

Forbes
WOMEN

Power Women's Summit
Brand Guidelines - 2021

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2021

POWER 
WOMEN'S
 SUMMIT

01

CORE ELEMENTS

Brand analysis
Mission statement
Brand language

02

VISUAL IDENTITY

Primary logo
Logo spacing
Color palette
Color hierarchy
Gradients
Primary typeface
Alternate typeface
Custom glyphs

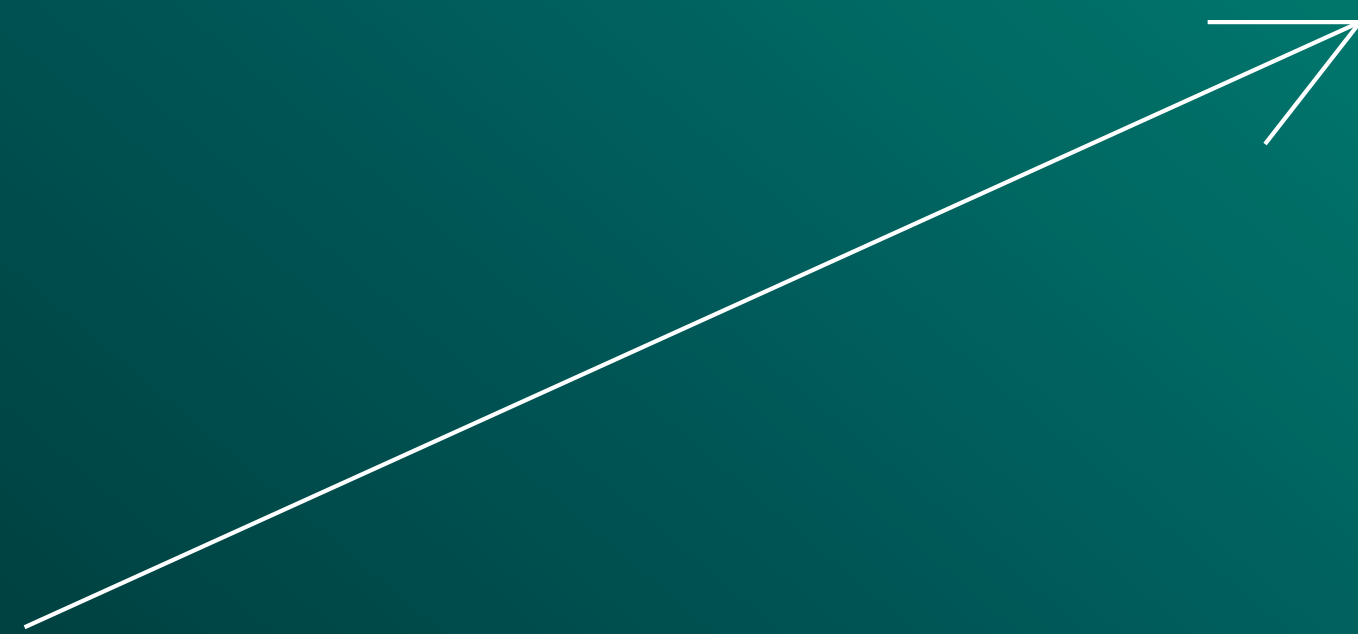
03

POWER SUMMIT

Photography
Social posts
Speaker promotions
Title cards
In-event branding

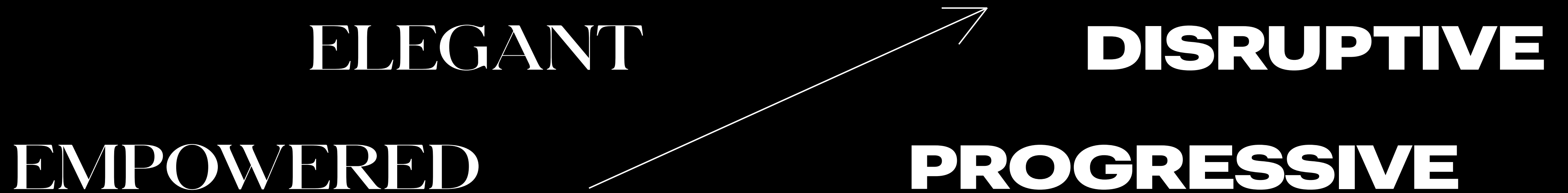
**CORE
ELEMENTS**

Brand analysis
Mission statement
Brand language



01

Which adjectives define Forbes Power Women's Summit best?



