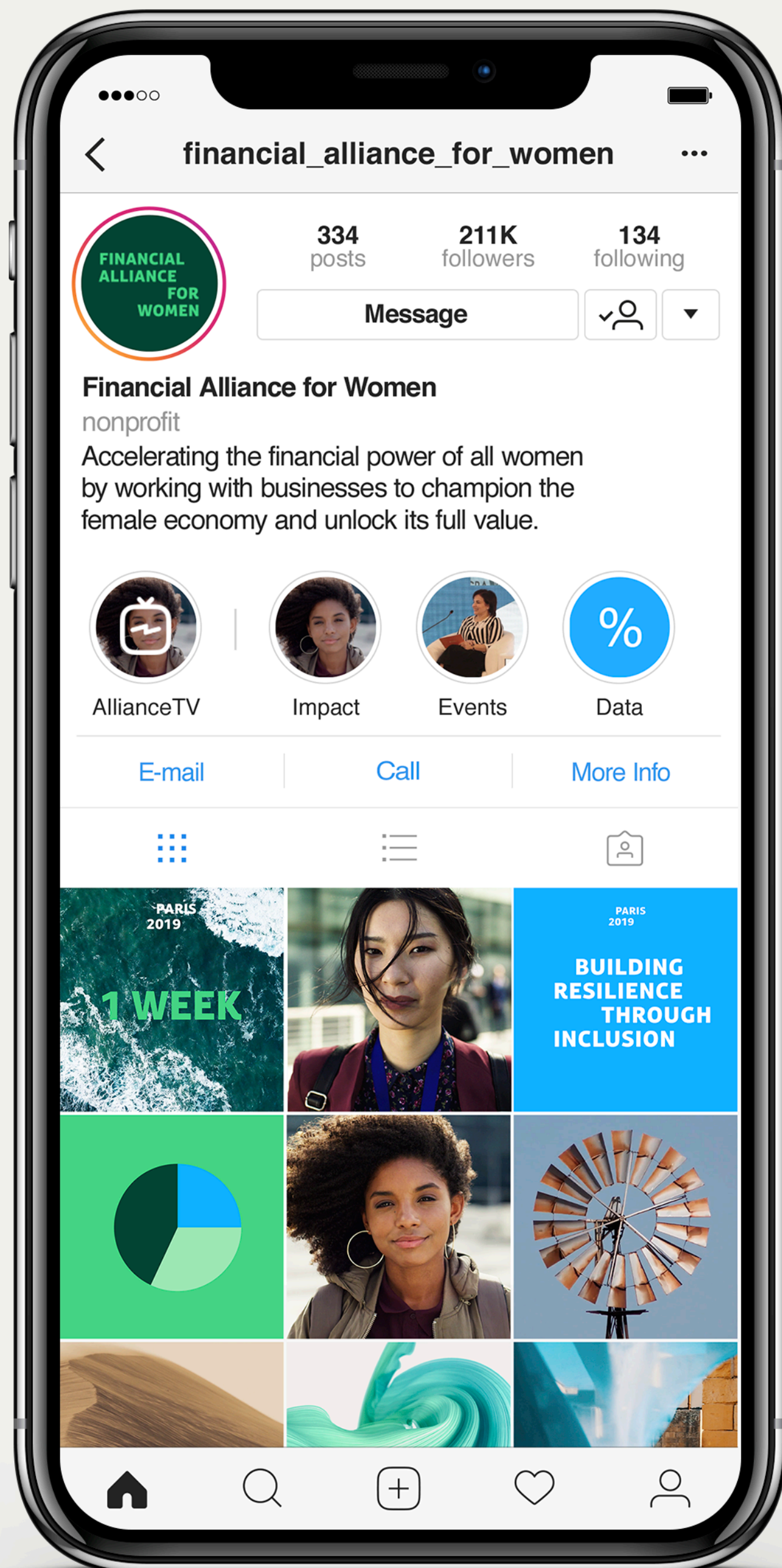
For data heavy situations that require more contrast, we add reds and yellows.



