

*the* **Women's Resource**



*Financial knowledge. Hope. Possibilities.*

## BRAND ANALYSIS & SUGGESTIONS

PREPARED BY

**PADRÓN**  
DESIGN.STUDIO

# CURRENT LOGO VARIATIONS

**HORIZONTAL**  
Full Logo with Tag



**HORIZONTAL**  
Full Logo, NO Tag



## CURRENT STRUCTURE BREAKDOWN

*This is how the human eye reads this logo.*



## MAIN DESIGN ISSUES

- Odd distribution of white space between shapes
- Lacking variety of formats
- Three different font thicknesses
- Busy, unstructured (see breakdown on left)

# CURRENT COLOR VARIATIONS

## CURRENT MAIN COLORS



## RISE COLORS



## SECONDARY PALETTE



## COLOR ISSUES

### MAIN BLUE

Though blue is a refreshing, neutral color for a women's organization, it's a middle range blue. It's not light blue and it's not a dark blue, so it lacks identity and contrast.

### COMBINATION

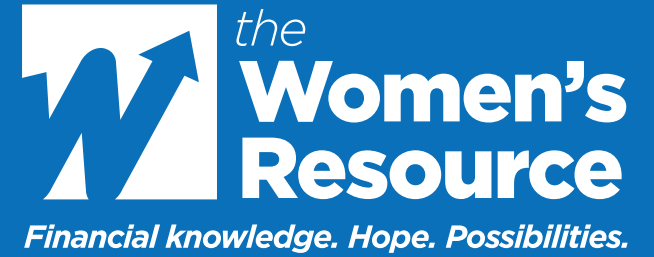
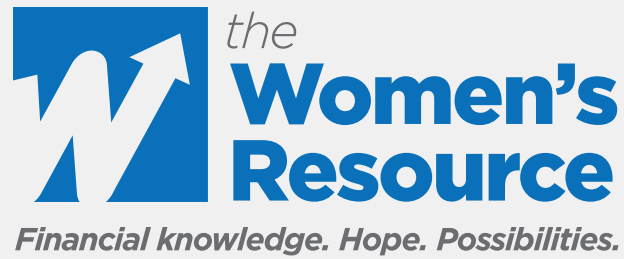
A mix of gray and blue is fine if the font weights weren't so varied and busy. A middle gray and middle blue together also blend into the background instead of standing out.

### SECONDARY PALETTE COLORS

The colors are extremely bright and high range which fights against your main middle range blue. They overpower the main brand's identity and makes it feel disjointed.

# SUGGESTED LOGO SHAPE VARIATIONS

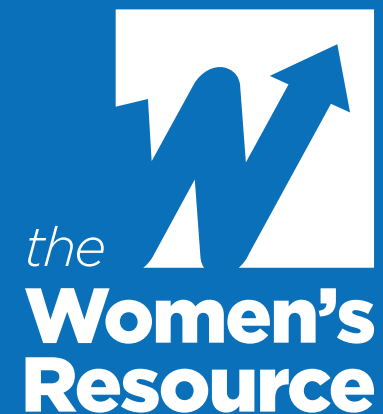
HORIZONTAL  
Full Logo with Tag



HORIZONTAL  
Full Logo, No Tag



VERTICAL  
Full Logo, No Tag



# SUGGESTED COLOR VARIATIONS

## CURRENT MAIN COLORS



## SUGGESTED COLOR SHIFTS



## COLOR SOLUTIONS

**MAIN BLUE:** I've completely removed the idea of black or white as colors. Even the grays are blue shift variations, not percentages of black. Though a fully black or fully white logo is perfectly fine, they shouldn't drive the color scheme.

**COMBINATIONS:** A combination of darker blues and middle grays offer a better balance than two middle colors. You have the option of a greener dark blue or strict navy. The RISE colors are still incorporated as standard parts of the secondary colors, not a separate palette.

Bringing down the brightness in the secondary palette makes it a more mature palette as well.

Do not use percentages or tints of the colors as that dilutes the image. We've included (as part of the overall scheme) the correct lighter version on each color without diluting. They hold their identity.

