

**WOMEN'S
FOUNDATION**
OF MISSISSIPPI

BRAND MANUAL



BRAND STRATEGY

BRAND BELIEF

The Women's Foundation is committed to helping Mississippi's women and girls transcend our state's dire social and economic barriers. By cultivating social change, we create long-term opportunity for personal stability and stronger families. In doing so, the Women's Foundation fosters greater success for our entire state.

Women have a greater opportunity for upward mobility and economic sustainability when they:

- Can plan for pregnancy
- Earn a degree or receive relevant job training
- Pursue a viable career with a livable income

The background is a solid purple color with several overlapping geometric shapes in various shades of purple and magenta. These shapes include a large circle in the upper right, a smaller circle in the lower left, a diamond shape in the center, and several triangles and polygons scattered throughout. The overall effect is a modern, abstract design.

BRAND ESSENCE

When women thrive, Mississippi thrives.

NOTE: *This is also an external message to be used in marketing communications.*

MESSAGING HIERARCHY

OLD HIERARCHY

Economic security for women.



HOW WE ACHIEVE

Grant-Making
Advocacy
Research



WHAT DO WE IMPACT

Health
Education
Careers

NEW HIERARCHY

When women thrive,
Mississippi thrives.



WHERE WE FOCUS

Planned Pregnancy
Education
Careers



HOW WE CREATE CHANGE

Grant-Making
Advocacy
Action

CREATING CHANGE

GRANT-MAKING

We give financial assistance to entities or programs that fulfill our mission.

ADVOCACY

We influence policy-makers and inspire individuals to drive social change.

ACTION

We present immediate and tangible solutions to make real differences in the lives of Mississippi women.

The background of the slide is an abstract composition of various shades of yellow and light green. It features overlapping geometric shapes, including triangles, quadrilaterals, and curved forms, creating a dynamic and layered visual effect. The colors are vibrant and saturated, with some areas appearing lighter due to the layering.

VISUALIZING THE BRAND

BRAND VALUES

WHAT WE BELIEVE IN

CHANGE

Our state will only be better if we are willing to act. We are ambassadors for change and work every day to see it come to fruition.

SOCIAL JUSTICE

We invest in initiatives that break down barriers to success, so that every woman, no matter her background, is empowered to achieve her utmost potential.

COLLABORATION

We work with other organizations, nonprofits and partners across the state, region and country with similar missions to meet the needs of women where they are.

TRANSPARENCY

We are clear with finances to donors, grantees and board/staff, and we are clear with our mission – what we will and will not support.

INCLUSIVITY

We are inclusive of all ages, races, politics, religions and sexual orientation not only in theory but also in practice.

BRAND ATTRIBUTES

CHARACTERISTICS & PERSONALITY



INSPIRED

How we define it: Forward thinking. We are moved to challenge the status quo and shatter glass ceilings.

How we show it: The Women's Foundation works with our state's policy makers to enact social change, not social programs. We are bringing the possibilities into perspective and informing how we tackle the issues facing women and families – like the two-generation approach and our forthcoming LARCs initiative.



EMPATHETIC

How we define it: Warm. Non-judgmental. Our compassion drives us to connect with people and to invest and give wherever they are.

How we show it: The Women's Foundation commissioned a study to identify the practical hurdles preventing women from completing college degrees. Then we helped provide greater access to childcare, healthcare, financial resources and transportation – enabling more women to attain degrees and better job opportunities.



REAL

How we define it: Sincerely honest. Matter of fact. Not harsh but direct in tone.

How we show it: To overcome the statistics, we must arm ourselves with the facts. Fact Not Fiction provides medically-accurate, objective information about

sexual health to teenagers. We share pertinent data and forecasts with policymakers and constituents to inform and inspire action. No matter the context or environment, The Women's Foundation remains straightforward in our messaging – because that is the only path for progress.



FEARLESS

How we define it: Strong, bold and undaunted.

