ADVANCE

ACHIEVE

ASPIRE

# 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 visible logo identity system and consistent messaging. This document discusses the SWE brand and summarizes the guidelines for using SWE's logo identity system and messaging.

## The SWE Brand

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.

This document provides details on proper use of SWE's logo identity system and elements. Proper use of SWE's logo identity system and brand elements by all members and entities within SWE will ensure a consistent identity for SWE, which allows the SWE brand to be recognizable. Positively supporting the SWE brand is not as easily captured in a set of specifications. 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.

*Questions? Contact marketing@swe.org*

# SWE's Mission

The SWE brand should capture SWE's mission: Stimulate women to achieve 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.

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## SWE's 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.

### Diversity Principles

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.

# SWE's Logo Identity System

The SWE logo identity system is the cornerstone of SWE's identity and should be treated with respect. The logo identity system consists of the logo (the SWE "gear"), logo type (the text "Society of Women Engineers"), (Aspire. Advance. Achieve). The logo identity 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.

Logo | Logo Type | Society of Women Engineers | Tagline | A S P I R E • A D V A N C E • A C H I E V E

## The Components of the SWE Logo Identity System

When promoting SWE to non-members, using only the logo (the SWE gear) is not advised, as it only contains the Society's acronym and not the full name. The SWE logo with the logo type and tagline is the primary/default visual identity of choice and should be used whenever possible, especially for use with non-members. This approach ensures that when people encounter the SWE brand, they will have a richer understanding of who the Society of Women Engineers is.

The logo identity system and tagline can either be used together or, in special instances, placed separately and proportionately on the same page. While the SWE logo may stand alone (e.g. on the SWE Facebook page), the logo type must always be used in conjunction with the logo.

The SWE tagline (Aspire. Advance. Achieve.) was developed to broadly communicate our mission and build awareness through succinct, consistent messaging. Use of the tagline is encouraged in all outbound marketing materials such as brochures, membership kits, stationery, press materials, etc. Designers are encouraged to use the logo identity system with the tagline in situations where there is sufficient space for the tagline to be rendered legibly. The tagline should not be used when the logo identity system is sized below 2.5" or 180 pixels. For additional guidelines, please see the diagram on the next page.

*Questions? Contact marketing@swe.org*

# Preferred Use of Logo ✓



The SWE logo with the logo type 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 may stand alone

## Not Acceptable ☒



The logo type must always be used in conjunction with the logo.

## Use Tagline ✓



Larger than 2.5" or 180 pixels

## Do Not Use Tagline ✓



Smaller than 2.5" or 180 pixels.



Reversed out of a solid color.

# Correct usage of the SWE Logo Identity System

 ✓ Preferred Version

 ✓ Reversed out of a solid area of a photo

 ✓ Reversed out of a solid color

 ✓ The gray version is recommended for use when faxing and in online applications.

# Incorrect usage of the SWE Logo Identity System

☒ **Do not attempt** to recreate any portion of the logo identity system.

☒ **Do not combine** the logo with any other element—such as words, graphics, photos, slogans, symbols, etc.—that might seem to create a hybrid logo.

☒ **Do not rotate,** skew, redraw, re-proportion or otherwise alter or distort the logo identity system or its elements in any way.

☒ **Do not reproduce** the logo identity system in colors other than addressed in this document.

☒ **Do not place** the logo identity system on a patterned background.

# Logo System Dos and Don'ts

## Logo Identity System Do's:

☑ Always maintain a minimum clear space of 1/4" between the logo identity system and the edge of a page, color field or other subsequent medium.

☑ Always position the logo identity system away from other text, graphics and other design elements.

## Logo Identity System Don'ts:

☒ Do not use less than the minimum clear space.

☒ The SWE "gear" is the logo and should not be altered or separated from the SWE acronym in the center of the logo.

☒ To ensure legibility, do not reproduce the logo identity system smaller than 2.5" inches with tagline or 2" without tagline, for printed materials. When displaying the logo identity system electronically (website, email, etc.), do not reproduce the logo identity system

## Spacing and Dimension Guidelines (print and online)

It is important to maintain a clear "buffer" of space around the SWE logo identity system in order to maximize its visual impact and ensure it is easy to identify and read. The SWE logo identity system should not touch any other images or text. There should be a minimum of .25 (1/4") of space all around the logo identity system.
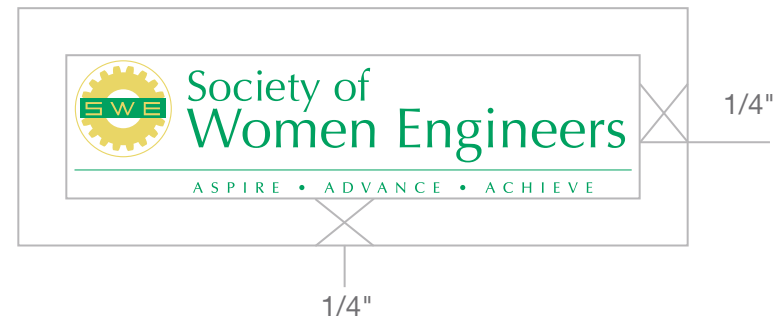


