



BRAND STYLE GUIDE

How To Use This Style Guide

The purpose of this style guide is to maintain the integrity and authenticity of the Inspire Women brand. This entails consistent use of the brand color palette, fonts, design themes, layout norms, and more.

We encourage the use of this guide in creating all Inspire Women assets in all media. This guide is updated frequently as the brand evolves. Please refer to the most current style guide. If there are any questions or additions needed, please contact **Tatiana@inspirewomen.org**.

Thank you.

Table of Contents

1. Our Logo.....	1
Primary Logo.....	1
Logo Treatment.....	2
Other Logos.....	6
2. Our Fonts.....	8
Logo Fonts.....	8
Print Fonts.....	9
Print Samples.....	10
Digital Fonts.....	12
Digital Samples.....	13
Accent Fonts.....	14
3. Our Colors.....	16
4. Design Elements.....	18
5. Our Images.....	20
Copyrighted Images.....	20
Stock Images.....	21
6. Our Icons.....	22
7. Print Media.....	24
8. Digital Media.....	25

OUR LOGOS

Our logo represents our brand name and image. Its important to use the logo appropriately to maintain our authenticity and transparency. Us these guidelines to help you maintain our brand consistency and quality.

PRIMARY LOGO

FONT

Our logo font typeface is *Prata* and *Arial Bold* used in the appropriate proportion as seen above.

FULL COLOR

Our logo should be used primarily in full color whenever possible. Use the appropriate RGB for digital and CMYK (Process) or Pantone (PMS Spot Colors) for printed materials. See color values above.

SPARK

The spark should always accompany the logo in the place of the dot over the "i." The spark can be used as a standalone icon only in

exceptional situations.

TRADEMARK

Our logo should always be accompanied by the ™ trademark symbol as a subscript in the lower right of the tagline or, if there is no tagline, on the lower right of the "n" in "women."

WITH TAGLINE

Our logo should be used primarily with the "find your spark and change the world" tagline whenever allowable. Instances where it may be omitted may include when its superfluous or logo is reduced so small that the tagline is illegible.



LOGOS TREATMENT

CONTRAST

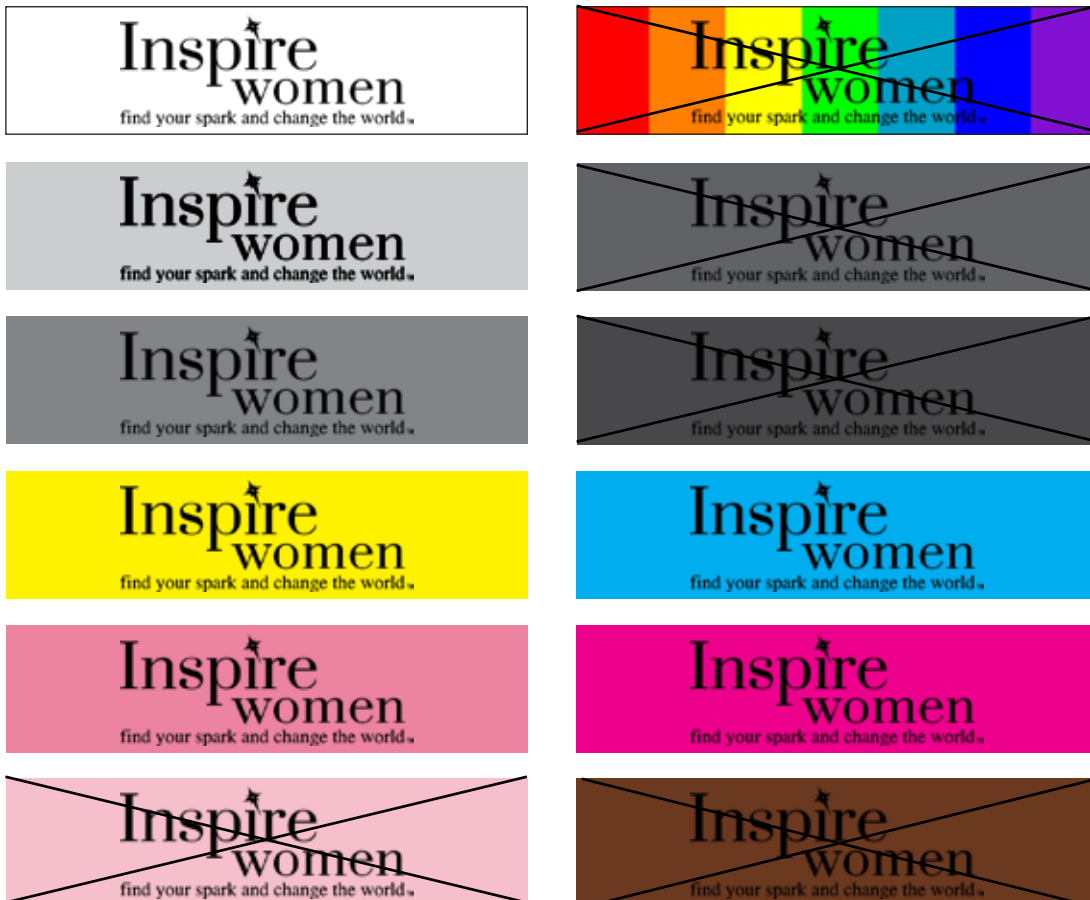
Always use the appropriate level of contrast between the background and the entire logo for maximum legibility.

