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Introduction and Brand Principles
This document provides the necessary guidelines to ensure a strong, professional and consistent brand image for the Society of Women Engineers around the globe.

These guidelines cover the entirety of the SWE brand including the master brand logo system, color palette, typography, imagery and SWE’s graphic style or identity system. Direction for both print and online usage is included. Also included in this document are guidelines for SWE’s sub-brands and programs.

The SWE brand guidelines should be used when creating any communication for the Society. Every impression a member, program or communication makes under the name of SWE will reflect on the Society. Any use of SWE’s logo identity system, name, tagline or messaging should strengthen and reinforce our brand. The SWE brand should support SWE’s mission, values, diversity initiatives and member values.

Positively supporting the SWE brand is not as easy as following these guidelines. Each SWE activity either enhances or diminishes the brand. Members should reflect on SWE’s mission, values and diversity principles for each activity to ensure that activity is enhancing the brand. For example, the selection of speakers, topics, entertainment, facilities and language in an event invitation all impact the SWE brand. Per SWE Bylaws EC 2/25-26/78, all sections are required to use the standard logo identity system.
WHAT IS A BRAND?

Our brand is SWE’s promise to our members, partners and the public. It demonstrates what can be expected from SWE’s products and services, and differentiates us from all other entities that offer similar products and services. The brand attempts to capture who we are, who we want to be and how we are perceived. The foundation of a brand is a master brand identity system and consistent messaging. This document discusses the SWE brand and summarizes the guidelines for using SWE’s master brand identity system and messaging.

THE SOCIETY OF WOMEN ENGINEERS’ 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.
SWE’S MISSION

The SWE brand should capture SWE’s mission: Stimulate women to achieve their full potential in careers as engineers and leaders, expand the image of the engineering profession as a positive force in improving the quality of life, and demonstrate the value of diversity.

SWE VALUES AND DIVERSITY PRINCIPLES

All branding should be consistent with SWE’s values and diversity principles.

SWE Values

INTEGRITY: We aspire to the highest level of ethical behavior as evidenced by honesty and dignity in our personal and professional relationships and responsibilities.

INCLUSIVE ENVIRONMENT: We embrace diversity in its broadest interpretation and commit to creating an inclusive environment for all our members and stakeholders. We value the contributions of a diverse membership, which enables SWE to achieve its full potential.

MUTUAL SUPPORT: We provide an organization that fosters mentoring, and the development of professional and personal networks.

PROFESSIONAL EXCELLENCE: We conduct our activities in a professional manner, demonstrating and demanding the highest standards of business practices.

TRUST: We share a common definition of success with open, transparent access to common information, building mutual respect and confidence in the competence of those with whom we lead, serve and partner.

Our Commitment to Diversity

At SWE, we acknowledge and respect the value of a diverse community. We recognize that the scope of diversity includes race/ethnicity, family status, age, physical abilities, sexual orientation, socio-economic status and occupational focus. Our Society will maintain an environment that is supportive of these elements, and we will promote inclusion within our organization and the engineering community.
SPEAKING WITH ONE VOICE

Just as SWE provides a united voice for women in engineering and technology, our brand messaging ensures that when we communicate about the Society, we do so in a unified, consistent way. The following messaging, attributes and brief descriptors provide the tools necessary to portray a brand that accurately reflects SWE and allows us to speak with one voice.

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 the 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 in all stages of their careers and lives.

BRAND ATTRIBUTES: When people think of SWE, they will think of us as:

- PROGRESSIVE
- PROFESSIONAL
- AUTHENTIC
- CREDIBLE
- GLOBAL
- UNIQUE

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.

SWE in Under 20 Seconds
The Society of Women Engineers is the world’s largest advocate and catalyst for change for women in engineering and technology. We help members reach their full potential as engineers and leaders through networking, professional development and the shaping of public policy. And, we inspire young girls to become engineers and support them with scholarships.
SWE BASIC IDENTITY ELEMENTS

The SWE Master Brand symbolizes the Society’s brand promise, attributes and aspirations. But it is not the only element of SWE’s entire identity. Each of the following elements plays an important individual role in the SWE brand universe. These elements have been carefully created, selected and identified to reflect our mission and values and to provide a brand that is unique and authentic. For specifics on each of these elements, see their corresponding sections in this document.

