

Brand Guidelines

1.0

The Brand

Who We Are

4word is the only global community of Christian women in the workplace that helps them thrive in every area of life—spiritual, personal, and professional—within a culture of authentic belonging.

We meet women wherever they are in their careers and faith journeys—offering professional development, authentic community, and spiritual formation for women ready to show up fully, grow deeply, and make an eternal impact.

Values

Rooted in Faith

We pray first. We trust deeply. We let God lead the way.

Belonging Matters

We build spaces of authentic connection—where women are seen, known, and celebrated.

Unshakeable Worth

We are not defined by our positions or performance. Our value is rooted in who we are—and Whose we are.

Integrated and Whole

We embrace and celebrate the fullness of who we are.

Practice Gratitude & Partnership

We honor each other's contributions with joy and generosity—building together with gratitude and a spirit of collaboration.

Stories Change Lives

We share honestly from our journeys, believing that our stories help others heal, grow, and lead.

Holy Hospitality

We lead with warmth, welcome, and beauty—inviting women into spaces of rest and transformation.

Keywords

Our brand is characterized by the following keywords. These keywords drive the direction and vision of all brand design.

Brand Values

Connection
Empowerment
Faith-infused
Support
Leadership
Community
Purpose
Impact
Sisterhood

Brand Aesthetic

Rooted
Warm
Professional
Approachable
Authentic
Uplifting
Hopeful
Light-filled

2.0

Logo

Primary Logo

This is 4Word's Primary Logo. It is preferred that the logo be represented in this full lock up (brandmark + logo type) when possible.

The Primary Logo must be resized proportionately, never stretched. The logo can be used in its primary color combination (appearing here) or in solid vineyard purple or stone gray against light backgrounds. It's best to use white or a lighter brand color against dark backgrounds.



4word[®]



4word[®]

Brand Mark

This is our Brand Mark. The “bloom” symbol may be used on its own when use of the Primary Logo isn’t available due to size constraints or an abbreviated version is desired. This alternate representation of our brand is useful for decorative detail or pattern making.

It must be resized proportionately, never stretched. Similar to the Primary Logo, our Brand Mark can be used in stone gray or vineyard purple on light backgrounds, or white on dark backgrounds, or in contrasting approved brand colors.



Logo Type

The 4word wording shown here makes up our Logo Type. It may be used without the Brand Mark as one of a few approved secondary logos.

It must be resized proportionately, never stretched. Similar to the Primary Logo, our Logo Type can be used in stone gray or vineyard purple on light backgrounds, or white on dark backgrounds, or in contrasting approved brand colors.

The logo consists of the word "4word" in a bold, sans-serif font. The "4" is a stylized number with a vertical stroke. A registered trademark symbol (®) is positioned to the right of the "d".

Logo Variations

Primary

The 4word Primary Logo can be used in the variations shown here.

This is the primary lock up and should be used wherever possible.



Primary Logo (2-color)



Primary Logo (color reverse)



Primary Logo (color background)



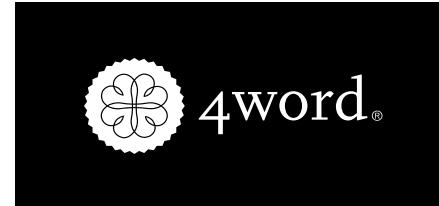
Primary Logo (1-color)



Primary Logo (1-color/grayscale)



Primary Logo (black)



Primary Logo (white reverse)

Logo Variations

Secondary - Logo Type

This secondary version of the logo should only be used in the variations shown here, in instances where the brand is easily recognized in association with the Logo Type.

The logo consists of the word "4word" in a bold, black, sans-serif font, with a registered trademark symbol (®) at the end.

Secondary Logo (1-color)

The logo consists of the word "4word" in a light beige, almost cream-colored, sans-serif font, with a registered trademark symbol (®) at the end. It is set against a solid dark purple rectangular background.

Secondary Logo (color reverse)

The logo consists of the word "4word" in a light beige, almost cream-colored, sans-serif font, with a registered trademark symbol (®) at the end. It is set against a solid light orange-brown rectangular background.

Secondary Logo (color background)

The logo consists of the word "4word" in a dark gray, almost black, sans-serif font, with a registered trademark symbol (®) at the end.

