

Business Women In

Brand Style Guide

Primary Logo



Secondary Logo(s)



Tagline(s)

**"When women support each other
incredible things happen"**

**"Powerful alone,
stronger together"**

Images



Colour Palette



Orange

Hex: #FF7A59
RGB: 255, 122, 89
CMYK: 0, 52, 65, 0



Grey

Hex: #76939B
RGB: 118, 147, 155
CMYK: 24, 5, 0, 39



Navy

Hex: #425B76
RGB: 66, 91, 118
CMYK: 44, 23, 0, 54



Dark Grey

Hex: #474747
RGB: 71, 71, 71
CMYK: 0, 0, 0, 72



Turquoise

Hex: #79DCFB
RGB: 121, 220, 251
CMYK: 52, 12, 0, 2

Typography

Title Header

Playfair Display

Bold

Header 2

Playfair Display

Bold

Header 3

Raleway

Bold

Body Text

Raleway

Regular

Quotes

Playfair Display

Italic