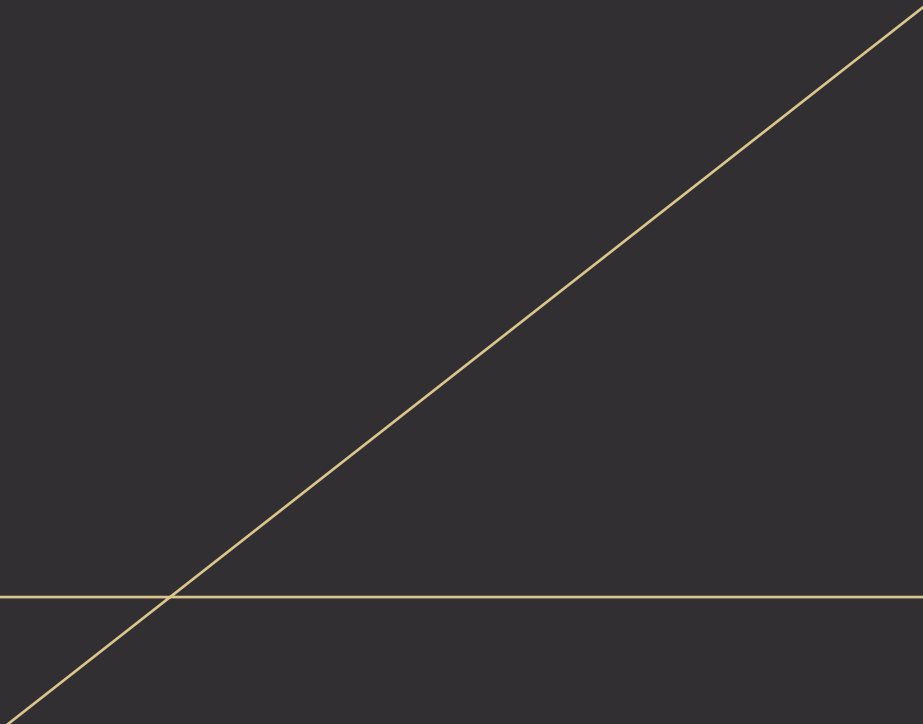


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BRAND BOOK







BRAND BOOK

A woman in a white sailor-style outfit and cap is fishing on a beach. She is holding a fishing rod that extends diagonally across the top right of the frame. A dog is sitting on the sand in the lower left foreground. The background shows a beach and a hilly coastline under a bright sky. The text 'TABLE OF CONTENTS' is overlaid on the image in a clean, sans-serif font. The word 'TABLE' is on the top left, 'OF' is below it, 'CONTENT' is on the right side, and 'S' is at the bottom right. A horizontal gold line separates the top and bottom halves of the page.

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INTRODUCTION.....	01
OUR COMPANY.....	03
BRAND DEVELOPMENT.....	07
BRAND STANDARDS.....	18
BRAND APPLICATION.....	33