Secondary Logo (grayscale)

The logo consists of the word "4word" in a white, sans-serif font, with a registered trademark symbol (®) at the end. It is set against a solid black rectangular background.

Secondary Logo (black)

The logo consists of the word "4word" in a dark gray, almost black, sans-serif font, with a registered trademark symbol (®) at the end. It is set against a solid white rectangular background.

Secondary Logo (white reverse)

Logo Variations

Secondary - Brand Mark

The Brand Mark should only be used as a logo alternative or accent in the variations shown here, in instances where the brand is easily recognized in association with the Brand Mark.



Secondary Logo (1-color)



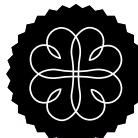
Secondary Logo (color reverse)



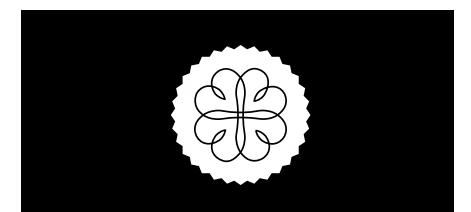
Secondary Logo (color background)



Secondary Logo (grayscale)



Secondary Logo (black)

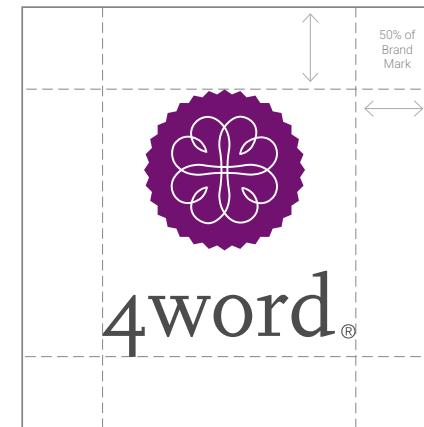
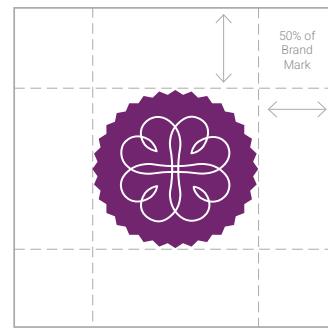
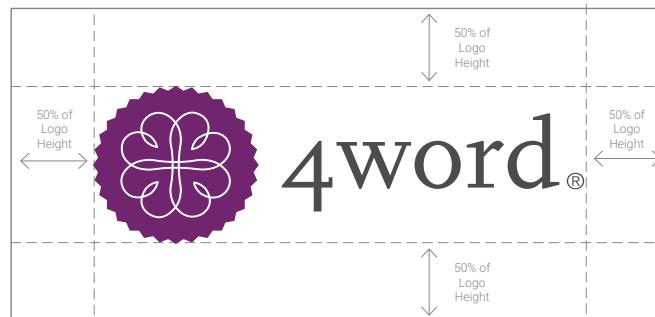


Secondary Logo (white reverse)

Logo Clear Space

Clear space is the area surrounding our logo that must be kept free of any text or graphic elements. By leaving space around the logo, we make sure it stands out on all our communications. The minimum clear space is equal to 50% of the height of the Brand Mark.

It is sometimes necessary to increase and decrease the logo depending on the print area. Always keep in proportion. Always ensure the text is legible.



Minimum Size

This shows the smallest size that the Primary Logo(s), Brand Mark, and Logo Type can be used without losing legibility.

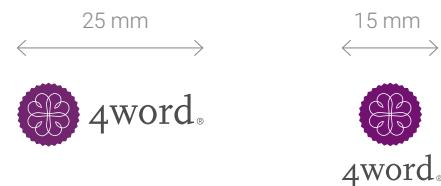
The Primary Logo is the preferred version and should be used wherever possible.

The Brand Mark will have more sizing flexibility due to the absence of readable text.

The horizontal version of the Primary Logo should never be used any smaller than 25 mm in width (or 15mm for the vertical stack) to ensure legibility.

The Brand Mark variation, when standing on its own, should never be used smaller than 9 mm.

The Logo Type should never be shown smaller than 20mm in width.



