

Brand & Identity Guidelines



THE GLITCH IN THE SYSTEM.

“Womenatrix” is a project that explores feminism inside digital spaces shaped by artificial intelligence and technology.

It looks at how women exist, speak, create, and resist within online systems built on algorithms, data, and automated decisions.

The internet is not treated as a neutral tool. It is seen as an environment, one that watches, sorts, ranks, and sometimes erases. Platforms, AI systems, and digital rules affect who becomes visible, who is exposed, who is silenced, and who feels safe enough to speak.

The project brings together analysis and lived experience. It documents what is already happening, makes hidden structures visible, and creates room to imagine other ways of being present online with more awareness, care, and agency.



01

LOGO



WOMENATRIX

النسوية في العالم الرقمي

LOGO

primary logo

The **Womenatrix** logo is a core element of the project's visual language.

It operates as a symbolic system, not a decorative mark.

The logo brings together **structure and disruption**:

a rigid vertical form, an organic deviation, and a precise point.

Each element is intentional. Nothing is ornamental.

Its correct and consistent application is essential to keep a **clear, controlled, and recognizable presence across all formats** – digital, print, and screen-based.



LOGO

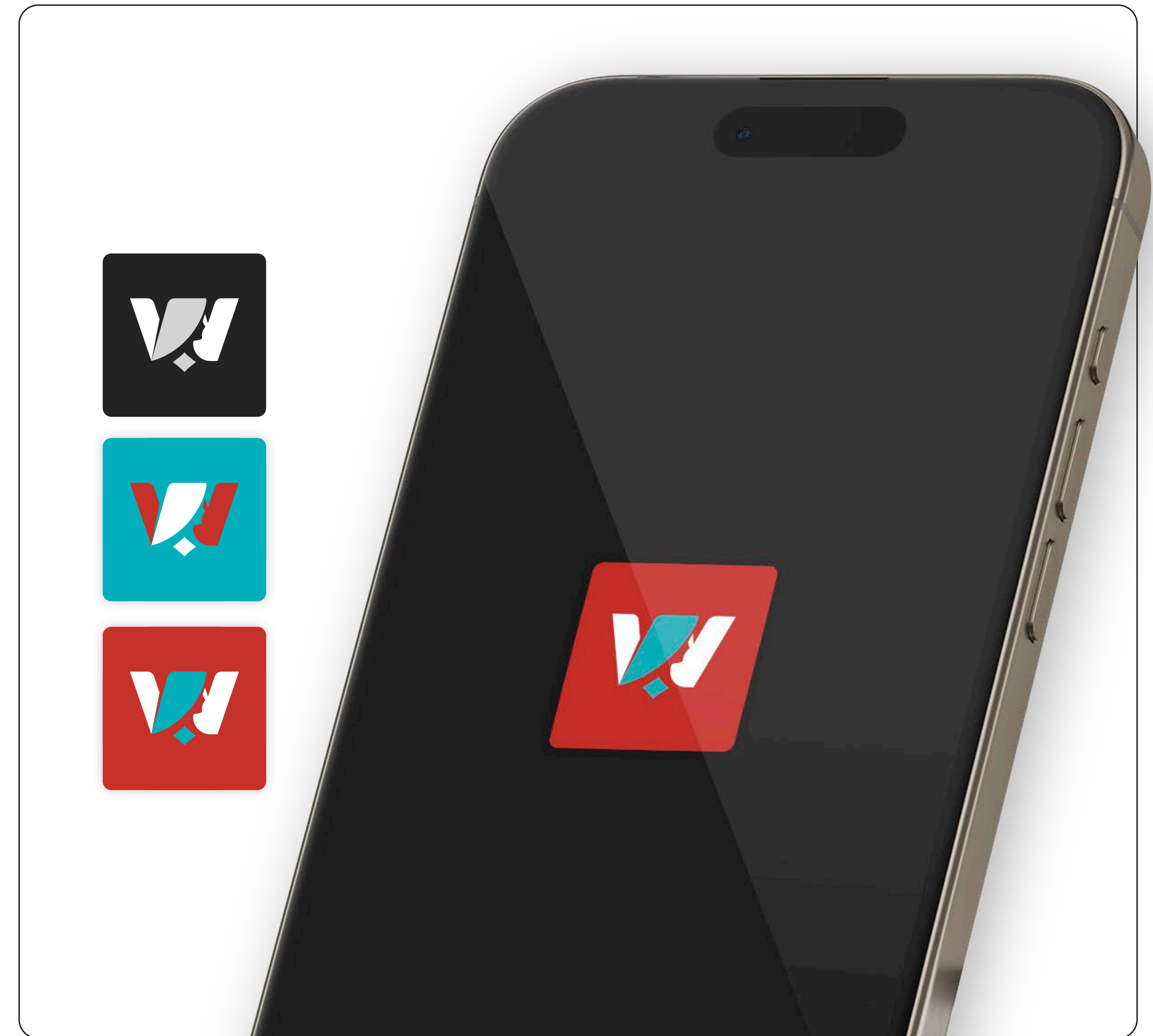
Icon

The icon is a reduced version of the primary logo. It preserves the same internal tension, proportions, and meaning, without text.

