

Women in Finance Charter Design guidelines

Version 1.0



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01 Brand

OUR BRAND REFLECTS:

Progress and momentum

A continuous move forward, driven by measurable outcomes.

Accountability

A clear commitment to action and transparency.

Collective effort

Organisations working together to drive change at scale.

Professional credibility

A serious, industry-backed initiative with real impact.

Women
in Finance
Charter



02 Fonts

OUR TYPOGRAPHY

Typography plays a key role in how the Women in Finance Charter brand is expressed. Lexend is used as the corporate typeface to create a clean, open and highly legible style that supports clear, confident communication.

A neutral and accessible approach is essential, using simple, modern forms that work effectively across digital formats. Hierarchy should be applied with care to guide the reader and keep content easy to navigate. Decorative or complex treatments should be avoided; consistency and restraint reinforce clarity, credibility and a focus on action.

Download our typeface here
<https://fonts.google.com/specimen/Lexend?preview=Latn>

Lexend
Light

ABCDEFGH
abcdefgh
12345678

C

Lexend
Regular

ABCDEFGH
abcdefgh
12345678

c

Lexend
Medium

ABCDEFGH
abcdefgh
12345678

d

03 Colour

OUR COLOURS

Colour is used deliberately to reflect the authority and momentum of the Women in Finance Charter. Red aligns with HM Treasury, grounding the brand in its official context while signaling authority and urgency. Orange introduces a sense of movement — a forward push that reflects progress and action.

Together, these colours balance credibility with momentum, reinforcing the Charter’s focus on delivering measurable change.

Brand Red	Brand Orange	Brand Canvas
R 142 G 26 B 40	R 255 G 176 B 0	R 255 G 248 B 239
#8e1a28	#ffb000	#fff8ef
C 25 M 100 Y 90 K 23	C 0 M 38 Y 100 K 0	C 0 M 5 Y 10 K 0

04 Logo

APPLYING OUR LOGO

Backgrounds and colour use

Use the full-colour logo on light backgrounds and the reversed version on dark. For mono applications, use black or white only.

Best practice

- Do not alter, distort or modify our logo in any way.
- Do not recolour or add effects (shadow, glow, outline etc).
- Do not place on low-contrast backgrounds.
- Do not reproduce our logo smaller than 10mm / 28px width.

Reverse hero on Brand Red



Women
in Finance
Charter



Hero on Brand Canvas



Women
in Finance
Charter



Hero on dark background



Women
in Finance
Charter



Mono hero on light background



Women
in Finance
Charter



Distorted



Women
in Finance
Charter



Low contrast



Women
in Finance
Charter



04 Example

APPLICATION EXAMPLES

Safe area

Our logo must always remain clear and consistent, with sufficient space to maintain impact. Maintain clear space equal to 2x the ‘W’ width from ‘Women’ on all sides.

