STYLE GUIDE

ANITA B. ORG 21
GRACE HOPPER CELEBRATION

STYLE GUIDE
DARE TO TRANSFORM

VIRTUAL CELEBRATION
SEPT 27 - OCT 1

/ANITA B.ORG 21
GRACE HOPPER CELEBRATION

DARE TO...

This theme is used as a challenge to all attendees to push forward with positivity and action after a challenging year. Featuring images of multi cultural women with determined, happy, hopeful, and confident emotions.

Using the brilliant as a transparent overlay of photos of a wide variety of women, it creates the backdrop for the connected group of DARE TO women. This also can be used by the participants to engage and post their own selfies during the event to engage on social media.

Adding additional active words to DARE TO (such as INNOVATE and REIMAGINE) helps communicate the various ways the women can DARE in 2021, and highlight the targeted message for each execution.
COLORS, ELEMENTS AND FONTS

**RICH BLACK**
PMS 6C  
CMYK = 40/30/30/100  
RGB = 1 7/25/33  
HEX = #101 820

**AUBERGINE**
PMS 2592C  
CMYK = 40/100/0/0  
RGB = 1 41/33/101  
HEX = #8D2 1 65

**TANGERINE**
PMS 1 5 1C  
CMYK = 0/48/95/0  
RGB = 238/1 5 1/40  
HEX = #F89728

**BLUSH**
PMS 217C  
CMYK = 1/3 1/0/0  
RGB = 246/1 78/207  
HEX = #F6B2CF

**SUBLIME**
PMS 382C  
CMYK = 29/0/100/0  
RGB = 1 93/2 1 6/47  
HEX = #C1D82F

**NAVY**
PMS 301C  
CMYK = 100/59/20/20  
RGB = 0/98/1 40  
HEX = #005C88

**NAVY**
PMS 301C  
CMYK = 60/9/0/0  
RGB = 98/1 8 1/229  
HEX = #54BCEB

Font:
Politica Black

See Page 4  
(for more details on  
the grid / background)

To comfortably fit larger blocks of body copy, space is created as  
needed by adding white shapes, based on the angles of "The Brilliant"

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Font:
Futura Book

Font:
Politica Black  
(emphasis added  
to smaller  
key words by  
"highlighting"  
with the lighter  
spectrum colors  
from "The Brilliant")

Font:
Politica Black

Font:
Akhand Bold

Woman, right hand side:  
shutterstock_100189958

Woman, middle  
(from waist up):  
shutterstock_1873521439

Woman, middle  
(from waist down):  
shutterstock_34780960

Woman, left hand side:  
shutterstock_259840703

Woman, middle  
(from waist up):  
shutterstock_1873521439

Woman, middle  
(from waist down):  
shutterstock_34780960
BACKGROUND GRID:
All images Royalty Free Shutterstock images, overlaid with "The Brilliant". Images and layered files supplied in folder with Style Guide.

Alternative compositions, to minimize a look of repetition, and for flexibility to use within different formats, sizes, crops etc..
DARE TO TRANSFORM
DARE TO INNOVATE
DARE TO REIMAGINE

DARE TO REIMAGINE

The most damaging phrase in the language is ‘We’ve always done it this way’.

GRACE HOPPER
DARE TO TRANSFORM

“The most damaging phrase in the language is ‘We’ve always done it this way.’”

GRACE HOPPER

VIRTUAL CELEBRATION
SEPT 27 - OCT 1

/ANITA.B.ORG 21
GRACE HOPPER CELEBRATION
Social Media Post
General Celebration Announcement

Instagram and Facebook

DARE TO TRANSFORM

“Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Duis aute irure dolor in reprehenderit in voluptate velit
esse cillum dolore eu fugiat nulla pariatur.

— Attribution

ANITA B. ORG 21
GRAACE HOPPER CELEBRATION

Twitter

Dare to empower, Dare to reimagine, and DareToTransform! Join us on 9/27/21 for a virtual celebration like nothing you have experienced before! vGHC21 #AnitaB

Social Media Post
Keynote Speaker Announcement

Instagram and Facebook

DARE to INNOVATE

“Quote here.”
— Attribution

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Twitter

Dare to empower, Dare to reimagine, and DareToReimagine! Join us on 9/27/21 for a virtual celebration like nothing you have experienced before! vGHC21 #AnitaB
Actual real women participants are also encouraged to use the provided background for posting selfies etc.