How we show it: The Women's Foundation serves as an unwavering voice for Mississippi's women and girls in the face of social hostility. The facts show that Mississippi is not always hospitable to women. And we make sure those facts, and the issues at the root of the statistics, are presented loud and clear to policy makers and the public.



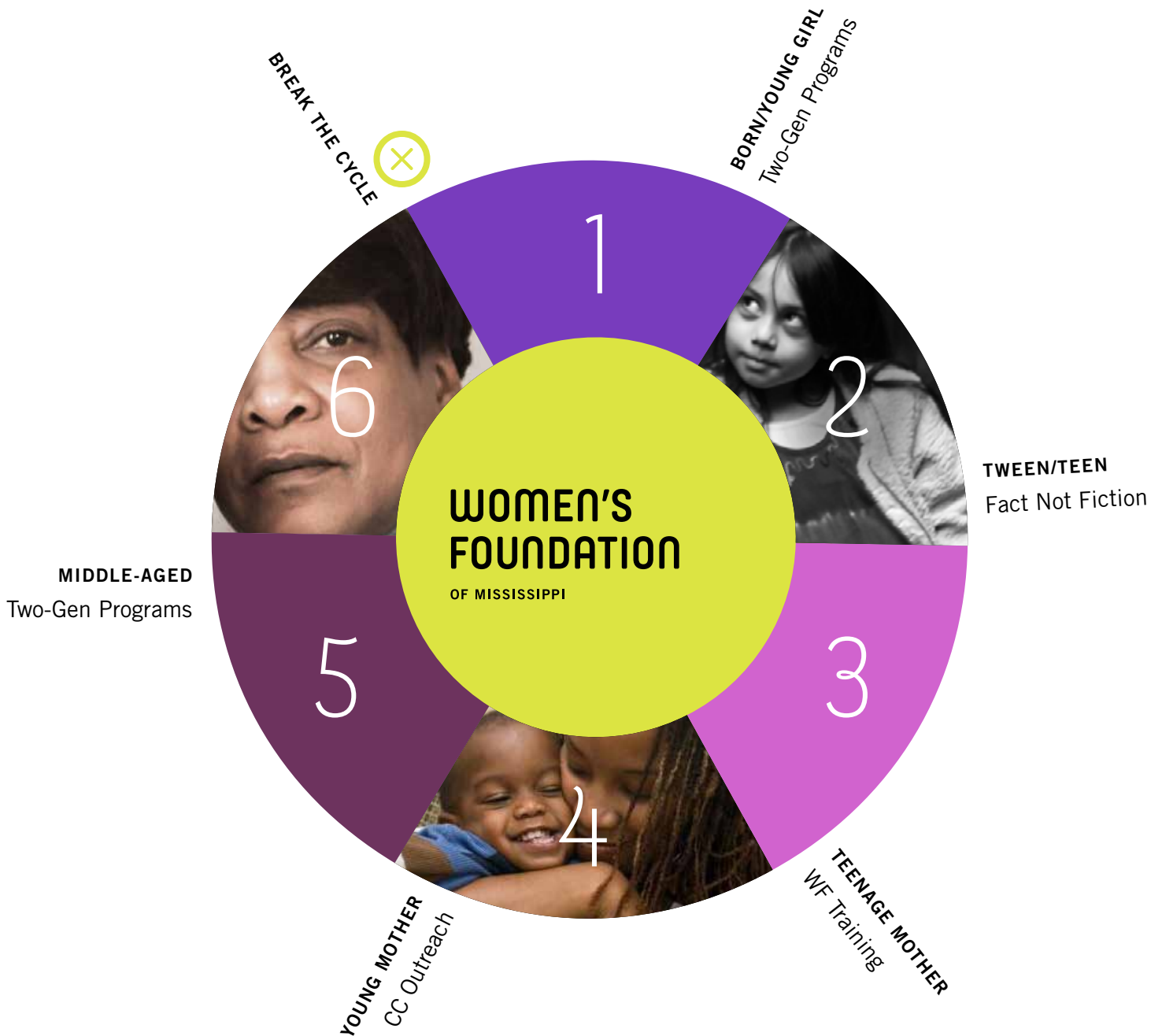
DETERMINED

How we define it: Deliberate and unwavering. Because of what we believe in, we are forced to move and take action.

