

Quick Reference Guide

Logo Usage and Branding Guidelines

Last updated: July 2018

General Guidelines

WWCode logo and branding guidelines have been created to ensure that the logo and organization are presented in a clear, easily recognizable, and quality format at all times. The guidelines also help ensure continuity as WWCode expands around the world.

In general:

- WWCode logo and branding colors should be consistent with those listed in this document and used whenever representing WWCode
- WWCode logos should not be changed in any way, except to customize the logo as outlined in this document
- WWCode logos should be printed / projected at a size that is not pixelated or distorted

WWCode Official Color: TEAL

The official colors of WWCode are teal and gray, and should feature prominently in all designs.



WWCode Teal

Hex #007a7c

RGB 0 / 122 / 124

CMYK 100 / 1.6 / 0 / 51.7



WWCode Gray

Hex #48484A

RGB 72 / 72 / 74

CMYK 67 / 60 / 56 / 39

WWCode Accent Colors

Use accent colors for emphasis and color breaks.



WWCode Navy

Hex

#0f283c



WWCode Smoke Gray

Hex

#f5f5f5

Official Colors for Social Media

The following platforms are official channels for WWCode networks and should be branded with WWCode Colors. Most already comply.

Twitter



Theme

#007a7c



Background

#99E1DD

MeetUp



Banner

#007a7c



Background

#EEEEEE



Links

#99E1DD



Buttons

#007a7c



Facebook Group

Colors are not customizable

WWCode Official Fonts

The official font used in the **logo** is:

FUTURA MEDIUM

Fonts used for **non-logo assets** (like presentations and the WWCode website) are:

Title and subtitles - Montserrat

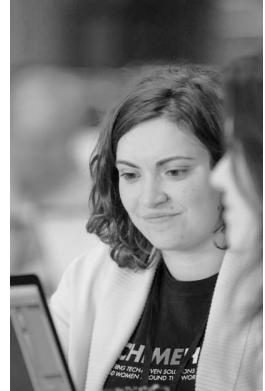
Regular Text - Hind

womenwhocode.com: lucida sans

Image Guidelines

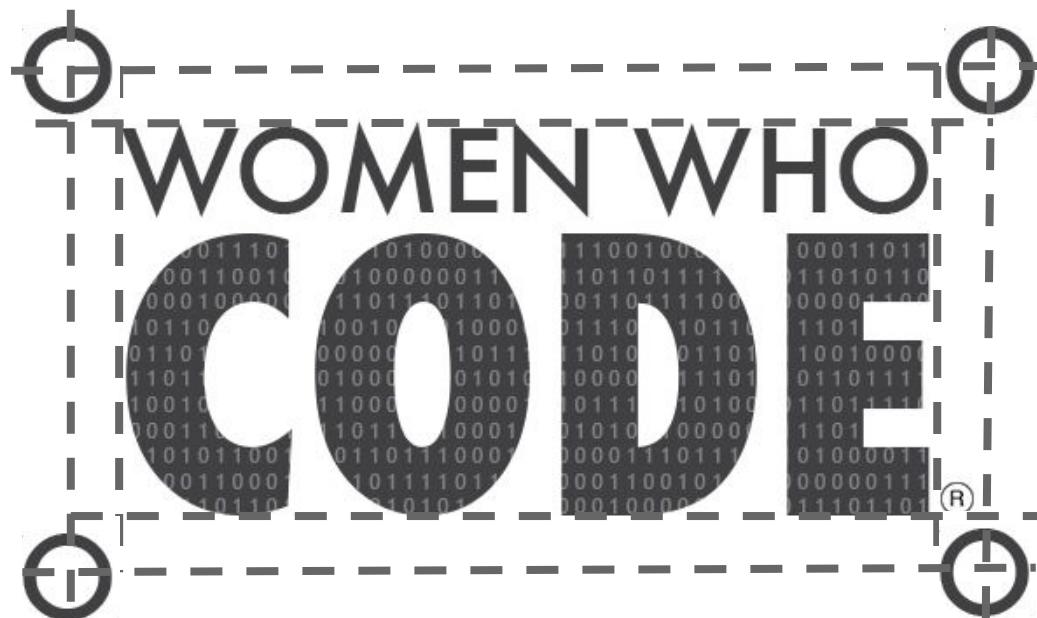
Images should authentically represent our community:

