



/ ANITA
B.ORG



GRACE HOPPER CELEBRATION

V I R T U A L

S T Y L E G U I D E

THE ANGLE

Always 19° clockwise, to match the angle inside the Anita B.org logo mark.

Even the slant of the italicized font is custom skewed to 19° CW.

Font: Folio Bold Condensed
110% Horizontal Scaling
Custom Italicized at 19°CW
Tracking -20

Vector "Angle" Element

together
we
build

In our current world situation it has become apparent that we have not adequately prepared for the crisis that presents itself. It is through all different kinds of building that these challenges will be overcome. This is a call to action that recognizes that there is work to be done, and that through Community, Empowerment the path forward is exciting and bright.

Font: Meta Serif Pro
Medium
Tracking -20

Font: Folio Bold Condensed
110% Horizontal Scaling
Custom Italicized at 19°CW
Tracking -20

Font: Meta Serif Pro
Medium
Tracking -20

Vector "Angle" Element



hashtag usage

- ▶ **#togetherwebuildwealth:**
Entrepreneurship, VC, Personal Finance, FinTech, Pay Equity
- ▶ **#togetherwebuildhealth:**
Health Tech, wellness, Fam Tech
- ▶ **#togetherwebuildempowerment:**
Skills, Knowledge, Professional Development
- ▶ **#togetherwebuildcommunity:**
Mentorship, Recruiting, Peer Networking
- ▶ **#togetherwebuildbelonging:**
DEI, People Tech, Inclusive Product Design



(Details on page 3)

COLORS, ELEMENTS AND FONTS

RICH BLACK

PMS 6C
 CMYK = 40/30/30/100
 RGB = 17/25/33
 HEX = #101820

AUBERGINE

PMS 2592C
 CMYK = 40/100/0/0
 RGB = 141/33/101
 HEX = #8d2165

SUBLIME

PMS 382C
 CMYK = 29/0/100/0
 RGB = 193/216/47
 HEX = #C1D82F

TANGERINE

PMS 151C
 CMYK = 0/48/95/0
 RGB = 238/151/40
 HEX = #F89728

NAVY

PMS 301C
 CMYK = 100/59/20/20
 RGB = 0/98/140
 HEX = #005c88

BLUSH

PMS 217C
 CMYK = 1/31/0/0
 RGB = 246/178/207
 HEX = #f6b2cf

NAVY

PMS 2915C
 CMYK = 60/9/0/0
 RGB = 98/181/229
 HEX = #54BCEB

Photograph of Grace Hopper (portraits are Grayscale, on "Multiply" Mode at 40-50% opacity)

Photograph of Sister Keller

Photograph of Katherine Johnson

Vector Tech/Science Shape

Painting of Ada Lovelace

Vector Shapes

Vector Tech/Science Shape

Photograph of VR Goggles

Cool Light Grey background color, CMYK: 11/8/9/0

Vector Arrow Shape

Vector Tech/Science Shape

Font: Folio Bold Condensed 110% Horizontal Scaling Custom Italicized at 19°CW Tracking -20

3D wire frame rendering of brain, raster image

Font: Folio Bold Condensed 110% Horizontal Scaling Custom Italicized at 19°CW Tracking -20