Extended Brand Use

Specific sub segments of the brand may be created to form new variations of the Primary Logo in which the segment name appears in tandem with the 4word Logo Type. The name of each segment will appear in Kalice font and be assigned its own color from the brand palette. In the landscape version of the extended logo, multi-word segment names are listed without space and in varying shades of color for distinction and readability. *Samples shown here.*



3.0

Color Palette

Brand Colors

The 4word color palette balances professional credibility with approachability and warmth. Jewel tones convey confidence and leadership, while soft neutrals create space, light, and openness. To help achieve greater brand recognition it is important that our color palette is applied accurately and consistently.

Print

Pantone colors, rather than CMYK, are preferred when the logo is used in printed pieces. Pantone colors will provide the maximum amount of consistency. In instances where this is not possible we have specified optimized CMYK values here as well.

Screens

Not all RGB colors render the same online. Therefore we recommend the use of hexadecimal colors when applying colors to screen.



Vineyard



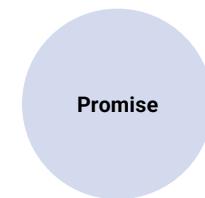
Path



Harvest



Heart



Promise

Pantone 259 C

CMYK 66 / 100 / 22 / 9

RGB 113 / 20 / 113

HEX #711471

Pantone 2176 C

CMYK 36 / 21 / 19 / 0

RGB 165 / 182 / 191

HEX #A5B6BF

Pantone 7514 C

CMYK 119 / 38 / 49 / 0

RGB 207 / 161 / 132

HEX #CFA184

Pantone 4080 C

CMYK 14 / 35 / 2 / 0

RGB 83 / 86 / 90

HEX #D5ADCC

Pantone 642 C

CMYK 15 / 10 / 0 / 0

RGB 212 / 218 / 239

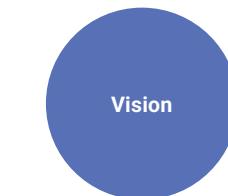
