



BRAND GUIDELINES

www.impacther.org

ImpactHER is an impact driven nonprofit organization that seeks to empower African female entrepreneurs by bridging the gender business financing gap so as to help African female entrepreneurs realize their full economic potential.

LOGO VARIATION



ImpactHER

Empowering the modern african female entrepreneur



ImpactHER

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LOGO USAGE



ImpactHER
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Do not distort our Logo



Do not stretch our Logo

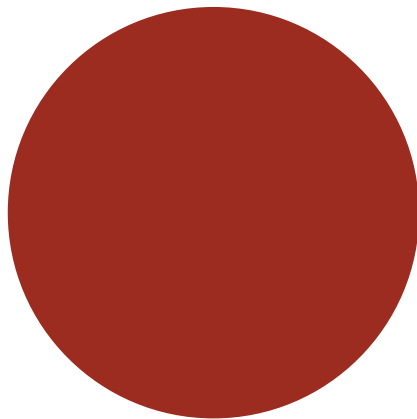


Do not Flout use of our Logo



COLOURS

PRIMARY COLOURS

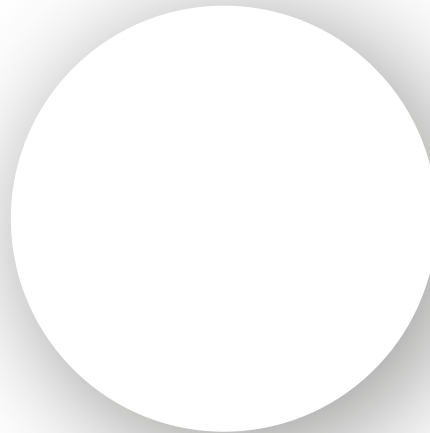


VIVID AUBURN

HEX: #9C2C1D

RGB: 156, 44, 29

CMYK: 0, 71, 81, 38

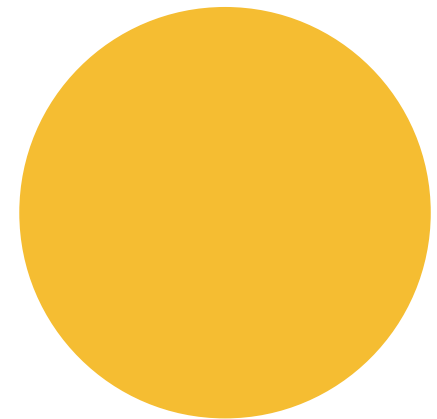


WHITE SMOKE

HEX: #FBF5F3

RGB: 251, 245, 243

CMYK: 0, 2, 3, 1



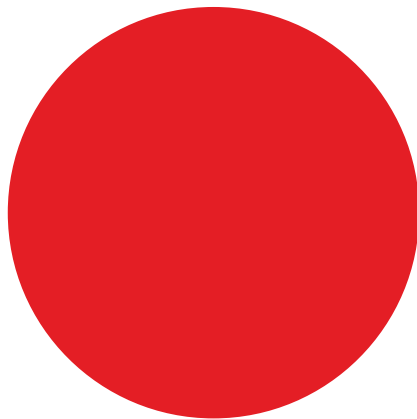
SAFFRON

HEX: #F4BD38

RGB: 244, 189, 56

CMYK: 0, 22, 77, 4

SECONDARY COLOURS

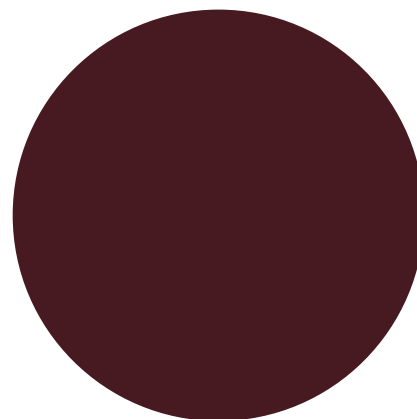


KU CRIMSON

HEX: #E3170A

RGB: 227, 23, 10

CMYK: 0, 89, 95, 10

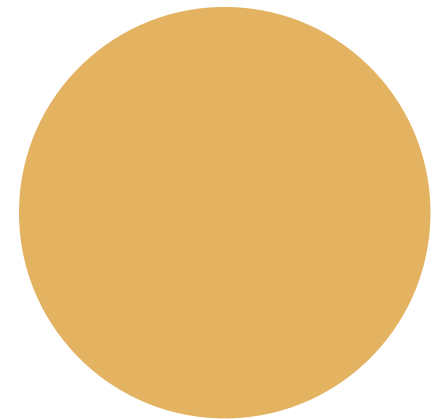


ACAJOU

HEX: #481D24

RGB: 72, 29, 36

CMYK: 0, 59, 50, 71



EARTH YELLOW

HEX: #E4B363

RGB: 228, 179, 99

CMYK: 0, 21, 56, 10

Fonts

HEADER - MONTSERRAT EXTRABOLD

SUB-HEADER - *Satisfy (Used only in sentence format)*

BODY TEXT - GLACIAL INDIFFERENCE

BOLD BODY TEXT - MONTSERRAT SEMIBOLD