swe
Society of Women Engineers
Aspire / Advance / Achieve

Brand Guidelines

September 2021

TABLE OF CONTENTS

![Society of Women Engineers logo — SWE, Aspire / Advance / Achieve]

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 primary 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.

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 primary brand identity system and consistent messaging. This document discusses the SWE brand and summarizes the guidelines for using SWE's primary 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'S VALUES AND DIVERSITY PRINCIPLES
All branding should be consistent with SWE's values and diversity principles.

SWE's 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, socioeconomic 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'S BASIC IDENTITY ELEMENTS

The SWE Primary 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 Primary Brand

swe™
Society of Women Engineers
Aspire / Advance / Achieve

2. Primary Color Palette

Secondary Color Palette

3. Typography

Open Sans Font Family
Open Sans Condensed Font Family
Merriweather Font Family
Caveat Font Family
Arial Font Family

4. Imagery

5. Design System

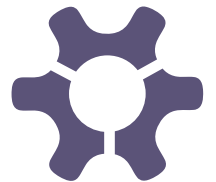Gear Pattern   Segmented Line   Gear

TITLE

![SWE — Society of Women Engineers — Aspire / Advance / Achieve](logo)
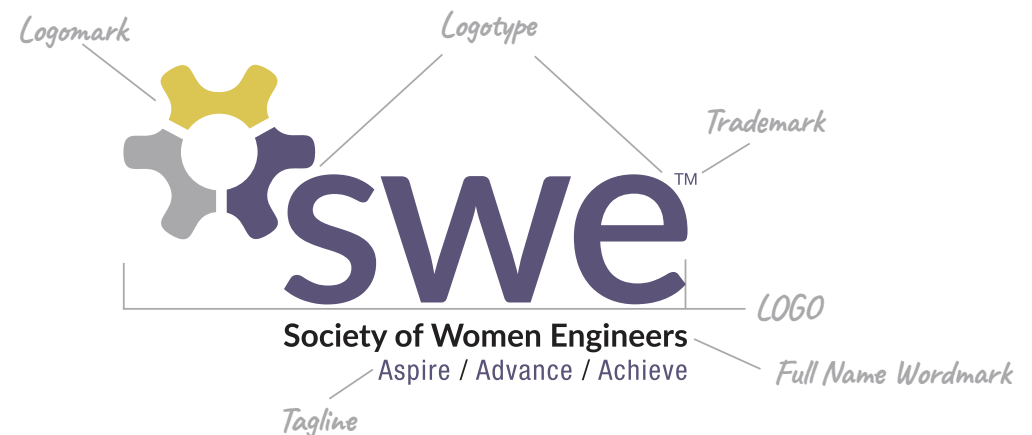
SWE's Primary Brand Standards

SWE'S PRIMARY BRAND

The SWE Primary Brand is the cornerstone of SWE's identity and should be treated with respect. The primary brand is a system that consists of the logo (comprising 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 PRIMARY BRAND

Consistent, thoughtful use of the SWE Primary 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 PRIMARY BRAND

Logomark *Logotype*

Trademark

LOGO

Full Name Wordmark

Tagline

Society of Women Engineers

Aspire / Advance / Achieve
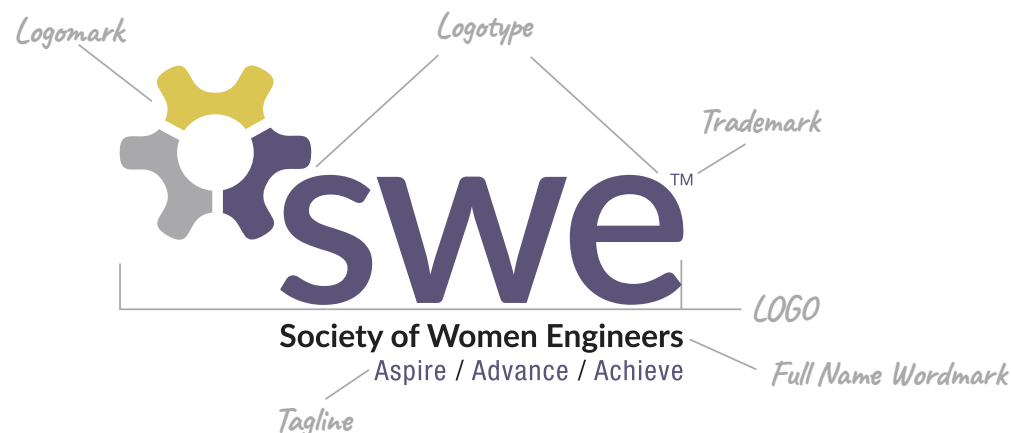
1. **LOGOMARK:** The SWE "gear" is not to be modified in any way. It may be used separately to represent the Society (see page 12) and as a design element.