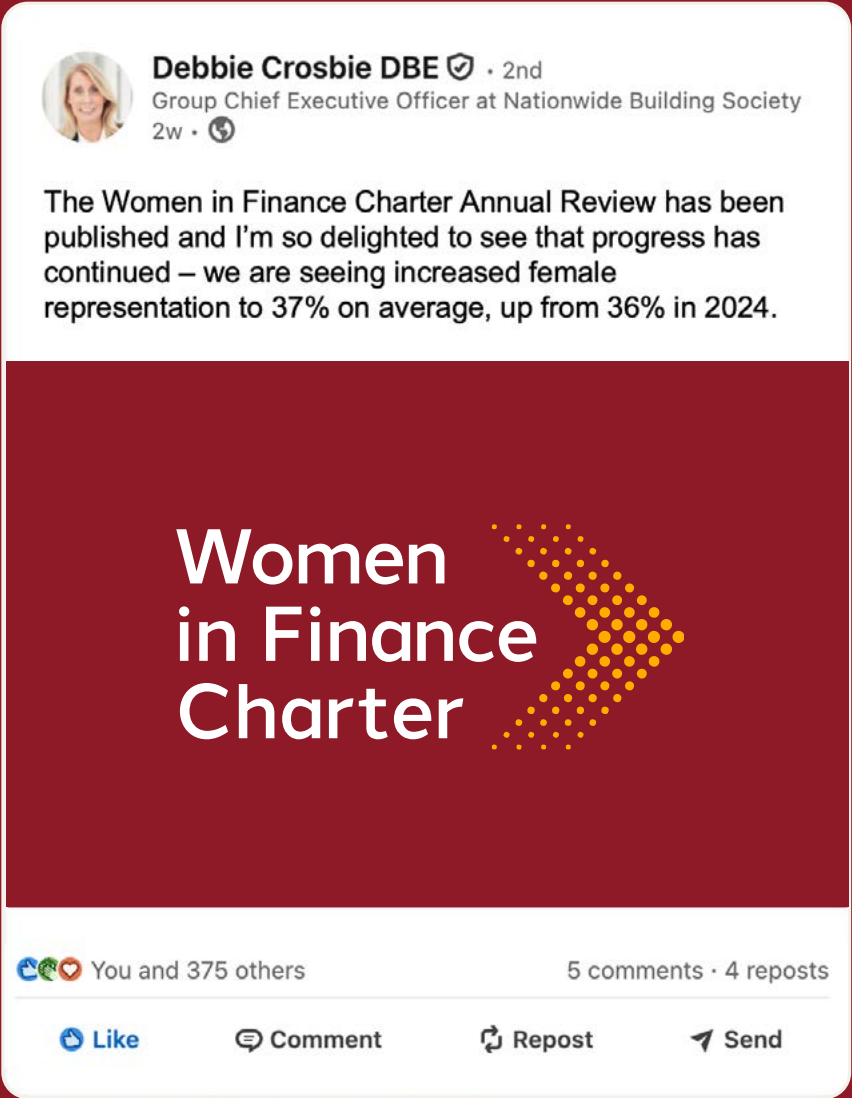
Page position

The optimum position for our logo as a hero is centered. The optimum position for our logo as a brand asset is top right of page. Safe area rules apply.

Logo size relative to page

Landscape = Logo 1/7 width of longest edge.
Portrait = Logo 1/5 width of shortest edge.

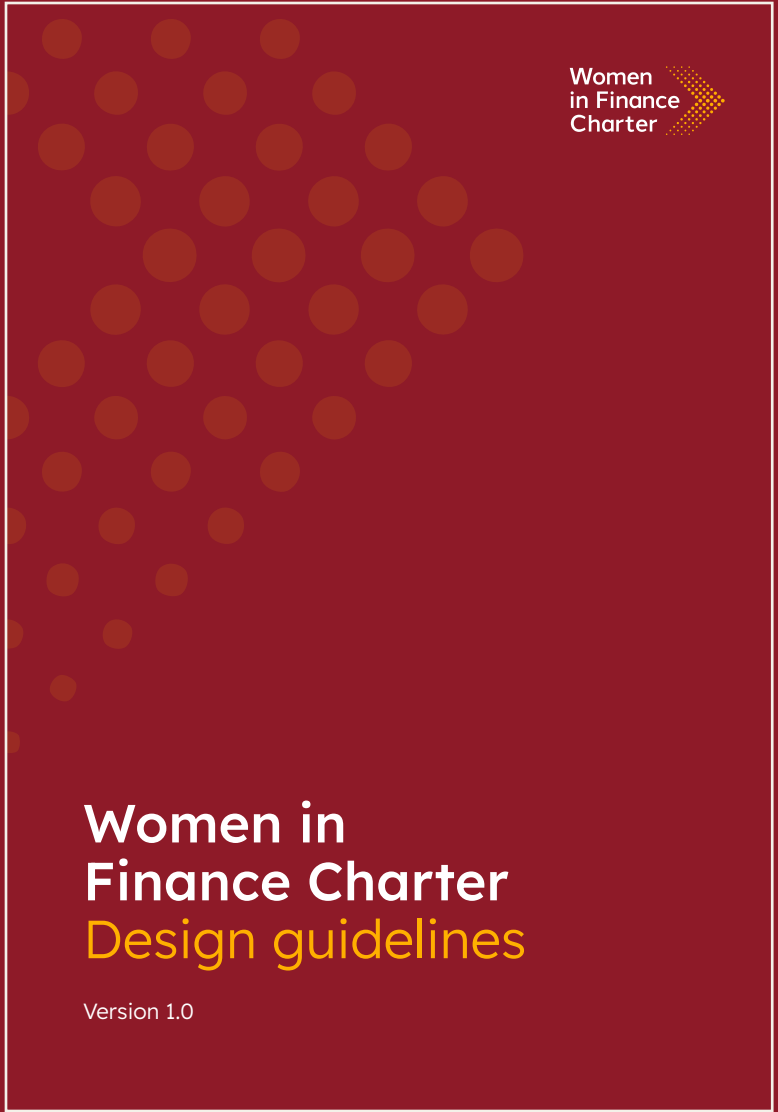
As a hero



Equal spacing all around the logo.