HEX #D3DAEF



Sister



Well



Vision



Stone



Sanctuary

Pantone 7613 C

CMYK 27 / 48 / 44 / 1

RGB 186 / 139 / 131

HEX #BA8B83

Pantone 6112 C

CMYK 85 / 58 / 37 / 16

RGB 51 / 93 / 118

HEX #335D76

Pantone 7456 C

CMYK 71 / 57 / 0 / 0

RGB 90 / 113 / 182

HEX #5A71B6

Pantone 2336 C

CMYK 66 / 59 / 56 / 37

RGB 76 / 76 / 78

HEX #4C4C4E

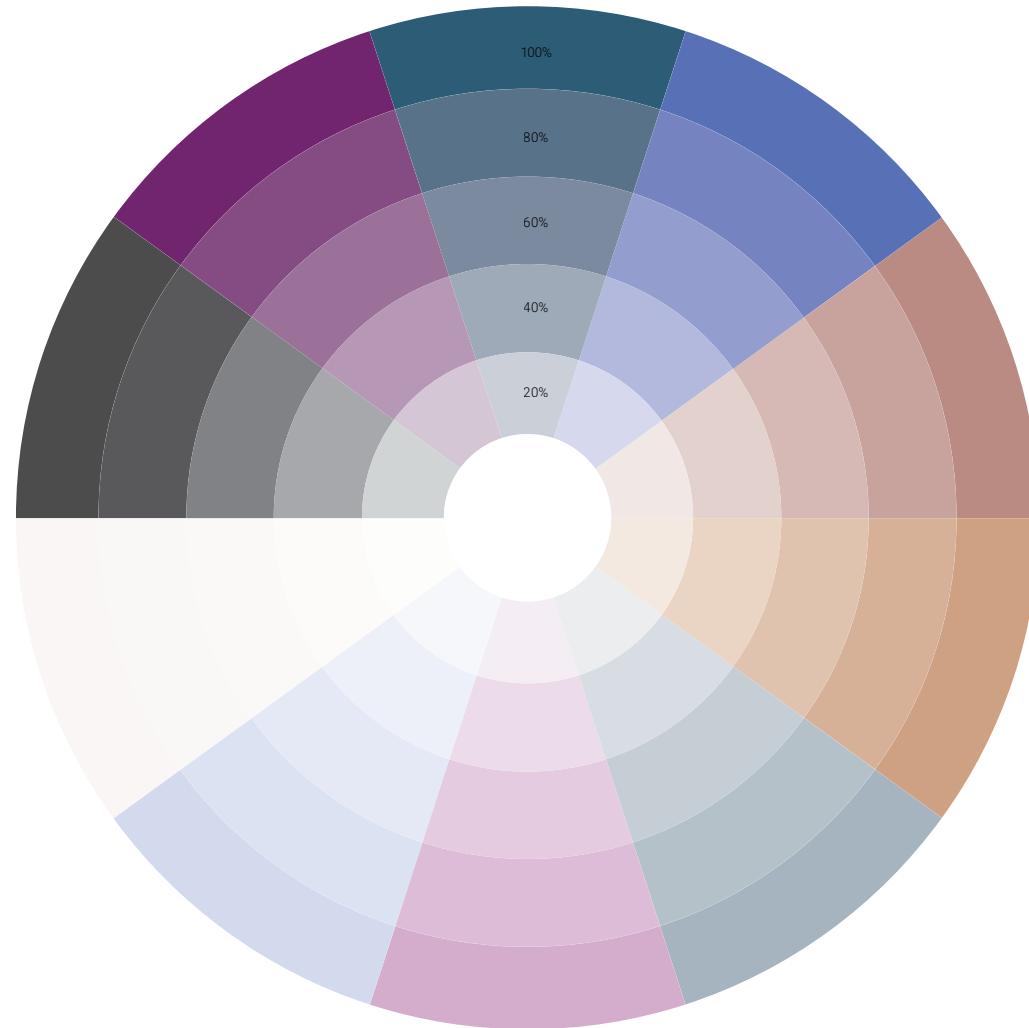
Pantone 663 C

CMYK 6 / 9 / 9 / 0

RGB 236 / 227 / 223

HEX #ECE3DF

10 Colors
+ Tints



Hero Color

Orchard, a vibrant plum is the color most associated with the 4word brand. Consistently pairing it with more subtle tones keeps things balanced and approachable.



Color Use

Different combinations of these colors can dramatically change the tone and appearance of our brand so it is important to consider how they work together. The visual language of the brand relies on a balance of muted jewel tones and neutrals, paired with bright but not overpowering accents.

To ensure that the brand feels clean, professional, and not oversaturated you should consider a balance of these three color groups:

Neutrals - Sanctuary, Stone

Jewel Tones - Vineyard, Well, Vision

Muted Pastels - Harvest, Heart, Promise,

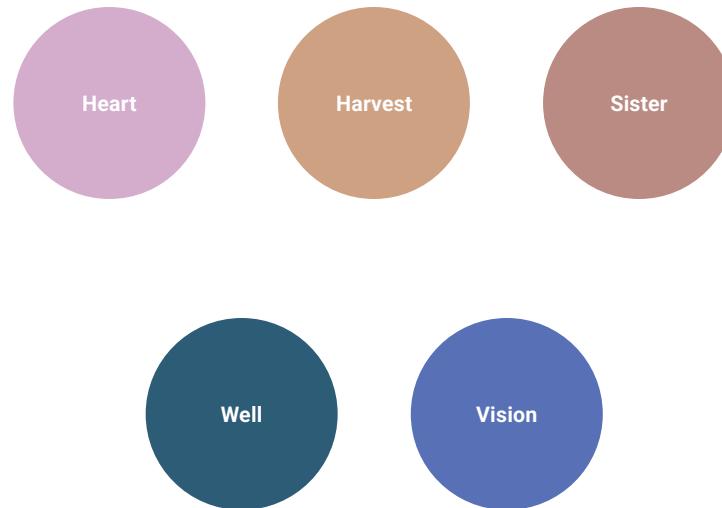
Sister, Path

Pairings

Pair colors with similar tone for less contrast in order to soften impact.

Use dark text over light backgrounds and white text over dark backgrounds for maximum contrast.

Soft Contrast Pairings >



High Contrast Pairings >



4.0

Typography

Primary Typeface

Our typography reflects the essence of a welcoming smile, the sense of relationship, and the promise of inspiration that we foster as a community.