1. SWE Master Brand

2. Primary/Secondary Color Palette

3. Typography

4. Imagery

5. Design System
According to a document dated Nov. 7, 1950 from then SWE President Beatrice Hicks to fellow member Jeanne Young, the initial SWE “emblems” were presented at the SWE founding meeting in May of 1950. Hicks informed Young, Chairman of SWE’s Emblem Committee, that the members had voted on several designs. Following the vote, members decided to use a combination of ideas and the Board of Directors was “empowered” to obtain a final design that was in “good artistic taste.” Hicks notes in her letter to Young that “as I remember it, the emblem was a Gear (sic) with a large SWE slanting across it.” The letter instructed that Young should send a copy of the drawing in color for submission to the membership at the next convention for adoption of the Society’s colors. Hicks suggested that Young consider one color with white, such as green and white, as it would be inexpensive to reproduce on stationery. There is no clear indication how the SWE colors came to be other than perhaps they were colors that Jeanne Young liked.

Subtle Changes Through Time

Following the adoption of the first SWE “emblem” in 1950, there were many variations throughout the ’50s and ’60s. Some of the changes were attributed to reproduction issues such as problems printing the cross hatching that was originally part of the logo. One modification in 1951 involved balancing the cogs of the gear differently than the original sketch to create a “fuller appearance.” This change seems to have been arbitrarily done by someone in what was then called the Philadelphia District. In the early 2000s the SWE logo was paired with the SWE logotype “The Society of Women Engineers” along with the current tagline “Aspire • Advance • Achieve.”

A New Direction

In May of 2015 the FY15 Senate approved the current logo/master brand, the first major logo change in nearly 65 years. The decision was made after months of planning, research and open debate in order to ensure that the SWE brand accurately reflected the modern, progressive and global society SWE has become.
SWE’S MASTER BRAND

The SWE Master Brand is the cornerstone of SWE’s identity and should be treated with respect. The master brand is a system that consists of the logo (comprised of a logomark (the SWE “gear”) and logotype (the text “swe”)), the full society name and the SWE tagline (Aspire/Advance/Achieve). The logo system has been designed for flexibility in application. Please note: these guidelines account for as many types of applications as can be anticipated at the time of publication.

USE OF THE SWE MASTER BRAND

Consistent, thoughtful use of the SWE Master Brand will:

- give SWE a consistent global identity worldwide;
- ensure that SWE organizations (including Regions, Sections and International Affiliates), products, services, and print and electronic materials will be immediately identified with SWE;
- enhance the SWE name and reputation as the leading voice for women in engineering and technology and help introduce SWE to potential members and customers;
- enhance the credibility of publications, events and activities;
- protect the SWE name and brand from trademark infringement.
THE COMPONENTS OF THE SWE MASTER BRAND

1. LOGOMARK: The SWE “gear” is not to be modified in any way and is NOT to be used separately to represent the Society. It can be used as a design element.

2. LOGOTYPE: This system features the “SWE” acronym in lowercase. The font is Lato Semibold and is not to be modified. The logotype is set in SWE Purple (See p. 21). The logotype is NOT to be used separately from the logomark.

3. FULL NAME: The full Society name is set in Lato Medium, with initial uppercase in 100% black. The full name is right-aligned off of the logotype and is to be included in any use equal to or greater than 1” in width of the logo (See p. 14).

4. TAGLINE: Aspire / Advance / Achieve is set in Helvetica Neue LT Std 57 Condensed, in SWE Purple (the forward slashes are in black). The tagline is right-aligned off of the full name and is to be included in any use equal to or greater than 1.5” in width of the logo (See p. 14). NOTE: the tagline may be separated from the SWE Master Brand but must be used in close proximity. The tagline may be used in varying color combinations of the SWE Master Brand palette.

