



swe **NEXT**

HIGH SCHOOL
LEADERSHIP ACADEMY

SUPPORT

for Mitt

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#Betha

SWENEXT

swe **NEXT**

Brand Guidelines

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



Use In Conjunction with the SWE Logo

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.

SWENext Clubs Logos

Horizontal Logo

Full-color version (preferred)



Reversed version



Stacked Logo



Use In Conjunction with the SWE Logo

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.

SWENext Brand Extensions

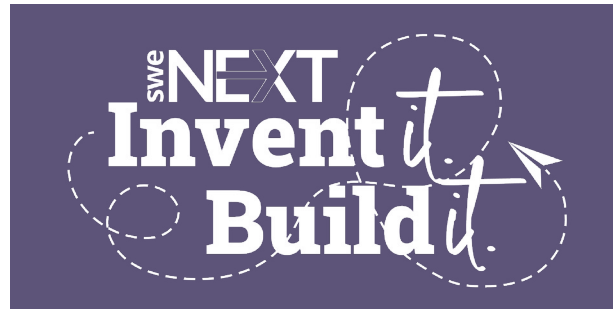
Invent It. Build It.

Primary Logo

Full-color version (preferred)



Reversed



Date + Location Lockup



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.

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.

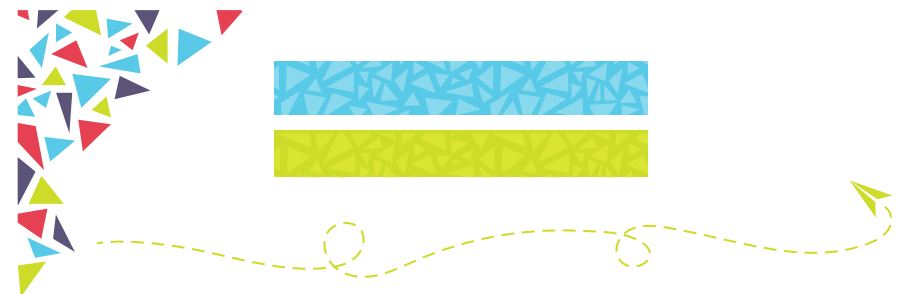


Incorrect Logo Usage

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.

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

Merriweather

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Merriweather is available
for free at fonts.google.com

Caveat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Caveat is available for free
at 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.

SWE Purple Background



Light Blue Background



SWE Pink Background



Bright Green Background



White Background



X = not compliant ⚙️ = compliant over 18 pt/24px

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 graduate throughout the design as shown below. Just make sure not to put the diagonal lines behind any text or logos.



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



Gradating diagonal lines
(40% white)

Circular Imagery



Line Dividers



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

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!

