

MORE WOMEN LEADING.

FORTÉ BRAND STANDARDS GUIDE



determined
brave *persistent*
WE ARE
daring
optimistic





Leading the Way

Forté is passionate about changing the status quo and transforming what leadership looks like – but when it comes to our brand, we value consistency. We’ve established a visual identity that’s as bold and vibrant as the women we support, and we love how well it aligns with our mission. Please follow these brand guidelines to help us maintain a cohesive, professional feel across platforms.

The Forté Spirit

Forté inspires women of all backgrounds to propel themselves forward in their careers, and our branding reflects that positive energy. In our communications and at our events, we want women to feel welcome, valued, and fully engaged. Our uplifting photos and colorful visuals are designed to motivate women, grow their confidence, and accelerate their career progress. We use plenty of whitespace to give our messaging a bright, focused, and friendly feel. Forté is always inviting, inclusive, and supportive.



Forté's community of motivated and inspiring women—100,000 and counting—is changing the balance of power in the workplace. Our powerful alliance of talented women, influential companies, leading undergraduate and MBA schools, and pioneering donors is working together to advance women in business.



fortefoundation.org
#morewomenleading

f t i n s /fortefoundation



Forté is helping drive a new narrative by showing the many potential paths of a business career.



— Colleen McMullen, Executive Director of Community and Inclusion, Carnegie Mellon's Tepper School of Business



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The Forté Logo

The Forté logo is both a visual embodiment and a direct statement of our mission. The pulled-out leaf signifies the strength and leadership of the individual, and the circle of leaves represents the Forté community. The Forté name and the logo graphic are symbiotic; they convey that each of us is strong individually, but we are even stronger when we support each other. The tagline at the bottom of the logo sums up what Forté is all about: Getting more women into leadership roles.



MINIMUM CLEAR SPACE

To ensure legibility, always allow a minimum clear space around the logo mark from any competing graphic element such as other logos, type, etc.

The minimum clear space on all sides must be equal to or greater than the width of one leaf from the logo. This spacing should be maintained as the logo is proportionately resized.

The smallest size the logo should be used at is 1.5" wide.



COLOR USAGE

The Forté logo may be used on color in one of two ways: as the dark grey version over light colored backgrounds, and as the white version on all dark colored backgrounds.





LOGO OVER PHOTOGRAPHY

The logo can be used on top of a photo background in a couple of ways – either by using the solid white on darker areas of the image or the dark grey version on lighter image areas.

Avoid busy, detailed images and/or consider applying a dark, transparent gradient overlay on top of image to ensure the logo is legible.



UNACCEPTABLE LOGO USAGE

To maintain the integrity of our brand we ask that you do not:

- (A) rotate the logo
- (B) scale the logo disproportionately (squish or squash)
- (C) change colors within the logo
- (D) add drop shadow or other effects to logo
- (E) move or rearrange parts of the logo
- (F) place elements within logo's clear space



(A)



(B)



(C)



(D)



(E)



(F)

**LET'S
BE
BRAVE.**

**LET'S
MAKE
TRACKS.**

**LET'S
WORK
TOGETHER.**

**LET'S
MOVE
AHEAD.**

Power Words

Authentic. Confident. Motivated. Capable. Innovative.
At Forté's annual MBA Women's Leadership Conference, we ask each attendee to choose a power word that represents her personal brand. Individually, these words express each woman's drive and potential – and together, they reflect our collective strength as an organization.

Forté is a force for change, and all of our branding is designed to make an impact. Short, memorable messages invite women to get involved and show them how they can benefit from our programs. An inclusive, active voice emphasizes the theme of women rising up in their careers. We want women of all backgrounds to feel connected with Forté's powerful alliance and excited about helping each other succeed.

39%
women's
enrollment

LET'S
AIM
HIGHER.

Between 2001 and 2019,
women's enrollment at
Forté partner MBA schools
increased from 28% to 39%.

We're building a pipeline of talented women.
Through business education, role models,
professional networks, and leadership training,
Forté shows women how to build the credibility,
skills, network, and confidence to thrive as
leaders and change the status quo.

AVENIR CONDENSED BOLD

Use for short, bold headlines
Uppercase
Tightened leading between lines

AVENIR CONDENSED

Use for headlines, subheads, callouts, and body copy
Uppercase or sentence case
Up to 50 pt tracking as needed

Mercury Display

Use for subheads and callouts
Sentence Case

Avenir

Use for callouts and body copy
Uppercase or sentence case

#MoreWomenLeading

UNLEASH YOUR INNER

maverick

Kate Shattuck
Korn Ferry

Attain the business career
you deserve. Be inspired.
MBAsOnTheMove.org

*Pyes PA
Billboard*

Use sparingly in headlines
and/or large callouts
Sentence Case

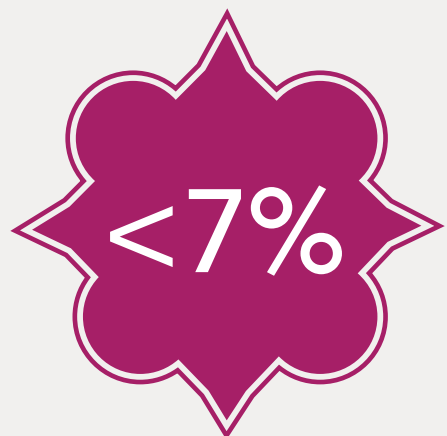
Color Palette

Bold, bright, and fearlessly feminine, Forté’s colors command attention. They reflect the daring, determined energy that our members bring to their careers, from an undergrad interviewing for a dream internship to an MBA alumna in a power suit stepping into her first C-suite role.





LEAD THE WAY



of S&P 500 CEOs
are women



Graphic Elements

The fleur-de-lis traditional symbolizes status and royalty, and Forté has given it a modern, motivational twist. In our communications, we use these stylized shapes to add a pop of color, share a few words of wisdom, and highlight statistics about women leaders. Think of them as a spark of inspiration encouraging women to step out of their comfort zone and take a chance on themselves.



Photography Style

Forté works with women of all backgrounds and career levels, from college to business school and beyond. Whenever possible, we prefer to use photos from our events. When stock photos are used, choose images that portray women in a positive, powerful way. Please select photos that are inclusive of our diverse membership. Consider diversity of culture, race, age, gender, body shape, and ability.



YES: A woman in a power pose that radiates "I've got this!" energy. This feels uplifting and empowering.



NO: A woman with her arms crossed. This type of body language can feel closed off and negative.





If you have any questions about how to use
this brand standards guide, please contact

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