The icon is used in restricted or compact contexts where the full logo cannot appear, such as digital platforms, social media avatars, video overlays, and interface elements.

Because of its simplified form, the icon must always remain clear, centered, and untouched.

Any loss of proportion or contrast weakens its presence and meaning.



LOGO

meaning

The Womenatrix logo is designed as a dual reading: a name and a presence.

At first glance, it reads as a W and on closer inspection, it reveals the silhouette of a woman, positioned inside the letter rather than outside it.

This relationship is intentional.

The woman is not added to the system; she exists within it, shaped by its structure and limits, yet still visible.

The logo holds this tension without resolving it.

It presents identity as something framed, observed, and negotiated inside digital space — not simplified, softened, or detached from power.



The cyan shape forms a female silhouette.

It represents the woman as a visible subject inside digital space — not as an icon, but as a presence.



The red shape completes the W of Womenatrix.

It acts like a frame that holds the silhouette in place — almost like a system closing around a body.



The diamond is a minimal anchor.

It functions like a marker — a point of contact, a record, a moment where something registers.



The wordmark is set in a controlled, geometric structure.

It mirrors the logic of systems, interfaces, and digital order.



The Arabic line grounds the project in lived realities, not abstraction.

It asserts language as presence, not translation.

LOGO

safe zone

The safe zone defines the minimum clear space required around the Womenatrix logo.

It protects the mark from visual interference and loss of clarity.

This area must remain **free of text, images, patterns, or graphic elements at all times.**

Respecting the safe zone keeps the logo readable, stable, and visually intact across all uses.



LOGO

scale

The Womenatrix logo does not have a fixed maximum size.

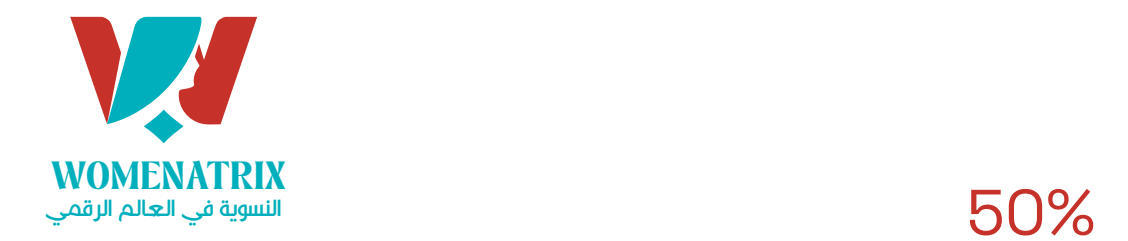
It may scale freely as long as its proportions remain unchanged.

At all sizes, **the logo must stay clear, readable, and structurally intact.**

To protect legibility and internal detail, the logo must never be used below the minimum size defined in this guide.

When reduced beyond this limit, the relationship between the symbol, the wordmark, and the Arabic line begins to break, affecting recognition and meaning.

If space is limited, use the icon version instead of reducing the full logo further.



LOGO

on background

The Womenatrix logo must always remain clearly visible against its background.

Contrast is not optional.

The logo should never compete with the surface it sits on.

If readability is reduced, the application is incorrect.



LOGO

do's & don'ts

The Womenatrix logo is a fixed visual system.
It must be used exactly as defined in this guide.
Any alteration weakens recognition and breaks the internal logic of the mark.
These rules are not stylistic suggestions.
They are non-negotiable.





02

COLORS

COLORS

Icon

The Womenatrix color system is designed for contrast, visibility, and tension.

It reflects digital space: screens, alerts, interfaces, and controlled environments

The palette is limited and intentional.:

- ◆ **System Cyan** represents screen light and digital presence.
It is the color of interfaces, data layers, and visibility.
- ◆ **Warning Red** represents risk, friction, and constraint.
It frames the system rather than softening it.
- ◆ **Charcoal Black** represents the system itself.
It provides depth, silence, and control.

For Womenatrix, color is not mood. It is positioning.

The palette should feel precise, limited, and intentional like a controlled interface, not a lifestyle brand.

SYSTEM CYAN

HEX: 00B7C4
RGB: 0 183 196
CMYK: 72% 0% 17% 0%

WARNING RED

HEX: C5312A
RGB: 197 49 42
CMYK: 15% 95% 90% 5%

CHARCOAL BLACK

HEX: 0B0F12
RGB: 11 15 18
CMYK: 90% 70% 60% 85%



03

TYPOGRAPHY

TYPOGRAPHY

headlines

Typography plays a structural role in shaping the Womenatrix visual system.

It defines hierarchy, controls reading flow, and sets the tone across all outputs, digital, print, and screen-based.

The headline typefaces are selected for their clarity, firmness, and neutrality.

They avoid ornament and rely on form, weight, and spacing to carry authority.

Together, the English and Arabic headline styles support a bilingual system that feels balanced, deliberate, and consistent, without visual dominance from either language.