What would the language feel like?

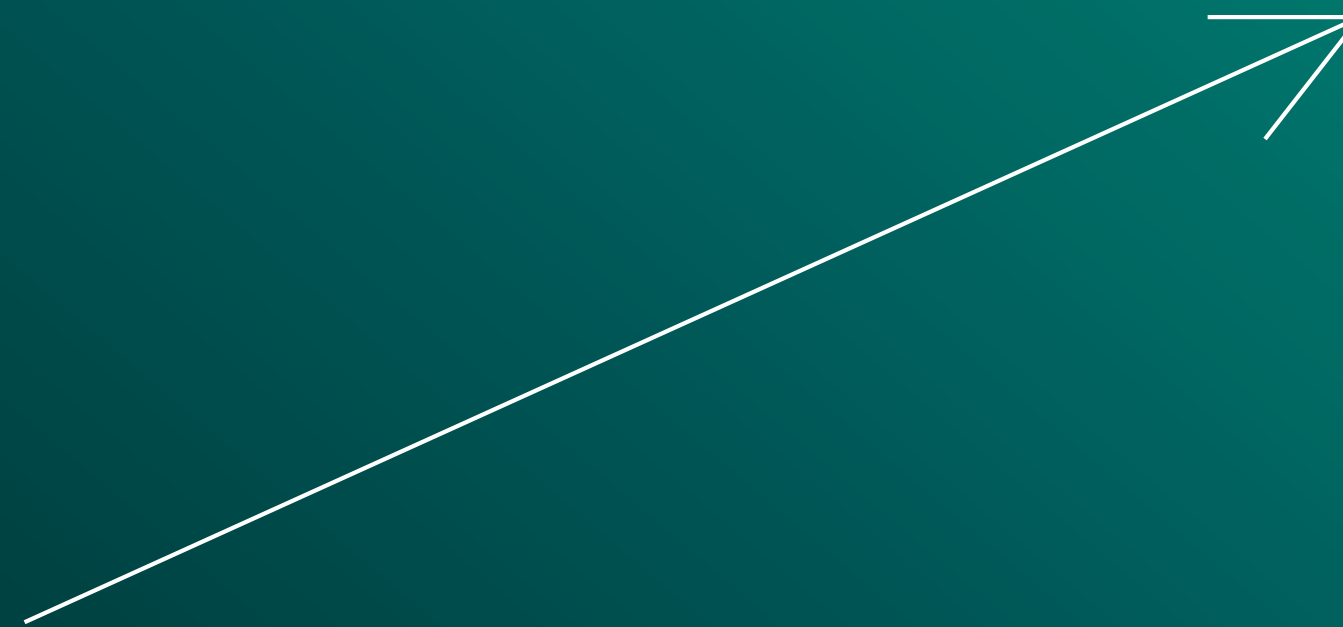
ACTION TAKER
TRUTH TELLER
RULE BREAKER
CHANGE MAKER
GAME CHANGER
POWERFUL WOMEN

MISSION STATEMENT

The goal of Forbes' annual Women's Summit is to spotlight the women who can harness the power of this pivotal moment to shape a new way forward and come up with actionable solutions to drive meaningful progress.

VISUAL IDENTITY


- Primary logo
- Logo spacing
- Color palette
- Color hierarchy
- Gradients
- Primary typeface
- Secondary typeface
- Custom glyphs



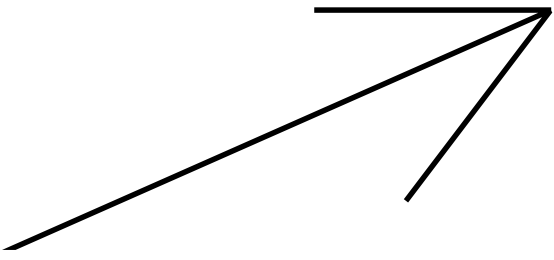
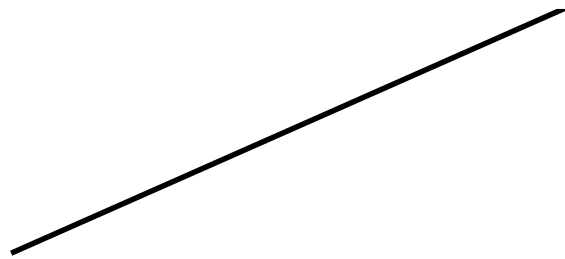
02