CLARITY

Background should be devoid of busy-ness that may interfere with the clarity of the logo.

BLACK ON LIGHT BACKGROUND

Use 100% Black in non-color situations when the background is light and has adequate contrast. Gray tones should be *below 60%*. Do not use a gray logo. Avoid backgrounds that are too busy or



OUR LOGO | LOGO TREATMENT

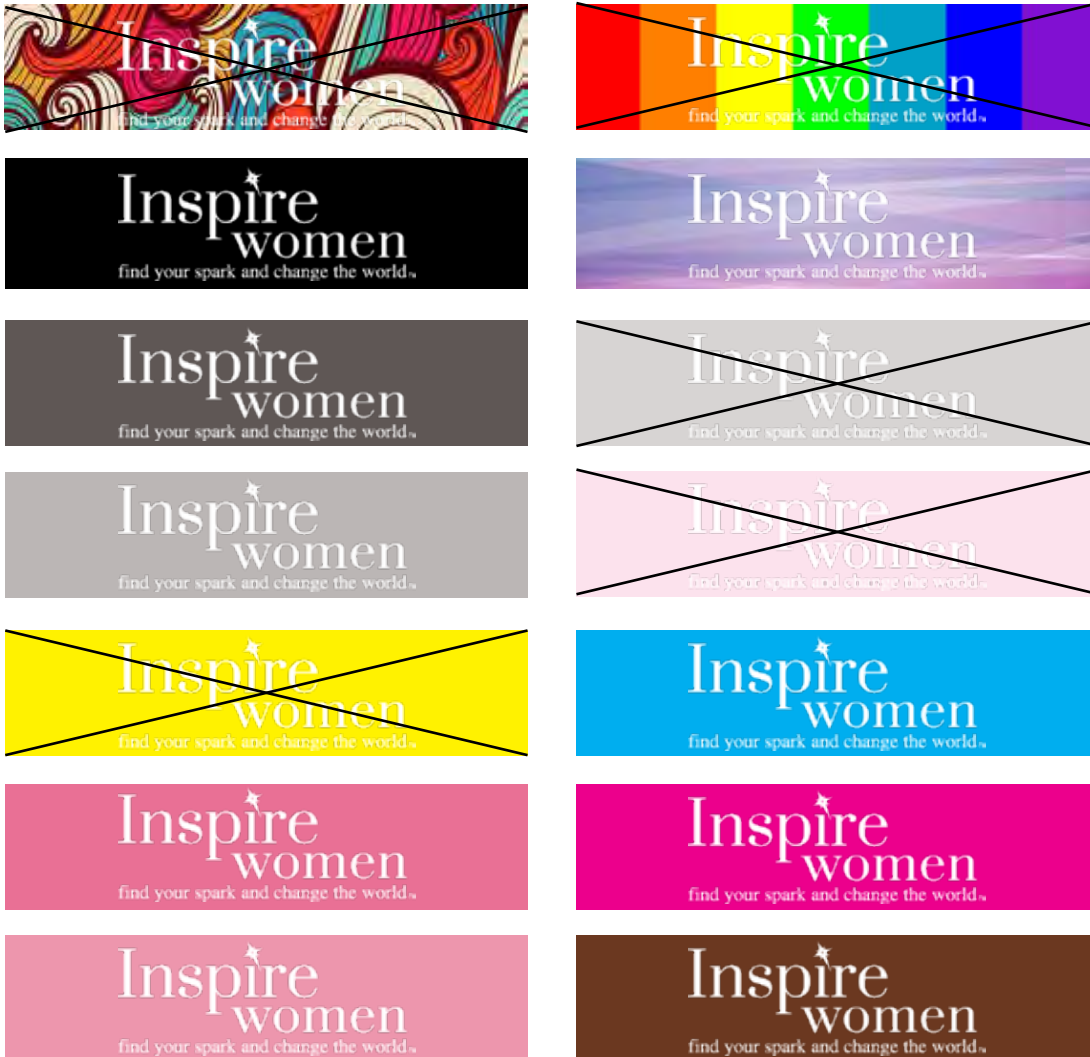
have portions with little contrast.