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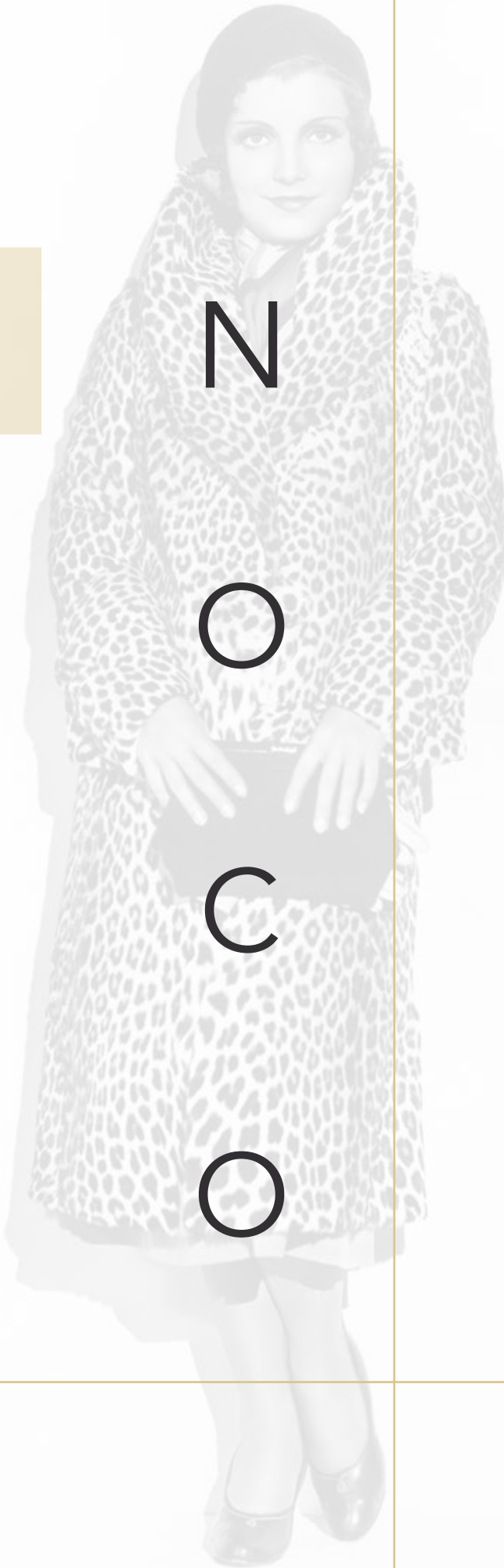
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**Modern Feminist** believes we should all be feminists. Founded in 2017, Modern Feminist is dedicated to spreading the true meaning of feminism and combating gender inequality. While significant advancements towards equality have been made in the United States, there is still more to be done.

In order to lead our brand into the future, it is important to understand the history of the Modern Feminist brand and its proper application. The Modern Feminist Brand Book was created to ensure consistent branding and messaging across print and digital media as well as product packaging. As Modern Feminist employees, we are not only passionate feminists, but we are also brand ambassadors.

The Modern Feminist Brand Book is a living document and is routinely updated by our Marketing Department. We encourage all employees to stay up-to-date with our brand guidelines as we continue to grow and expand. Should you have any questions, please contact our Marketing Department.

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## **WHO WE ARE**

Modern Feminist believes we should all be feminists. Founded in 2017, Modern Feminist educates, motivates, and inspires others to discover the true meaning of feminism and gender equality. Despite considerable advancements in women's rights, gender inequality still exists in the United States. It is our social responsibility to promote women's leadership and foster gender equality to create a more inclusive society.

## **WHAT WE DO**

Women remain underrepresented at every level in corporate America. Women also face significant challenges in the workplace, including equal pay, career opportunities, sexual harassment, and work-life balance.

To support women in the workplace, Modern Feminist empowers women to achieve their career ambitions. We do this through education, community networks, and public awareness. Modern Feminist provides online training that addresses a variety of topics, including leadership, technology, and communication. We also organize local community networks and host local social events. In addition, Modern Feminist sells luxury office products to raise public awareness.

## **WHO WE SERVE**

Modern Feminist believes we should all be feminists. From recent graduates to experienced professionals to full-time working mothers, Modern Feminist is committed to supporting all women.

While we are committed to supporting all women, our primary efforts and initiatives are specifically focused on helping women advance their careers and achieve their professional ambitions. We have a strong presence in metropolitan cities across the United States, including New York City, Chicago, Los Angeles, San Francisco, and Washington, DC.

## **OUR BRAND**

The Modern Feminist brand is classy and professional. When we walk into the board room, people notice. We are confident and intelligent, but also feminine and fashionable. Gold tones, sharp designs, and modern sophistication are the hallmarks of the Modern Feminist brand.



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The following pages depict the development and evolution of the Modern Feminist brand. We designed the brand based on thorough research and a comprehensive ideation process, including conducting research, creating moodboards, and sketching visual elements. With this behind-the-scenes look into the development of our brand, we hope to provide a linkage between the past, present, and future of the Modern Feminist brand.