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 page 20). The logotype is NOT to be used separately from the logomark.

Society of Women Engineers™

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 page 13).

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 page 13). **NOTE:** The tagline may be separated from the SWE Primary Brand but must be used in close proximity. The tagline may be used in varying color combinations of the SWE Primary Brand palette.

Aspire / Advance / Achieve

5. **TRADEMARK:** The "TM" symbol is to always be included with the SWE Primary Brand and the SWE logomark (if used separately) 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.

PREFERRED USE OF LOGO ☑

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.

Acceptable ☑

THE SWE LOGO without tag, may stand alone.

THE LOGOMARK may stand alone to represent SWE, but the use the Full Name Wordmark must be present (see examples p. 16).

THE SWE LOGO without name or tag, may stand alone.

Society of Women Engineers™

THE FULL WORDMARK may stand alone to represent SWE, but it should only be used when space limitations will not allow for the full logo (see examples p. 16).

Not Acceptable ☒

THE LOGOTYPE is NOT to be used separately from the logomark.

CONFIGURATION AND SIZE GUIDANCE

Print

Use Complete Primary 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

The **minimum** size is .5" / 1.25 cm.

Electronic

Use Complete Primary 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 Primary Brand in order to maximize its visual impact and ensure it is easy to identify and read. The primary 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.
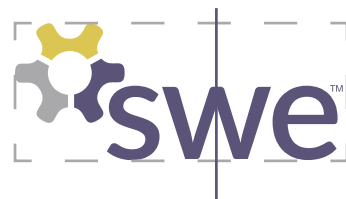
Always position the logo identity system away from other text, graphics and design elements.

1/2 the height of the "e" in the logo

1/2 the height of the "e" in the logo

Size Ratio (print and online)

The SWE Primary 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 Primary Brand should be around 1/5 of the width of the application. E.g., The logo would be around 1.7" on an 8 1/2 x 11 (letter) publication. **NOTE:** You must follow the configuration and size guidelines found on page 13.

2. SLIM FORMATS
(including flyers, web banners, HTML email templates) On slim applications the width of the SWE Primary 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 guidelines found on page 13.

3. EVENT SIGNAGE
The SWE Primary 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 guidelines found on page 13.

Centering the Logo

The SWE Primary 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 PRIMARY BRAND

☒ **DO NOT ATTEMPT** to recreate any portion of the primary brand.

☒ **DO NOT ROTATE,** skew, redraw, reproportion or otherwise alter or distort the primary brand or its elements in any way.

☒ **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.
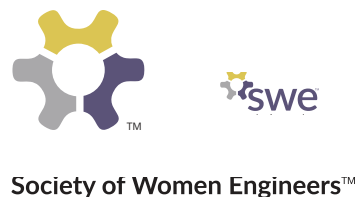
☒ **DO NOT REPRODUCE** the primary brand in colors other than addressed on pages 20 and 21.
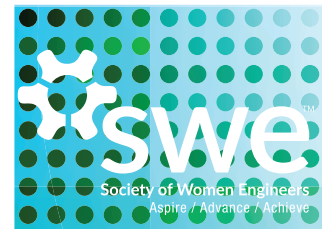
☒ **DO NOT PLACE** the logo identity system on a patterned background.

SWE PRIMARY BRAND/TAGLINE
USE ON PROMO ITEMS (e.g., T-shirts, bags, pens)

Society of Women Engineers

Society of Women Engineers

Society of Women Engineers
Late Career & Retiree AG

Society of Women Engineers™

NOTE: Use of Color

The preferred use of color on imprinted items is the full-color SWE Primary 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 Primary Brand configuration you are using and specify PMS 5275C. If you cannot submit a PMS color, select white, gray or black.