5. TRADEMARK: The “TM” symbol is to always be included with the SWE Master Brand and its configurations. NOTE: The size of the “TM” symbol may be reduced on larger applications of the logo in order to be less obtrusive; it should remain in the same position.

Quick Facts

1. The logomark honors SWE’s heritage with its gear-like shape and use of SWE’s original gold.
2. The three segments of the gear represent Aspire/Advance/Achieve as well as professionals, collegiates and girls K-12.
3. A lowercase acronym is used to convey a friendly, welcoming community.
PREFERRED USE OF LOGO

Acceptable

THE SWE LOGO with the full name and tagline is the primary/default visual identity of choice and should be used whenever possible, especially for use with non-members.

Not Acceptable

THE LOGOMARK is NOT to be used separately to represent the Society. It can be used as a design element.

THE LOGOTYPE is NOT to be used separately from the logomark.
CONFIGURATION AND SIZE GUIDANCE

Print

Use Complete Master Brand

Equal to or wider than 1.5" / 4 cm

Do Not Use Tagline

Wider than 1" / 2.5 cm and less than 1.5" / 4 cm in width

Do Not Use Full Name or Tagline

Less than or equal to 1" / 2.5 cm in width

Electronic

Use Complete Master Brand

Equal to or wider than 200 pixels

Do Not Use Tagline

Wider than 144 pixels and less than 200 pixels in width

Do Not Use Full Name or Tagline

Less than or equal to 144 pixels in width
Clear Space (print and online)

It is important to maintain a clear “buffer” of space around the SWE Master Brand in order to maximize its visual impact and ensure it is easy to identify and read. The master brand should not touch any other images or text. There should be a minimum of 1/2 the height of the “e” in the logo of space all around the logo identity system. Always position the logo identity system away from other text, graphics and design elements.

Size Ratio (print and online)

The SWE Master Brand should be sized appropriately in relation to the application in which it appears. Below are general guidelines for various application types:

1. COMMON FORMATS
   (including letter, legal, tabloid, A5, A4, web pages)
   The width of the SWE Master Brand should be around 1/5 of the width of the application. E.g.: The logo would be around 1.7” on an 8/12 x 11 (letter) publication.
   **NOTE:** You must follow the configuration and size guidance found on page 14.

2. SLIM FORMATS
   (including flyers, web banners, HTML email templates)
   On slim applications the width of the SWE Master Brand should be around 1/3 of the width of the application. E.g.: The logo would be about 180 pixels in a 600 pixel-wide HTML email template. **NOTE:** You must follow the configuration and size guidance found on page 14.

3. EVENT SIGNAGE
   The SWE Master Brand should be about 1/3 of the width of conference signage applications in order to ensure visibility from afar. **NOTE:** You must follow the configuration and size guidance found on page 14.

Centering the Logo

The SWE Master Brand should be centered off of other objects by using the center of the “w” vs. the center of the overall logo.

Acceptable ✔

Not Acceptable ❌
INCORRECT USAGE OF THE SWE MASTER BRAND

- **DO NOT ATTEMPT** to recreate any portion of the master brand.

- **DO NOT REPRODUCE** the master brand in colors other than addressed on pages 22 and 24.

- **DO NOT COMBINE** the logo with any other element—such as logos, words, graphics, photos, slogans, symbols, etc.—that might seem to create a hybrid logo.

- **DO NOT PLACE** the logo identity system on a patterned background.

- **DO NOT ROTATE**, skew, redraw, re-proportion or otherwise alter or distort the master brand or its elements in any way.
SWE MASTER BRAND/TAGLINE
USE ON PROMO ITEMS (e.g. T-shirts, bags, pens)

Screen Printing/Larger Items:
THE TAGLINE IS OPTIONAL when screen printing or imprinting on larger items such as mugs, notepads, etc. The logo and full name must be used in its entirety and must be at least 2 inches or wider.

Embroidery:
DO NOT USE THE FULL NAME OR TAGLINE when embroidering. The logo identity system in its entirety must be at least 2 inches or wider.

