

WOMEN AS  ONE
STYLE GUIDE 2020

PRIMARY LOGO

COLOR



PRIMARY LOGO (COLOR)

RESPONSIVE LOGOS
(COLOR)

PALETTE

PRIMARY LOGO (B&W)

RESPONSIVE LOGOS (B&W)

TYPOGRAPHY

RESPONSIVE LOGOS

COLOR



PRIMARY WITH AND WITHOUT TAGLINE



PRIMARY WITH AND WITHOUT TAGLINE



LOGOMARK

PRIMARY LOGO (COLOR)

RESPONSIVE LOGOS (COLOR)

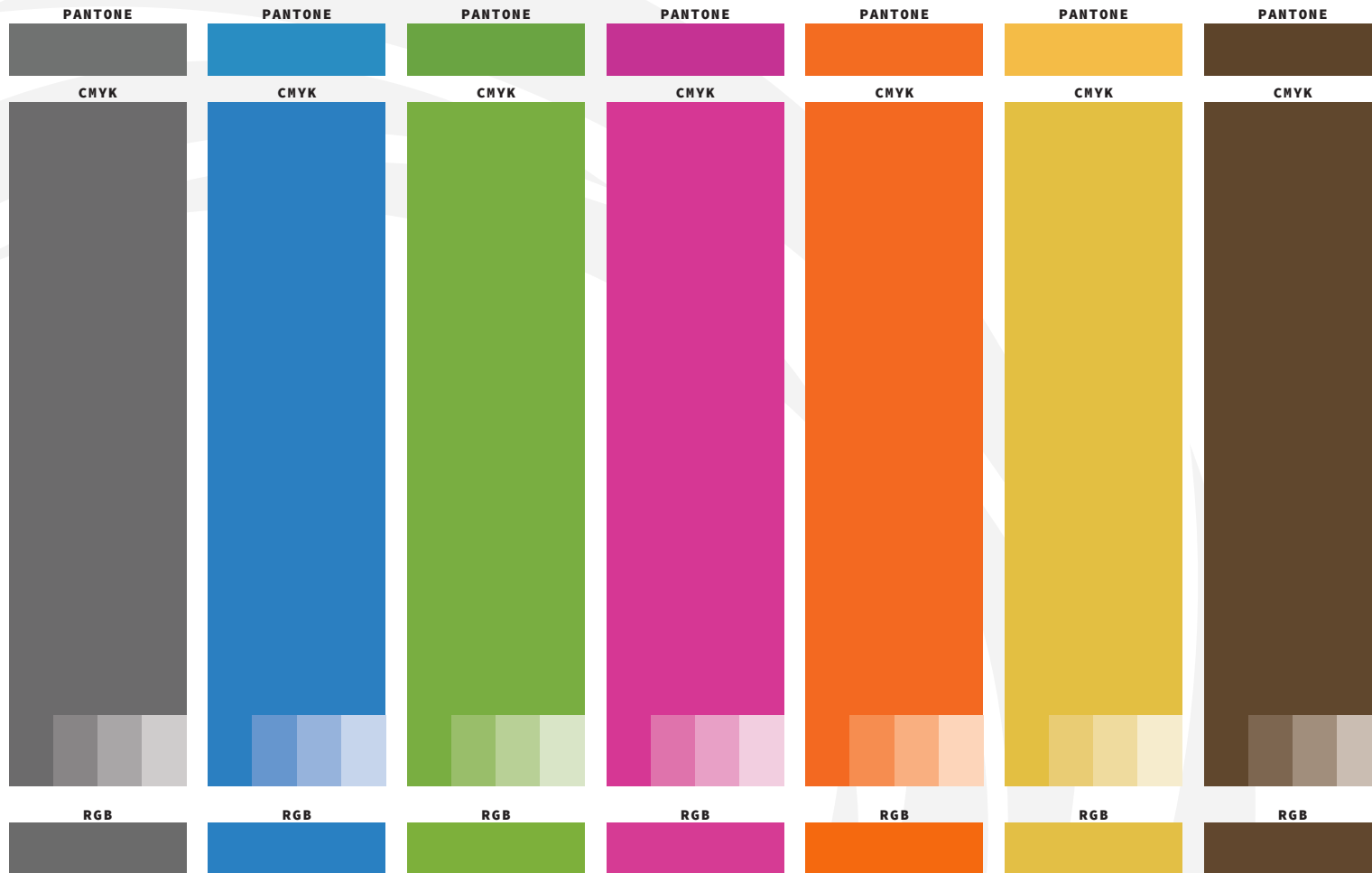
PALETTE

PRIMARY LOGO (B&W)

RESPONSIVE LOGOS (B&W)