☑ **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" or wider.

☑ **Embroidery:**

USE OF FULL NAME OR TAGLINE Due to the unique requirements of embroidering a logo, some guidelines may be modified. Notably, when embroidering the full "Society of Women Engineers" name on your item, your vendor may not be able to embroider the name if it is sized too small. In these cases, working with your vendor, you may modify the art to re-position and re-size "Society of Women Engineers" to meet minimum embroidery size requirements. (See example to the left.) You can also avoid issues by using the SWE logo without the full name. **Avoid including the tagline for any embroidery application.** When selecting the thread colors, please select colors that most closely match the official SWE logo brand colors as noted on page 24. If your vendor does not offer closely matching thread colors for the full-color logo, consider using a one-color version of the logo in the approved colors on page 24. The use of the logomark is also permitted but the full name wordmark must also appear on the item. (See hat example to the right.)

☑ **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. The use of the full name wordmark can also be used to represent SWE when the logo will not fit. The use of the logomark is also permitted but the full name wordmark must also appear on the item. (See hat example above.)

☑ **Buttons:**

DO NOT USE THE TAGLINE on buttons smaller than 1.5" or the full name with tagline on buttons 1" or less. The full name and tagline can be used when the SWE Primary Brand can be sized 1.5" or greater. The gear may be used to as long as the full name wordmark is present on the button. It may be set straight or on a curve. The font is Lato Semibold with a kerning of -10 when setting the font by hand. When at all possible, please use the full name wordmark files provided by SWE.

SECTION/INTERNATIONAL AFFILIATE USAGE

Official logos for each Section and International Affiliate have been provided by Society HQ. They can be found at brand.swe.org (in a variety of versions). 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 13. For questions regarding your official SWE logo, or to request a Section or International Affiliate logo that has not been provided, contact marketing@swe.org.

Section Logo

Society of Women Engineers
Arizona State University

International Affiliate Logo

Society of Women Engineers
India / *Pune Maharashtra*

NOTE:

Section and 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 13 for guidance.

Incorrect Section and International Affiliate logos

Per SWE Bylaws EC 2/25-26/78, all sections are required to use the standard logo identity system.

University of Noname

☒ **DO NOT USE CUSTOM-CREATED SWE LOGOS,** change colors or add any mascots, emblems, etc.

NOTE:

SWE section logos should be within university guidelines for how university names are to be treated when in conjunction with a partner or affiliated program. SWE will honor modifying logos to meet university guideline standards.

SELECTING THE PROPER SWE PRIMARY BRAND FILE TYPE

SWE Primary 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.

EPS's should be used when creating professionally printed pieces. Example: flyers, brochures, posters, signage, buttons and imprinted products.

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.

PNGs should be used in digital materials where a transparent background is needed.

JPEG

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 an RGB (Red/Green/Blue) file, which is suitable for onscreen usage.

JPEG's should be used for digital materials. Examples: Websites, emails, web banners and social media.

NOTE:

Any of the above formats can be used for video, but using a vector-based .eps will allow for the logo to be scaled without losing quality when enlarged.

Brand Color System

SWE PRIMARY BRAND PRIMARY COLOR PALETTE

Color is a critical component of the SWE brand image. Below are the three primary colors of the SWE Primary Brand color palette, which should be used for all Society-wide communications. In most cases, the SWE Primary Brand and complete brand identity system should be printed using 4-color (4C) process. However, when the SWE Primary 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 sub-brands, specific marketing campaigns (such as membership marketing) or product distinction, or in cases where cultural norms may conflict with the SWE Primary 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 BLUE
PMS: 7699 C
CMYK: 79/39/19/26
RGB: 52/101/127
Hex Code: #34657F

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 GREEN
PMS: 376 C
CMYK: 48/0/100/1
RGB: 132/189/0
Hex Code: #84BD00

SWE YELLOW
PMS: 130 C
CMYK: 0/30/100/0
RGB: 253/185/19
Hex Code: #FDB913

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

ADA-COMPLIANT COLOR PALETTE

Implementing and adhering to these crucial standards reflects SWE's ongoing commitment to an inclusive and accessible experience. SWE has chosen to comply with the American Disabilities Act (ADA) standards for its brand color palettes. We have replaced four brand colors introduced previously with new versions that meet the 3:1 AA contrast ratio of color blind-based standard requirements.

