![professionaldimensions — Women Who Inspire]

Brand Guidelines

Preferred logo/Master brand

Our logo appears on all of the marketing and communication pieces we produce.

Our primary preferred logo features the red Professional Dimensions rings with the text to the right of them and "Women Who Inspire" underneath.

This preferred logo is the logo variation we use most often. The logo options listed to the right are also approved to use to represent the brand.

Always use a logo file provided by Professional Dimensions, rather
than trying to recreate your own logos. We prefer you use them in EPS (vector) format whenever possible. JPEG and PNG files are sufficient for digital.

Women Who Inspire

"Women Who Inspire" is the tagline for Professional Dimensions and it's built into our logo and should always be used in conjunction with it.

Preferred logo

Preferred logo on a dark background

Professional Dimensions reversed logo (all white)

Professional Dimensions logo all black

professionaldimensions
Women Who Inspire

The Dimensions

The name Professional Dimensions is representative of our belief about the beautiful complexity of the woman archetype we aspire too and the way we choose to show up in our work together - as professionals, always. At its inception, the group was intentionally inclusive of a variety of women, and saw value in the depth and myriad of identities that made each member unique. Our dimensions, an amalgamation of everything we've lived, experienced, created, survived, etc. make us who we are as individuals, and who we are as threads in the larger tapestry that is Professional Dimensions. And, we'd posit that it is the understanding and maximizing of these dimensions that gives us power. Our dimensions are the identities we carry and PD believes that all of these identities deserve to be acknowledged and nourished. We believe that the better we understand our dimensions, the better we can leverage them in our collective pursuit of better.

This also impacts the way we define Professional.

We selected and maintained "Professional" in our name for two important reasons: 1. To cement our belief in how we should treat each other. We want a culture of professionalism where we are treating every member with dignity, respect and love. We are also putting a stake in the ground about our belief that a professional woman is multi-dimensional. And, that the while the word professional has been used to hold women back, the definition of professional/ professionalism needs to be expanded. It IS professional to advocate for yourself as a woman, to prioritize the agenda of women peers, to allow emotion to guide decision making, to show up with clothing and hair that affirms your culture, to connect with a prospective mentor to discuss business AND personal balance. These are all professional BECAUSE these dimensions of women must be considered. As we work to grow this understanding in our work and home lives, PD will always be a space where women are embraced as a professional and elevated because of, not in spite of, her professional dimensions.

A Professional Dimensions woman (#PDWoman)

Women Who Inspire

Women Who Inspire text to go here

The Rings

The four rings were originally created to be representative of our values: Leadership, Community, Networking and Diversity. Are values have since evolved to the following:

1. Authentic Relationships
2. Intentional Inclusion
3. Fearless Leadership
4. Meaningful Action
5. Continuous Learning

The final value, continuous learning, is represented by the continuity and interlacing of the rings themselves. Through learning continuously and collectively we give life to our values and execute our mission.

Our earlier tenants of community, networking and diversity remain captured by our new verbiage. We believe that "Authentic Relationships" captures our belief in the necessity of community and the type of community we seek to build. "Networking" shows up less as a value, but is more reflective of one of the ways we believe we can get our work done. While not captured explicitly in our new value, networking metrics are embedded in our strategic plan. Similar to "networking", we continue to hold diversity as a goal. We also believe that naming Inclusion now as our value feels aligned to how we need to show up for our diverse membership.

This preferred logo is the logo variation we use most often, but the rings can be used in certain cases.

Red rings on various backgrounds

Rings reversed (all white) on colored backgrounds

Black rings on various backgrounds

Stacked Logo

In some cases, it may be necessary to stack the Professional Dimensions logo. While this is not our preferred way of displaying our logo, it's okay to do so in cases where the preferred logo it too long to fit properly. Please always try to use the preferred logo whenever possible.

Stacked logo

Use of Logo

Whenever possible, use the red preferred horizontal Professional Dimensions logo. Next choice is to use the logo in the black/grey and in the white, but always try to opt for the red version if you can. Only use the stacked Professional Dimension logos if the horizontal preferred logo will not fit.