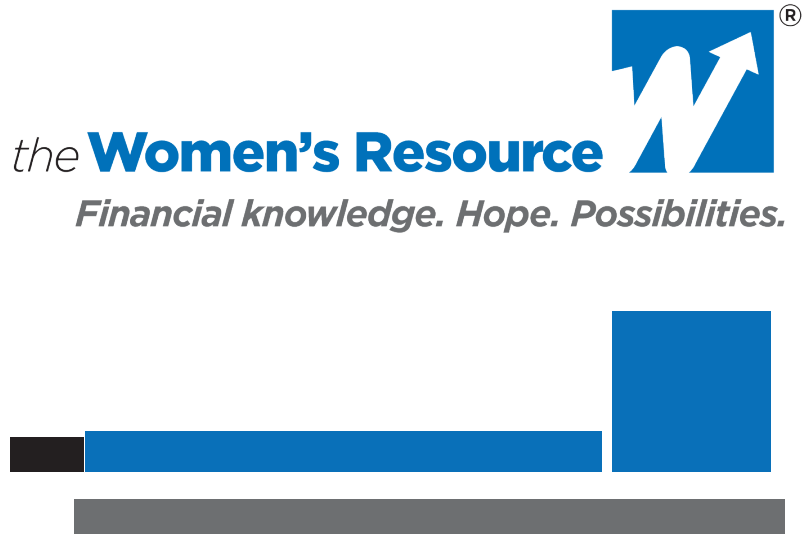
## COLOR COMBINATIONS

You can use the purples and greens together, blues and greens, blues and purples, or all three combined and they never fight each other.

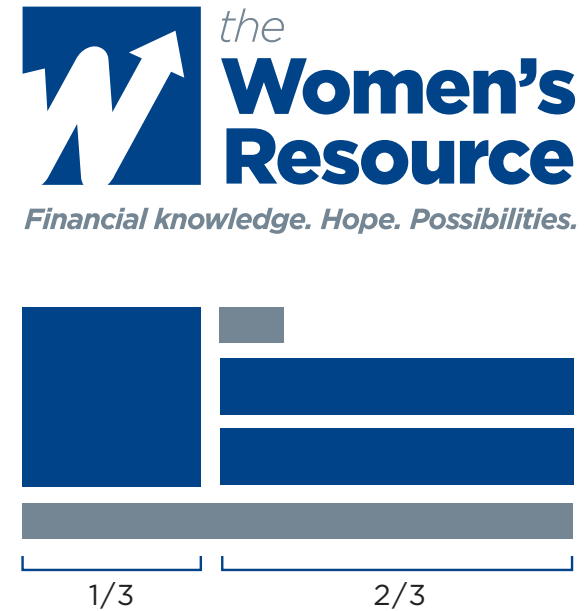


# COLOR & SHAPE SOLUTIONS

## CURRENT STRUCTURE BREAKDOWN



## SUGGESTED STRUCTURE & COLORS



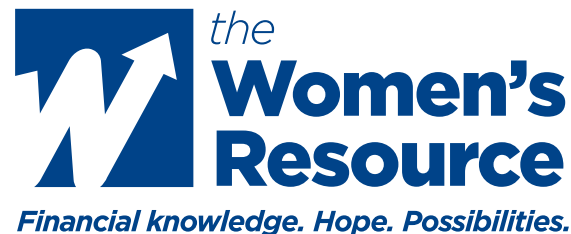
## DESIGN SOLUTIONS

- No font or shape has been changed, only arranged and sized
- Cleaner distribution of white space & colors
- The text is aligned on the left so "The" is not floating
- Structure is aligned with Golden Ratio

## TWO COLOR OPTION



## ONE COLOR OPTION



## BLACK/WHITE OPTIONS



# NEW COLOR PALETTE



**BLUE**  
PANTONE 7687 C  
HEX #254385

C 100 R 37  
M 86 G 67  
Y 15 B 133  
K 3



**DARK BLUE**  
PANTONE 2965 C  
HEX #04263C

C 100 R 4  
M 78 G 38  
Y 48 B 60  
K 54



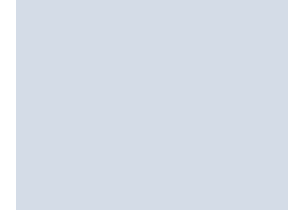
**LIGHT BLUE**  
PANTONE 7458 C  
HEX #80B0C6