- Inspiration           Page 10
- Research             Page 12
- Moodboards         Page 14
- Sketches             Page 16

# I N S P I R A T I O N

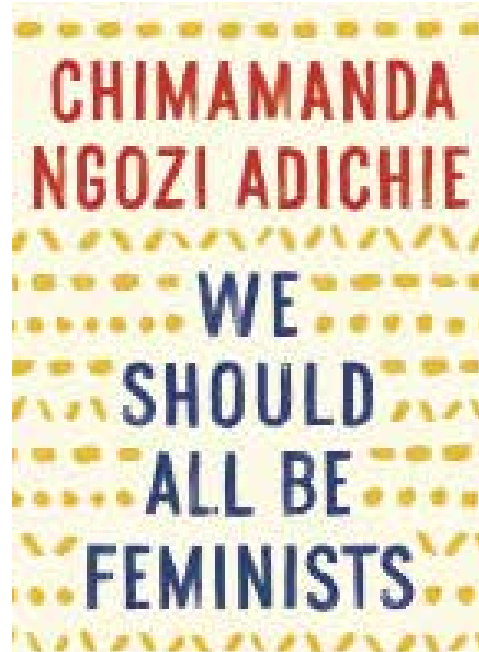
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The Modern Feminist brand was inspired by Chimamanda Ngozi Adichie's TEDx talk and her personal essay, "We Should All Be Feminists." In addition, the Modern Feminist brand was inspired by the 2017 Women's March.





Adichie, Stephen Voss for the Guardian



"We Should All Be Feminists" Essay



2017 Women's March, Washington, DC



## R E S E A R C H

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In developing the Modern Feminist brand, our team conducted thorough competitor research. While there are other companies dedicated to inspiring women, Modern Feminist is a truly original brand with unique products.



## WOMEN'S MARCH



## LEANIN.ORG



## WOMEN WHO CODE

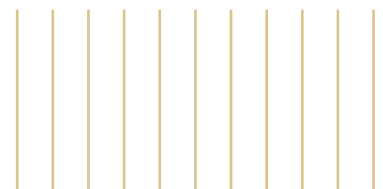


# M O O D B O A R D S

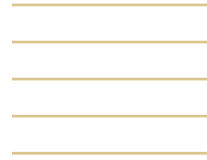
---

The Modern Feminist brand was developed based on the following key tone words: Classy & Professional; Fashionable; and, Feminine & Sharp.

We created a series of moodboards based on these key words to help guide the design process.







## S K E T C H E S



Sketching is a key part of the design process. We included some of the initial logo sketches and designs. The sketches reflect a modern, art deco feel.

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The Modern Feminist Brand Standards were created to help ensure visual consistency and a strong visual identity. The following pages provide information, tools, and guidelines for using logos, colors, typefaces, photography, and other design elements in print and digital communications and product packaging.

- Logo Page 19
- Color Page 25
- Typography Page 27
- Photography Page 29
- Visual Elements Page 31

# LOGO

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The Modern Feminist logo is a key component of our brand. Our logo is classy and professional and includes subtle details that reflect a feminine sophistication. The following pages include guidelines for proper usage of the Modern Feminist logo.





MODERN FEMINIST

### PRIMARY LOGO

The Modern Feminist primary logo includes a custom lettermark and logotype. The typeface in the primary logo is Avenir Roman.



### LETTERMARK

The Modern Feminist lettermark may be used as an alternate version of the logo across print and digital materials.



### LOGO COLORS

The preferred version of the Modern Feminist logo is gold. The primary logo and lettermark may be used on top of white or on top of dark gray.



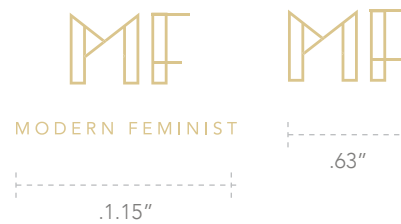
Gold  
DDC890



Dark Gray  
312F32

### MINIMUM SIZE

The minimum primary logo size is 1.15" width and 0.64" height. The minimum lettermark logo size is 0.63" width and 0.38" height.