As a brand



Logo is positioned top right.



04 Example

APPLICATION EXAMPLES

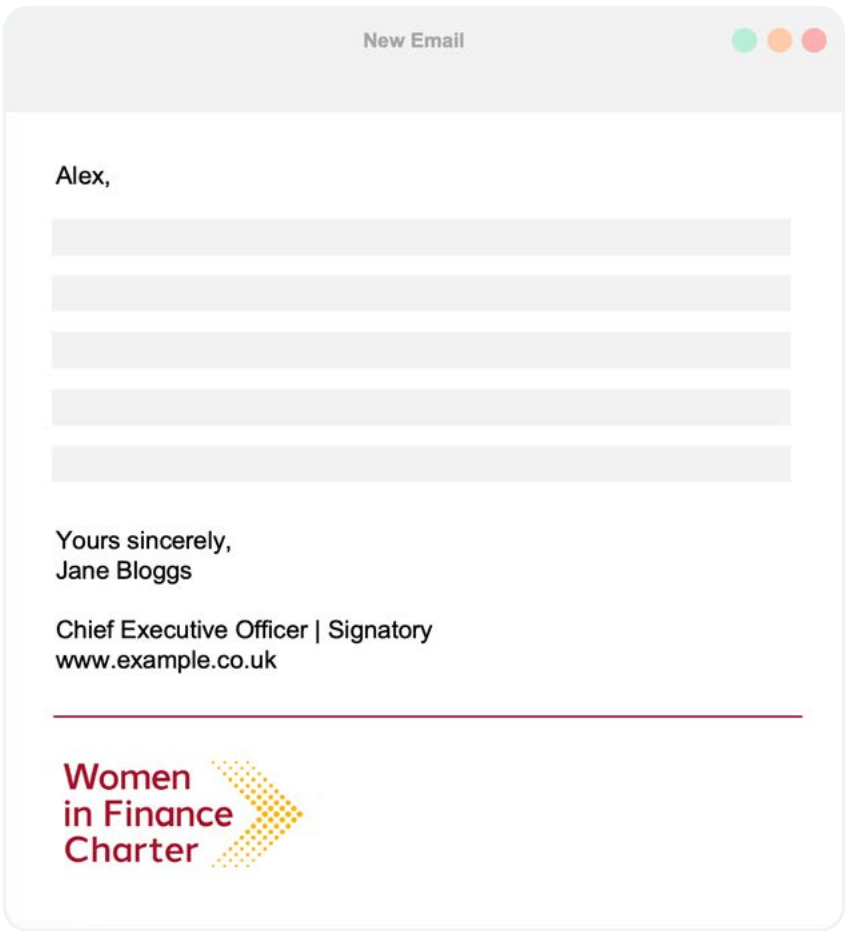
Safe area

Our logo must always remain clear and consistent, with sufficient space to maintain impact. Maintain clear space equal to 2x the ‘W’ width from ‘Women’ on all sides.