C 55 R 128  
M 16 G 176  
Y 15 B 198  
K 0



**GRAY**  
PANTONE 7544 C  
HEX #798691

C 58 R 121  
M 41 G 134  
Y 34 B 145  
K 3



**LIGHT GRAY**  
PANTONE 642 C  
HEX #D3DDE6

C 16 R 211  
M 8 G 221  
Y 4 B 230  
K 0



**PURPLE**  
PANTONE 520 C  
HEX #5D3369

C 69 R 93  
M 95 G 51  
Y 27 B 105  
K 13



**MAROON**  
PANTONE 208 C  
HEX #7F2941

C 33 R 127  
M 98 G 41  
Y 60 B 65  
K 26



**GREEN**  
PANTONE 576 C  
HEX #819A55

C 58 R 129  
M 22 G 154  
Y 91 B 85  
K 4



**MEDIUM GREEN**  
PANTONE 615 C  
HEX #D5CE96

C 17 R 213  
M 13 G 206  
Y 53 B 150  
K 0

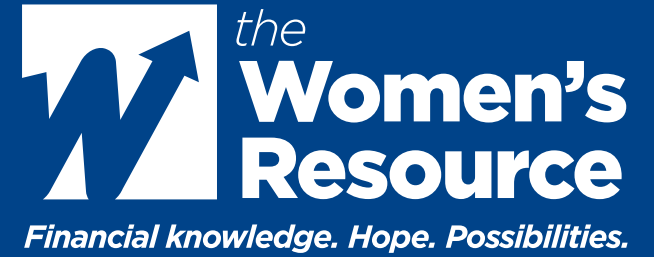
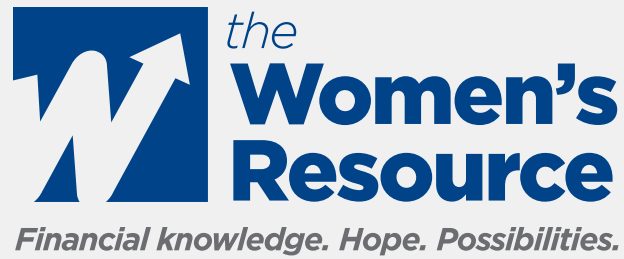


**LIGHT GREEN**  
PANTONE 7485 C  
HEX #D3DDBF

C 19 R 211  
M 4 G 221  
Y 30 B 191  
K 0

# SUGGESTED LOGO SHAPE & COLOR VARIATIONS

HORIZONTAL  
Full Logo with Tag



HORIZONTAL  
Full Logo, No Tag



VERTICAL  
Full Logo, No Tag



# SUGGESTED TYPEFACE & FONT USES

## FONTS USED IN LOGO

**Gotham Black**

*Gotham Book Italic*

## SUGGESTED FONTS

**Montserrat Black**

***Montserrat Black Italic***

**Montserrat Bold**

***Montserrat Bold Italic***

Montserrat Medium

*Montserrat Medium Italic*

Montserrat Regular

*Montserrat Italic*

Montserrat Light

*Montserrat Light Italic*

Montserrat Thin

*Montserrat Thin Italic*

## SUGGESTED USE

### **How Far We've Come**

Three years ago, we entered into a strategic plan with the goal of reinvesting in our programs and raising the caliber of services we provided. Today, as we conclude that journey, I am so proud of how far we've come in such a short time.

# SOCIAL MEDIA/WEBINAR IMAGERY



**the Women's Resource** MAY 5, 2020 | 11:00 AM & 3:00 PM  
**MAKING CREDIT WORK FOR YOU**  
thewomensresource.org/classes



**ONE-ON-ONE FINANCIAL COACHING**  
FREE & ONLINE



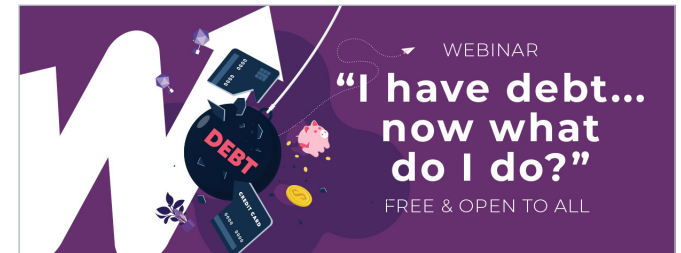
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WEBINAR  
**SETTING REALISTIC GOALS DURING COVID-19**  
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WEBINAR  
**"I have debt... now what do I do?"**  
FREE & OPEN TO ALL



WEBINAR  
**Crushing Your Credit in 2 Days!**  
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