Small Items, Such as Pins and Pens:
DO NOT USE THE FULL NAME OR TAGLINE on items with minimal space. The logo must be at least .5 inches in width depending on the printing area specified by the supplier.

Buttons:
DO NOT USE THE TAGLINE on buttons smaller than 1.5 inches or the full name and tagline on buttons 1 inch or less. The full name and tagline can be used when the SWE Master Brand can be sized 1.5 inches or greater.

Use of Color
The preferred use of color on imprinted items is the full-color SWE Master Brand. Normally this will be done using a four-color process. If budget does not allow for full color, then use only one color, the SWE Purple which is PMS 5275C. You should be able to submit the black, .eps version of the SWE Master Brand configuration you are using and specify PMS 5275C. If you cannot submit a PMS color, select white, gray or black.
REGION/SECTION/INTERNATIONAL AFFILIATE USAGE

Official logos for each Region/Section and International Affiliate have been provided by Society HQ. They can be found at newlogo.swe.org (in a variety of versions). Regions, Sections and International Affiliates are to use these as their official SWE logo and ARE NOT to use existing logos that have been created without permission from HQ. These logos should not be modified in any way or adorned with region or school mascots, or any other type of image, emblem, etc. They can be placed in proximity to other organizational logos following the clear space guidance found on page 15. For questions regarding your official SWE logo, or to request a Region/Section/International Affiliate logo that has not been provided, contact marketing@swe.org.

**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

Incorrect Region/Section/International Affiliate logos
Per SWE Bylaws EC 2/25-26/78, all sections are required to use the standard logo identity system.

**NOTE:**
Region/Section/International Affiliate logos should NOT be used at a width smaller than 1.5” / 4 cm or 200 pixels. If usage is smaller in width, see page 14 for guidance.

DO NOT USE CUSTOM-CREATED SWE LOGOS, change colors or add any mascots, emblems, etc.
Society of Women Engineer Master Brand Files

The following SWE Master Brand files can be found at brand.swe.org and on the SWE Sharepoint system.

**EPS**
The EPS (Encapsulated Post Script) logos are for use in professional graphic design applications. EPS files can be enlarged to any size without loss of quality and is the preferred format. Color variations have been provided to accommodate various applications.

**File Names**
- **Full SWE Master Brand:**
  - SWE_Full_Master_Brand_PMS.eps
  - SWE_Full_Master_Brand_CMYK.eps
  - SWE_Full_Master_Brand_Purple.eps
  - SWE_Full_Master_Brand_BLK.eps
  - SWE_Full_Master_Brand_Reversed.eps
- **SWE Master Brand No Tag:**
  - SWE_Master_Brand_No_Tag_PMS.eps
  - SWE_Master_Brand_No_Tag_CMYK.eps
  - SWE_Master_Brand_No_Tag_Purple.eps
  - SWE_Master_Brand_No_Tag_BLK.eps
  - SWE_Master_Brand_No_Tag_REVERSED.eps
- **SWE Master Brand Logo Only:**
  - SWE_Master_Brand_Logo_Only_PMS.eps
  - SWE_Master_Brand_Logo_Only_CMYK.eps
  - SWE_Master_Brand_Logo_Only_Purple.eps
  - SWE_Master_Brand_Logo_Only_BLK.eps
  - SWE_Master_Brand_Logo_Only_REVERSED.eps

**PNG**
The PNG (Portable Network Graphic) logos are suitable for most web, Microsoft® and non-professional printing applications. The PNG has a transparent background and can be placed over a color background.

**File Names**
- **Full SWE Master Brand:**
  - SWE_Full_Master_Brand_COLOR.png
  - SWE_Full_Master_Brand_Purple.png
  - SWE_Full_Master_Brand_BLK.png
  - SWE_Full_Master_Brand_Reversed.png
- **SWE Master Brand No Tag:**
  - SWE_Master_Brand_No_Tag_COLOR.png
  - SWE_Master_Brand_No_Tag_Purple.png
  - SWE_Master_Brand_No_Tag_BLK.png
  - SWE_Master_Brand_No_Tag_REVERSED.png
- **SWE Master Brand Logo Only:**
  - SWE_Master_Brand_Logo_Only_COLOR.png
  - SWE_Master_Brand_Logo_Only_Purple.png
  - SWE_Master_Brand_Logo_Only_BLK.png
  - SWE_Master_Brand_Logo_Only_REVERSED.png

**JPG**
The JPEG (Joint Photographic Experts Group) logos are suitable for most web, and Microsoft applications. The JPEG always has a white background and the color versions are saved as a RGB (Red/Green/Blue) file, which is suitable for onscreen usage.