SWE Colors that are ADA Compliant on White

The colors below are original SWE colors that pass ADA compliance for readability over a white background. See pages 20-21 for HEX codes.

SWE PURPLE   SWE BURGUNDY   SWE LIGHT PURPLE   SWE DARK BLUE   SWE DARK GRAY

SWE Alternative Colors that are ADA Compliant on White

The colors below are darker versions based on a few of the original SWE colors. These alternative colors pass ADA compliance for readability over a white background.

WEB SWE PINK
PMS: 1925 C
CMYK: 0/100/52/0
RGB: 224/0/77
Hex Code: #E0004D

WEB SWE TEAL
PMS: 7713 C
CMYK: 100/0/29/24
RGB: 0/125/138
Hex Code: #007D8A

WEB SWE BLUE
PMS: 2382 C
CMYK: 83/43/0/2
RGB: 39/116/184
Hex Code: #2774AE

WEB SWE DARK PURPLE
PMS: 4144 C
CMYK: 79/72/17/43
RGB: 58/58/89
Hex Code: #3A3A59

NOTE: Any of the original SWE Primary and Secondary colors can be used as accent colors on the site but type must adhere to these readability standards.

ADA-COMPLIANT COLOR PALETTE (CONT'D)

SWE's color palette contains a specific set of colors that can be used over the SWE Purple, SWE Dark Gray, and SWE Dark Purple colors when these are used as a background color. To ensure readability and ADA compliance, certain colors should only be used over darker background colors. In addition, you must follow minimum font size requirements listed below.

SWE Colors that are ADA-Compliant on SWE's Purple and Dark Gray

The colors below are original SWE colors that can be placed over SWE Purple or SWE Dark Gray when either is used as a background color. For readability, the minimum font size for ADA compliance is 18pt/24px to pass ADA compliance. See pages 20-21 for HEX codes.

SWE GOLD   SWE COOL GRAY   SWE GREEN   SWE YELLOW

SWE Colors that are ADA Compliant on SWE's Dark Purple

TThe colors below are the only set of original SWE colors that can be placed over SWE Dark Purple when used as a background color. For readability on SWE's Blue, SWE Teal, and SWE Orange, the minimum font size for ADA compliance is 18pt/24px. See pages 20-21 for HEX codes.

SWE GOLD   SWE COOL GRAY   SWE GREEN   SWE YELLOW

Minimum font size is 18 pt/24 px in the colors shown below:

SWE BLUE   SWE ORANGE   SWE TEAL

COLOR VARIATIONS

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

☑ Full-color version (preferred)

☑ Black version
(for use in black & white/
grayscale applications)

☑ 1-color version (SWE Purple)

☑ Reversed (shown out of a solid area of a photo)

☑ Reversed (shown out of a solid color)

Society of Women Engineers
Aspire / Advance / Achieve

Brand Typography

PRIMARY TYPEFACE

The primary typeface for SWE's brand is Open Sans/Open Sans Condensed. Open Sans is a sans serif typeface that allows for easy readability in all communications, both printed and electronic.

Merriweather and Caveat are alternative fonts that can be used as headlines, quotes or call-outs. When paired with Open Sans, they add visual interest to the design. All three of these font families are Google fonts and are available for free download at google.com/fonts. The fonts are available in many weights and styles.

For instances when Open Sans is not available (e.g., documents created in Microsoft Office®), Arial is the approved font for usage.

Font Family Examples

Open Sans
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Merriweather
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Caveat
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

NOTE:
While Open Sans is the primary font for SWE's communications, it is not used in the SWE Primary Brand logo system. See the SWE Primary Brand section for typography direction/information.

Brand Imagery

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.

Brand Imagery

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 make up the membership.

Imagery Rules

- 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.")

NOTE: 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.

File Types

- Digital images with a high resolutions (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.