Kalice Regular is our primary brand typeface. Designed by Margot Lévéque in 2018, it offers clean lines and a modern look, perfect for headlines and logos. It complements our custom logo type and is used for headlines and pull quotes representing the brand, at a +30pt kerning.

It is important to adhere to the leading and tracking arrangements specified in this document to help achieve brand consistency, create clarity and provide equity to our brand.

Kalice Regular (+ Kalice Italic)

<https://margotleveque.com/collections/kalice>

ÀÁÂÃABCDEFHIJKLMNOP
àáâãäååbcdefghijklm
nopqrstuvwxyz
1234567890
!@#\$%^&*()+=
ÆÇÈØ£×ßåæç Aa

Secondary Typeface

Neue Haas Grotesk Display Pro , is the elected sans serif counterpart to our primary font. Its forms are largely geometric with friendly and open curves. This makes for a more natural reading rhythm that complements the overall style of our logo and provides the contrast needed for a successful font pairing.

Neue Haas Grotesk (used in Roman and Medium weights) works well for call-outs and subheads with a +100pt kerning. It is often presented in all caps as an accent but can also be used in standard upper/lowercase format for headlines and subheads at a 0pt kerning.

Neue Haas Grotesk Display Pro

ÀÁÂÃABCDEFHIJKLMNOP
àáâãäååbcdefghijklm
nopqrstuvwxyz
1234567890
!@#\$%^&*()+
ÆÇÈØ£×ßåæç
Aa

Supporting Typeface

Adobe Caslon Pro is known for its remarkable practicality. Ideally suited for text in sizes ranging from 6- to 14-point, Adobe Caslon Pro is the right choice for magazines, journals, book publishing, and corporate communications.

Adobe Caslon Pro (Regular and Italic) is used as a supporting typeface for 4word brand, for long sections of body copy where readability and function are key. Best used with a Opt kerning.

Adobe Caslon Pro

ÀÁÂÃABCDEFHIJKLMNOP

MNOPQRSTUVWXYZ

àáâãäååbcdefghijklm

nopqrstuvwxyz

1234567890

!@#\$%^&*()+

ÆÇÈØŁ×ßåæç

Aa

Use of Type

One of the most important techniques for effectively communicating content is the use of typographic hierarchy. Typographic hierarchy is a system for organizing type that establishes an order of importance within the data, allowing the reader to easily find what they are looking for and navigate the content. It helps guide the reader's eye to where a section begins and ends, whilst enabling the user to isolate certain information based on the consistent use of style throughout a body of text. It is important to maintain these type pairings. This allows for clarity, consistency and a strong hierarchy for all communications.

Headings & Pull Quotes

Kalice Regular is to be used for most main headings and pull quotes. (+30 kerning)

Subheadings, Captions, Highlighted Text

Neue Haas Grotesk Display Pro is to be used for subheadings and short sections of highlighted text in all caps (+100 kerning). The medium weight of the typeface can be used in upper/lower case form as an alternate heading option (when variety is desired).

Body Copy

Adobe Caslon Pro is to be used as for long sections of body copy. (0 kerning)

Buttons

Neue Haas Grotesk Display Pro is to be used in all caps for buttons. (+100 kerning)

SUBHEADING FONT

Heading Font

NEUE HAAS GROTESK CAN BE USED FOR SUBHEADS OR FOR SHORT, HIGHLIGHTED SECTIONS OF TEXT

SUBHEADING FONT

Adobe Caslon Pro is to be used for main body copy. Small subheads may show up in Neue Haas Grotesk Display. Cookie dessert chocolate gummi bears oat pie donut chocolate bar macaroon muffin. Marzipan jujubes danish oat danish cake wafer macaroon muffin oat cake pie.

Subheading Font

Hero text, pull quote, heading

Alternate Heading

NEUE HAAS GROTESK CAN BE USED FOR SUBHEADS OR FOR SHORT, HIGHLIGHTED SECTIONS OF TEXT

BUTTON FONT

“Kalice Regular is to be used for pull quotes.”

