

L'effet ^A
The ^AEffect

Brand Guide

ONLINE USE

FEBRUARY 2023

L'effet **A** The **A** Effect

The A Effect, in brief

The A Effect is a private company founded in 2015 with a mission to support organizations in their quest for gender parity by accelerating women's advancement at all levels.

Our programs

The A Effect offers several professional development programs for women in business to help them own their ambition and develop professionally.

The Ambition Challenge and Le Défi 100 jours

The Ambition Challenge and its French version, Défi 100 jours, are 100-day programs that **accelerate the careers of your female talent by encouraging them to embrace and communicate their ambition.**

These programs allow for the acquisition of three key behaviours: boosting self-confidence, learning risk-taking, developing influence.

The Défi Leadership (only in French)

The Défi Leadership, also 100 days long, is a program designed to **develop the leadership and strategic vision of your female executives by coaching women** managers who wish to strengthen and embrace their leadership style.

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Club A

Club A is a business club reserved for women who have graduated from The A Effect. It augments the impact of our programs by fostering diverse connections, so that graduates can **build a powerful business network and activate their individual and collective power to generate better gender parity in companies.**

To Use Our Logo

[DOWNLOAD HERE](#)

Prioritize the colour logo. Please be sure the text is legible.



Pale and/or yellow background.



Yellow-toned background.



Dark background, no yellow.



Pale background, no yellow.



Yellow background, if legible.



Social Networks

You'd like to celebrate your graduates, reiterate your commitment to gender parity, or talk about the next cohort in one of our programs? Here are some guidelines!

1.

Our brand: The A Effect is a company with a strong, engaged mission.

*It's not a movement, an initiative, a nonprofit, or an organization.

2.

Our logo: please follow the colour scheme presented earlier in this guide.

- English post = logo in English
- French post = logo in French
- Bilingual post = logo in both languages

3.

Our name : The A Effect = “The” with a capital “T”.

Be sure to properly **identify and tag our page** so we can see your post and react to it! Here are the relevant hashtags:


#Défi100jours **#AmbitionChallenge** **#DéfiLeadership**
#ClubA **#L'effetA** **#Ambition** **#TheAEffect**

SOCIAL MEDIA LINKS

[L'effet A on LinkedIn](#)
[The A Effect on LinkedIn](#)
[L'effet A on Facebook](#)
[The A Effect on Facebook](#)

[Instagram](#)
[Twitter](#)
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