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# Brand Book



# Contents

Brand Personality..... 1

Positioning Statement .....2

Brand Statement .....3

Brand Pillars.....4

Brand Story .....5

**WPO Visual Brand System**

Logos..... 7

Palette .....11

Typography..... 13

**WPO Photography Guidlines**

Photography Direction..... 16

**WPO Digital Brand System**

Business Cards and Layouts .....20

Social ..... 21

Website: Brand Homepage .....22

# HOW TO USE THESE GUIDELINES

An important part of how the Women Presidents Organization brand is communicated is through the ways we use our brand elements. We want to be consistent in all communications in all media. Our brand is not just the logo, but all of the elements that determine how people experience Women Presidents Organization in all touch points including our website, our advertising, our presence in the media and at events, and more. These guidelines outline details on the core brand elements and how to put it them all together.

## BRAND PERSONALITY

As a Power Sharer, the Women Presidents Organization (WPO) understands that success depends on collective wisdom and support as much as it does individual ambition. We believe in sharing with others the unique vantage point we've reached with the help of those who've come before.

### WE'RE SOPHISTICATED

We've seen what the world has to offer, and we've learned its secrets. Our deep experiences have refined our understanding of how to achieve our goals.

### WE'RE COMPASSIONATE

We treat other members as we would like to be treated, and we are quick to offer perspective or extend a confident hand, recognizing the strength in vulnerability.

### WE'RE COLLABORATIVE

We get that it is through collaboration and collective wisdom and experiences that we stand the best chance of succeeding individually.

### WE'RE HOLISTIC

We speak from both the head and the heart, and we acknowledge that our members have emotional as well as intellectual needs we can serve.

POSITIONING STATEMENT

For	successful women business leaders
who need	to grow their business, achieve their goals, and experience camaraderie,
the WPO is	a dynamic membership organization for woman-owned second-stage businesses and beyond
that provides	access to professional peers, innovative ideas, executive education, and actionable insight.
Unlike	sororities, business booster clubs, networking organizations, and mix-gender entrepreneurial organizations,
the WPO offers	a safe, energizing, professionally facilitated environment in which the needs of women business leaders are addressed, their whole person is recognized, and their unique perspectives are validated, challenged and refined.



**BRAND STATEMENT**

**Our brand messaging is written in our voice and tone, and the following messages may be used as is or adapted to suit channel communication needs.**

**LONG**

Welcome to the organization where dynamic and diverse women business leaders around the world tap into collective insight. Where your perspective can be understood, challenged, and refined in a unique, carefully facilitated process designed to deliver game-changing breakthroughs. Where you get exclusive access to entrepreneurial equals, innovative ideas, and executive education. Where you can validate everything that’s gotten you this far and cultivate new strategies that’ll take you even farther. We are always looking for women business leaders like us who combine big ideas and bold visions with the determination to see them through. Welcome to the WPO. Come see what you can achieve next.

**MEDIUM**

Welcome to the organization where dynamic and diverse women business leaders around the world tap into collective insight to experience game-changing breakthroughs. Where your perspective can be understood, challenged, and refined. Where you can validate everything that’s gotten you this far and cultivate new strategies that’ll take you even farther. Welcome to the WPO.

**SHORT**

The WPO is a dynamic and diverse collective of women business leaders around the world who share insight in groups facilitated to drive game-changing experiences.

BRAND PILLARS

Get Access

THE GROUP

WPO provides access to accomplished women leaders who share insight gained from real-world experience.

All WPO members are in leadership positions of second-stage businesses and beyond.

WPO has been helping women leaders succeed in business for over a quarter century.

WPO provides access to leadership education via Harvard Business School.

Members receive access to exclusive experiences and business offers.

WPO members forge meaningful relationships with peers who celebrate one another’s successes.

Find Inspiration

THE INDIVIDUAL

Inspired by successful peers, WPO members experience game-changing breakthroughs.

Our proven roundtable facilitation process is designed to spark insights and drive solutions.

We foster trusting, confidential environments in which women can explore options, weigh alternatives, and gather perspectives.

Our annual conference brings together inspiring women leaders from all over the world.