**File Names**
- **Full SWE Master Brand:**
  - SWE_Full_Master_Brand_RBG.jpg
  - SWE_Full_Master_Brand_RGB_Purple.jpg
  - SWE_Full_Master_Brand_BLK.jpg
- **SWE Master Brand No Tag:**
  - SWE_Master_Brand_No_Tag_RBG.jpg
  - SWE_Master_Brand_No_Tag_RGB_Purple.jpg
  - SWE_Master_Brand_No_Tag_BLK.jpg
- **SWE Master Brand Logo Only:**
  - SWE_Master_Brand_Logo_Only_RBG.jpg
  - SWE_Master_Brand_Logo_Only_RGB_Purple.jpg
  - SWE_Master_Brand_Logo_Only_BLK.jpg
Brand Color System
SWE MASTER BRAND PRIMARY COLOR PALETTE

Color is a critical component of the SWE brand image. Below are the three primary colors of the SWE Master Brand color palette, which should be used for all society-wide communications. In most cases, the SWE Master Brand and complete brand identity system should be printed using 4-color (4C) process. However, when the SWE Master Brand is printed in 1-color, the default is the SWE Purple (PMS 5275 C).

**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 Gray 6 C
- CMYK: 35/29/28/0
- RGB: 169/169/169
- Hex Code: #A9A8A9

The colors specified herein are based upon the PANTONE® Matching System (PMS); the specified breakdowns were generated in Adobe® Illustrator® CC 2014.1.1 Release.
SECONDARY PALETTE

The following secondary palette can be used for accent colors in Society communications. These colors can also be used for subbrands, specific marketing campaigns (such as membership marketing) or product distinction or in cases where cultural norms may conflict with the SWE Master Brand palette.

**SWE BLUE**
PMS: 7688 C  
CMYK: 70/28/4/0  
RGB: 68/151/203  
Hex Code: #4497CB

**SWE BURGUNDY**
PMS: 696 C  
CMYK: 32/81/55/16  
RGB: 155/71/85  
Hex Code: #9B4755

**SWE LIGHT PURPLE**
PMS: 667 C  
CMYK: 57/63/23/3  
RGB: 125/104/144  
Hex Code: #7D6890

**SWE DARK GRAY**
PMS: 425 C  
CMYK: 65/56/53/29  
RGB: 84/87/89  
Hex Code: #545759

**SWE ORANGE**
PMS: 7577 C  
CMYK: 7/61/87/0  
RGB: 229/125/60  
Hex Code: #E57D3C

**SWE TEAL**
PMS: 7709 C  
CMYK: 60/13/25/0  
RGB: 99/176/187  
Hex Code: #63B0BB

**SWE MEDIUM GRAY**
PMS: 423 C  
CMYK: 48/39/39/4  
RGB: 138/140/140  
Hex Code: #8A8C8C

Example usage of the SWE secondary color palette
COLOR VARIATIONS

The SWE Master Brand is provided in the following color variations:

- Full-color version (preferred)
- 1-color version (SWE Purple)
- Reversed (shown out of a solid area of a photo)
- Reversed (shown out of a solid color)
- Black version (for use in black & white/grayscale applications)
SWE.ORG COLORS
The following web colors are used exclusively on swe.org and should not be used in other applications.