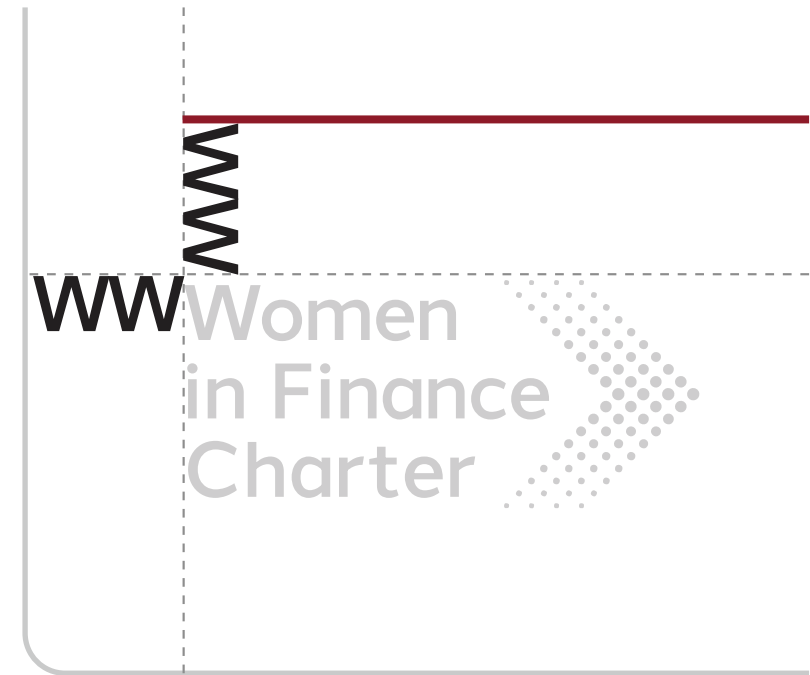
Page position

The optimum position for our logo as a sign-off is aligned left with the content at the bottom of the page. The optimum position for our logo as an endorsement is aligned with other logos. Safe area rules apply.

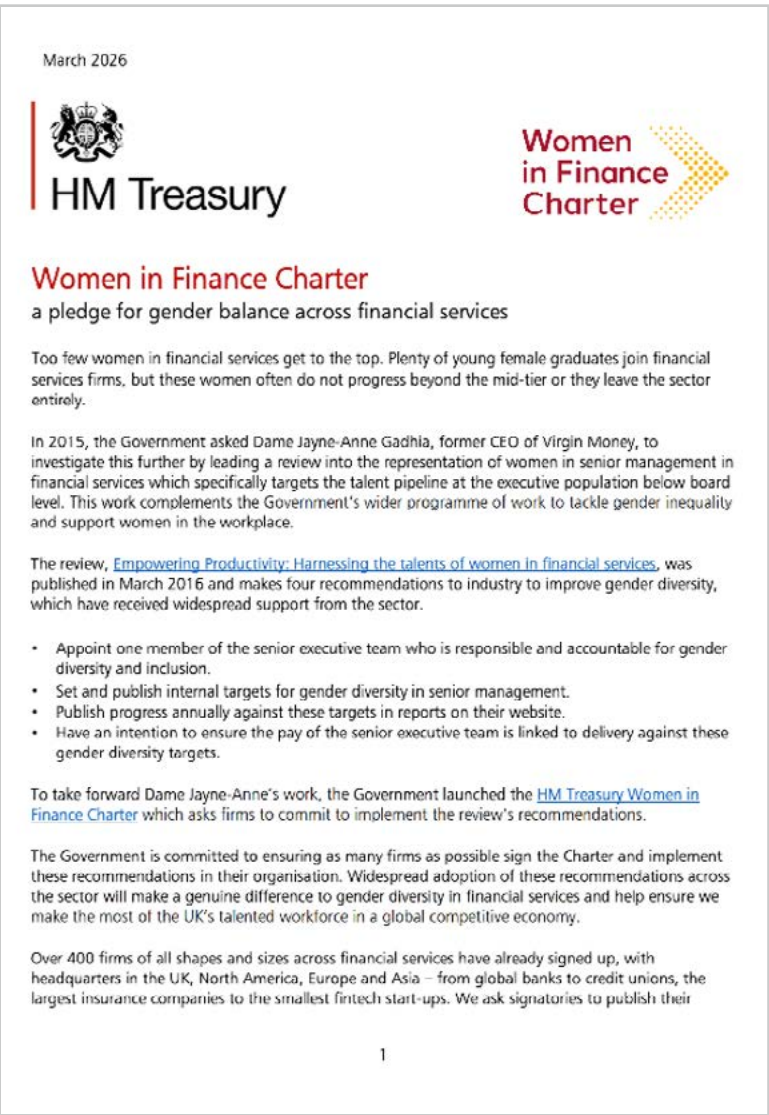
As a sign-off



Logo is positioned bottom left below the red line.



As an endorsement



Logo is the same width as HM Treasury text (minus the line). Logo sits on the same baseline as HM Treasury text.