Skilled facilitators guide meetings and deliver compelling programming.

Peers learn from each other’s experiences and in turn deepen their own capacity to lead.

Make an Impact

THE BUSINESS

Through connection and collective wisdom, the WPO empowers members with the confidence to make high-impact decisions.

Membership in WPO generates actionable insights members use to drive real business results. 77% of WPO members do business with other members, fostering one another’s growth.

Our members receive a significant return for the monthly time invested in participation.

Members identify relevant business trends that open new avenues of opportunities for each other.

Peers provide unbiased observations and insights free of the potential bias inherent in advice for hire.

## BRAND STORY

**Our brand story is written to inspire and engage both internal and external audiences. It is told in our unique voice and tone.**

Ambition is what got you to where you are today, but collective wisdom will take you even farther.

The WPO is an environment where women business leaders access the very thing we find missing no matter how much we've achieved: the understanding, support, and counsel of entrepreneurial equals.

We have made it our mission to assemble that peer group, and because we've witnessed—for a quarter of a century—how big an impact it can make in the lives of our members, we're always looking for new ways to share the wealth of our combined experience, to learn from unique perspectives, and to listen to fresh voices.

We are quick to offer perspective or extend a confident hand, recognizing the strength in vulnerability.

We've seen what the world has to offer, and we believe in sharing those insights with women who will take them to new heights.

**We provide access. We inspire breakthroughs.**

**We facilitate greatness. We are the WPO.**



WPO VISUAL BRAND SYSTEM

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# The Toolkit: Logos, Palette & Typography



LOGO

Primary Logo

The mark represents the connections and insights found by our members. Our story is told simply and elegantly through the interplay of our organization’s initials. The "W" starts the journey as two separate lines that come together to define the "P" which ultimately chains together with the "O". We see this as a lasting bond of our members that helps accelerate their businesses’ growth through networking and shared insights. The logo typography is as bold as our members but continues the theme of elegance through the use of delicate serifs.

FULL-COLOR LOGO



ONE-COLOR BLACK LOGO



ONE-COLOR REVERSED LOGO



CLEAR SPACE BASED ON THE HEIGHT OF THE "P" STEM

LOGO

Secondary Logo

Wherever possible, use the primary logo (shown on the previous page).

When horizontal space is limited, the mark should be stacked vertically, as shown here.

FULL-COLOR LOGO



ONE-COLOR BLACK LOGO



ONE-COLOR REVERSED LOGO

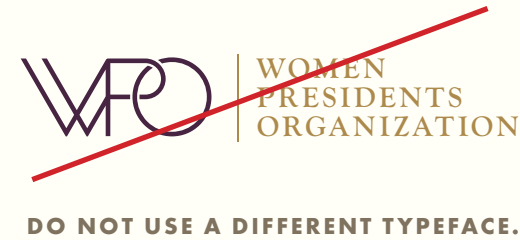




LOGO USAGE

Things Not to Do

The following examples represent unacceptable uses of or modifications of the WPO logomark.



MONOGRAM

Monogram

In cases where the mark is represented by the letters alone, it is recommended, when possible, that the name of the organization be included nearby for clarity.

EGGPLANT COLOR



BLACK COLOR



ONE-COLOR REVERSED



COLOR PALETTE

Core Color Palette

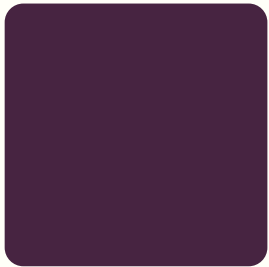
Our color palette is inviting and gracefully understated. Made up of jewel tones on the warmer side, it's meant to evoke a comfortable place where ideas are shared without judgment. There’s no need to shout in a place that listens this intently.