## Region/Section Usage

The SWE logo identity system must be equal to or lesser than the size of a SWE section, region or MAL name or identifier. The region name should never overshadow the SWE logo identity system.

# Logo Identity System/Tagline Use on Promo Items
## *(e.g. T-shirts, bags, pens)*

☑ **Screen Printing:**

**Do not use the tagline** when screen printing. The logo identity system in its entirety must be at least 3 inches or larger, and no larger than 6 inches.

☑ Where appropriate, the logo (SWE gear) may be used on its own, particularly when reproduced on items with limited space (such as pens or flash drives).

☑ **Embroidery:**

**Do not use the tagline** when embroidering. The logo identity system in its entirety must be at least 3 inches or larger, and no larger than 6 inches.

☑ **Small Items, such as pens:**

**Do not use the tagline** on items with minimal space. The logo identity system must be at least 1-1.75 inches depending on the printing area specified by the supplier.

☑ **Buttons:**

**Do not use the tagline** on buttons smaller than 2 inches. The tagline can be used when the logo identity system can be sized to 2.5 inches.

# SWE Brand Color Palette

Color is a critical component of the SWE brand image. In most cases, the logo identity system should be printed using 4-color (4C) process. However, when the logo identity system is printed in 1-color, please print them as the following solid PANTONE® colors:

**Green:**
**PMS:** 347
**CMYK:** 96/0/88/1
**RGB:** 0/155/72

**Yellow:**
**PMS:** 458
**CMYK:** 2/7/58/7
**RGB:** 221/205/105

**Gray:**
**PMS:** Cool Gray 10
**CMYK:** 29/23/16/51
**RGB:** 116/118/120

smaller than 144 pixels.

printed or online applications for SWE.

## Dos:

Use 4C wherever possible, with CMYK breakdowns defined as indicated in this document.

Always use the color palette shown in this document whenever creating any

## Dont's:

Do not use colors other than those in the color palette whenever creating any printed or online applications for SWE.

Do not use numbers other than

# SWE's Brand Colors and the Web

While the green and gold of SWE's logo identity system are an important part of the brand, these colors were determined long before the advent of the web. These colors pose accessibility challenges online, particularly SWE's gold, as it does not provide enough contrast against black text or a white background to yield a user-friendly experience, particularly for visually impaired visitors.

Because the SWE gold is not "web accessible" and to avoid "breaking" it apart from the SWE green, you may opt to use a more muted, web-friendly palette for electronic communications. For example, the SWE website uses the following colors in conjunction with the SWE grayscale logo identity system:

**Purple:**
**RGB:** 103/89/120    **Hex Code:** #675978

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

**Teal:**
**RGB:** 172/187/191   **Hex Code:** #ACBBBF

**Gray:**
**RGB:** 184/179/176   **Hex Code:** ##B7B3B0

**Yellow:**
**RGB:** 221/194/80    **Hex Code:** #DDC251

# 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.

indicated here as these are based upon the PANTONE® system.

## 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 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.

### 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.

- 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.

# Typography

To uphold the SWE brand, it is important to maintain consistency in typography—the style, arrangement and overall appearance of the text.

Type used in communications for SWE must be consistent with these guidelines in order to maintain a strong brand. Arial is to be used for HTML and applications such as Microsoft Word® and PowerPoint®.

## Main Headers

**Color: PMS:** 7447
**CMYK:** 76/77/6/18
**RGB:** 90/68/122

**Font:** Optima Bold

**Alternate/Online Font:** Arial

**Recommended Font Size:** 18

## Subheads / Subheads

**Color: PMS:** 7447
**CMYK:** 76/77/6/18
**RGB:** 90/68/122

**Font:** Optima Bold/
Helvetica Neue Medium

**Alternate/Online Font:** Arial

**Recommended Font Size:** 14

## Body Copy / Body Copy

**Color: PMS:** Cool Gray 11
**CMYK:** 48/36/24/66
**RGB:** 77/79/83

**Font:** Optima Regular/
Helvetica Neue Regular *(Use Helvetica Neue in pieces with large amounts of copy.)*

**Alternate/Online Font:** Arial

**Recommended Font Size:** 11

## Copy Tone

The SWE copy tone has been established to ensure that all communication and marketing materials accurately and effectively communicate SWE's brand personality. SWE employs a straight-forward, professional tone that, where proper, includes inspirational copy. Jargon and acronyms should be avoided.