## BLACK & WHITE LOGOS

Gold tones and modern sophistication are hallmarks of the Modern Feminist brand. Therefore, the primary logo and lettermark shall be presented in color at all times unless otherwise specified by a third-party vendor.

In these rare cases, the black logo or white overlay logo may be used for one-color black and white printing or for digital communications. Please contact the Marketing Department if you need assistance selecting or working with an approved third-party print vendor or supplier.



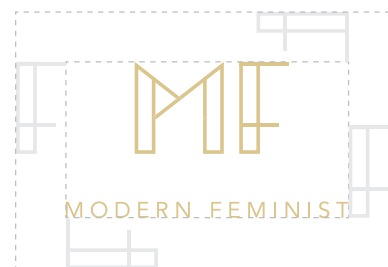
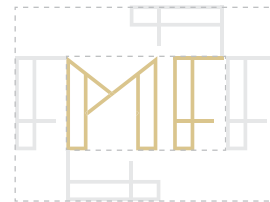
MODERN FEMINIST



## CLEAR SPACE

The clear space surrounding the logo is specified to ensure the Modern Feminist brand is easily identifiable and visible across print and digital communications, and product packaging.

Use the width of the capital "F" in the Modern Feminist lettermark to provide an ample amount of clear space around the logo. Do not position text, graphics, or other visual elements inside the recommended clear space. Exceptions to the minimum area of clear space may occur when the logo is used in materials of outside organizations.



**DO**

use the primary logo or lettermark on top of dark gray or white backgrounds to ensure the Modern Feminist brand is recognizable and legible.



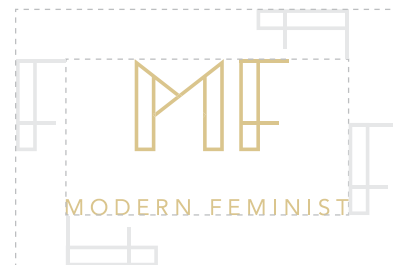
**DO**

use the Modern Feminist lettermark as an alternate version of the primary logo in print and digital communications and product packaging.



**DO**

position text, graphics, and other visual elements outside the suggested clear space to ensure the logo is identifiable and legible.



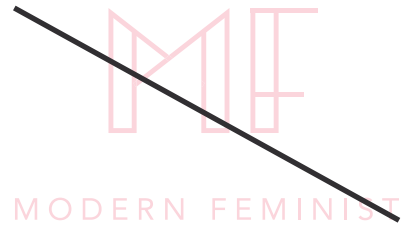
**DO**

scale the primary logo and lettermark proportionally and ensure they meet the minimum sizing requirements to ensure they are visible.



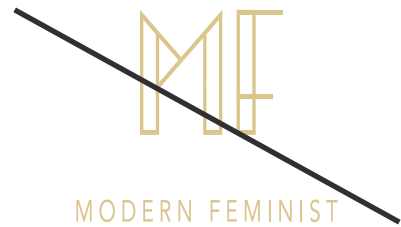
**DO NOT**

change or alter the color of the Modern Feminist logo or lettermark, unless required by third-party vendors for one-color printing.



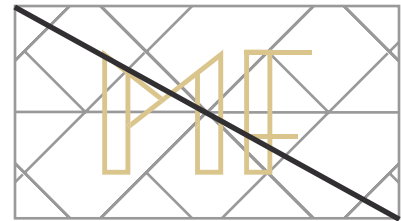
**DO NOT**

skew the width or height of the Modern Feminist logo or lettermark. They shall be scaled proportionally to ensure proper sizing and resolution.



**DO NOT**

place the Modern Feminist logo or lettermark on colored backgrounds, complex photographs, patterns, or textures to ensure legibility.



