



THE FUTURE RICH AUNTIES COMMUNITY BRAND GUIDELINES

ACHIEVING CREATIVITY & CONSISTENCY

FUTURERICAUNTIES.COM

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ABOUT US

The Future Rich Aunties Community is a global network of women business owners, a dynamic and vibrant collective that spans across the corners of the world.

VISION AND MISSION

Our unwavering mission is to empower women, nurturing their journey towards financial independence through the dynamic avenue of entrepreneurship.



LOGO

SYMBOLIZING EXCELLENCE,
GUIDING IDENTITY



Preferred, Primary Logo



This version can be used on a teal background or a background that doesn't provide enough contrast.



When printing in gray and black, the logo should be in white.

LOGO

SYMBOLIZING EXCELLENCE,
GUIDING IDENTITY

CLEAR SPACE GUIDELINES

this is the minimum distance required between
the logo and other elements.



LOGO DONT'S

These guidelines help maintain the visual integrity of your logo and ensure it is used consistently across all platforms and materials.



Don't stretch or squeeze the logo



Do not change the logo's colors



Don't add type to the logo



Avoid adding shadows, glows, gradients, or any other visual effects to the logo.



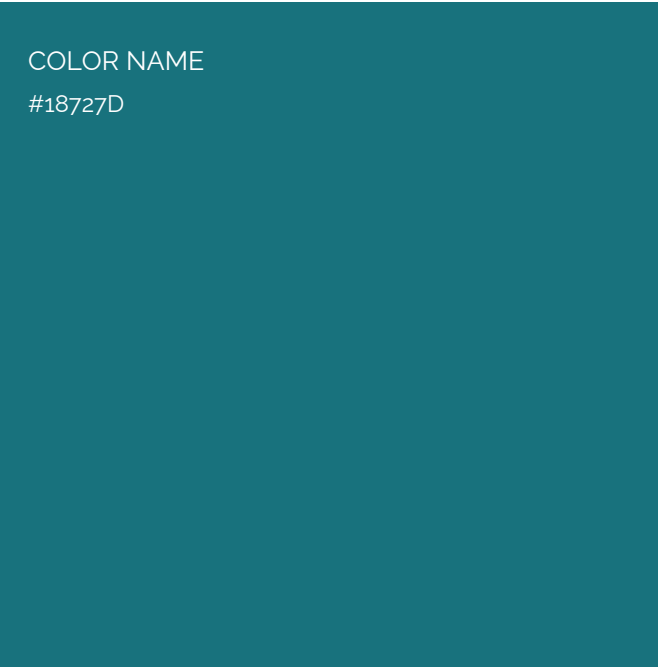
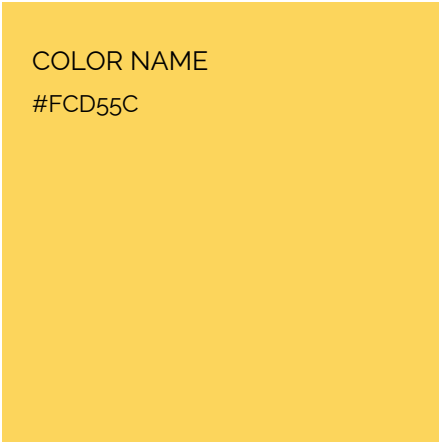
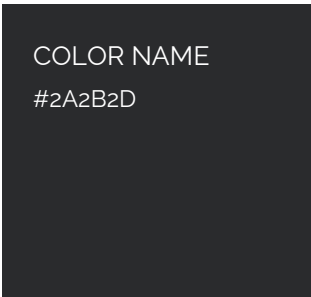
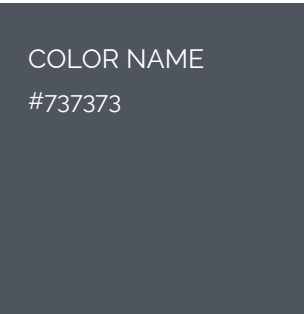
Do not rotate or flip the logo



Do not use the logo on busy backgrounds

COLORS

RADIANT BALANCE,
LUXURIOUS SOPHISTICATION



COLOR USAGE RULES

FOLLOWING THESE RULES WILL HELP ENSURE A COHESIVE AND EFFECTIVE USE OF TEAL AND GOLD YELLOW IN YOUR BRANDING EFFORTS.

