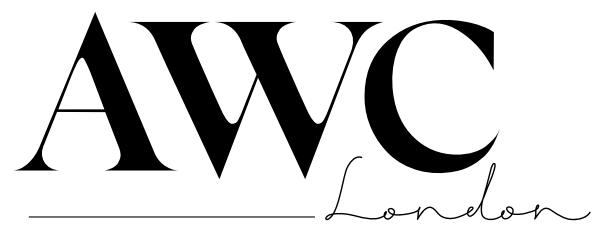
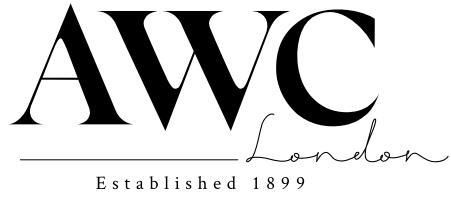


PRIMARY LOGO



SECONDARY MARK



COLOUR PALETTE



#000000

#1E1E1E

#3B3F66V

#C9395F

#F4F0E2

PRIMARY TYPEFACE

AaBbCc01234

Georgia

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ

WEB COPY TYPEFACE

AaBbCc01234

Helvetica

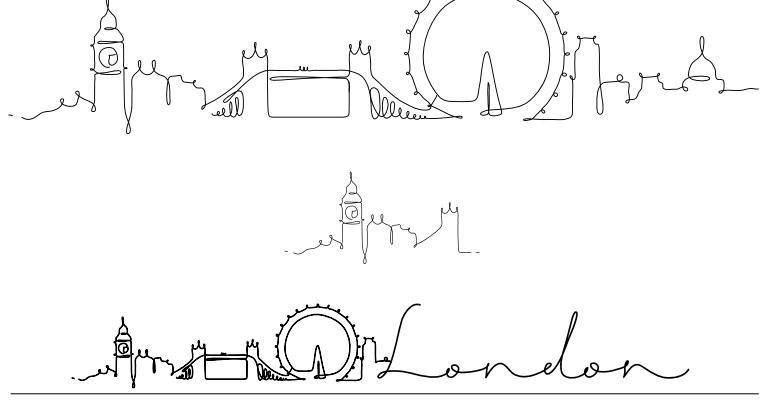
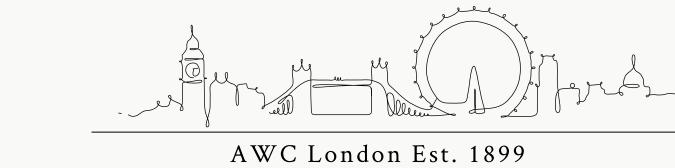
SECONDARY TYPEFACE

abBbCc01234

Beyond Infinity

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ

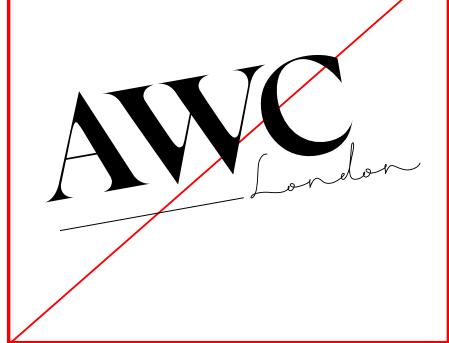
LOGO USAGE



INCORRECT LOGO USAGE



DO NOT use a coloured background that is not in line with brand colours.



DO NOT place the logo on an angle



DO NOT place the logo on patterned background



DO NOT change the logo colours outside of the brand colours.

Homepage

Blog page

Events Page

NEWSLETTER

The grid displays 12 different newsletter modules:

- Homepage:** Shows the main landing page with the AWC London logo and a brief introduction.
- Calendar/events module:** Shows a list of events with small thumbnail images.
- 2 column images module:** Shows two columns of images with accompanying text.
- 1 column images module:** Shows a single column of images with accompanying text.
- Full image module:** Shows a large image with a caption below it.
- Gallery module:** Shows a grid of small images.
- long form module:** Shows a long-form article with a sidebar.
- Spotlight module:** Shows a feature article with a large image.
- Sign off module:** Shows a sign-off message at the bottom of the page.
- Footer:** Shows the footer section with social media links and navigation.

BANNER ADS

Banner ads look and feel, can be animated up to 4 frames.

(Copy is a placeholder and is there for character count)

The four banner ads are:

- We're a diverse and welcoming group of women**
- We're a diverse and welcoming group of women**
- We're a diverse and welcoming group of women**
- We're a diverse and welcoming group of women**

Each ad includes a "Get Involved" button and a small London skyline icon.

The two horizontal banner ads are:

- We're a diverse and welcoming group of women**
- International. Intergenerational. Interconnected.**

Both ads include a "Get Involved" button and a small London skyline icon.

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- We're a diverse and welcoming group of women**
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Both ads include a "Get Involved" button and a small London skyline icon.