TYPOGRAPHY

PALETTE



CMYK AND PANTONE
58 | 50 | 49 | 17
PANTONE 424 C

DIGITAL RGB
107 | 107 | 07
HEX#: 6B6B6B

CMYK AND PANTONE
80 | 43 | 1 | 0
PANTONE 7689 C

DIGITAL RGB
40 | 128 | 95
HEX#: 2980C2

CMYK AND PANTONE
58 | 11 | 100 | 1
PANTONE 7737 C

DIGITAL RGB
124 | 176 | 59
HEX#: 7DB03B

CMYK AND PANTONE
11 | 90 | 1 | 0
PANTONE 240 C

DIGITAL RGB
215 | 59 | 147
HEX#: D63B94

CMYK AND PANTONE
0 | 73 | 100 | 0
PANTONE 1585 C

DIGITAL RGB
245 | 105 | 16
HEX#: F5690F

CMYK AND PANTONE
12 | 22 | 97 | 0
PANTONE 142 C

DIGITAL RGB
226 | 192 | 68
HEX#: E3BF45

CMYK AND PANTONE
47 | 61 | 81 | 43
PANTONE 462 C

DIGITAL RGB
98 | 71 | 46
HEX#: 61472E

PRIMARY LOGO (COLOR)

RESPONSIVE LOGOS (COLOR)

PALETTE

PRIMARY LOGO (B&W)

RESPONSIVE LOGOS (B&W)

TYPOGRAPHY

PRIMARY LOGO

BLACK AND WHITE

WOMEN AS  ONE
promoting talent in medicine

PRIMARY LOGO (COLOR)

RESPONSIVE LOGOS
(COLOR)

PALETTE

 PRIMARY LOGO (B&W)

RESPONSIVE LOGOS (B&W)

TYPOGRAPHY

RESPONSIVE LOGOS

BLACK AND WHITE



PRIMARY WITH AND WITHOUT TAGLINE



PRIMARY WITH AND WITHOUT TAGLINE



LOGOMARK

PRIMARY LOGO (COLOR)

RESPONSIVE LOGOS (COLOR)

PALETTE

PRIMARY LOGO (B&W)

RESPONSIVE LOGOS (B&W)

TYPOGRAPHY

TYPOGRAPHY

Champagne & Limousines

TYPEFACE

AaBbCcDdEeFf
Champagne & Limousines Regular

AaBbCcDdEeFf
Champagne & Limousines Italic

AaBbCcDdEeFf
Champagne & Limousines Bold

AaBbCcDdEeFf
Champagne & Limousines Bold Italic

STYLES

36 Pt. **Headline H1**

24 Pt. **HEADLINE H2**

16 Pt. **SUBHEAD BS1**

10 Pt.

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularized in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software.

SAMPLE USAGE

PRIMARY LOGO (COLOR)

RESPONSIVE LOGOS (COLOR)

PALETTE

PRIMARY LOGO (B&W)

RESPONSIVE LOGOS (B&W)

TYPOGRAPHY

TYPOGRAPHY

Lie to Me

TYPEFACE

Aa Bb Cc Dd Ee Ff
Lie to Me Regular

STYLES

36 Pt.

Headline H1

24 Pt.

Headline H2

16 Pt.

Subhead B S1

10 Pt.

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularized in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software.

SAMPLE USAGE

PRIMARY LOGO (B&W)

RESPONSIVE LOGOS (B&W)

PALETTE

PRIMARY LOGO (COLOR)

RESPONSIVE LOGOS (COLOR)

TYPOGRAPHY

TYPOGRAPHY

MONTSERRAT

TYPEFACE

AaBbCcDdEeFf
Lie to Me Light

STYLES

36 Pt. **Headline H1**

24 Pt. **Headline H2**

16 Pt. **Subhead H3**

10 Pt.

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularized in the 1960s.

SAMPLE USAGE

PRIMARY LOGO (B&W)

RESPONSIVE LOGOS (B&W)

PALETTE

PRIMARY LOGO (COLOR)

RESPONSIVE LOGOS
(COLOR)

TYPOGRAPHY

TYPOGRAPHY USAGE

PAGE TITLE

CHAMPAGE BOLD ALL CAPS

with or without line

SUBTITLE

Champage lowercase

bold/not bold

SECTION HEADER

MONTSERRAT SEMI-BOLD ALL CAPS

with or without line

PARAGRAPH TEXT

Montserrat light lowercase

USAGE

PRIMARY LOGO (B&W)

RESPONSIVE LOGOS (B&W)

PALETTE

PRIMARY LOGO (COLOR)

RESPONSIVE LOGOS
(COLOR)

TYPOGRAPHY

WOMEN AS  ONE
womensone.org   in