English

Aa

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex

Space Grotesk Bold

Arabic

ك
أ
ب

لوريم ايپسوم دولار سيت أميت
كونسيتيتور ادايا يسكينج اليات, سيت دو
ايوسمود تيمبور انكايديديونتيوت
لابوري ات دولار ماجنا اليكوا. يوت انيم اد
مينيم فينايم, كيواس نوستريد ايوتي
اريري دولار ان ريريهينديرايت
فوليوبتاتي

KufyanArabic

TYPOGRAPHY

subheadings & body text

Subheadings and body text support the flow of information in Womenatrix.

They provide clarity, continuity, and ease of reading across longer content.

This level of typography is designed to carry meaning without drawing attention to itself.

It remains neutral, readable, and stable across formats and languages.

The selected typefaces prioritize legibility, balance, and consistency, allowing complex ideas to be communicated clearly without visual noise.

Together, they support the project's analytical tone while maintaining accessibility for different audiences.

English

Aa

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea

Space Grotesk

Arabic

أ

لوريم ايبيسوم دولار سيت أميت
كوتسيكتيتور ادايا يسكينج ألبايت، سيت دو
ايوسمود تيمبور أنك ايديديونثيوت لابوري
ات دولار ماجنا أليكيوا، يوت انيم اد مينيم
فينايم، كيواس نوستريد أوتى أري ري دولار
إن ريريرهينديرايت فوليووتتاتي

KufyanArabic Light



04

VISUAL LANGUAGE

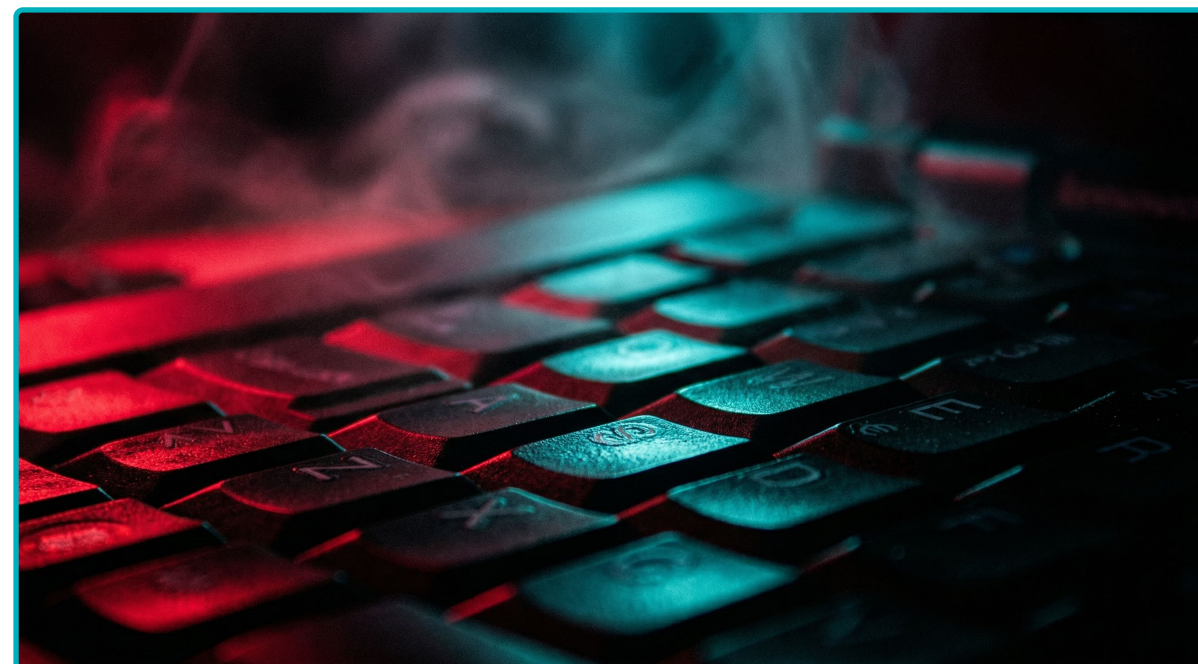
VISUAL LANGUAGE

mood

The visual language of Womenatrix sits between the human and the system.

Images reflect tension, observation, and digital presence rather than narrative or emotion. Faces, bodies, and objects appear mediated, framed by screens, light, or structure.

Color contrast is sharp and controlled. Cyan and red act as signals, not decoration, while dark backgrounds create isolation and focus. Light often feels artificial, like an interface rather than a natural source.



VISUAL LANGUAGE

Posters

Posters are a primary communication format for Womenatrix.

They operate as visual statements rather than promotional material.

Each poster is designed to hold attention, provoke reflection, and position the project inside digital and public space.

Imagery is cinematic and controlled.

Human figures are treated as subjects within systems — framed, fragmented, or partially obscured. Text is direct and intentional, used to guide reading without explaining the image.

Color contrast, scale, and hierarchy are used to create tension and focus.

Posters should feel assertive, quiet, and deliberate — never decorative, sentimental, or illustrative. They function as signals, not advertisements.



WOMENATRIX

النسوية في العالم الرقمي

MADE BY **AZRI**
CREATIVE STUDIO