WHITE (REVERSE) ON DARK BACKGROUND

Use 100% White or reverse in noncolor situations when the background is dark and has adequate contrast. Gray tones on backgrounds should *not be below 15%*. Do not use a gray logo. Avoid backgrounds that are too busy or have portions with little contrast.

AVOID USING GRAY, TINTS, OR OTHER COLORED LOGOS

Please avoid using a gray, tinted, or other colors in our logo. Restrict logos to full color, black, or white.



OUR LOGO | LOGO TREATMENT

NO TAGLINE

Logo without a tagline should be used only in situations when the tagline is superfluous or the logo size is so small that the tagline is illegible. In such cases the tagline should be omitted.



PROPORTIONS

Logo must always be represented in appropriate proportions, not stretched out of proportion.



COLORS

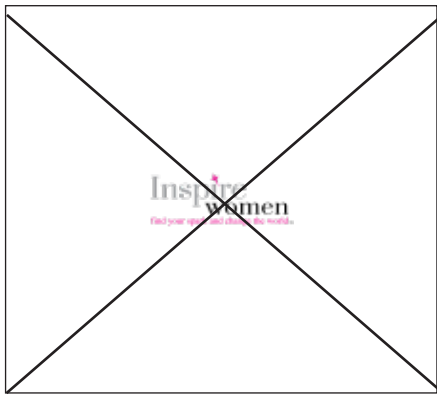
Logo must be used in Full Color or One Color, no other mix of colors.



OUR LOGO | LOGO TREATMENT

MARGINS

Whether the background is landscape or portrait, square or rectangular, there should be adequate and balanced amount of margin or white space around the logo. To allow for breathing room. Avoid excessive margin space as well.



OTHER LOGOS

Inspire Women has program logos that may be used with permission. Please treat these logos in the same way as the primary logo, maintaining clarity and integrity, contrast and legibility.

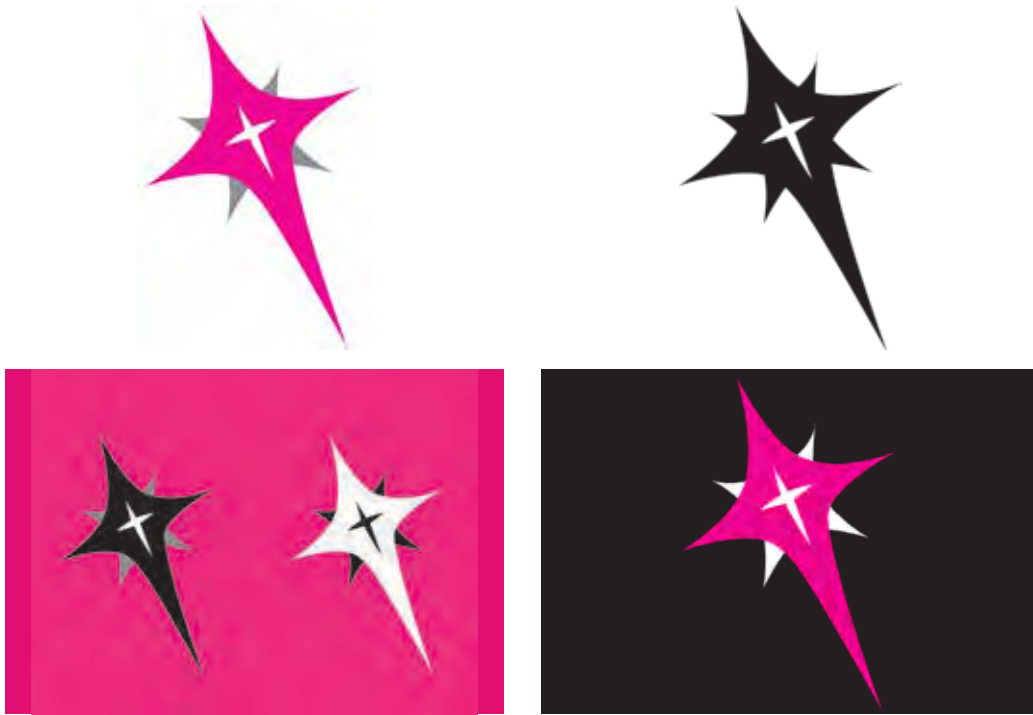
LEADERSHIP ACADEMY LOGO



DAUGHTER OF THE KING LOGO



INSPIRE WOMEN SPARK



BIG DREAMS LOGO



OUR FONTS

To accomplish the Inspire Women brand look and feel, please use our fonts (or the nearest equivalent) at appropriate sizes and proportions to design all Inspire Women print and digital assets, including webpages, ads, and collateral.