How we show it: Every year, Mississippi ranks as one of the worst states for women. But The Women's Foundation is fostering a fundamental change in the socio-economic landscape. Our Game Changer initiative defies the status quo. We are working to reverse the statistics with tangible plans of action to reduce teen pregnancy, promote advanced education and increase job opportunities.

WFM MEETS WOMEN WHERE THEY ARE.

At every stage in a Mississippi woman's life, the Women's Foundation of Mississippi invests, to create opportunities to help her thrive.



NOTE: Photographic images in this document are not licensed for external use.

LOGOS

The logo mark is directly connected to the lifecycle. The piece that is removed from the circle for the Women's Foundation logo correlates to the point where we break the cycle from repeating. For the sub-brands, it correlates to the part of the cycle where it affects women.

These are the primary logos to use.



MASTERBRAND



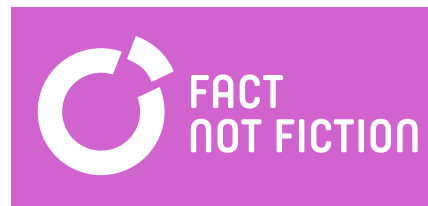
ADVOCACY



ACTION

SECONDARY LOGOS

These logos are only for use when 4-color reproduction is not available or for very small space use.



1-COLOR

REVERSE

DON'T scale the logo disproportionately or change the relationship of the mark to the words. The only exception is when the mark is being used as a supergraphic (as shown on the cover of this document).

DO always default to the pattern logos whenever possible.

DO send any vendors the .eps (vector) version of the logo for best reproduction.

COLORS

Any of the colors can be used for the masterbrand or sub-brands.
However, Fact Not Fiction can use Pantone 252 and Pantone 380
to a greater degree.



CMYK
27 / 67 / 0 / 0
RGB
201 / 100 / 207
HTML
#C964CF



CMYK
76 / 90 / 0 / 0
RGB
117 / 59 / 189
HTML
#753BBD



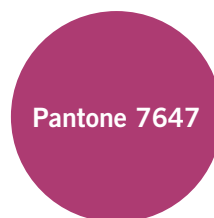
CMYK
18 / 0 / 82 / 0
RGB
219 / 228 / 66
HTML
#DBE442



CMYK
18 / 47 / 0 / 0
RGB
213 / 158 / 215
HTML
#D59ED7



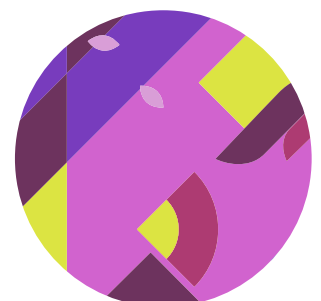
CMYK
40 / 86 / 0 / 50
RGB
106 / 52 / 96
HTML
#6A3460



CMYK
31 / 88 / 18 / 0
RGB
168 / 61 / 114
HTML
#A83D72

PATTERN

Do not use the pattern in large amounts unless
it is subtly knocked back (as shown on the divider
pages in this document).



Fonts

THIS FONT IS YUMMO BOLD.

It is a display font and only suitable for headings.
Never use for body copy.

THIS FONT IS TRADE GOTHIC BOLD NO. 2

It is used for subheads, lead-ins and charts.
Use it in all caps and give it some extra leading.

This font is Trade Gothic Medium.

It is used for body copy.

This font is Arial.

It is a universal font anytime a readily available font is needed.

Web font information TBD.