Brand Identity System

SWE BRAND IDENTITY SYSTEM

While the SWE Primary 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 Primary 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 a device of the brand identity system; it is used to draw the eye to key visuals or copy points within a communication vehicle. **The segmented line is not mandatory.**

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 must be visual spaces between the endpoints and the object.

When using the SWE Primary 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 14.

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 ⊠

Single lines from the top/bottom of a page or object are acceptable. This approach is also recommended in responsive design online applications to avoid issues with the line interacting with moveable images.
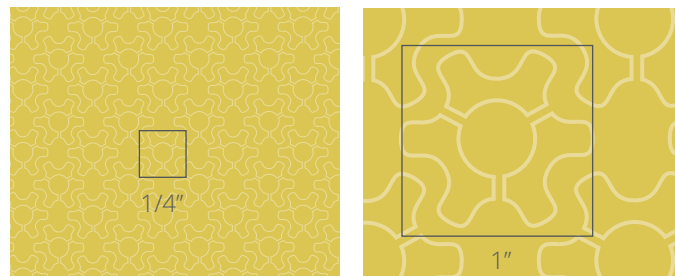
NOTE: Open Sans — The SWE Primary Brand Typeface

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 and SHOULD be placed behind type.

Acceptable ☑

Aspire / Advance / Achieve

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

1/4"

1"

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.
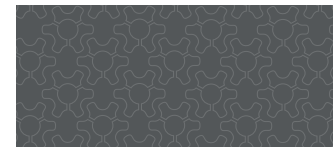
Not Acceptable ⊠

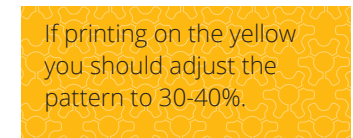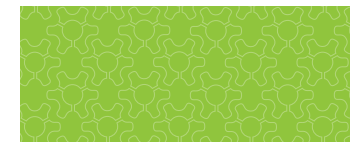When using multiple color blocks, the gear pattern cannot appear in blocks that are adjacent to one another.

Dark Colors
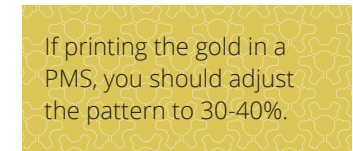Opacity of white = 15-20%

Light Colors
Opacity of white = 20-40%

If printing the gold in a PMS, you should adjust the pattern to 30-40%.

If printing on the yellow you should adjust the pattern to 30-40%.

