ROCK WHAT *You* GOT

Presented by Twin Cities Women's Expo

BRAND STYLE GUIDE

10.2018

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The Rock What You Got brand style guide gives an outline of the way we communicate.

The colors, typography, visual style, and voice all work together to create a consistent, personal, and unique identity. These guidelines help to inform and inspire all communication. The Rock What You Got brand should feel personal and unique and when used consistently will be recognizable to it's audience. The brand should be smart, vibrant, classic, and sassy.
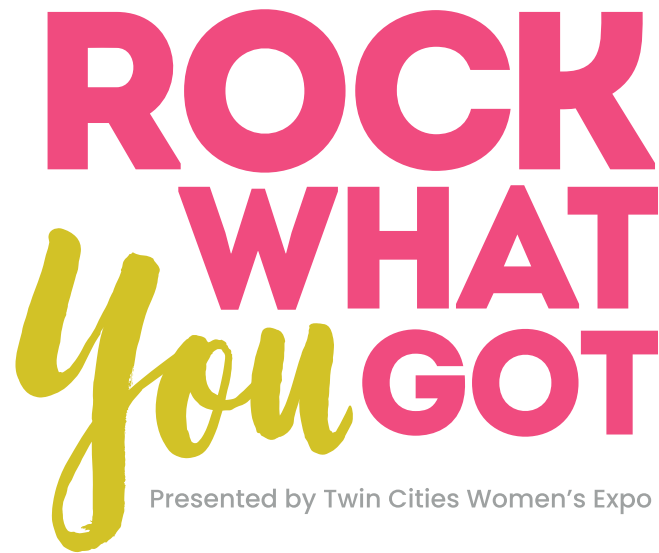
LOGOS

FAMILY OF LOGOS AND ICONS

Rock What You Got has three primary brand identifiers.

The stacked or horizontal version should be used on all Rock What You Got publications, websites and e-communications, and materials. The icon can be used as a graphic element or in some instances, in place of the logo.

On the following pages you will find recommended usage and application for each of these elements.

• Stacked Logo
• Horizontal Logo
• Icon

ROCK WHAT YOU GOT

Presented by Twin Cities Women's Expo

[stacked]

RW YG

[icon]

ROCK WHAT YOU GOT

Presented by Twin Cities Women's Expo

[horizontal]

LOGOS

SIZE & SPACE

The logo looks best when used at a size appropriate for the medium.

The stacked logo should be used at a size at or larger than .75 inches in height. The horizontal logo should be used at a size at or larger than .5 inches in height. When the "Presented by Twin Cities Women's Expo" becomes smaller than 7pt font it should be removed as it is no longer readable. The icon should be used at a size at or greater than 0.375 inches in height.

In order to protect the integrity of the logo, white space needs to be maintained around the logo perimeter. Avoid placing text and/or graphics immediately adjacent to or intersecting the logo. No matter what size you're using the logo, leave space equal or greater than the height of the "G" (see illustration to the right).

MINIMUM HEIGHT = .75″

MINIMUM HEIGHT = .5″

MINIMUM HEIGHT = .375″

SAFE ZONE

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SAFE ZONE

LOGOS

INAPPROPRIATE USE

The name Rock What You Got and its logo or icon should always be used to support its image and reputation.

Examples of inappropriate use include, but are not limited to, the use of the logo in connection with unofficial vendors or social media accounts, tobacco products, sexually oriented products or services, political parties or organizations, gaming or games of chance, or firearms.

Additional examples of inappropriate use are outlined on this page.

[DO NOT CHANGE COLORS]

[DO NOT CHANGE FONTS]

[DO NOT RECONFIGURE]

[DO NOT USE LOGO ON A SIMILAR COLORED BACKGROUND]

[DO NOT ADD OR REMOVE COMPONENTS TO/FROM THE LOGO]

[DO NOT STRETCH OR SKEW]

[DO NOT USE LOGO ON BUSY OR DISTRACTING BACKGROUNDS]

PILLARS

Each color represents a pillar of Rock What You Got.

These marks and coordinating colors are used to define each pillar.

ROCK WHAT **You** GOT
INSIDE-OUT

ROCK WHAT **You** GOT
FAMILY

ROCK WHAT **You** GOT
WELL CONNECTED

ROCK WHAT **You** GOT
LIFESTYLE

COLORS

COLOR PROFILES

The official colors of Rock What You Got are Strawberry (PMS 1915), Mint (PMS 337), and Gold (PMS 7758).

A wider color palette exists to add depth and energy to the visual identity. The following colors are the only colors to be used on publications, materials, and the website. Tints of these colors, as well as black and white, are also acceptable.