PRIMARY COLORS



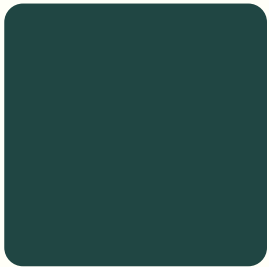
GOLD

CMYK: 31,42, 81, 7  
HEX #: AB8844  
PANTONE: 871 C  
(METALLIC)



EGGPLANT

CMYK: 66, 87, 45, 46  
HEX #: 472441  
PANTONE: 2627 C



EVENING SAGE

CMYK: 84, 52, 63, 45  
HEX #: 204643  
PANTONE: 7476 C



DEEP OCEAN

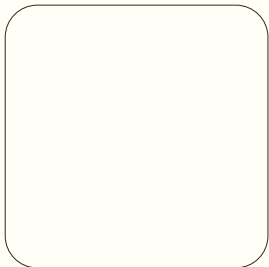
CMYK: 97, 77, 42, 33  
HEX #: 163856  
PANTONE: 2188 C



SCARLET

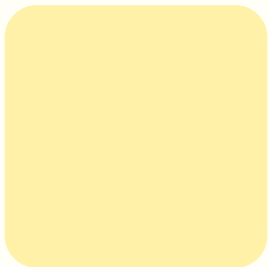
CMYK: 19, 84, 100, 8  
HEX #: BE4611  
PANTONE: 1525 C

SECONDARY COLORS



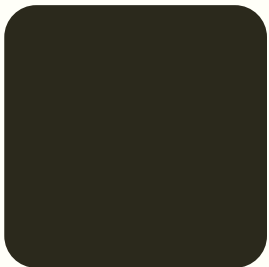
CREAM

CMYK: 0, 0, 2, 0  
HEX #: FFFFF8  
PANTONE: N/A  
(USE CREAM-TINTED PAPER STOCK)



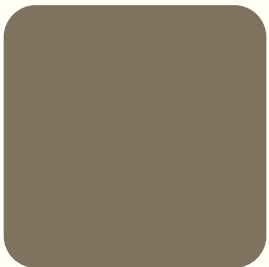
BUTTER

CMYK: 1, 1, 42, 0  
HEX #: FFF2A8  
PANTONE: YELLOW 0131 C



CHARCOAL

CMYK: 65, 61, 76, 70  
HEX #: 2B291C  
PANTONE: 419 C



CARBON

CMYK: 48, 47, 62, 17  
HEX #: 7F725F  
PANTONE: 404 C



COLOR PALETTE

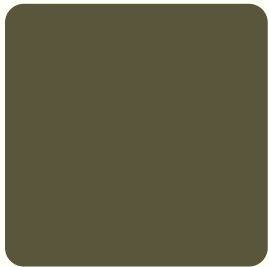
Expanded Digital Colors

The palette extends for digital deliverables. Warm tones provide opportunities to differentiate ourselves in cases where competing colors appear in select placements. We also use a particular set of link colors to pop against our palette and drive action.

WARM NEUTRALS



HEX #: 403E3B



HEX #: 5A563B



HEX #: EAE4D6

LINKS



TEAL

HEX #: 29817A



OCEAN

HEX #: 295F81

Brand Typography

Our typeface choices were made to provide flexibility in communication. The two font families, Henriette and Futura, create the foundation for a system that makes it easier to communicate hierarchy and ultimately prove that we value the time of our audiences by making content more skimmable and digestible.

HEADLINES & SUBHEADS

Henriette Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789 !@#\$%^&\*()

Henriette Medium

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789 !@#\$%^&\*()

CALLOUTS

Futura PT Demi

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789 !@#\$%^&\*()

Futura PT Heavy

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789 !@#\$%^&\*()

Fallback Typography

When designing for email or in programs such as PowerPoint, Word, and Excel that do not support the primary typeface family, Garamond and Tw Cent MT should be used.

HEADLINES & SUBHEADS

Garamond Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789 !@#\$%^&\*()

Garamond Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789 !@#\$%^&\*()

CALLOUTS

Tw Cent MT Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789 !@#\$%^&\*()

Tw Cent MT Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789 !@#\$%^&\*()



WPO PHOTOGRAPHY GUIDELINES

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# Photography

PHOTOGRAPHY GUIDELINES

Photography Direction

When directing photo shoots or selecting portraits, the aim is to capture the essence, poise, and strength of real women entrepreneurs in their work environment.