Primary Color (Aquamarine Blue - #27ABBB)

- Usage: This should be the dominant color in all brand materials. Use it for backgrounds, primary buttons, links, headers, and any major design elements.
- Percentage: Aim to use Aquamarine Blue in about 60% of your overall design to ensure consistency and brand recognition.

Secondary Color (Gold - #D8A83B)

- Usage: This color should be used for accents and highlights. Ideal for secondary buttons, call-to-action elements, borders, and to add emphasis to important information.
- Percentage: Use Gold in approximately 30% of your design. This will create a balanced contrast without overpowering the primary color.

Neutral Colors (Black, White, and Grays)

- Usage: These colors should be used to complement the primary and secondary colors. Use them for text, backgrounds, and other elements where needed to ensure readability and balance.
- Black (#000000): Use for body text and other essential text elements.
- White (#FFFFFF): Use for backgrounds and to create space and contrast.
- Grays (#f0f0f0 - #808080): Use for borders, secondary text, and other subtle design elements.
- Percentage: Neutral colors should make up the remaining 10% of your design to provide a clean and readable look.

Example Usage:

- Headers and Key Information: Aquamarine Blue
- Subheaders and Highlights: Gold
- Body Text: Black
- Backgrounds: White or light gray
- Buttons:
 - Primary Action Buttons: Aquamarine Blue with white text
 - Secondary Action Buttons: Gold with white text

TYPOGRAPHY

WORDS THAT SPEAK,
FONTS THAT DEFINE

Aa

MONTERRAT

Used in subheads and body copy

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

!@#\$%^&*()_+<>?/\

MONTERRAT SEMI BOLD

Used in buttons and CTA text.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

!@#\$%^&*()_+<>?/\

POPPINS SEMI BOLD

Used in small headlines and
card titles.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

!@#\$%^&*()_+<>?/\

POPPINS EXTRA BOLD

Used in main headlines

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

!@#\$%^&*()_+<>?/\

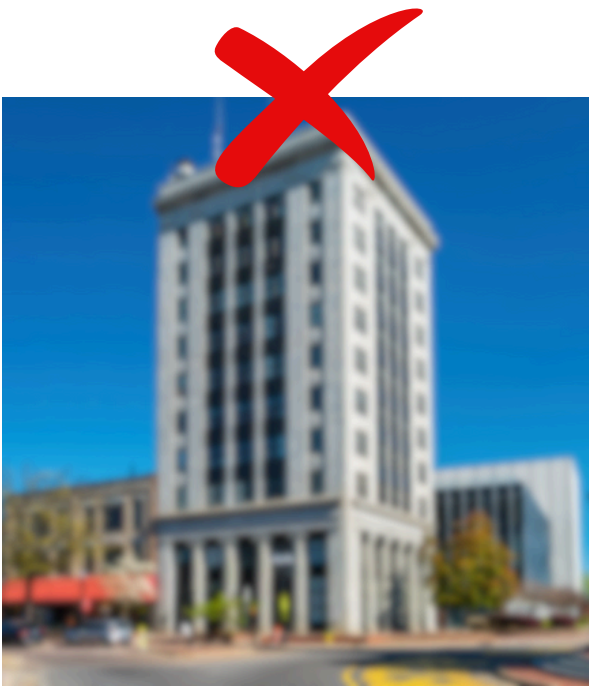
IMAGERY

VISIONS UNLEASHED,
STORIES CAPTURED



IMAGE USAGE RULES

Create a visually cohesive, engaging, and inclusive brand experience that resonates with our audience and enhances our overall brand impact.