**DO NOT**

use the logotype by itself to represent the Modern Feminist brand. Only the lettermark may be used by itself as an alternate logo.

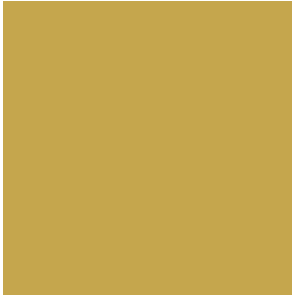


# C O L O R

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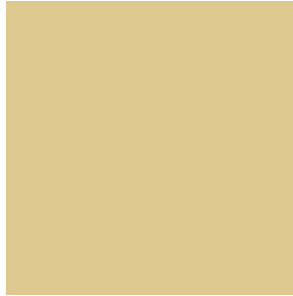
The Modern Feminist color palette includes gold tones and shades of gray that reflect a classy and professional sophistication. The colors should be applied across all print and digital platforms. Percentage tints may also be used.





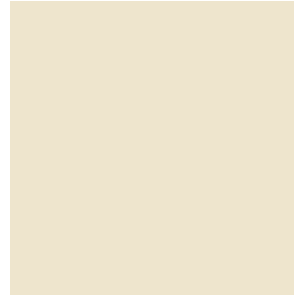
**DARK GOLD**

RGB: 197, 166, 77  
CMYK: 24, 31, 83, 1  
Web: C5A64D



**GOLD**

RGB: 221, 200, 144  
CMYK: 14, 18, 49, 0  
Web: DDC890



**LIGHT GOLD**

RGB: 238, 229, 205  
CMYK: 6, 7, 20, 0  
Web: EEE5CD



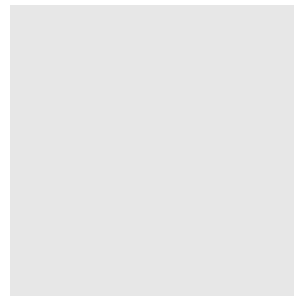
**DARK GRAY**

RGB: 49, 47, 50  
CMYK: 70, 66, 60, 60  
Web: 312F32



**GRAY**

RGB: 126, 125, 124  
CMYK: 52, 44, 45, 9  
Web: 7E7D7C



**LIGHT GRAY**

RGB: 231, 231, 231  
CMYK: 8, 6, 6, 0  
Web: E7E7E7



## T Y P O G R A P H Y

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The Modern Feminist brand uses Avenir typeface. Avenir takes inspiration from the geometric style of sans-serif typeface developed in the 1920s. Avenir complements the Modern Feminist brand and reflects a classy, art deco feel.



## AVENIR BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
TUVWXYZ0123456789

May be used for headings and subheadings, only in all-caps.

## AVENIR HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
TUVWXYZ0123456789

May be used for headings and subheadings, only in all-caps. Suggested tracking is 250 or 500.

## AVENIR MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
TUVWXYZ0123456789

May be used for to highlight words within body text. The standard size is 12 pt font size and 20 pt leading.

## AVENIR ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
TUVWXYZ0123456789

May be used for headings and subheadings, only in all-caps. Suggested tracking is 250 or 500.

## AVENIR LIGHT

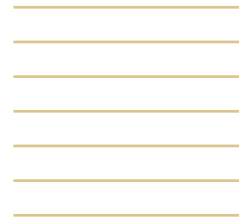
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
TUVWXYZ0123456789

May be used for body text. The standard size is 12 pt font size and 20 pt leading.

# P H O T O G R A P H Y

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Photography is an influential brand asset that helps connect people to the Modern Feminist brand. As demonstrated throughout the Brand Book, our photography features women throughout the early 20th century to reflect our classy art deco theme.