LOGO FONTS

NAME

“Inspire” and “women”

Font: **Prata Regular**

Style: **Upper Lower Case**

Size: **TBD**

The logo features the word "Inspire" in a grey serif font with a pink starburst above the 'i'. Below it, the word "women" is in a black serif font. Underneath "women" is the tagline "find your spark and change the world™" in a pink sans-serif font.

TAGLINE

“find your spark and change the world”

Font: **Times Roman**

Style: **All Lowercase**

Size: **TBD**



TRADEMARK

“TM”

Font: **Helvetica Narrow**

Style: **All Caps Subscript**

Size: **TBD**

Times New Roman
Times New Roman Italic
Times New Roman Bold
Times New Roman Bold Italic

PRINT FONTS

For designing print assets (i.e. magazine ads, brochures, invitations, programs, event materials, forms, billboards, mailers, etc.) please use these fonts at the appropriate sizes and proportions to show contrast in thickness and size.

PRIMARY FONT

Montserrat Font Family from Adobe Fonts or Google Fonts

SECONDARY FONT

Source Sans Pro from Adobe Fonts or Google Fonts (use mostly for forms or anything that is limited in space)

ITALIC FONT

Times Roman Italic can be used to occasionally call out italic fonts when needed.

TITLES / HEADINGS

Font: **1) Montserrat Black or Bold, 2) Source Sans Pro Black**

Style: **All Caps**

Size: **3Xs the size of the body font**

SUBTITLES

Font: **1) Montserrat Black or Bold, 2) Source Sans Pro Black** (use one tier thinner than the Title/Header)

Style: **All Caps**

Size: **1/2 the size of the Title/Header**

BODY COPY

Font: **1) Montserrat Light or Regular, 2) Source Sans Pro Regular**

Style: **Upper Lower Case**

Size: **14-12 points, 1/3 the size of Title/Header**

Color (Light Backgrounds): **100% - 60% Black**

Color (Dark Backgrounds): **100% White - 20% Black**

MONTERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

MONTERRAT HAIRLINE
MONTERRAT ULTRA LIGHT
MONTERRAT LIGHT
MONTERRAT REGULAR

MONTERRAT SEMI BOLD
MONTERRAT BOLD
MONTERRAT EXTRA BOLD
MONTERRAT BLACK

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

The quick brown fox jumps over the lazy dog

MONTERRAT

Maven Pro for body text - lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Source Sans Pro

The quick brown fox
jumps over the lazy dog.

Extra-Light
Extra-Light Italic
Light
Light Italic
Regular
Regular Italic
Semi-Bold
Semi-Bold Italic
Bold
Bold Italic
Black
Black Italic

Times New Roman Italic

Times New Roman Bold Italic

*the quick brown fox
jumps over the lazy dog.*

**THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG.**

OUR FONTS | PRINT SAMPLES

Example: Magazine Ad

Inspire women
find your spark and change the world.™

DO YOUR EMOTIONS DROWN OUT YOUR VOICE?

Our world needs women to respond with poise and wisdom under pressure. Learn to finish your mission as one who is **Daughter of the King.**

Transforming Your Purpose
ANITA CARMAN

To order your copy or to invite Anita Carman to speak to your group on zoom, visit inspirewomen.org or call **713-305-7517**.

Example: LUNCHEON FORM

Inspire women **21st Annual Awards Luncheon**
For the Training of Women for Ministry

Dear Anita,

From the mother you lost to suicide, God has transformed your story to one of **empowering women** in hundreds of ministries. I join you in uniting our city and **investing in the training of women** of all ethnicities to serve at-risk youth, abused children, domestic violence victims, substance abuse addicts, the incarcerated, the homeless, and the lost.