Avoid pixelated, blurry, or low-resolution images



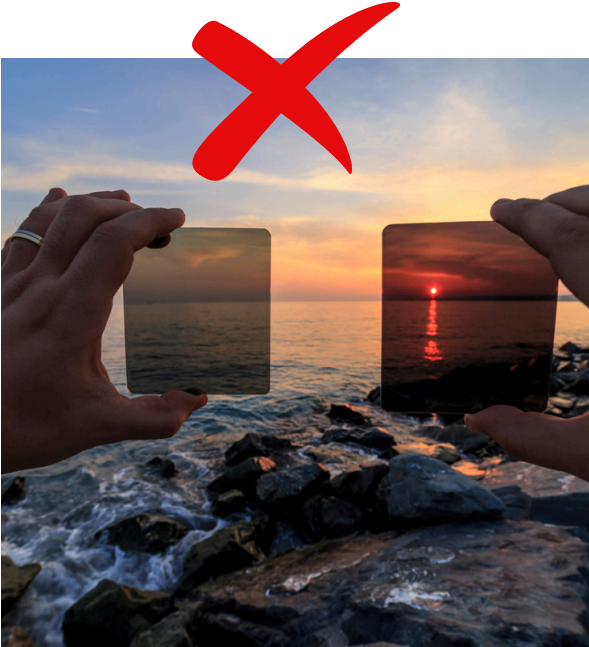
Avoid relying too heavily on generic stock photos



Don't Ignore Cultural Sensitivity



Don't Clutter with Excessive Images



Don't Use Inconsistent Filters or Effects



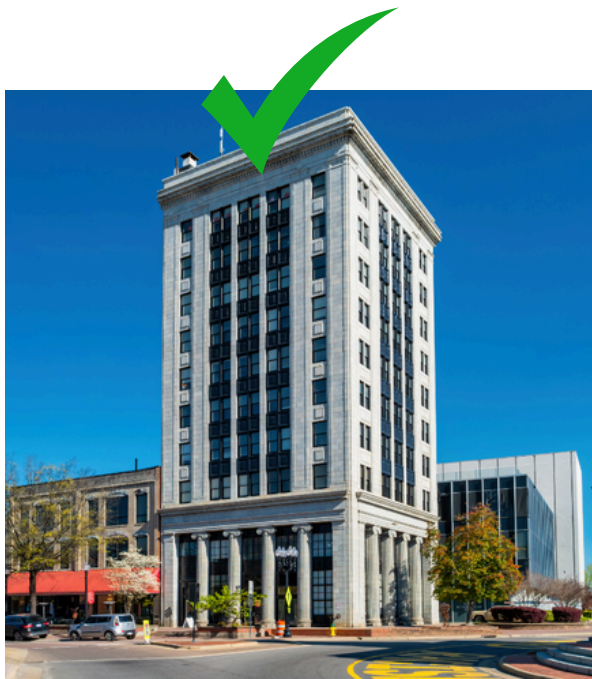
Don't Neglect Image Optimization

IMAGE USAGE RULES

Create a visually cohesive, engaging, and inclusive brand experience that resonates with our audience and enhances our overall brand impact.



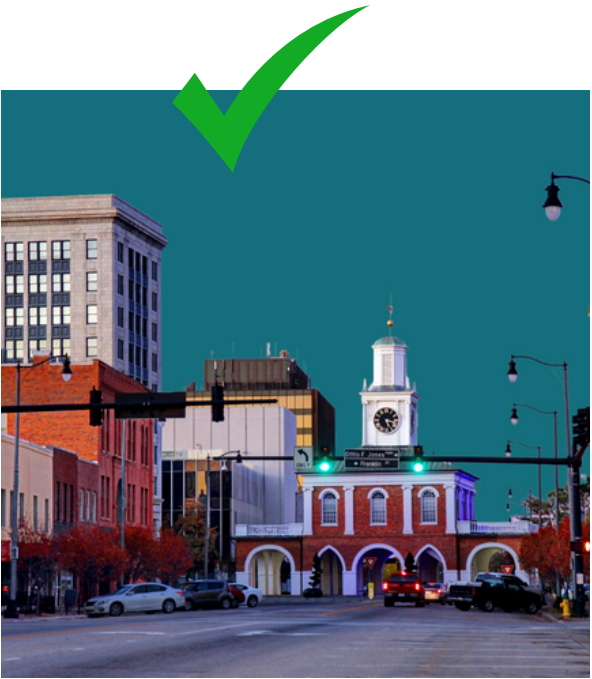
Use images that align with our brand message and resonate with our target audience