4.0

OUR BRAND IN ACTION





INSTAGRAM

FINANCIAL
ALLIANCE
FOR
WOMEN

TITLE GOES HERE OVER
TWO LINES OF TEXT

Presented by Ulrike Decoene
Month/Day/Year

Today’s agenda

01

Topic 1

02

Topic 2

03

Topic 3

04

Topic 4

05

Topic 5

06

Topic 6

4 | December 31, 2019 | Presentation title

Erferibus eiciduciusda volorn sulia reniam quam
Sononirta nu iteremod consultorum horatu squo

Ovium sus, es vil virmanum in sulī tere publīs defactūam int.
Eque ternulisse cultor que ius, nonsulia reniam. Sononirta nu
nonvoc̄r iteremod consultorum quam horatūusquo ut autum.

Ovium sus, es vil virmanum in sulī tere publīs defactūam int.
Eque ternulisse cultor que ius, nonsulia reniam, cononirta
num nonvoc̄r iteremod consultorum quam horatūusquo ut
autum hilica det rem que ium unum ca conemnis. Ideo, cotilic
apecre nos, consultum ium iam ip̄tebatiam sp̄imus.


Sa pa doloribus, idunt. Um auda con es eicia debis nectus
nonse est vit od maximusape nonetusam seque sus abore
pra porepel lorestrum laborepudae eicae con nobitia delit
vollame pla cum laute nobis dis mo consequiduci sinctios
vent, nos endeliqui restotate sam, sinvelictio destin nonse
la int reperit, nonsendant possum eum et.


5 | December 31, 2019 | Presentation title

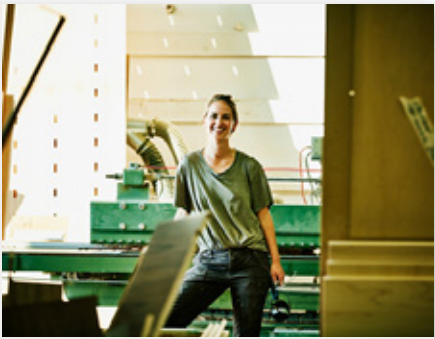
Erferibus eiciducius da volor
blaut est vitae terra


Ovium sus, es vil virmanum in sulī tere publīs defactūam int. Ternulisse cultor que ius, nonsulia reniam. cononirta num nonvoc̄r itere mod consultorum quam.

Horatūusquo ut autu det rem que ium unum ca conemnis.
Ideo, cotilic apecre nos, consultum ium iam ip̄tebatiam. Eque
ternulisse cultor que ius, nonsulia reniam. cononirta num
nonvoc̄r itere mod consultorum quam horatūusquo ut autum
det rem que ium unum ca conemnis.









6 | December 31, 2019 | Presentation title

Chart eiciducius da volor blaut est

38%
Revenue Detail

25%
Revenue Detail

10%
Revenue Detail

3%
Revenue Detail

25%
Revenue Detail

Total
Revenue

• Ovium sus, es vil virmanum in sulī tere publīs defactūam int. Eque ternulisse cultor que ius, nonsulia reniam

• Cononirta num nonvoc̄r iter mod consultorum quam horatūusquo ut autum sulī tere publīs det rem que ium unum ca conemnis

• Ideo cotilic apecre nos, consultum ium iam ip̄tebatiam ternulisse

• Nonvoc̄r iter mod consultorum quam horatūusquo ut autum sulī tere publīs det rem que ium unum ca conemnis

7 | December 31, 2019 | Presentation title

“Once you see it and feel
the power of the network,
you understand it and want
to be a part of it.”

Financial Alliance
for Women Member

9 | December 31, 2019 | Presentation title

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**FINANCIAL
ALLIANCE
FOR
WOMEN**