Photography shown on this page is stock and not for use. These are meant only to provide examples of the look and feel that should be pursued.

PHOTOGRAPHY GUIDELINES

Framing

Subjects should be framed in a variety of ways to fit specific layouts/purposes: landscape, portrait, and headshot.

For each subject, shoot variations on both portrait and landscape orientation, with enough headroom.

Headshots can be tighter on the subject (head and shoulders) and should follow the exact look and feel proposed for wider shots.

LANDSCAPE



PORTRAIT



HEADSHOT





PHOTOGRAPHY GUIDELINES

On Location

Consider specs of light, bokeh, reflections, lines, textures, and elements that help convey what the subject does, but with subtlety and intention.

Keep the background simple but not bare.

Avoid placing other people in backgrounds.

If doing a group shot, limit it to 3–4 people and do distribute them around the frame considering the environment in the composition.





WPO DIGITAL BRAND SYSTEM

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# Usage Examples



BUSINESS CARDS AND LAYOUTS

BUSINESS CARD - EGGPLANT



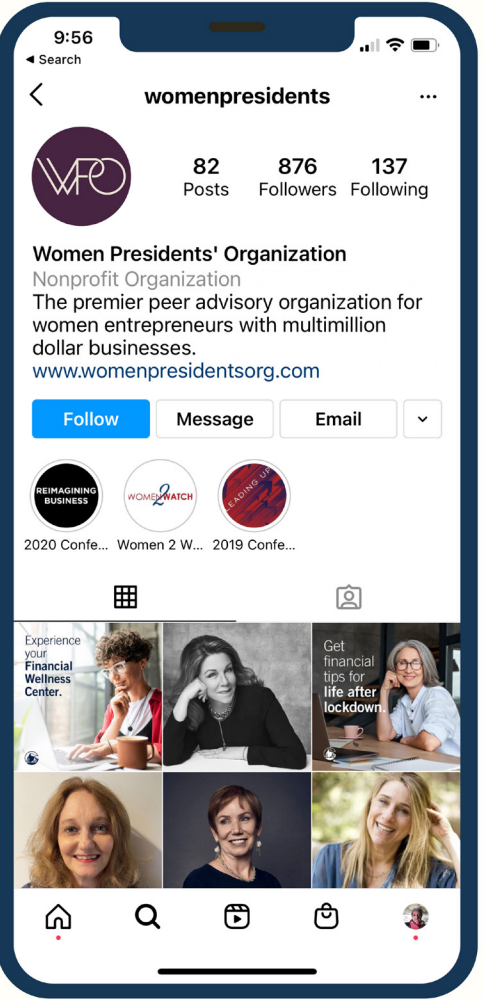
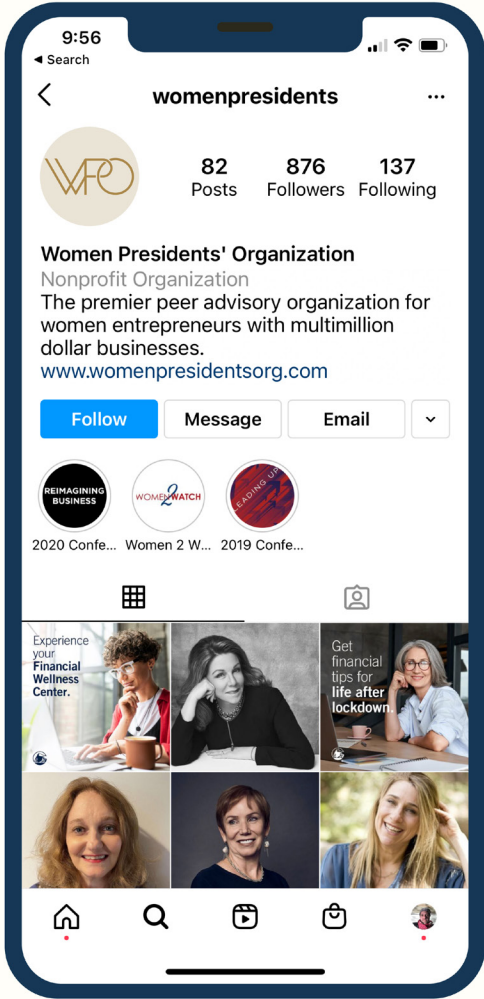
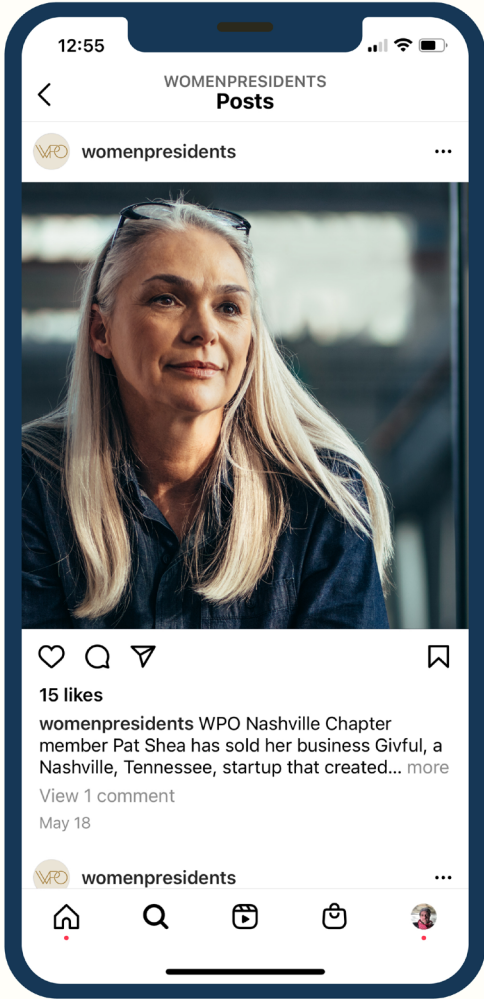
BUSINESS CARD - CREAM