Friday, November 12, 2021
11:00 am – 12:30 pm | River Oaks Country Club
1600 River Oaks Blvd | Houston, TX 77019

KEYNOTE SPEAKER
John Townsend
Author of "Boundaries" and "How People Grow"

MAIL FORM TO
Inspire Women | 1415 S. Voss Rd. #110-516 | Houston, TX 77057
CALL OR EMAIL TATIANA FOX
tatiana@inspirewomen.org | 713-521-1400

TABLE LEVELS	QTY	COST	TOTAL
<i>All tables have 10 seats. Please reserve the following levels:</i>			
Legacy Table \$100,000 Honor given from podium, special gift, 10 VIP reception passes with photo op		\$100,000	
Pillar Table \$45,000 Special gift, 10 VIP reception passes and photo op		\$45,000	
Pink Diamond Table \$25,000 Special gift, 4 VIP reception passes and photo op		\$25,000	
Emerald Table \$15,000 Special gift: program listing; 2 VIP reception passes and photo op		\$15,000	
Ruby Table \$10,000 Special gift, listing in program, 2 VIP reception passes and photo op		\$10,000	
Sapphire Table \$5,000 • Program listing		\$5,000	
I AM UNABLE TO ATTEND, BUT I WOULD LIKE TO SUPPORT INSPIRE WOMEN WITH A LOVE GIFT OF...			
GRAND TOTAL			

Visa Please charge my credit card a **monthly** amount of \$_____ for a total of \$_____

Master Card Please charge my credit card a **one time** amount of \$_____

AMEX I have enclosed a **one time check** for \$_____

Discover Please **bill me later** for my table / seats.

CREDIT CARD# _____ EXPIRATION DATE MM/YY: _____ / _____

NAME ON CARD: _____

AUTHORIZED SIGNATURE: _____ DATE: _____

LEGACY: I will walk with you perpetually by naming Inspire Women in my estate planning in honor in memory of _____

Example: Christmas Card

Imagine God's heart
the day He let go of Jesus...

This card was created and written by Anita Carman for Inspire Women, a 501 (c) 3 ministry that invests in the potential of women of all ethnicities to shape and to serve in missions and ministry. May God bless you and His dreams for your life!

Imagine God's heart the day He let go of Jesus...
Yet, God never regretted the chance to gain the world.
His eyes were on you and me when He watched Jesus leave.
Though He had no guarantees we would accept the gift,
He took the chance.
This Christmas, what dream are you living for?
What cost are you willing to pay for the chance to succeed?
God's gain was to secure our lives for eternity.
May our dreams reach beyond our family circles.
May Christmas inspire us to live for a dream to reach the world.
From one dreamer to another.

John 3:16 "For God so loved the world that he gave his one and only Son, that whoever believes in him shall not perish but have eternal life." NKV

DIGITAL FONTS

For designing digital assets (i.e., websites, landing pages, social media ads and posts, etc.) please use these fonts at the appropriate sizes and proportions to show contrast in thickness and size.

PRIMARY FONT

Montserrat Font Family from Adobe Fonts or Google Fonts

SECONDARY FONT

Source Sans Pro from Adobe Fonts or Google Fonts (use mostly for forms or anything that is limited in space)

ITALIC FONT

Times Roman Italic can be used to occasionally call out italic fonts when needed.

TITLES / HEADINGS

Font: **1) Montserrat Black or Bold, 2) Source Sans Pro Black**

Style: **All Caps**

Size: **3Xs the size of the body font**

SUBTITLES

Font: **1) Montserrat Black or Bold, 2) Source Sans Pro Black** (use one tier thinner than the Title/Header)

Style: **All Caps**

Size: **1/2 the size of the Title/Header**

BODY COPY

Font: **1) Montserrat Light or Regular, 2) Source Sans Pro Regular**

Style: **Upper Lower Case**

Size: **14-12 points, 1/3 the size of Title/Header**

Color (Light Backgrounds): **100% - 60% Black**

Color (Dark Backgrounds): **100% White - 20% Black**

MONTSEERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

MONTSEERRAT HAIRLINE
MONTSEERRAT ULTRA LIGHT
MONTSEERRAT LIGHT
MONTSEERRAT REGULAR

MONTSEERRAT SEMI BOLD
MONTSEERRAT BOLD
MONTSEERRAT EXTRA BOLD
MONTSEERRAT BLACK

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

The quick brown fox jumps over the lazy dog



Source Sans Pro

The quick brown fox
jumps over the lazy dog.

Extra-Light
Extra-Light Italic
Light
Light Italic
Regular
Regular Italic
Semi-Bold
Semi-Bold Italic
Bold
Bold Italic
Black
Black Italic