Preferred logo

Stacked logo

Never create the logo in other color combinations or in random colors.

PROFESSIONAL DIMENSIONS

IMPRINT AWARD

The Imprint Awards recognize women who have attained the pinnacle of their calling or are accomplishing significant achievements no matter the stage in their career, and have reached out to guide others along the path to personal and professional success and exemplify high standards in their careers.

After nominations have been submitted, two women will be selected based on the criteria below.

Professional Career Accomplishments:

Exceptional achievement in career

Significant contribution to field or endeavor

Recognition by others as expert in field

High level of responsibility and results

Pursuit of formal education, i.e. B.A., M.A., PhD, M.D., J.D., etc.

Demonstrated commitment to continuous learning and thought leadership

Spirit of Professional Dimensions:

Recognition of a trailblazer, visionary, innovator

Demonstrated ability to overcome obstacles, crisis or personal challenge

Demonstrates varied talents and interest

Encouragement of the advancement of women

Possess a positive and unifying presence and creates a collegial atmosphere in the workplace and community

Civic & Community Leadership:

Leadership in a not-for-profit project, organization or agency dedicated to the greater good of the community

Commitment to diversity of involvement as it relates to people served

Igniting the Collective Power of Women

Professional Dimensions is the leading women's professional association in the Milwaukee area whose mission is to unite women leaders in the relentless pursuit of better. We create opportunities for our members to network, collaborate, learn and lead, inspiring women to reach for more in all aspects of their lives. Our organization is intentionally inclusive across career experiences and personal identities, maximizing our ability to innovate and elevate those around us.Professional Dimensions challenges leaders to blaze trails in their companies and communities. Our driving ambition is to expand what is possible for women and the world they influence.

Mission

To unite women leaders in the pursuit of better.

Vision

To expand what is possible for women and the world they influence.

Values

Professional Dimensions ignites every dimensions of a woman leader by cultivating:

- Fearless Leadership
- Meaningful Action
- Intentional Inclusion
- Continuous Leadership
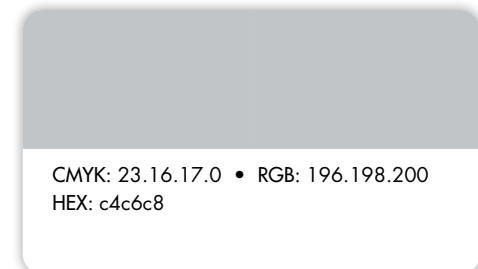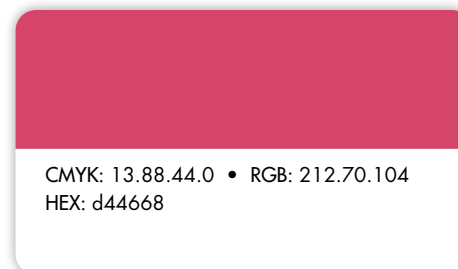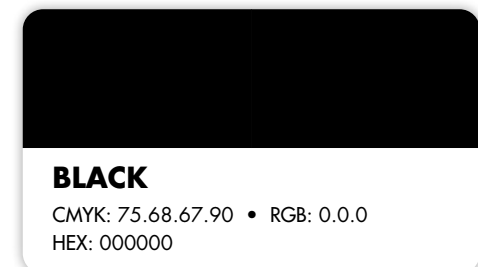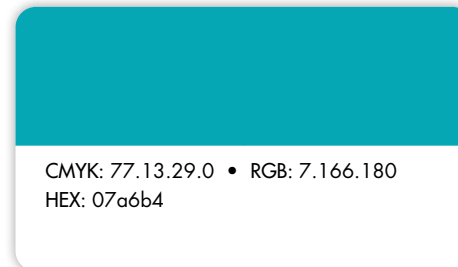- Authentic Relationships
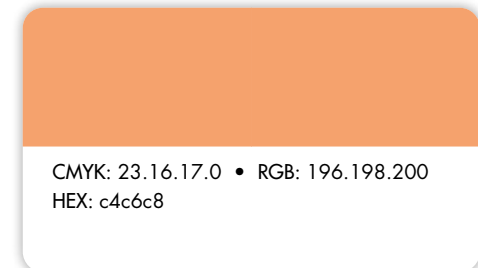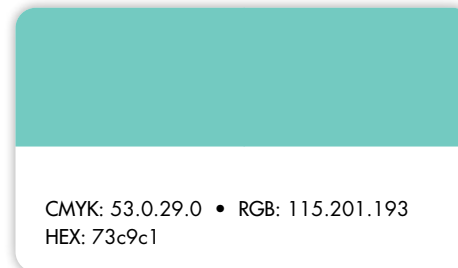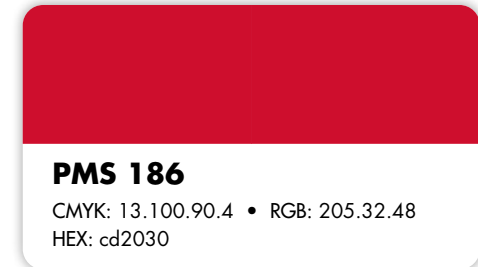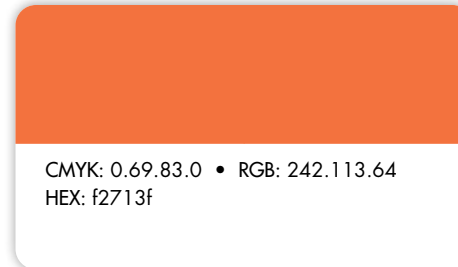
COLOR PALETTE