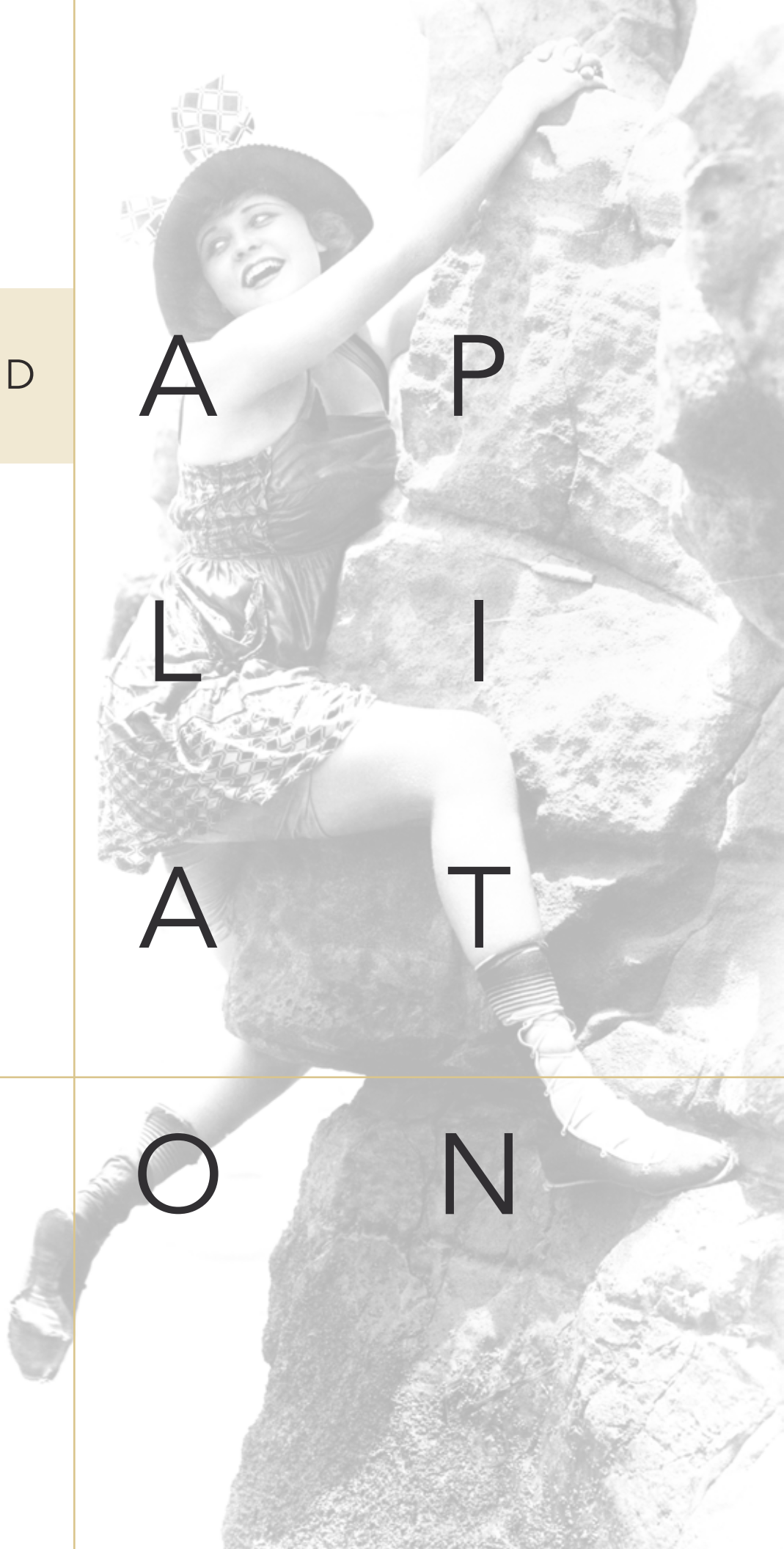
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The following pages illustrate proper application of the Modern Feminist brand's visual components across print communications, product packaging, and online media. These examples are offered as suggestions and for guidance, and not necessarily to restrict graphic exploration.