- Technical professionals like engineers, developers, data scientists, and designers
- Groups doing mission-related things like coding, leading, speaking, sprint planning, attending events, having fun, and problem solving
- Diverse people and teams - our community is diverse; our photos should be, too:)
- Minimal logos other than WWCode. Exceptions: highlighting a company partner and laptop logos are ok
- Clean spaces - try to avoid hackathon snack trash, etc.
- Quality photos - avoid using grainy and pixelated images



Clear Space

Clear space around the WWCode logo is based on the 'O' in WOMEN.
Horizontal space required is $\frac{1}{2}$ the width of the 'O' on either side.
Vertical space required is $\frac{1}{2}$ the height of the 'O' on either size.



Acceptable Applications

Each WWCode network has its own set of WWCode logos that should be used as described here.

Official WWCode logo with “CODE” in binary. This is the official network logo. It should be used for digital applications and multi-color print. The logo is provided in png and jpeg.

Example uses: presentations, posters, table banners

Square WWCode logo for use in social media profile photos and icons. This is shaped to make it easier for you to upload your logo as a profile photo.

Example uses: twitter, facebook, favicons

Solid WWCode logos in teal, black, gray, and white, to be used for low quality printing. These are png files with no background. The white logo is shown here on a black background.

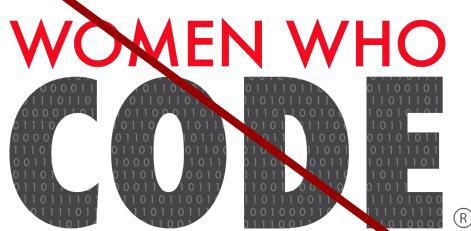
Example uses: t-shirts, printed signage w/ dark backgrounds, small printed items



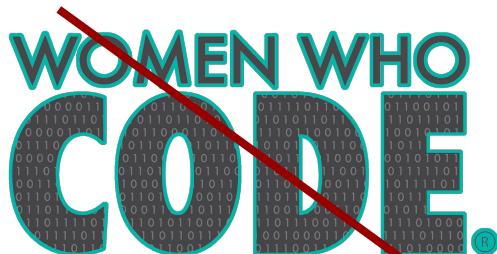
Unacceptable Applications



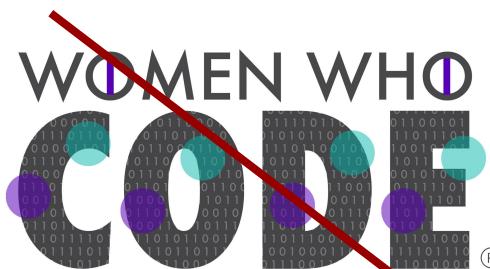
Do not distort the logo



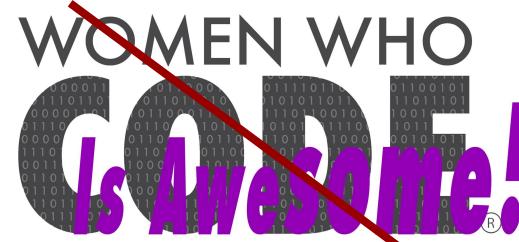
Do not use unapproved colors



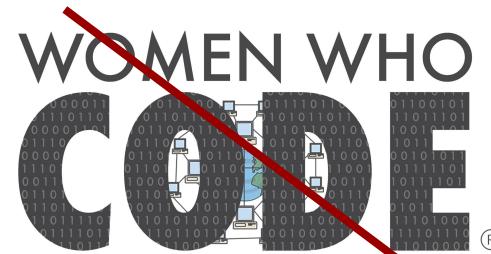
Do not outline the logo



Do not change the logo



Do not overlay other text



Do not place content or a busy background behind the logo

Questions? Email:
global@womenwhocode.com