Core Color

The main core color to represent Professional Dimensions is Pantone 186 Red. Please use this color as often as possible. A good rule is to have 75% of your design featuring this red. Black is to be used for most text, with the exception of headlines and some subheadlines.

Secondary Colors

Supporting colors are available to complement the design and offer a variety to make the main core colors pop.

These secondary colors should be used sparingly to highlight important calls to action, buttons, and to call out important pieces of information with an accent color.

CMYK: 0.69.83.0 • RGB: 242.113.64
HEX: f2713f

PMS 186
CMYK: 13.100.90.4 • RGB: 205.32.48
HEX: cd2030

CMYK: 53.0.29.0 • RGB: 115.201.193
HEX: 73c9c1

CMYK: 23.16.17.0 • RGB: 196.198.200
HEX: c4c6c8

CMYK: 77.13.29.0 • RGB: 7.166.180
HEX: 07a6b4

BLACK
CMYK: 75.68.67.90 • RGB: 0.0.0
HEX: 000000

CMYK: 13.88.44.0 • RGB: 212.70.104
HEX: d44668

CMYK: 23.16.17.0 • RGB: 196.198.200
HEX: c4c6c8

FONT USAGE

Brand Fonts

Professional Dimensions wants to communicate in a professional and consistent manner. We have chosen font familes that are classic and easy to read. Please use these fonts whenever possible.

Futura Std is our main brand font. It's a classic san serif font. When not available, please use a similar sans serif font to represent the brand (such as Arial, Helvitica, Century Gothic or Frutiger).

Font Color

For main color, please default to black (especially in body copy). Our 186 Red can be use for headers and other larger text for stand out moments, but we prefer it not to be used in large blocks of smaller type.

Reverse the main font to white or our light grey (428 Grey) from the color palette, if you need to type text on a dark background. Never use red type on black backgroun, as it is not legible enough.

Good Example of Text

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Bad Example of Text

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Bad Example of Text

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Headline Font

Helvetica Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body Copy Font

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Extra Light | Book | Medium | Demi | **Bold**

Our Logo on Merchandise

The Professional Dimensions logo can be used a few different ways for apparel branding. Please see the samples on this page.

Our Photo Goals

The Professional Dimensions team is working on building a pool of authentic photography of our members and activities. In the meantime, a selection of stock photography has been selected to use, but we still have the big goal of building that library of authentic photography to use in our marketing and social media materials.

This page showcases examples of good photography we'd like to strive to get in our library.

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Women Who Inspire