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)

<table>
<thead>
<tr>
<th>≥ 1.5”</th>
<th>&gt; 1” / &lt; 1.5”</th>
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<tbody>
<tr>
<td>![SWE Icon]</td>
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COLORS

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

- **SWE GOLD**
  - PMS: Cool Grey 6 C
  - CMYK: 16/17/81/0
  - RGB: 219/197/84
  - Hex Code: #6A8A54

- **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.

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.

LOGO VARIATIONS

- **Region Logo**
  - Region nickname set in Helvetica Neue LT Std 77 Bold 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

June 2015