

# SWE Brand Basics

## SWE IN ONE BRIEF LINE

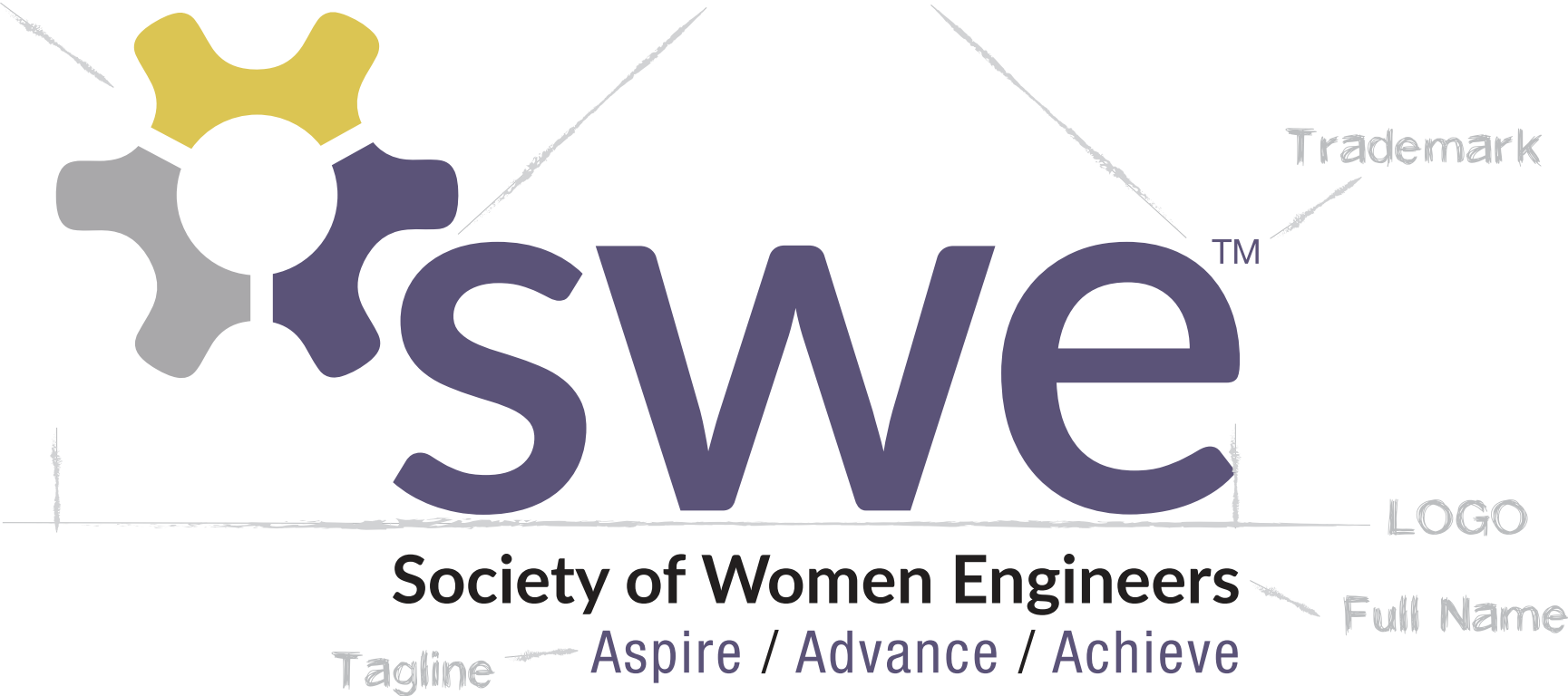
The Society of Women Engineers is the world’s largest advocate and catalyst for change for women in engineering and technology.

### Logomark

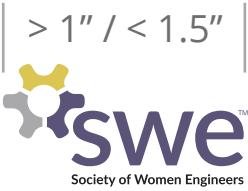
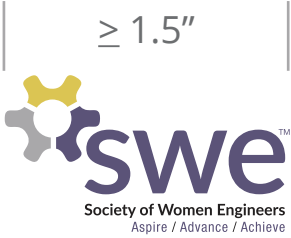
The Logomark honors SWE’s heritage with its gear-like shape and use of SWE’s original gold. The three segments of the gear represent the tagline Aspire/Advance/Achieve as well as professionals, collegiates and girls K-12.

### Logotype

Lowercase acronym is used to convey a friendly, welcoming community.



## MINIMUM SIZES (FOR PRINT)



## COLORS



### SWE PURPLE

PMS: 5275 C  
CMYK: 71/71/31/13  
RGB: 90/83/119  
Hex Code: #5A5377



### SWE GOLD

PMS: 458C  
CMYK: 16/17/81/0  
RGB: 219/197/84  
Hex Code: #DBC554



### SWE GRAY

PMS: Cool Grey 6 C  
CMYK: 35/29/28/0  
RGB: 169/169/169  
Hex Code: #A9A8A9

## Brand Promise

The Society of Women Engineers (SWE) is the world’s largest advocate and catalyst for change for women in engineering and technology. To ensure SWE members reach their full potential as engineers and leaders, the Society offers unique opportunities to network, provides professional development and shapes public policy. SWE champions the value of diversity. We inspire young girls to become engineers and support them with scholarships in order to expand the engineering profession’s ability to improve the quality of life for billions of people worldwide.



## LOGO VARIATIONS



### Region Logo

Region name set in Helvetica Neue LT Std 77 Bold Condensed Oblique

Region nickname set in Helvetica Neue LT Std 57 Condensed Oblique



### Section Logo

Section name set in Helvetica Neue LT Std 57 Condensed Oblique



### International Affiliate Logo

Country name set in Helvetica Neue LT Std 77 Bold Condensed Oblique

Section name set in Helvetica Neue LT Std 57 Condensed Oblique

## BRAND MESSAGING

- The Society of Women Engineers is the world’s largest advocate for all women in engineering and technology.
- The Society of Women Engineers champions the value of diversity by being a catalyst for change.
- The Society of Women Engineers inspires women to achieve their full potential as engineers and leaders.
- The Society of Women Engineers will be there for women as they seek to be their authentic selves through all stages of their careers and lives.

## REVERSED VERSION