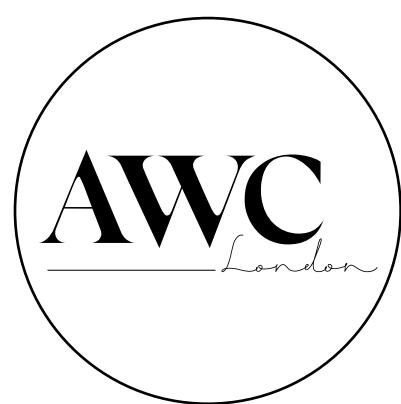
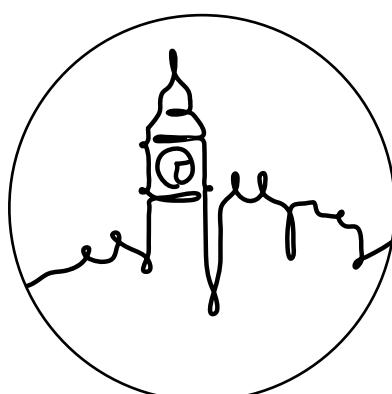
The two horizontal banner ads are:

- We're a diverse and welcoming group of women**
- International. Intergenerational. Interconnected.**

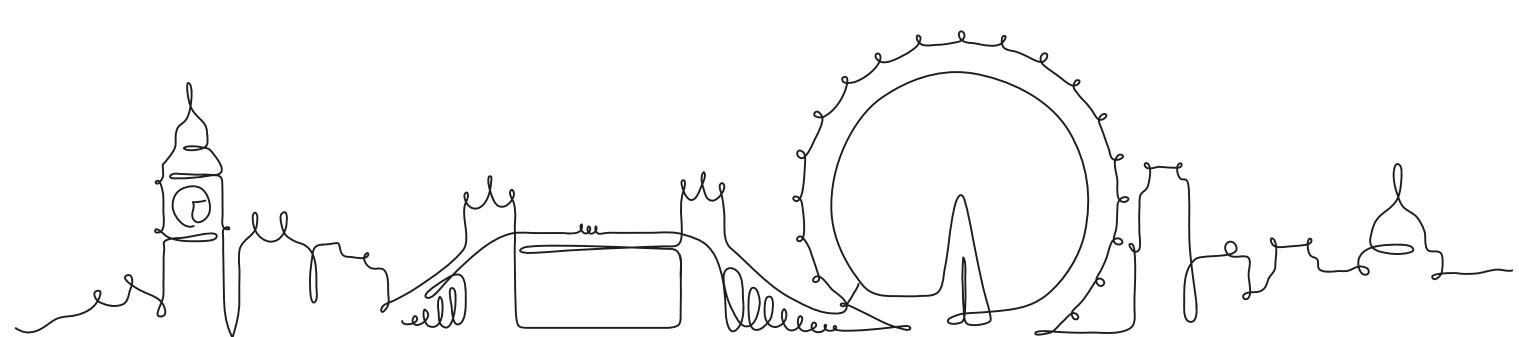
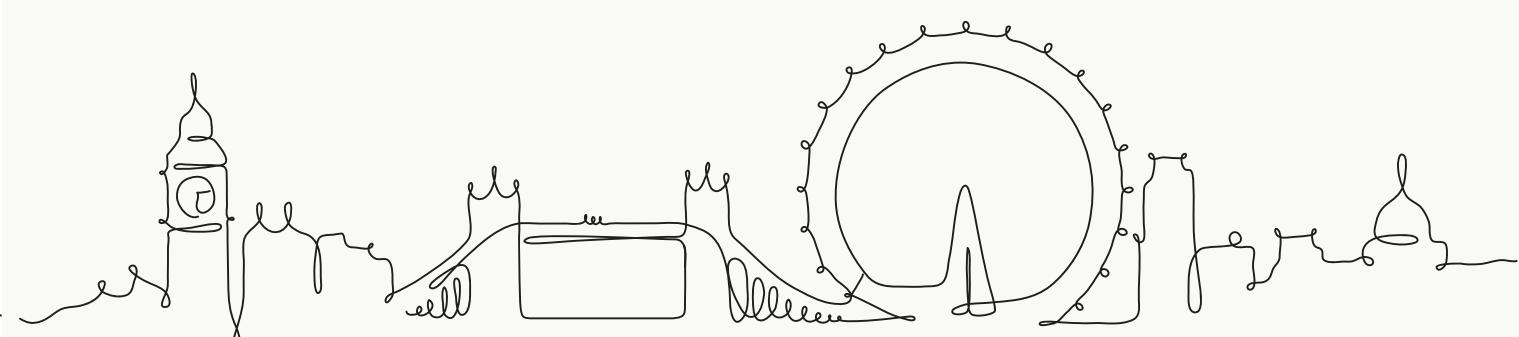
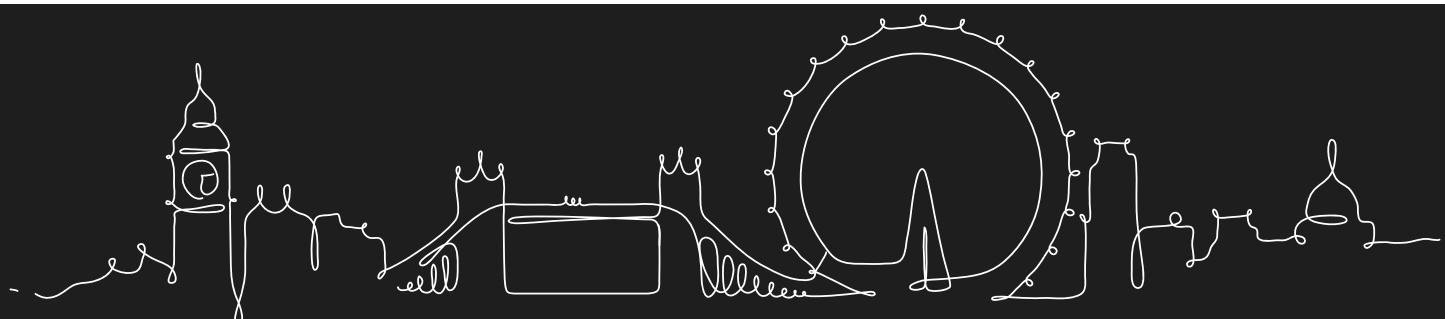
Both ads include a "Get Involved" button and a small London skyline icon.



LOGO ICON



SKYLINE



WATERMARK