Times New Roman Italic

Times New Roman Bold Italic

*the quick brown fox
jumps over the lazy dog.*

**THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG.**

DIGITAL SAMPLES

Example: Conference Banner

Example: Conference Banner

Example: Website Footer

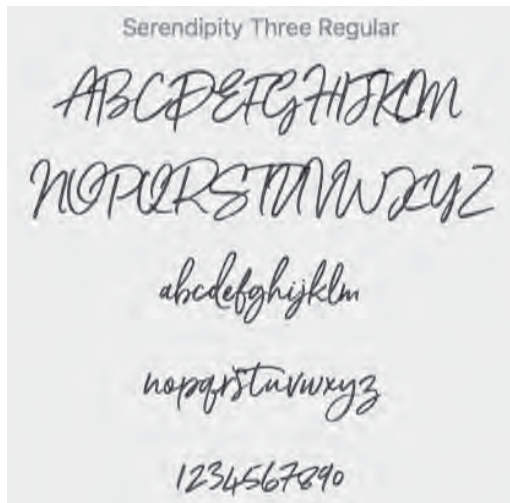
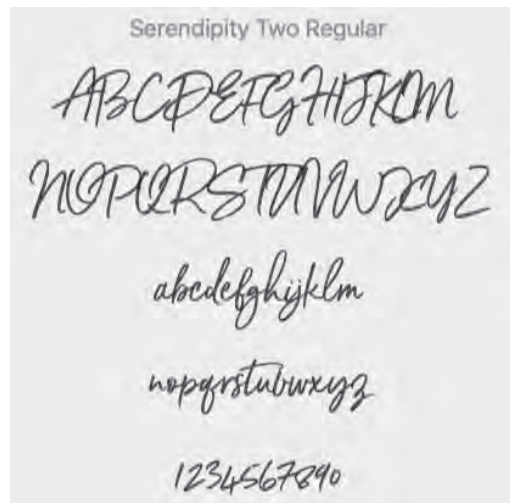
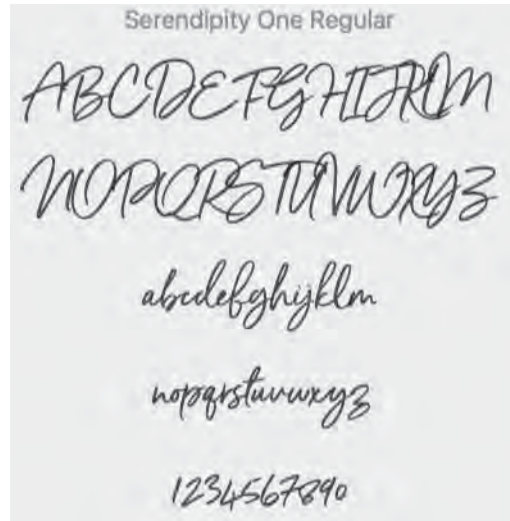
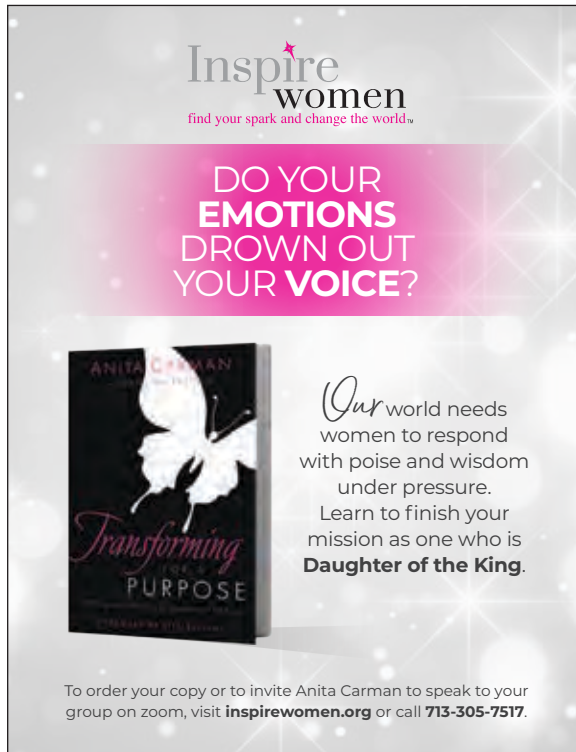
Example: Website Elements

Example: Conference Banner

ACCENT FONT

As an accent to titles and headings and occasional body copy, use the **Serendipity Font Family** from **creativemarket.com** sparingly and only as ornate accent font to call out word(s) or add accents to layouts.

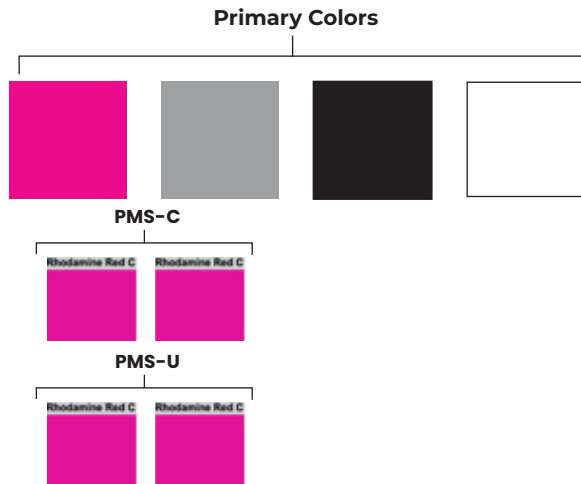
Example: Magazine Ad



OUR COLORS

PRIMARY COLORS

The Primary Colors are the **main brand colors** to be used in the logo and as bold **accent colors** to make headings pop out.



