



# Styleguide 2021

# 1) LOGO



# Logo: don'ts

- Don't make the word-mark bigger or smaller.
- Don't play around with the position of the logo elements.
- Don't skew the logo.
- Don't scale horizontally or vertically.
- Don't leave out one of the elements.
- Don't change the colours of the elements.



## 2) COLOURS

R.37 G.46 B.91  
#252E5B

R.28 G.167 B.152  
#1CA798

R.0 G.119 B.134  
#007786

R.215 G.238 B.249  
#D7EEF9

# 3) TYPOGRAPHY

Print: Raleway

**Let your message breath:**

Don't adjust the leading of the font, unless you use big titles or small blocks of texts.

# Balance

Raleway light: in combination with bold

Raleway light: body text

**Raleway Semibold: subtitles**

**Raleway Bold: title & highlights**



## 4) TONE OF VOICE

## **What does Women in Finance?**

Women in Finance advocates for equal opportunities for everyone in the financial sector. Young and old. Man, woman and X. Each with their own strengths and their personal way of looking at the world. That is what makes up the strength of a company. It is exactly what leads to better insights and decisions.

# Dynamic

# Open

# Powerful

# Honest

# 5) BANNER

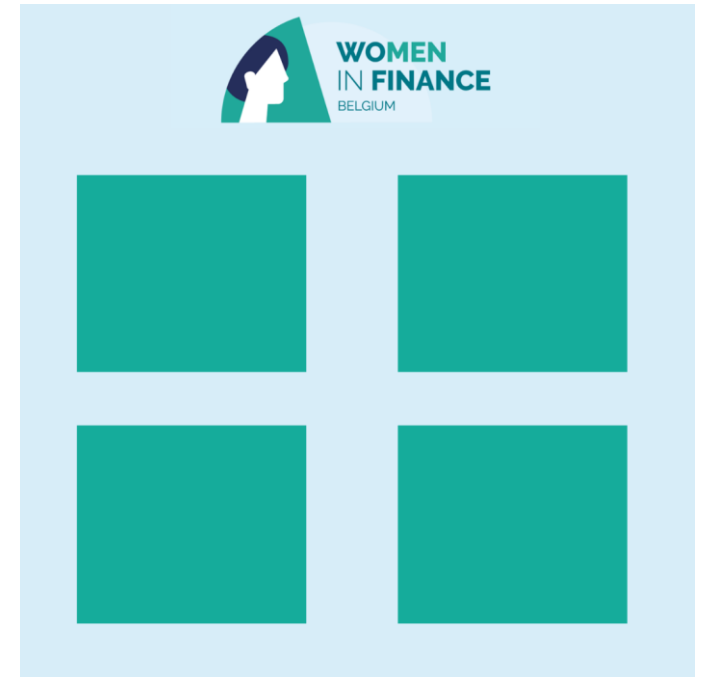


## 6) TEMPLATES FOR SOCIAL MEDIA



## WOMEN IN FINANCE NEWS

Click the link in  
the bio fore more!





<https://www.womeninfinancebelgium.be>