- **PURPLE**
  - RGB: 103/89/120
  - Hex Code: #675978

- **TEAL**
  - RGB: 172/187/191
  - Hex Code: #ACBBBF

- **YELLOW**
  - RGB: 221/194/80
  - Hex Code: #DDC251

- **BLUE**
  - RGB: 148/151/173
  - Hex Code: #9397AC

- **GRAY**
  - RGB: 184/179/176
  - Hex Code: #B7B3B0
Brand Typography
PRIMARY TYPEFACE

The primary typeface for SWE is Open Sans. Open Sans is a serif typeface that allows for easy readability in all communications, both printed and electronic. Open Sans is a Google font and is available for free download at google.com/fonts. The font is available in many weights and styles as identified below. For instances when Open Sans is not available (e.g. documents created in Microsoft Office®) alternative fonts are listed on page 28.

Open Sans - the SWE Typeface

<table>
<thead>
<tr>
<th>Font Style</th>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
<th>abcdefghijklmnopqrstuvwxyz</th>
<th>1234567890</th>
</tr>
</thead>
<tbody>
<tr>
<td>Light</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
</tr>
<tr>
<td>Light Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
</tr>
<tr>
<td>Regular</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
</tr>
<tr>
<td>Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
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<tr>
<td>Semibold</td>
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<td>1234567890</td>
</tr>
<tr>
<td>Semibold Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
</tr>
<tr>
<td>Condensed Light</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
</tr>
<tr>
<td>Condensed Light Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
</tr>
<tr>
<td>Condensed Bold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
</tr>
<tr>
<td>Condensed Bold Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
</tr>
</tbody>
</table>

NOTE:

While Open Sans is the primary font for all communications, it is not used in the SWE Master Brand logo system. See the SWE Master Brand section for typography direction/information.
TYPOGRAPHY SAMPLES

Below are examples of typographic styles found in SWE communications. Various weights and versions are used to create a structured, hierarchy of information. NOTE: this information is not provided as a definitive list of usages; rather these are just examples.

Sample Main Header

THE SOCIETY OF WOMEN ENGINEERS

FONT: Open Sans Condensed Bold
FONT SIZE: 24 pt.
COLOR: SWE Gold

Sample Subhead

The Society of Women Engineers

FONT: Open Sans Condensed Bold
RECOMMENDED FONT SIZE: 18 pt.
COLOR: SWE Purple

Sample Smaller Subhead

The Society of Women Engineers

FONT: Open Sans Condensed Bold
RECOMMENDED FONT SIZE: 15 pt.
COLOR: SWE Gray

Sample Body Copy

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

FONT: Open Sans Light
RECOMMENDED FONT SIZE: 11 pt.
COLOR: PMS 425 C

Sample Smaller Body Copy

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

FONT: Open Sans Light
RECOMMENDED FONT SIZE: 9 pt.
COLOR: PMS 425 C

Sample Callout Copy

The SWE logo (updated in the early 2000s) prior to July of 2015

FONT: Open Sans Condensed Bold
RECOMMENDED FONT SIZE: 8 pt.
COLOR: SWE Purple
**ALTERNATIVE TYPEFACE**

For instances when Open Sans is not available (e.g. documents created in Microsoft Office®), the following alternative fonts may be substituted.

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arial Regular</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
<tr>
<td>Arial Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
<tr>
<td>Arial Bold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
<tr>
<td>Arial Bold Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
<tr>
<td>Arial Narrow</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
<tr>
<td>Arial Narrow Bold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
<tr>
<td>Arial Narrow Bold Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
</tbody>
</table>

**SWE.ORG TYPEFACES**

The following typefaces (with the exception of Arial) are used on swe.org exclusively.

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arial Regular</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
<tr>
<td>Cabin Bold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
<tr>
<td>Cabin Semibold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
<tr>
<td>Georgia Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
</tbody>
</table>
IMAGERY

SWE brand imagery encompasses all photography and graphic elements that are used to create visual messages. It is imperative that the imagery is consistent and reflective of the brand.