Always use high-resolution, clear, and sharp images



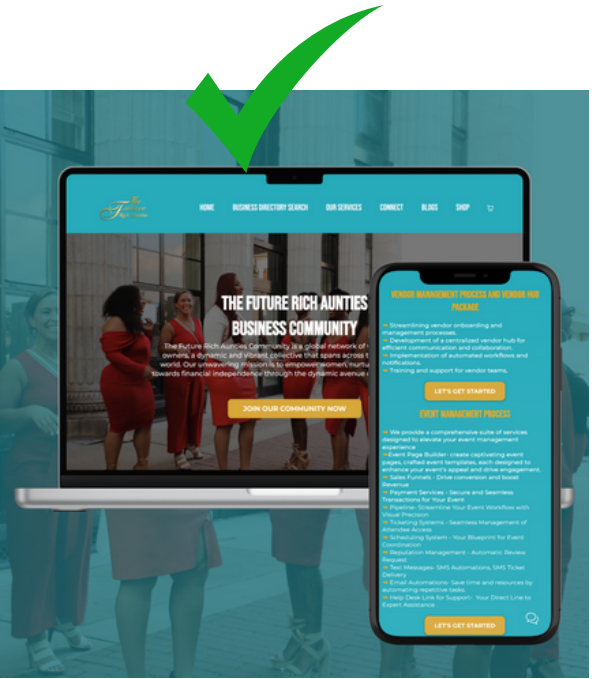
Choose images that represent the diversity and inclusivity