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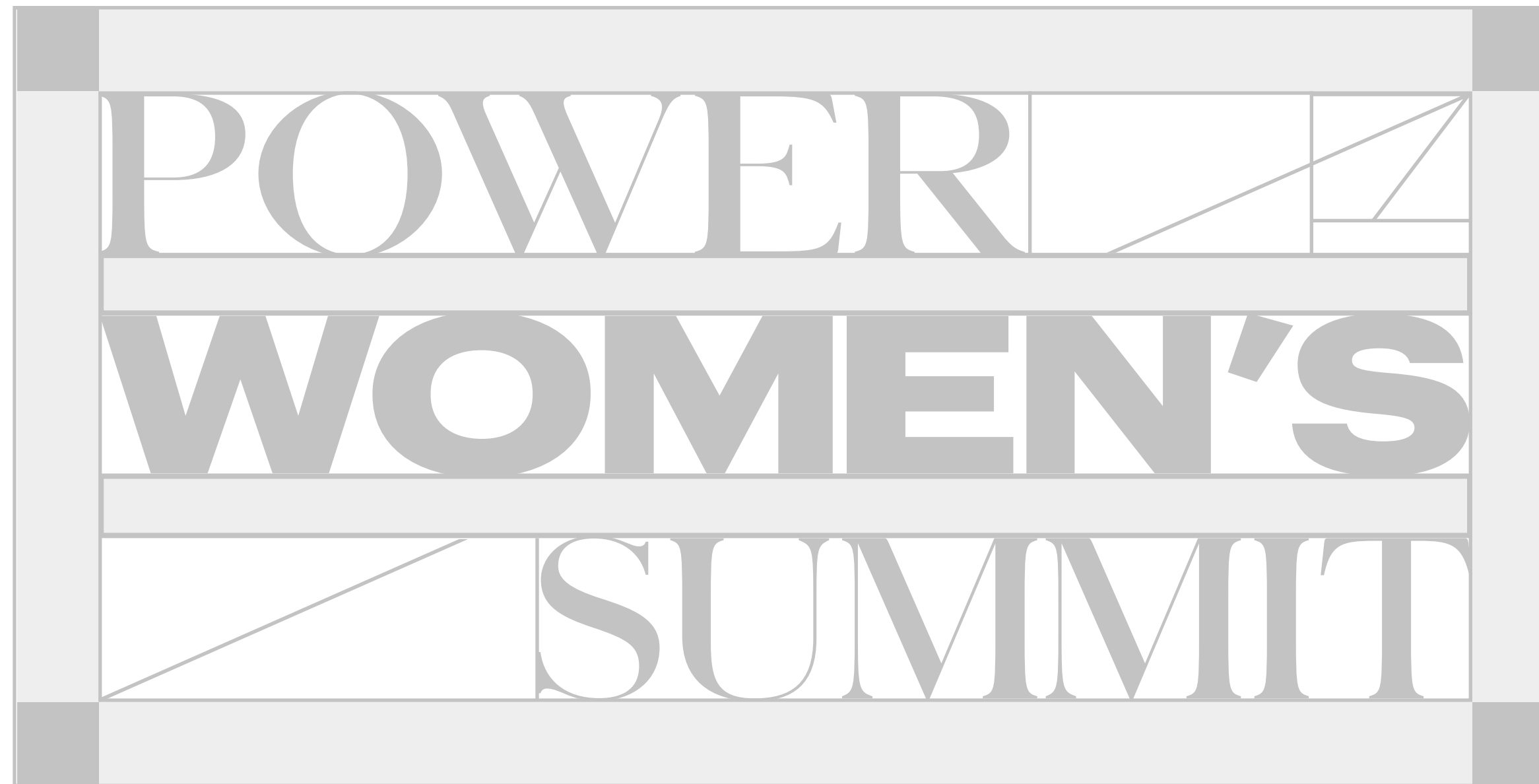
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WOMEN'S
 SUMMIT





#0A9983 Primary

C: 93
R: 10 M: 0 H: 170.8°
B: 153 Y: 14 S: 87.7°
G: 131 K: 40 L: 32°



#000000 Primary

C: 0
R: 0 M: 0 H: 0
B: 0 Y: 0 S: 0
G: 0 K: 0 L: 0



#FFFFFF Primary

C: 0
R: 255 M: 0 H: 0
B: 255 Y: 0 S: 0
G: 255 K: 0 L: 0

GRAPHIK WIDE BLACK

W w

Regular

Graphik Wide Regular
abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Semibold