Usage Examples

Identity System
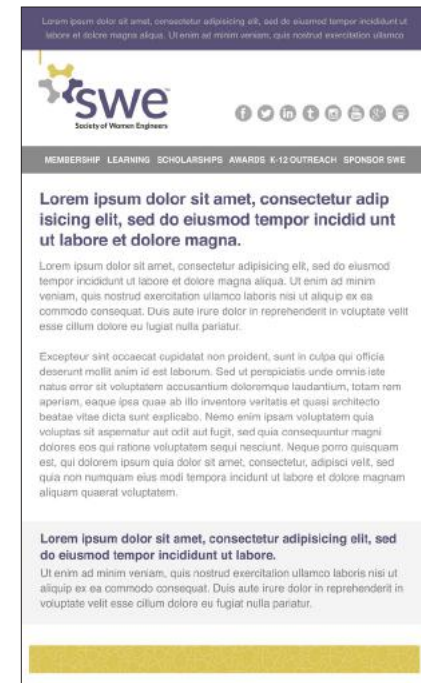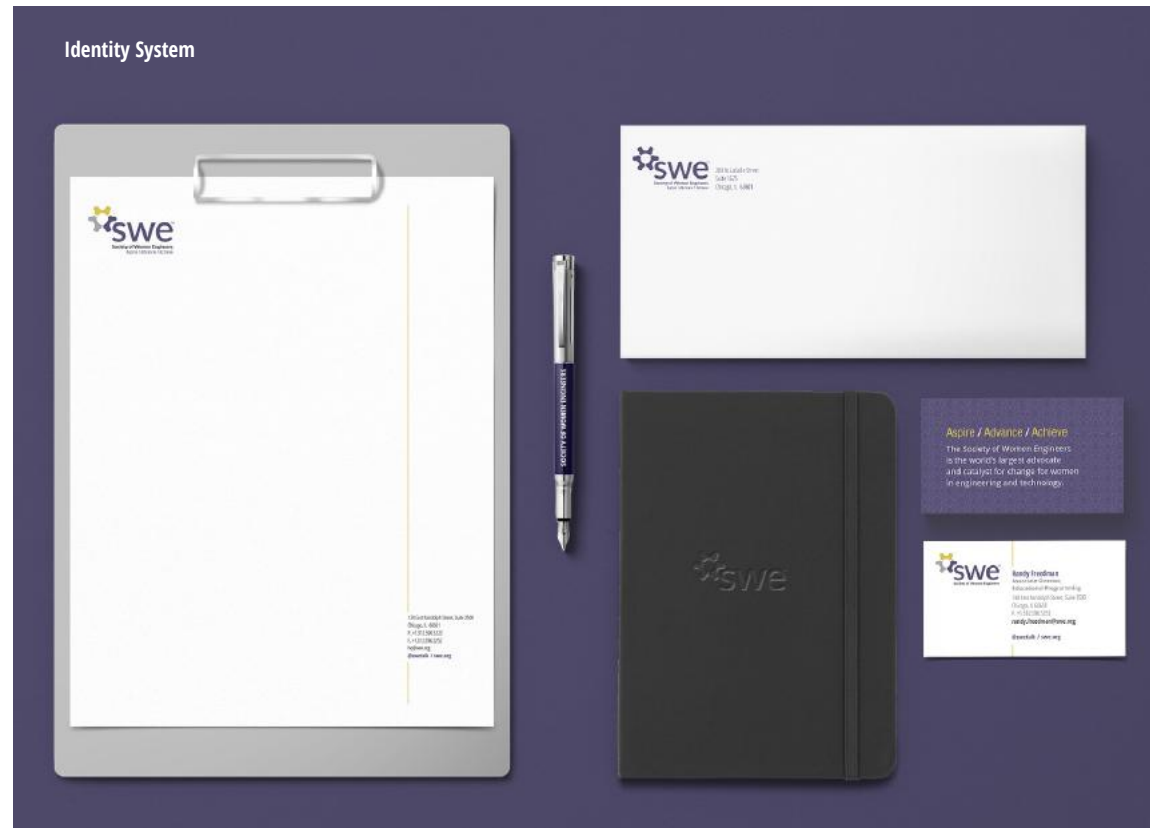
Email Template

PowerPoint Template

Agenda

- Show New Brand Identity
  - PowerPoint
  - Business Card
  - Envelope and Letterhead
  - Mouse Pad
  - Poster
- New Brand Guidelines
- Key Messaging Final Review
- What Happens Next?
- Q&A
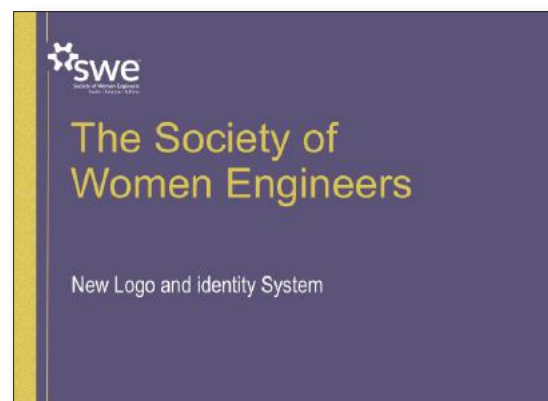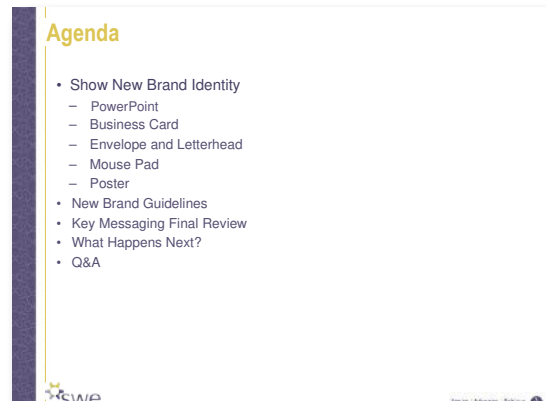
Brand Extensions

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

Last two digits of the year in which WE falls

The World's Largest Conference for Women Engineers and Technologists

New tagline incorporating Technologists needs to be used when using logo with tagline. Use of logo without tagline is acceptable in cases where there are space restrictions.