Font: Gotham Book Tracking 740

Photograph of Annie Easley

Photograph of Tech/Science Objects

Vector Shapes

Photograph of Triumphant and Inspired Woman

#ghc

#togetherwebuild

TRACK COLORS AND ASSETS

CMYK = 45/0/99/0
RGB = 159/199/60
HEX = #99CA3C

together
we
build **academic**

CMYK = 78/37/12/0
RGB = 53/136/183
HEX = #3588B7

together
we
build **data science**

CMYK = 36/99/30
RGB = 169/63/140
HEX = #A9248C

together
we
build **human computer interaction**

CMYK = 6/13/100/0
RGB = 244/211/0
HEX = #F4D300

together
we
build **product management**

CMYK = 4/47/97/0
RGB = 239/150/38
HEX = #EF9626

together
we
build **artificial intelligence**

CMYK = 73/6/17/0
RGB = 9/179/206
HEX = #09B3CE

together
we
build **DEI**

CMYK = 37/0/1/0
RGB = 147/221/249
HEX = #93DDF9

together
we
build **interactive media**

CMYK = 42/40/0/0
RGB = 152/152/244
HEX = #9898F4

together
we
build **security/privacy**

CMYK = 60/9/0/0
RGB = 82/185/233
HEX = #52B9E9

together
we
build **ar/vr**

CMYK = 29/1/100/0
RGB = 194/213/37
HEX = #C2D525

together
we
build **emerging technology**

CMYK = 25/69/0/0
RGB = 209/102/202
HEX = #D166CA

together
we
build **mentoring circles**

CMYK = 16/53/10/0
RGB = 209/139/174
HEX = #D18BAE

together
we
build **software engineering**

CMYK = 63/1/47/0
RGB = 89/189/160
HEX = #59BDA0

together
we
build **career**

CMYK = 80/98/0/0
RGB = 90/49/146
HEX = #5A3192

together
we
build **entrepreneurship**

CMYK = 0/79/80/0
RGB = 241/93/64
HEX = #F15D40

together
we
build **open source**

CMYK = 46/0/27/0
RGB = 116/232/210
HEX = #74E8D2

together
we
build **tech for women**

CMYK = 28/68/0/0
RGB = 183/108/171
HEX = #B76CAB

together
we
build **computer systems engineering**

CMYK = 95/70/0/0
RGB = 0/90/172
HEX = #005AAC

together
we
build **hardware**

CMYK = 8/10/63/0
RGB = 237/217/122
HEX = #EDD97A

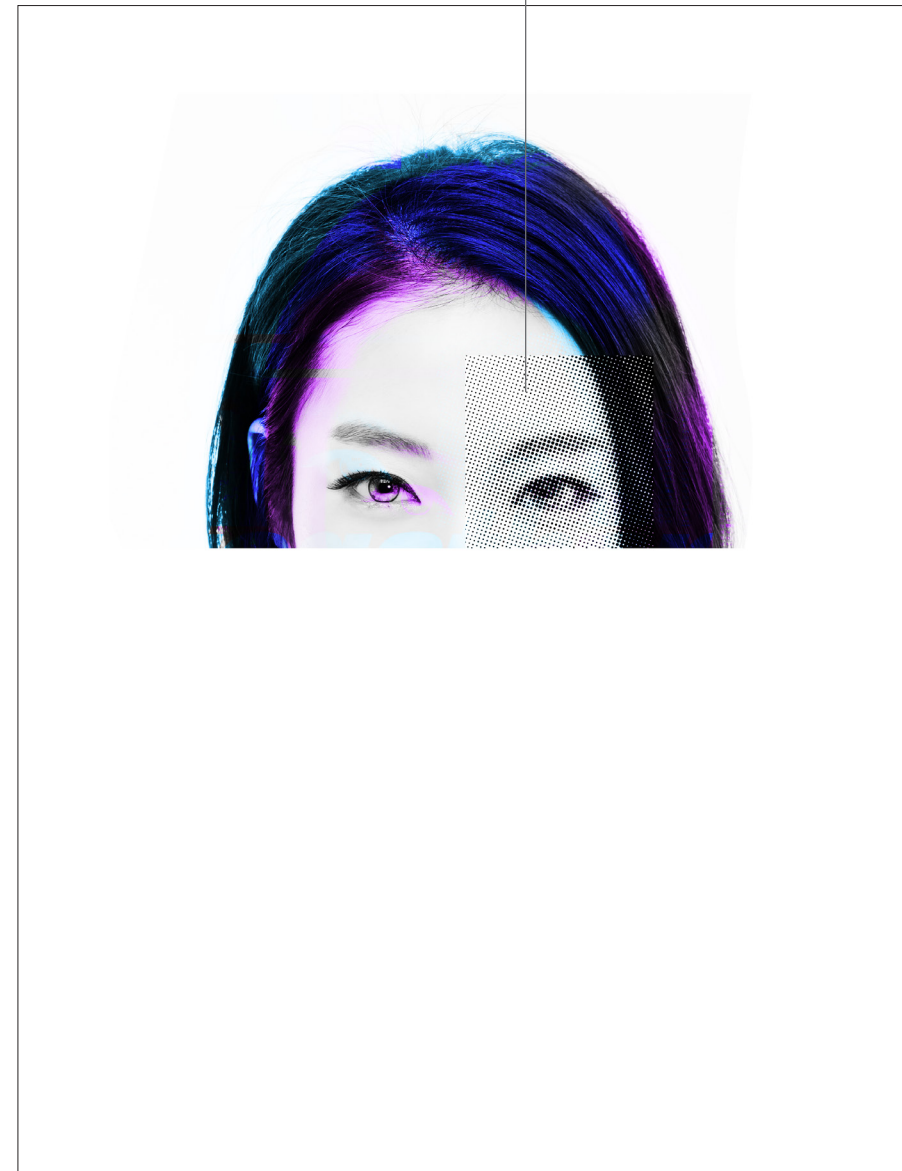
together
we
build **posters**

APPLYING THE DOT PATTERN DETAIL IN ADOBE PHOTOSHOP:

- Cut out square section of face, duplicate it to a new psd document
- Select: Image / Mode / Grayscale, then Image / Mode / Halftone Screen at 300dpi
- Set Frequency to 25 Lines per Inch, Angle to 45 degrees and choose "Diamond", click OK
- Select: Image / Mode / Grayscale - place it back into original psd



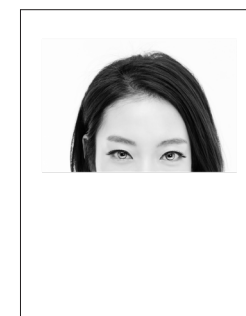
BOTTOM LAYER - BACKGROUND



MIDDLE LAYER - PORTRAIT



TOP LAYER - TYPE



PORTRAIT:
Looking straight into camera, slightly tilted down head.
Convert to black and white / grayscale and crop as shown

Objects can be moved and sized to fit with each different featured image of women



THE ANGLE

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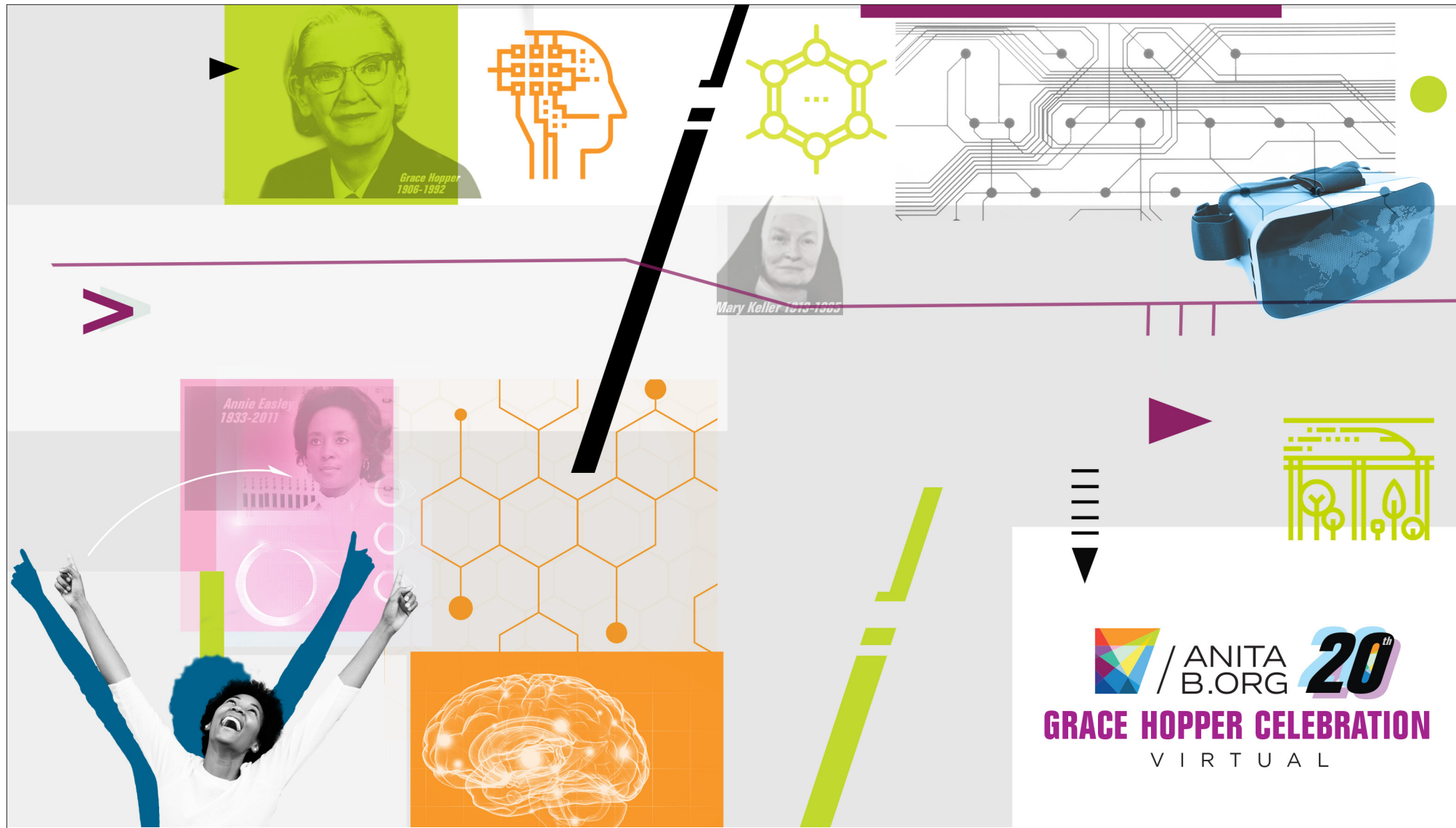
Font:
Folio Bold Condensed
110% Horizontal Scaling
Custom Italicized at 19° CW
Tracking -20