Primary Pink:
 CMYK: 0/99/20/5
 RGB: 242/2/194
 Web: #f202c2
 PMS: Rhodamine Red C

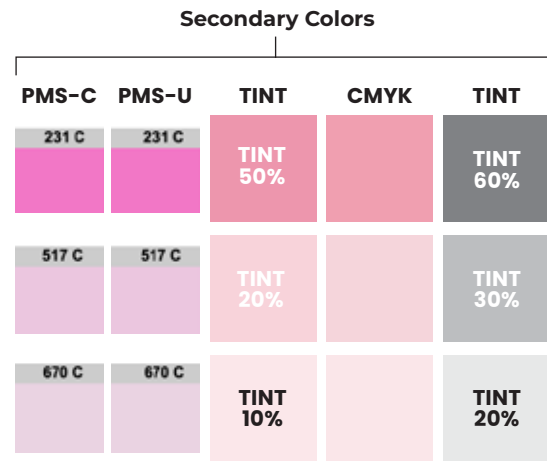
Primary Gray:
 CMYK: 0/0/0/45
 RGB: 140/140/140
 Web: #8c8c8c
 PMS: Cool Gray 8 C

Black:
 CMYK: 0/0/0/100
 RGB: 0/0/0
 Web: #000000
 PMS: N/A

White:
 CMYK: 255/255/255/255
 RGB: 0/0/0
 Web: #ffffff
 PMS: N/A

SECONDARY COLORS

The Secondary Colors are tints or the nearest equivalent to tints of the primary colors. These should be used for **large coverage areas** or **layout elements** like text bars or boxes, background colors, and subtexts. The main **PINK TINTS** are 50%, 20%, or 10%. The main **GRAY TINTS** are 60%, 30%, or 20%. Please make sure that text overlapping tints are legible and have appropriate **contrast**.



Tint 1:
 50% Primary Pink

Tint 2:
 20% Primary Pink

Tint 3:
 10% Primary Pink

IW Lt Pink 1:
 CMYK: 0/45/12/2
 RGB: 250/137/220
 Web: #fa89dc
 PMS: 231 C

IW Lt Pink 2:
 CMYK: 0/17/4/2
 RGB: 250/207/240
 Web: #facff0
 PMS: 517 C

IW Lt Pink 3:
 CMYK: 0/10/2/1
 RGB: 252, 227, 247
 Web: #fce3f7
 PMS: 670 C

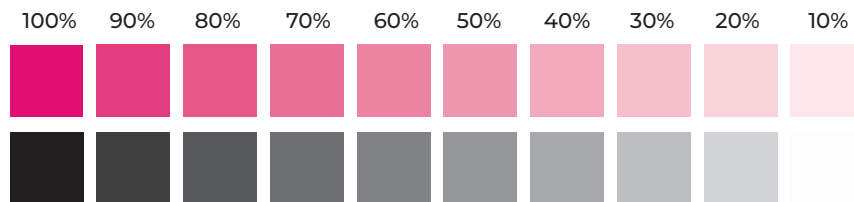
IW Dk Gray 1:
 CMYK: 0/0/0/60
 RGB: 102/102/102
 Web #666666
 PMS: Cool Gray 10 C

IW Lt Gray 1:
 CMYK: 0/0/0/30
 RGB: 139/139/139
 Web #b3b3b3
 PMS: Cool Gray 5 C

IW Lt Gray 2:
 CMYK: 0/0/0/20
 RGB: 204/204/204
 Web #cccccc
 PMS: Cool Gray 2 C

COMPLIMENTARY COLORS

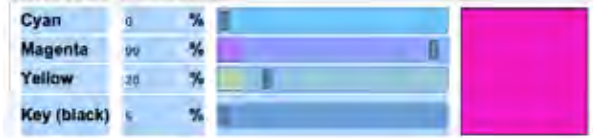
Other tints of the **Primary Pink** and **Black** at **10% increments** may also be used to compliment secondary colors when needed



OUR COLORS | PRIMARY & SECONDARY

Primary Colors

CMYK to Pantone



Color distance : 54
 RGB : (242, 2, 194), HEX : #f202c2
 PMS colors close to CMYK color (0%, 90%, 30%, 5%)

