SWENext Brand Guidelines

Primary Logo

Full-color version (preferred)

Reversed version

Purple version

Use 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 is not smaller than .5", 1.25 cm, or 48 pixels wide.

Incorrect Logo Usage

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

**DO NOT REPRODUCE** the logo in colors other than the ones seen above.

**DO NOT COMBINE** the logo with any other element—such as logos, words, slogans, symbols, etc. Doing so will create an unauthorized hybrid logo.

**DO NOT PLACE** the logo on a patterned background.
SWENext Brand Extensions

SHLA Logo

Primary Logo
When working with the SHLA logo, be mindful of how small you use it. Readability is the main factor. The SWENext logo needs to be discernible.

Full-color version (preferred)  Reversed version

The SWE Primary Brand should appear in conjunction with the SHLA 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 SHLA logo, as long as it is not smaller than .5", 1.25 cm, or 48 pixels wide.

Incorrect Logo Usage
The rules for incorrect usage of the SHLA logo are the same as the SWENext logo, found on page 2. Do not skew or recolor the logo, do not combine with other text, and do not use it on a patterned background.

Use In Conjunction with the SWE Logo

SWENext Clubs Logos

Horizontal Logo
Full-color version (preferred)

Reversed version

The SWE Primary Brand should appear in conjunction with the SWENext Clubs 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 Clubs logo, as long as it is not smaller than .5", 1.25 cm, or 48 pixels wide.

Incorrect Logo Usage
The rules for incorrect usage of the SWENext Clubs logo are the same as the SWENext logo, found on page 2. Do not skew or recolor the logo, do not combine with other text, and do not use it on a patterned background.

Use In Conjunction with the SWE Logo

Stacked Logo

The rules for incorrect usage of the SWENext Clubs logo are the same as the SWENext logo, found on page 2. Do not skew or recolor the logo, do not combine with other text, and do not use it on a patterned background.
SWENext Brand Extensions

Invent It. Build It.

Primary Logo

Full-color version (preferred)

Reversed

Use 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 is not smaller than .5", 1.25 cm, or 48 pixels wide.

Incorrect Logo Usage

The rules for incorrect usage of the Invent It. Build It. logo are the same as the SWENext logo, found on page 2. Do not skew or recolor the logo, do not combine with other text, and do not use it on a patterned background.

Date + Location Lockup

2023 Saturday
October 28

Time: 9:30AM - 12:30PM
Location: 1201 S Figueroa St, Los Angeles, CA 90015

The date and location lockup is updated annually and should be included on all communications with the exception of onsite signage where the information is redundant.

Invent It. Build It. Graphic Elements

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

**Open Sans**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans is available for free at [fonts.google.com](http://fonts.google.com)

**Merriweather**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Merriweather is available for free at [fonts.google.com](http://fonts.google.com)

**Caveat**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Caveat is available for free at [fonts.google.com](http://fonts.google.com)

**Arial Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

If you’re unable to find or use any of the fonts above, use Arial Regular!

### SWENext Brand Color Palette + ADA Compliance

#### 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

#### SWE PINK

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

#### BRIGHT GREEN

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

### Colors Added to the Palette to Help with ADA Compliance

#### WEB SWE DARK PURPLE

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

#### WEB SWE PINK

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

SWE’s mission includes being accessible to everyone, which is why we follow a set of specific color guidelines to be ADA Compliant. You can practice ADA Compliance by ensuring enough contrast between your text and your background color (the SWE + SWENext Logo are exempt from this because those count as artwork). We've included the chart to the right to help!

The long rectangle represents the background color, and the squares on top of the background represent your options from the color palette for your text. If there is an “X” on that square, the color text isn’t compliant on that colored background. If there is a “🌟” on that square, that color is compliant over 18 pt or 24 px in size. If there is no mark on that square, the colors are compliant with no size limitations.

These guidelines can be confusing, but we’re here to help! Contact marketing@swe.org with any questions.
**SWENext Graphic Elements**

Along with the colors and logos, there are other graphic elements you can use to make the materials your club creates look and feel like the things made by SWE Headquarters!

**Diagonal Lines**

Diagonal lines help create a sense of motion in the designs. You can make all your lines a screen of white, or have the lines gradate throughout the design as shown below. Just make sure not to put the diagonal lines behind any text or logos.

![Gradating diagonal lines](image1)

Gradating diagonal lines (80%, 60%, 40%, 20% white)

![Gradating diagonal lines](image2)

Gradating diagonal lines (40% white)

**Circular Imagery**

You can use colored lines to help break up content, as shown throughout these brand guidelines.

**Line Dividers**

![Line Dividers](image3)

**Swag Mockups**

Making your own SWENext swag for your club can be a fun part of being part of a SWENext-er! Here is an example of some swag we created that follows the guidelines of the SWE brand and that you can replicate!

![Swag Mockups](image4)