The “Brilliant” from the Anita B.org logo mark is used as an element inside cavities of certain single words, that are large and otherwise important



The “Brilliant” from the Anita B.org logo mark is used as an element inside cavities of certain single words, that are large and otherwise important





Zoom Background



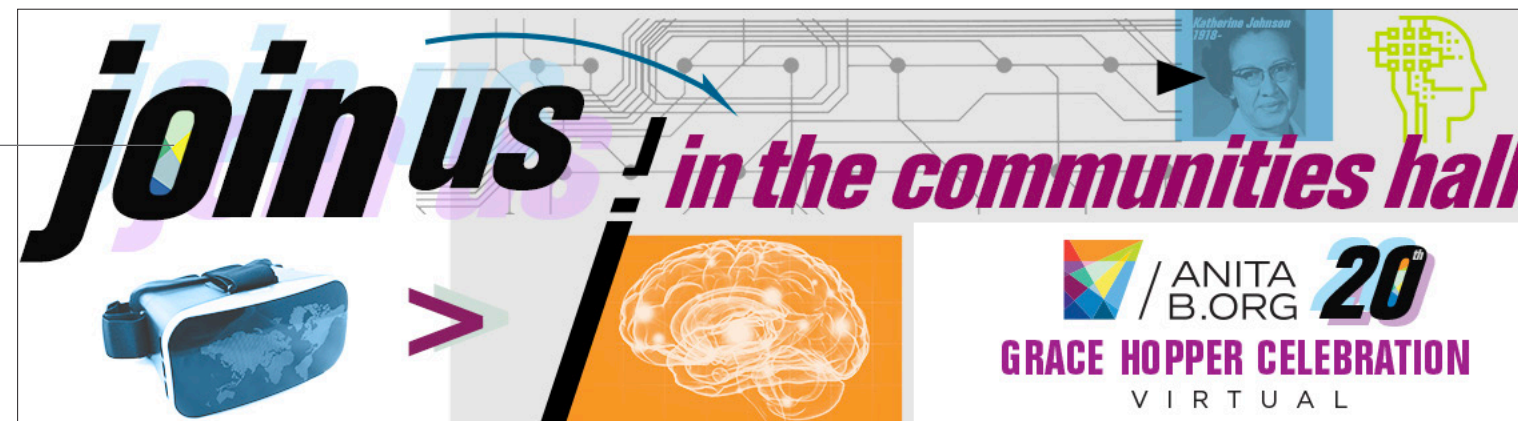
2020 Grace Hopper Celebration
 Systems, an Anita Borg Institute Community
 #167 in Business
 ★★★★★ 1.4, 79 Ratings
 Free

Celebration App Icon



App Welcome Screen

The "Brilliant" from the Anita B.org logo mark is used as an element inside cavities of certain single words, that are large and otherwise important



Digital Ad



Digital Ad



Digital Ad



Digital Ad



Digital Ad

Social Media Post
General Celebration
Announcement



Instagram and Facebook



Twitter

Social Media Post
Keynote Speaker
Announcement



Instagram and Facebook



Twitter



Commemorative Celebration T-Shirt