Photo Selection

Photos should provide an accurate representation of SWE in a positive, professional manner. In keeping with SWE’s focus on diversity, images should be reflective of the various age groups and ethnicities that comprise the membership. Whether in the field, an indoor setting or other surroundings, images must convey professionalism and a passion for diversity, inclusiveness and empowerment. All images must have written consent for use and/or be purchased from a stock image provider with proof of a proper usage license. Snapshots and “non-professional” photography should be avoided for use when the image is to be a focus point of a communication vehicle such as a postcard, banner on a website, etc. They can be used as supporting images such as with online articles, etc. Photographs that include a minor(s) require permission signed release from the child’s guardian. Releases may be found online in the Member/Section Tools section of the site under “Promote SWE.”

File Types

- Digital images with a high resolution (300dpi) should be used for printed materials.
- Those with a low resolution (72dpi) should be used primarily for on-screen viewing.
- Vector logo identity system files such as .ai, .eps or .pdf files are to be used in printed pieces.
- Raster logo identity system files such as gif and jpeg files are to be used online or on-screen only.
- Files with png extensions are recommended for use in Microsoft® applications (e.g. PowerPoint, Word). All PDF files have been designed for laser and inkjet output.

Rules and Limitations

Only images that follow the Photo Selection guidelines should be used in SWE designs. Graphs and charts are to complement the SWE brand colors.
Brand Identity System
SWE BRAND IDENTITY SYSTEM

While the SWE Master Brand is at the heart of the SWE brand identity, it is not the sole visual representation of the Society. A complete brand identity system has been designed to be used in all SWE communications, both printed and electronic. This “look and feel” offers a clean, simplified design that projects a sense of sophistication and openness. This system allows the SWE Master Brand to shine and provides HQ, leadership, members, partners and others in the SWE community flexible, easy-to-use resources.

Components

The Segmented Line

A thin segmented line is the main device of the brand identity system; it is used to draw the eye to key visuals or copy points within a communication vehicle.

Gaps in or at the ends of segmented lines are used to frame objects. Objects placed within gaps should be left aligned within the gap off of the segment and there needs to be visual spaces between the endpoints and the object.

When using the SWE Master Brand with the segmented line, the bottom endpoint of the top line should align with the tips of the top gear sprockets; the top endpoint of the bottom line should align with the tips of the bottom sprockets. This is an acceptable departure from the clear space rules on page 15.

Complete lines can be used in conjunction with segmented lines, as long as objects that interact with the lines appear at the top or bottom of the lines, left aligned and with visual space between object and line.

Color: The segmented line may be rendered in any of the primary or secondary brand colors and may be reversed out of solid colors.

Acceptable √

Not Acceptable ❌

Open Sans — The SWE Primary Brand Typeface

As outlined on page 26, the SWE’s primary typeface is Open Sans. This is an important component of the SWE brand identity system.
Components

The Gear Pattern

The brand identity system features a repeating pattern built with an outline of the SWE gear. This pattern may appear over the three main brand colors or any of the approved secondary colors, according to the following opacities. The pattern SHOULD NOT be used over other patterned objects or photographs and SHOULD BE placed behind type.

Acceptable  ✔

Dark Colors
Opacity of white = 20%

Light Colors
Opacity of white = 30%

If printing the gold in a PMS you should adjust the pattern to 40%.

Aspire / Advance / Achieve

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

When using multiple color blocks, the gear pattern cannot appear in blocks that are adjacent to one another.

The width of the individual gears should not be less than 1/4" (.7 cm) or greater than 1" (2.5 cm), based upon the application in which the pattern is used.
Usage Examples

Letterhead

Business Card

Social Media Graphics

Email Template
WE — ANNUAL CONFERENCE AND CAREER FAIR BRAND GUIDELINES

WE, the world’s largest conference for women engineers, is the premier event of the Society of Women Engineers. Each year a theme for the event is created along with a fully integrated marketing campaign. In addition to the theme, the color palette and marketing campaign are unique to that year. The theme is inspired by the communicated goals of the president of the fiscal year in which the WE event falls. Separate guidelines are created each year in conjunction with the marketing campaign.