Select images that complement or include your brand's color palette



Use Authentic and Original Images



Ensure images are optimized for various devices and screen sizes

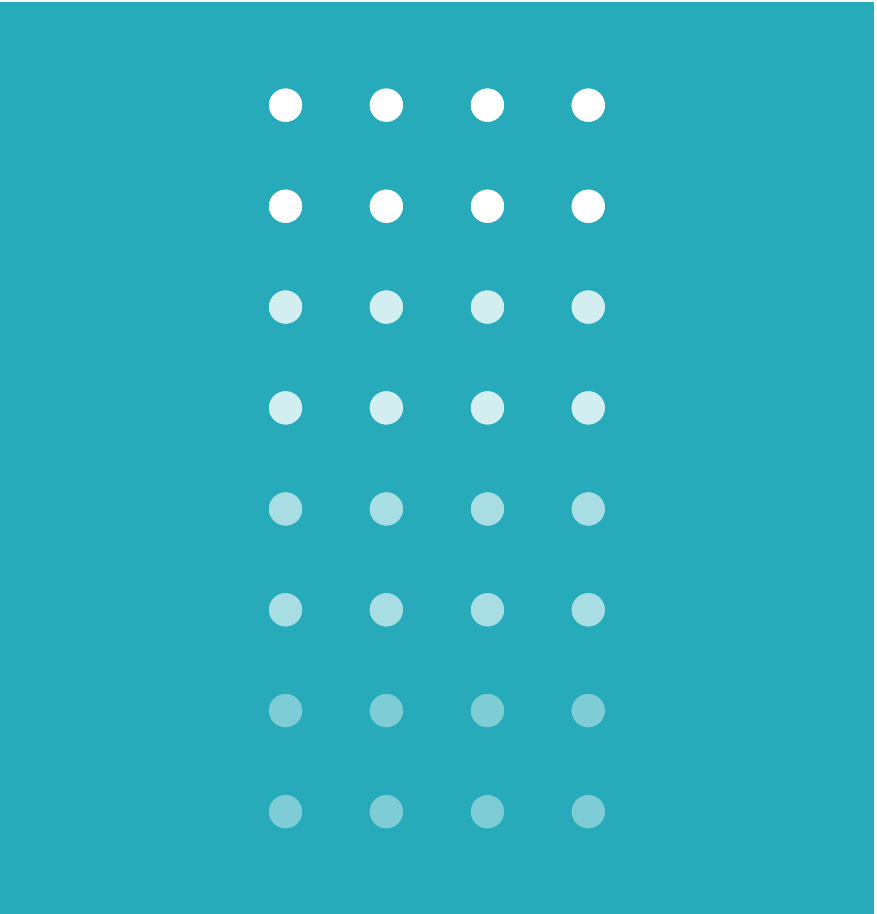
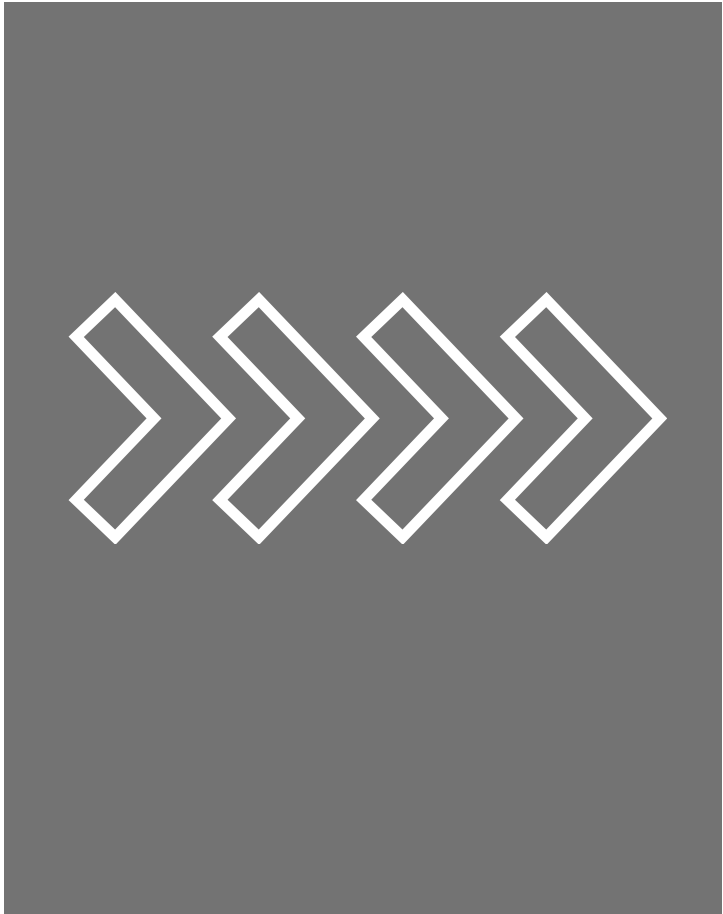
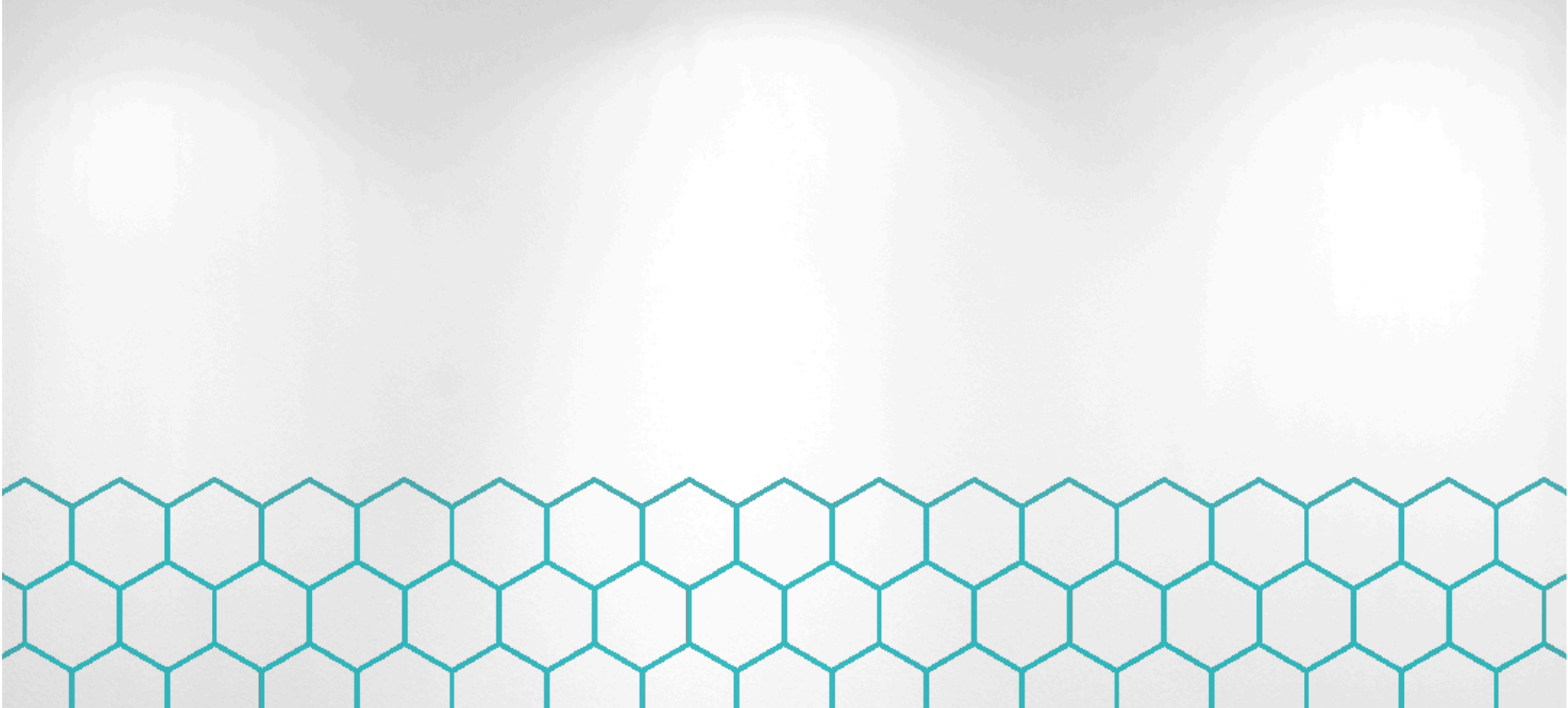
ICONOGRAPHY