Rhodamine Red C



CMYK to Pantone



Color distance : 26
 RGB : (237, 9, 142), HEX : #ed098e
 PMS colors close to CMYK color (0%, 90%, 40%, 7%)

219 C



Secondary Colors

CMYK to Pantone



Color distance : 69
 RGB : (250, 137, 220), HEX : #fa89dc
 PMS colors close to CMYK color (0%, 45%, 12%, 2%)

231 C



CMYK to Pantone



Color distance : 88
 RGB : (102, 102, 102), HEX : #666666
 PMS colors close to CMYK color (0%, 0%, 0%, 60%)

Cool Gray 10 C

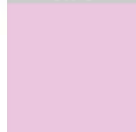


CMYK to Pantone



Color distance : 58
 RGB : (250, 207, 240), HEX : #facff0
 PMS colors close to CMYK color (0%, 17%, 4%, 2%)

517 C



CMYK to Pantone

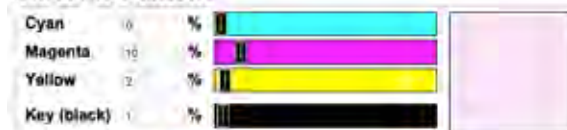


Color distance : 84
 RGB : (179, 179, 179), HEX : #b3b3b3
 PMS colors close to CMYK color (0%, 0%, 0%, 30%)

Cool Gray 5 C



CMYK to Pantone



Color distance : 64
 RGB : (252, 227, 247), HEX : #fce3f7
 PMS colors close to CMYK color (0%, 10%, 2%, 1%)

670 C



CMYK to Pantone



Color distance : 86
 RGB : (204, 204, 204), HEX : #cccccc
 PMS colors close to CMYK color (0%, 0%, 0%, 20%)

Cool Gray 2 C



OUR DESIGN ELEMENTS

These branded design elements can be used in layouts to obtain the Ispire Women look. These elements have been used on our website, digital assets, and print collateral.

WEBSITE SWIRLS

These swirls have been used on the website to highlight buttons and titles/headers. Use them sparingly and in appropriately branded colors.



OUR DESIGN ELEMENTS

BACKGROUNDS WITH SPARKLES

Our signature look usually includes sparks or sparkles in the background. Below are examples of the type of sparkles we use. Please consult Inspire Women when using sparkle backgrounds to make sure they are appropriate to the brand look.



OUR IMAGES

COPYRIGHTED INSPIRE WOMEN IMAGES

Inspire Women has a library of photography and event images that can be used for Inspire Women assets. Not all images with people have been approved for usage. Please consult Inspire Women for images that have been approved for public usage.



STOCK IMAGES

Inspire Women has a stock image account. Please consult Inspire Women for approval of usage of stock images form any stock library.



OUR ICONS

TBD

TBD

PRINT MEDIA

Print media includes anything that is to be printed in a tangible format such as ads, brochures, collateral, posters, flyers, postcards and downloadable printable PDFs. Always consult your print vendor for desired specifications.

HIGH RESOLUTION

Print media should be set in high resolution for maximum legibility at output. High resolution documents should be set at **300 dpi**. Resolution of images in documents should be a **minimum 2000 px**.

COLOR MODE

Files for print media should be set at **CMYK (process)** or **PMS (Pantone)** spot colors for offset printing. See section on “Our Colors” for the appropriate colors. Large format (posters and banners) or digitally printed documents may be set as **RGB**. Consult your print vendor for their desired specifications.

BODY COPY

Body copy font should be minimally 12-14 points when possible.

FILE FORMAT

Most vendors will accept a high resolution PDF with specific presets for their output. However, required file formats vary for each vendor. Consult each print vendor for desired specs.

DIGITAL MEDIA

Digital media includes any nonprinted media that is viewed on screen such as website, PowerPoint, email, and social media. Always consult your digital media site for desired specifications for each posting location.

RESOLUTION

Standard screen viewing resolution is **72 dpi**, but may vary for each site and posting position. Consult the media specifications (specs) for each media site.

COLOR

Standard screen viewing color mode is **RGB or Hex**.

DIMENSIONS

Actual image or file dimensions may vary for each site and posting position. Consult the media specs for each media site.

FILE SIZE

Size of files effects downloading speed and uploading requirements. Most digital requirements are maximum 200MB, but some may be lower. File size limitations vary for each site and posting position. Consult the media specs for each media site.

FILE FORMAT

Size of files effects downloading speed and uploading requirements. File size limitations vary for each site and posting position. Consult the media specs for each media site.