Graphik Wide Semibold
abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Black

Graphik Wide Black
abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Schnyder Wide M Bold

W w

Light

Schnyder Wide M Light
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Demi

Schnyder Wide M Demi
abcdefghijklmnopqrstuvwxy
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1234567890

Bold

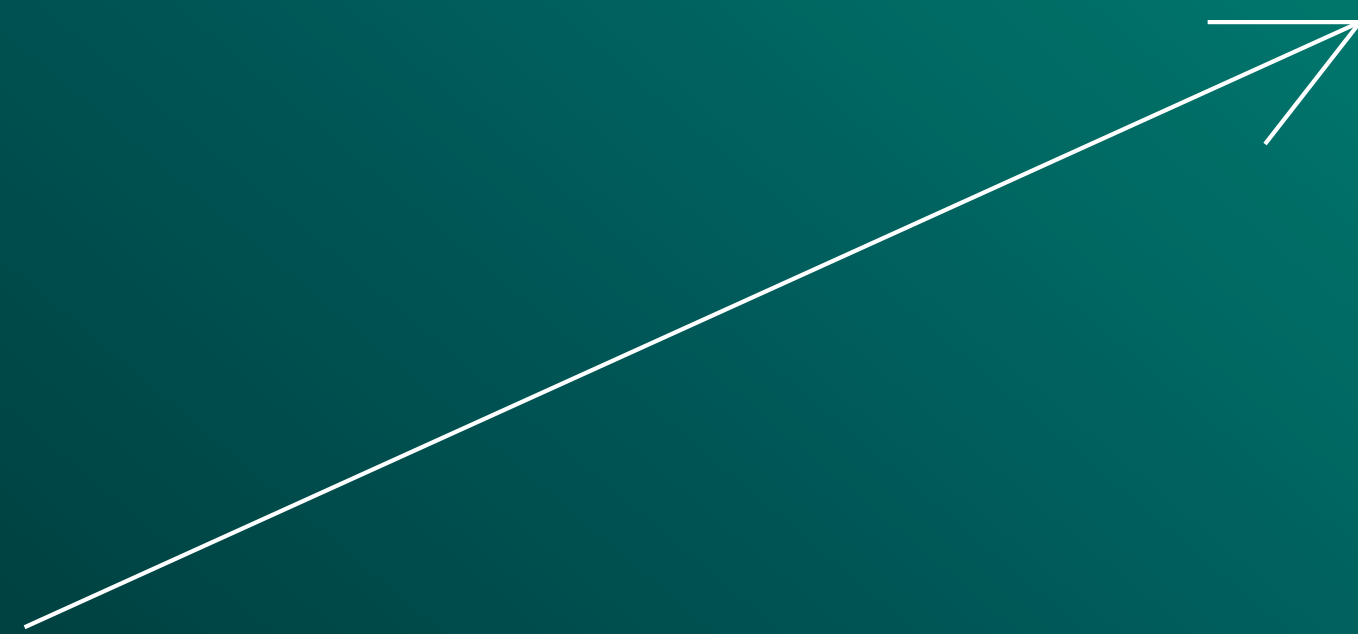
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Schnyder Wide M Bold