- **Products**                      Page 35
- **Packaging**                      Page 41
- **Online**                              Page 47



## PRODUCTS



Modern Feminist products includes journals, accessories, stationary, and organizers. Our high-quality products mix clear acrylic materials and gold accents to reflect the Modern Feminist brand.



We Should All Be Feminists Office Kit



Journal and My Feminist Agenda Notepad



We Should All Be Feminists Office Kit



My Feminist Agenda Notepad & Gold Office Supplies





2019 Calendar Display and Gold Desk Accessories



Gold Binder Clips and Acrylic Box



Gold Acrylic Stapler



Black and Gold Desktop File Box



We Should All Be Feminists Office Kit



Gold Paper Clips and Acrylic Box

# P A C K A G I N G



Modern Feminist product packaging combines high quality materials and gold accents to reflect the Modern Feminist brand.



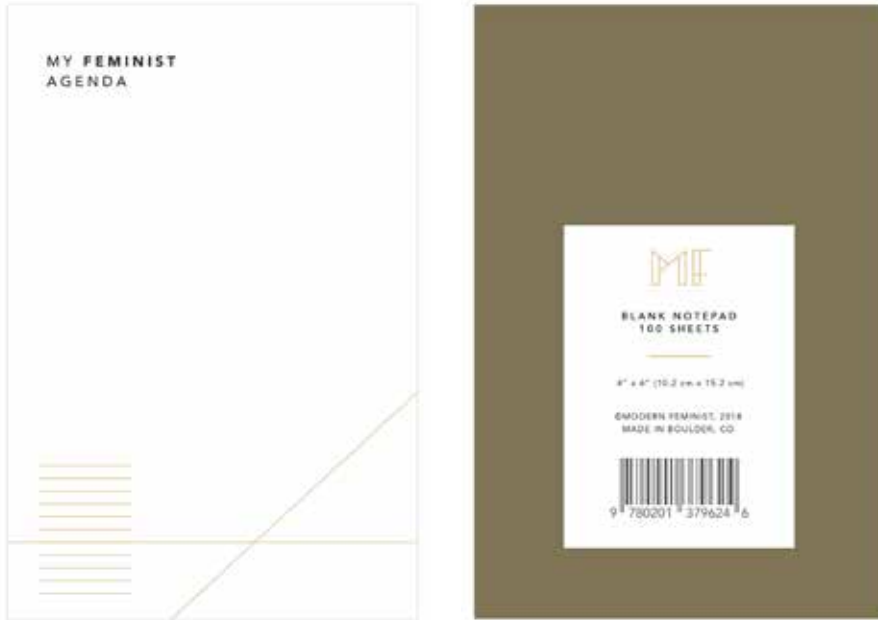


HANGING FILE FOLDER WRAP AROUND  
 (Note: Items are not to scale)



#### JOURNAL LABELS

(Note: Items are not to scale)



MY FEMINIST AGENDA NOTEPAD  
 (Note: Items are not to scale)



DESK ACCESSORY BOX LABELS  
 (Note: Items are not to scale)



2019 CALENDAR  
 DISPLAY BOX  
 (Note: Items are not  
 to scale)





ACRYLIC STAPLER BOX  
 (Note: Items are not to scale)

## O N L I N E



The Modern Feminist brand extends to digital media, including our website, social media pages, and electronic communications.