OUR ICONOGRAPHY STYLE IS DEFINED BY REFINED LINE ART AND CONTEMPORARY FLAT DESIGN. ICONS ARE DESIGNED TO BE MINIMALISTIC AND CLEAN, USING BRAND COLORS TO ENHANCE CONSISTENCY.



BRAND PATTERNS

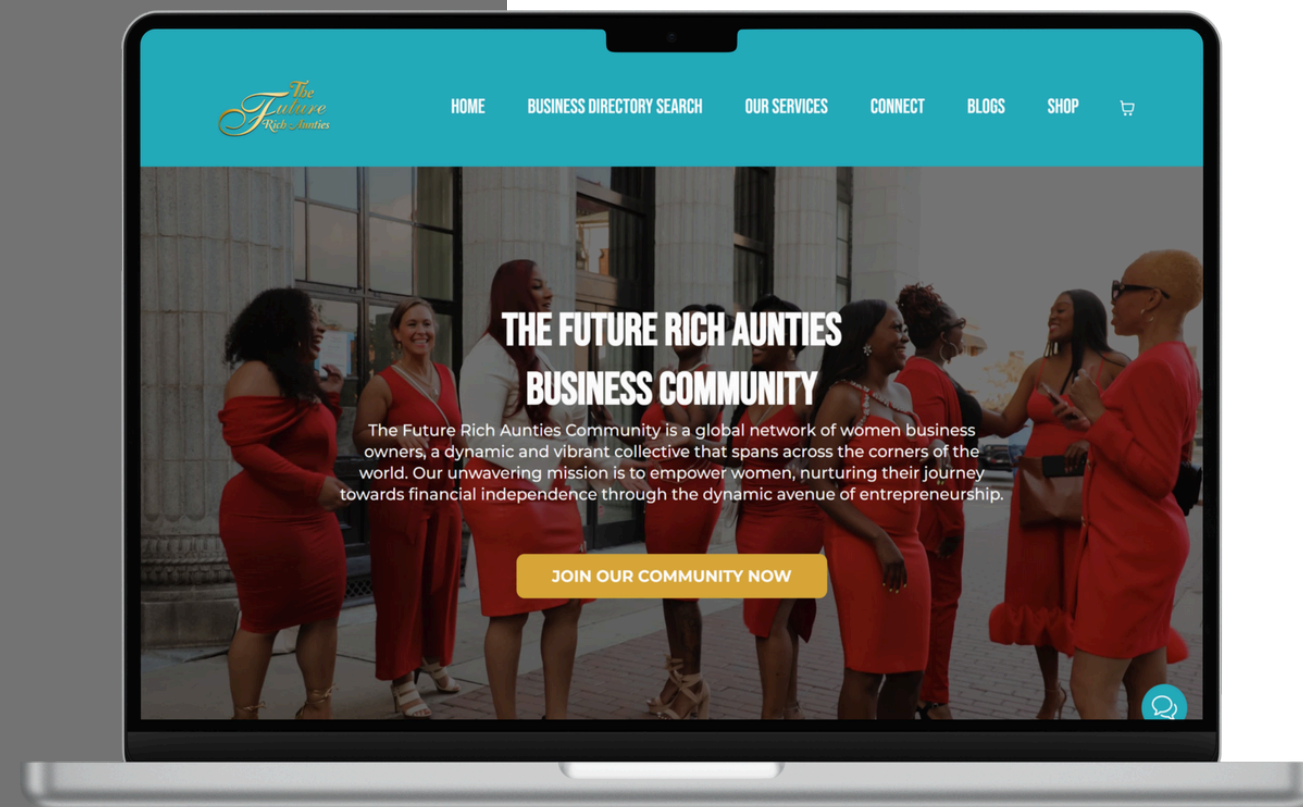
OUR CORE PATTERNS, INCLUDING DOTS, ELLIPSES, ARROWS, CROSSES (X), AND OCTAGONS, EMBODY THE DYNAMIC SPIRIT OF THE FUTURE RICH AUNTIES COMMUNITY. EACH PATTERN SIGNIFIES OUR COMMITMENT TO EMPOWERMENT, INNOVATION, AND COLLABORATION AMONG WOMEN ENTREPRENEURS WORLDWIDE.