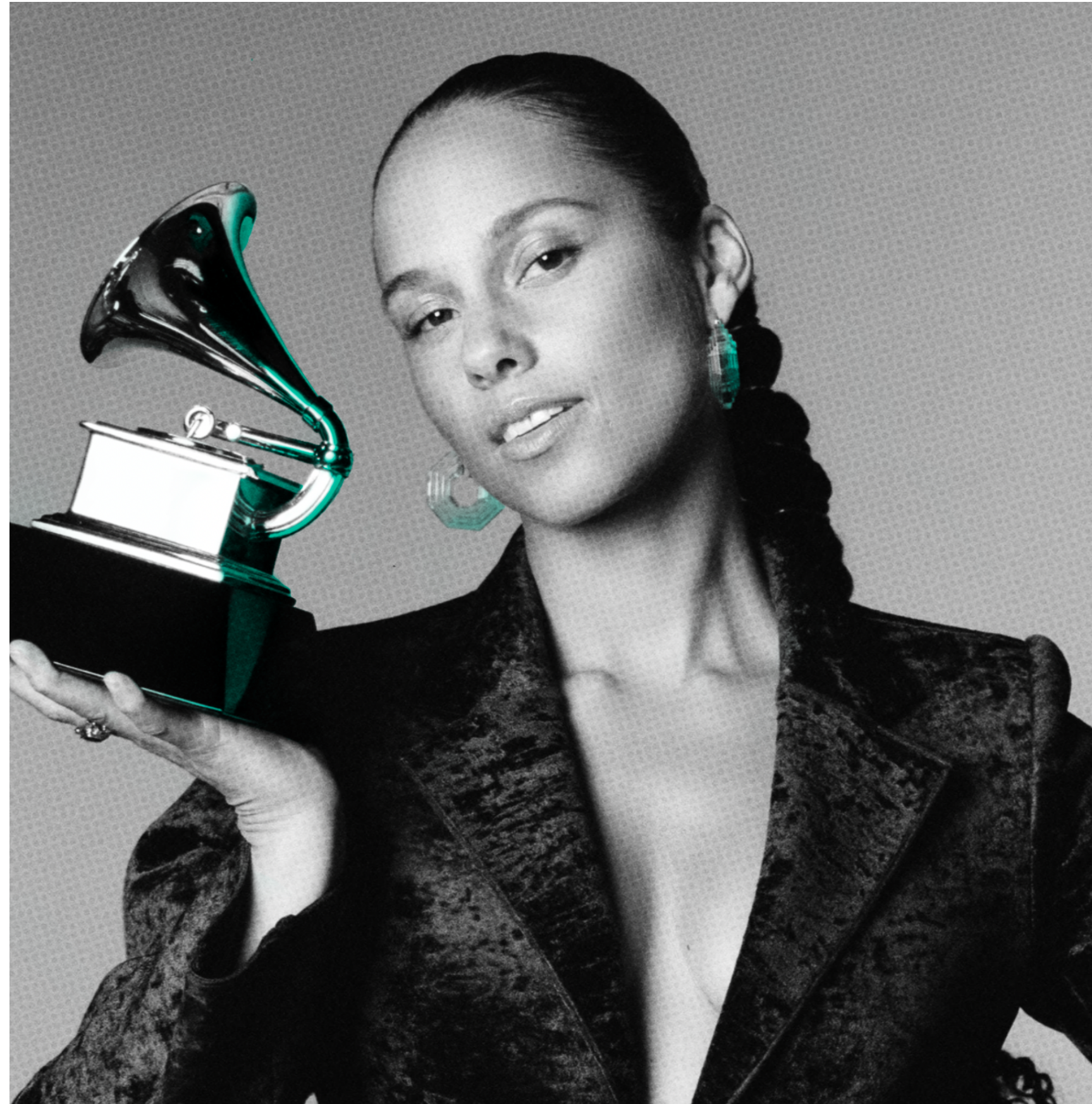
R / R
W / W
G / G

**POWER
SUMMIT**

- Photography
- Social posts
- Speaker promotions
- Title cards
- ID lanyards
- In-event branding
- Face masks



05



Black and white portraits with a subtle #0A9983 glow and halftone overlay





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PRIYANKA CHOPRA

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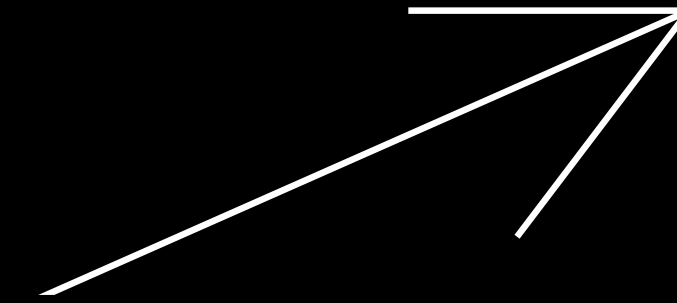


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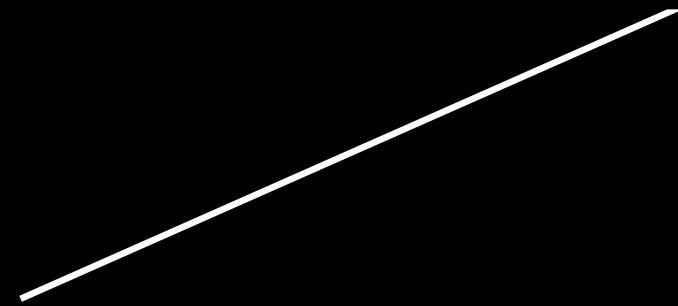
ALICIA KEYS

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PRIYANKA CHOPRA



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Forbes

Design Test

THANK YOU
FOR YOUR TIME

Ally