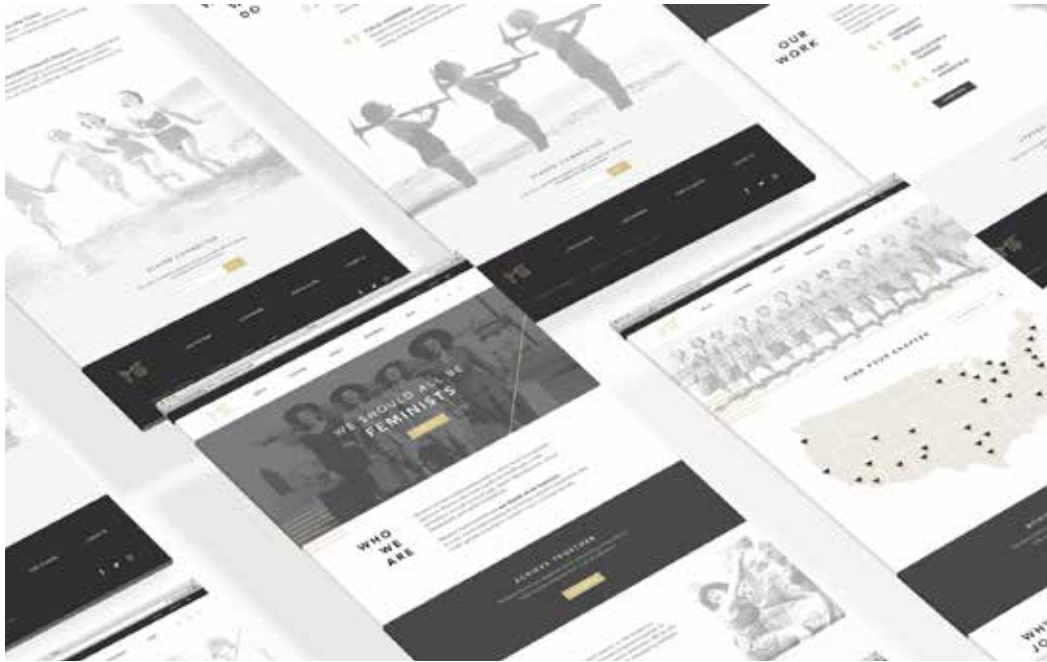




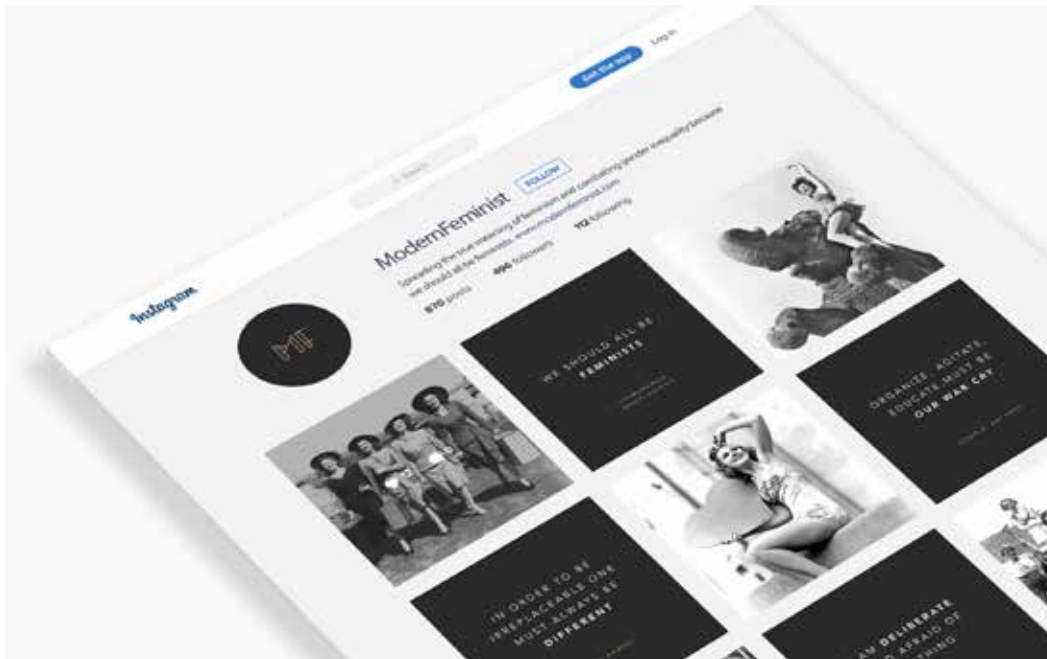
Modern Feminist Website



Modern Feminist Website



Modern Feminist Website



Modern Feminist Instagram