- Anonymous

5.0

Imagery

Image Direction

Imagery will incorporate soft light and reflect authentic connection (women together, mentorship moments, workplace settings) and warm professionalism. Poses will often be more candid than posed. Photographs must embody the brand through connection with brand keywords:

Graceful
Authentic
Encouraging
Timeless
Sisterhood
Grounded



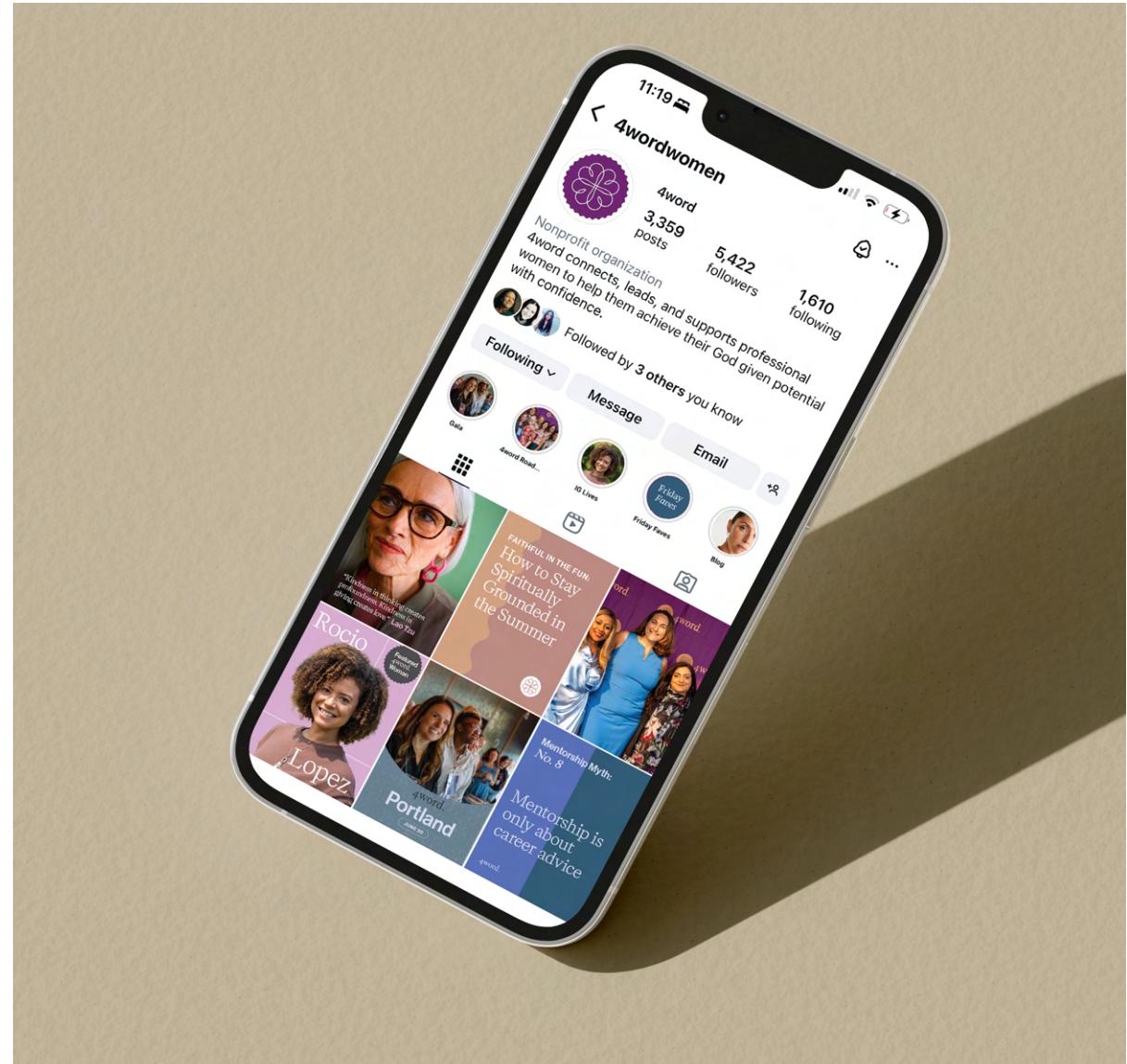
6.0 Application

Website

This is an example of how our branding could be best applied to maintain consistency of look and feel across digital platforms.



Social Media



Podcast