Logo Example

Official “WE” logo

Official “WE” descriptor
(adopted for WE15 and subsequent WE events)

Last two digits of the year in which WE falls

The World’s Largest Conference for Women Engineers

Previous Year Examples

WE12
The Annual Conference for Women Engineers

WE13
The Annual Conference for Women Engineers

WE EUROPE

The Annual Conference for Women Engineers

International WE conference logos are a variation of the WE logo for that same year, as shown here.

Campaign Example

WE campaigns feature images of women in engineering and technology, and are preferably SWE members.

Theme example

Candid photos of SWE events, such as WE, should be shot in such a way that there is a central focus to the image and the image conveys a story.
SWE ADVANCE BRAND GUIDELINES

Primary Logo

Use the logo and tagline lockup “Learning for Career and Life.”

In Conjunction with the SWE Logo

The SWE Master Brand should appear in conjunction with Advance logo on the first reference, such as title page, cover page, etc. The logo may be placed anywhere on the page that makes sense within the design and may be sized smaller than the Advance logo, as long as it meets specified size requirements for the SWE Master Brand.

Lettermark

The “A” lettermark can be used alone to brand Advance products and services like webinars and online courses. If the overall brand of Advance is being promoted, the entire logo system (logo and tagline lockup) should be used.

Brand Color Palette

**PURPLE**
- PMS: 7447 C
- CMYK: 70/80/28/12
- RGB: 96/71/117
- Hex Code: #604775

**DARK GRAY**
- PMS: Cool Gray 11 C
- CMYK: 65/57/52/29
- RGB: 85/85/89
- Hex Code: #555559

**TEAL**
- PMS: 5503 C
- CMYK: 43/17/24/0
- RGB: 147/182/187
- Hex Code: #93B6BB

**LIGHT GRAY**
- PMS: Cool Gray 8 C
- CMYK: 43/17/24/0
- RGB: 147/182/187
- Hex Code: #8A8A8D
SWENEXT BRAND GUIDELINES

Primary Logo

![Full-color version (preferred)](image)

In Conjunction with the SWE Logo

![Reversed version](image)

The SWE Master Brand should appear in conjunction with the SWENEXT logo on the first reference, such as title page, cover page, etc. The logo may be placed anywhere on the page that makes sense within the design and may be sized smaller than the SWENEXT logo, as long as it meets specified size requirements for the SWE Master Brand.

Brand Color Palette

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

- **LIGHT BLUE**
  - PMS: 305 C
  - CMYK: 57/0/6/0
  - RGB: 87/200/231
  - Hex Code: #57C8E7

- **BRIGHT GREEN**
  - PMS: 381 C
  - CMYK: 24/0/100/0
  - RGB: 206/219/0
  - Hex Code: #CEDB00

- **PINK**
  - PMS: 710 C
  - CMYK: 4/90/64/0
  - RGB: 230/63/82
  - Hex Code: #E63F52
**INVENT IT. BUILD IT. BRAND GUIDELINES**

**Primary Logo**

The SWE Master Brand should appear in conjunction with the Invent It. Build It. logo on the first reference, such as title page, cover page, etc. The logo may be placed anywhere on the page that makes sense within the design and may be sized smaller than the Invent It. Build It. logo, as long as it meets specified size requirements for the SWE Master Brand.

**Partner Logo Lockup**

Invent It. Build It. is a collaborative event by SWE, ExxonMobil, the Girl Scouts, Design Squad Nation and Techbridge. This pyramid of logos must always appear in conjunction with the Invent It. Build It. logo.

The ExxonMobil logo and following copy must always appear in conjunction with the the Invent It. Build It. logo: *Made Possible Through a Generous Grant from the ExxonMobil Foundation.*

**Brand Color Palette**

**YELLOW**
- PMS: 130C
- CMYK: 2/38/100/0
- RGB: 246/168/0
- Hex Code: #f6a800

**ORANGE**
- PMS: 158C
- CMYK: 2/66/100/0
- RGB: 239/117/33
- Hex Code: #EF7521

**PINK**
- PMS: 710C
- CMYK: 4/90/64/0
- RGB: 230/63/82
- Hex Code: #E63F52

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*Made Possible Through a Generous Grant from the ExxonMobil Foundation.*