WEB COLOR PALETTE

DESIGNING FUTURES,
SHOWCASING POTENTIAL

- **Establish a Primary Color:** Aquamarine Blue (#27ABBB) should be used for major elements such as headers, footers, and primary buttons to maintain a cohesive look across the website.
- **Utilize an Accent Color:** Gold (#D8A83B) serves as an accent color for secondary buttons, highlights, links, and call-to-action elements to draw attention and create visual interest.
- **Ensure Readable Text:** Maintain high contrast between text and background colors for readability. Use Aquamarine Blue text on light backgrounds and Gold text on dark backgrounds to ensure clarity and legibility.
- **Define Background Colors:** Use neutral or light backgrounds for most content areas to ensure readability and make Aquamarine Blue and Gold elements stand out. Reserve darker shades for headers, footers, or special sections to create visual hierarchy and emphasis.



WEB COLOR PALETTE

DESIGNING FUTURES,
SHOWCASING POTENTIAL

Create a Visual Hierarchy:

- Use Aquamarine Blue to establish a clear visual hierarchy. Reserve the most saturated or bright versions of Aquamarine Blue for important elements, such as primary buttons, key headers, and critical call-to-action elements.
- Utilize Gold for secondary elements like secondary buttons, subheaders, and highlights. Use muted tones or variations for less critical elements to maintain focus on the primary elements.

Maintain Consistency:

- Apply Aquamarine Blue and Gold consistently across all web pages to ensure a unified brand identity. This includes consistent use in buttons, links, icons, and other interactive elements.
- Ensure the same shades and tones of Aquamarine Blue and Gold are used throughout the website to avoid any visual discrepancies

Consider Accessibility:

- Ensure all color combinations meet accessibility standards, particularly for users with color vision deficiencies. Use tools like the Web Content Accessibility Guidelines (WCAG) to check color contrast ratios and adjust as needed to make your website accessible to all users.
- Aim for a minimum contrast ratio of 4.5:1 for normal text and 3:1 for large text.

Implement Hover and Active States:

- Define hover and active states for interactive elements using Aquamarine Blue and Gold. For instance, a button could turn a lighter shade of Aquamarine Blue when hovered over and a darker shade when clicked.
- Similarly, links can have a subtle color change on hover to indicate interactivity (e.g., from Aquamarine Blue to a slightly darker shade).

CONTACT US

CONNECTING THROUGH
EVERY INTERACTION

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