Campaign Ad Example

Theme example

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

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.

Previous Year Examples

The World's Largest Conference for Women Engineers

The Annual Conference for Women Engineers

SWE ADVANCE BRAND GUIDELINES

Primary Logo

☑ Full-color
version (preferred)

☑ Reversed
version

In Conjunction with the SWE Logo

☑ The SWE Primary 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 Primary Brand.

Brand Color Palette

WEB SWE TEAL
PMS: 7713 C
CMYK: 100/0/29/24
RGB: 0/125/138
Hex Code: #007D8A

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

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

WEB SWE DARK PURPLE
PMS: 4144 C
CMYK: 79/72/17/43
RGB: 58/58/89
Hex Code: #3A3A59

NOTE:
The SWE brand colors for Advance have been updated to be ADA compliant. When using these colors please refer to pages 21-23 for guidance on usage and font size reability.

COLLEGIATE LEADERSHIP INSTITUTE (CLI)

Primary Logo

☑ Full-color version with tagline

☑ Full-color version without tagline

☑ Reversed version with tagline

In Conjunction with the SWE Logo ☑

☑ The SWE Primary 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 CLI logo, as long as it meets specified size requirements for the SWE Primary Brand.

☑ Black version with tagline

Brand Color Palette

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

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

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

SWE IN SOLIDARITY

The SWE "In Solidarity" graphic is approved by the Society for use for sections and affiliates. The image should be used in posts and content as an expression of both sympathy and solidarity in the wake of tragedy.

Primary Logo

☑ Full-color version

☑ Reversed version

☑ Black version

Brand Color Palette

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

SWENext
Brand Extensions

SWENEXT BRAND GUIDELINES

Primary Logo

☑ Full-color
version (preferred)

☑ Reversed version

In Conjunction with the SWE Logo ☑

☑ The SWE Primary 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 Primary Brand.

Brand Color Palette

SWE 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

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

SWENEXT SHLA BRAND GUIDELINES

Primary Logo

☑ Full-color version (preferred)

☑ Reversed version

☑ When working with the SWENext branded logos, be mindful of how small you use the logo. Readability is the main factor. The SWENext logo needs to be discernible.

Brand Color Palette

SWE 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

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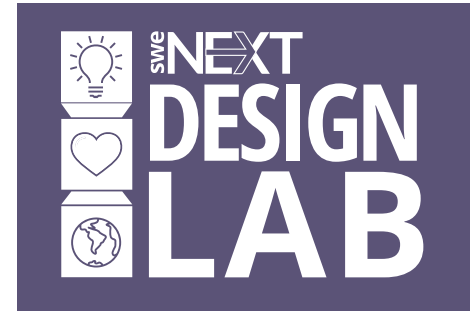**RGB:** 230/63/82
Hex Code: E63F52

SWENEXT DESIGN LAB BRAND GUIDELINES

Primary Logo

☑ Full-color version (preferred)

☑ Reversed version

☑ When working with the SWENext branded logos, be mindful of how small you use the logo. Readability is the main factor. The Desing Lab logo's icons and SWENext logo need to be discernible.

Brand Color Palette

SWE 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
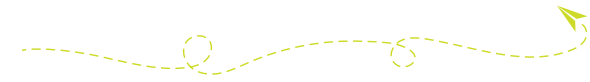**RGB:** 206/219/0
Hex Code: #CEDB00

INVENT IT. BUILD IT. BRAND GUIDELINES

Primary Logo

☑ Full-color version (preferred)

Graphic Elements

The use of the traingular shapes, dotted lines with arrow accent and triangle pattern bars can be used to expand the brand of Invent it. Build it.

In Conjunction with the SWE Logo ☑

☑ The SWE Primary 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 Primary Brand.

Brand Color Palette

SWE 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

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

swe
Society of Women Engineers
Aspire / Advance / Achieve

For questions about the contents of the brand guidelines document please email **marketing@swe.org**.