Please use the exact PMS colors (for print) or hex colors (for web) and avoid trying to match colors based on what you see on a computer screen or office printer. The appearance of the colors will vary widely on different media; using the PMS and hex colors will ensure accuracy.

strawberry

PANTONE 1915 C
CMYK: 0.85.24.0
RGB: 244.77.128
f44d80

mint

PANTONE 337 C
CMYK: 44.0.33.0
RGB: 142.212.189
#8dd4bd

gold

PANTONE 7758 C
CMYK: 20.16.100.0
RGB: 212.194.1
#d4c201

gray

PANTONE 422 C
CMYK: 41.32.32.0
RGB: 157.160.161
#9da0a1

charcoal

PANTONE COOL GRAY 11 C
CMYK: 66.58.52.29
RGB: 83.84.89
54565a

TYPOGRAPHY

FONT FAMILY

Recommend fonts for all printed material.

Web platforms use Poppins. Calibri is the secondary font for Poppins. If you do not have the approved typeface available.

LOGO FONTS
Use for titles and accents

AA

INTRO

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789**

Aa

Good Vibes

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789*

GENERIC
Use only when poppins is not available

Aa

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

MAIN FONT
Can be used for titles and text for both print and web

Aa

Poppins Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Aa

Poppins Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Aa

Poppins Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789**

GRAPHIC ASSETS

PATTERNS

The visual identity is distinguished through the use of various graphic elements, including iconography and patterns. These elements help represent Rock What You Got in support of the logo and identity system.
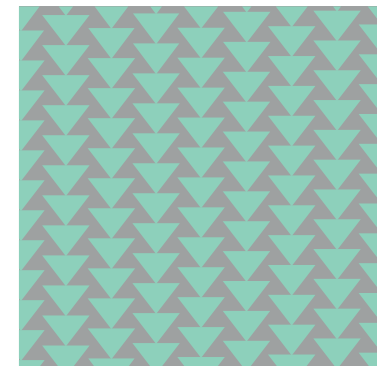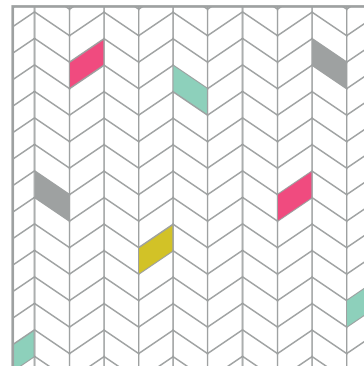
GRAPHIC ASSETS

STYLE RECOMMENDATIONS

The combination of color, type, imagery, and patterns are chosen to help visually convey a mood or feeling that supports the message being communicated.

Here are examples of appropriate typographic hierarchy to help emphasize and differentiate larger blocks of copy/content.

The use of colors and patterns should be used as accents. These elements should not dominate the layout or overpower the message. Our goal is to strike a harmonious balance of elements.
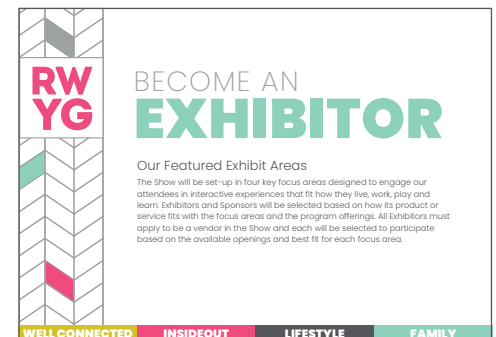
BRAND VOICE

OUR PERSONALITY

The brand voice is the style of written and oral expression that consistently reflects the attributes of the brand.

The voice should be:
• Smart
• Vibrant
• Classic
• Sassy

Speak to and about women in a fun and invigorating tone promoting self-love and celebration of oneself and our community.

SMART

Speak with a sophistication that typically isn't seen when marketing towards women. A strong confidence without taking yourself too seriously.

VIBRANT

Show energy and knowledge around the topic of focus. Rally around community and uplift how fascinating multi-dimensional beings women are.

CLASSIC

Both the audience and the experience should feel their the highest quality and unique to their kind, a true "work of art" without feeling stuffy.

SASSY

A subtle sass and confidence should be portrayed in all communication. Keep it light and truly "talk to" your audience. A little spice to get a smile.

IMAGE STYLE

PHOTOGRAPHY

Pictures connect with people in ways that words can't. While the logo, typography, and colors make us easily recognizable, photos add a relatable element to our communication. They reflect our audience/community in a vibrant way.

Imagery is bright and vibrant showing authentic engagement. Represent women of all ages, cultures, and class..