SOCIAL

Social Media Avatars

There are two social media avatars to choose from. Both use the same iteration of the mark. Either is acceptable in all cases.




WEBSITE - BRAND HOMEPAGE



Women Presidents Organization

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**CAMILLE THOMAS**  
President & CEO, JMC Retail Group

## Reaching Further. Together.

This is an optional sentence or two. Lorem ipsum dolor sit amet, consectetur adipiscing elit, set eiusmod tempor incididunt et labore et dolore magna aliquam.

[LEARN MORE ABOUT MEMBERSHIP](#)

### We are the WPO

The WPO is a dynamic and diverse collective of women business leaders around the world who share insight in groups facilitated to drive game-changing experiences. Where you can validate everything that's gotten you this far and cultivate new strategies that'll take you even farther.

Welcome to the WPO.

#### GET ACCESS

WPO provides access to accomplished women leaders who share insight gained from real-world experience.

[READ MORE ABOUT OUR MISSION >](#)

#### FIND INSPIRATION

Inspired by successful peers, WPO members experience game-changing breakthroughs.

#### MAKE AN IMPACT

Through connection and collective wisdom, the WPO empowers members with the confidence to make high-impact decisions.



Women Presidents Organization

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**CAMILLE THOMAS**  
President & CEO, JMC Retail Group

## Reaching Further. Together.

This is an optional sentence or two. Lorem ipsum dolor sit amet, consectetur adipiscing elit, set eiusmod tempor incididunt et labore et dolore magna aliquam.

[LEARN MORE ABOUT MEMBERSHIP](#)



**JOANNE WILLIAMS**  
OWNER/CEO  
JWILLIAMS STAFFING, INC.  
WPO ORANGE COUNTY III CHAPTER

### JUNE 2021 MEMBER OF THE MOMENT

#### Joanne Williams

“Hire the most qualified people... even if you have to pay a bit more”

[READ MORE ON THE BLOG >](#)

#### SPONSOR OFFER

##### Prudential Financial Wellness Solutions

Prudential's no cost program includes seminars, tools, and consultation with Financial Professionals that teach a broad range of topics like budgeting, college funding, caregiving, retirement, and advanced asset management.

[LINK THAT GOES TO DETAIL DESTINATION >](#)





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