## About SWE

The following paragraph is the descriptor statement for SWE. This paragraph should be used in all outbound communication to provide a brief overview of the Society. The "About SWE" statement is appropriate for use on all press releases, brochures, conference materials, *SWE Magazine* and in general communication.

**About SWE**

The Society of Women Engineers (SWE), founded

# Copy Guidelines

SWE follows the Associated Press (AP) Stylebook. This guide helps maintain writing consistency in areas such as spelling, capitalization, punctuation and word usage. The AP Stylebook is available both in print and online at nominal costs.

in 1950, is a non-profit educational and service organization. SWE is the driving force that establishes engineering as a highly desirable career aspiration for women. SWE empowers women to succeed and advance in those aspirations and receive the recognition and credit for their life-changing contributions and achievements as engineers and leaders.

## SWE Style Preferences

- Fiscal year: FY10, FY11, FY12, etc., not 2010
- Bold sponsor's name when mentioned in copy
- Work/life balance, not work life balance or work-life balance
- Webinar, not Web Seminar
- Website, not web site
- Online, not on-line
- Date is written as January 30, 2010 (Exclude the "th" after the date)

# SWE Programs and Services

- Time is written with no periods (e.g. 11:00 am–2:00 pm)
- Collegian (noun)/collegiate (adj.), not student

### *SWE Magazine*

- SWE's magazine should appear in italics
- Magazine should always be capitalized

### SWE's Society-level Organization

- To reflect the inclusion of SWE's members and partners outside of the United States, always use "Society-level" rather than "National," such as the "Society-level elections."
- Any communication that does not pertain to a local or regional-based SWE activity should be referenced as Society versus National.

### Annual Conference

- Use "Annual Conference," not "National Conference"
- Always capitalize "Annual Conference"
- Write as Society of Women Engineers Annual Conference, not Society of Women Engineers' Annual Conference (don't add the apostrophe)

### *All Together*

- SWE's electronic newsletter should appear in italics

### Wow! That's Engineering!™

- "Wow" is first cap when written in copy
- It always has exclamation marks after the words "Wow" and "Engineering"
- Trademark logo should also be included

### SASS-E Girlz

- "SASS-E" is always capitalized
- Skills, Attitude, Science and Smarts for Engineering

### Agilent AfterSchool Kits

- "AfterSchool" is one word

### SWEeter Futures

- Always written as SWEeter Futures, capitalizing "SWE" and the "F" in Futures

### Contact Information

Please direct any questions regarding logo usage to marketing@swe.org.

# SWE Advance Brand Guidelines

**Primary Logo** ✓ ────────────────────────────────────

**SWE ADVANCE**
LEARNING FOR CAREER AND LIFE

Use the logo and tagline lockup
"Learning for Career and Life"

**In Conjunction with the SWE Logo** ✓ ─────────────────

**SWE ADVANCE**
LEARNING FOR CAREER AND LIFE

Society of
Women Engineers

The SWE grayscale logo should
appear in conjunction with Advance
logo on the first reference, such as
title page, cover page, etc.

**Lettermark** ✓

**A**

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
CMYK: 76/77/6/18
RGB: 90/68/122

**Teal:**
PMS: 5503
CMYK: 39/3/11/8
R: 153/191/194

**Dark Gray:**
PMS: Cool Gray 11
CMYK: 48/36/24/66
RGB: 77/79/83

**Light Gray:**
PMS: Cool Gray 8
CMYK: 23/17/13/41
RGB: 139/141/142

# Aspire Brand Guidelines

## Primary Logo ☑

**Aspire**
SWE Outreach

Use the logo and tagline lockup "SWE Outreach"

## In Conjunction with the SWE Logo ☑

**Aspire**
SWE Outreach

Society of
Women Engineers

The SWE grayscale logo should appear in conjunction with Aspire logo on the first reference, such as title page, cover page, etc.

## Brand Color Palette ☑

**Purple:**
PMS: 525
CMYK: 71/90/9/37
RGB: 83/46/96

**Light Green:**
PMS: 381
CMYK: 23/0/89/0
RGB: 201/221/3

**Dark Green:**
PMS: Cool Gray 11
CMYK: 48/36/24/66
RGB: 77/79/83

**Light Blue:**
PMS: 305
CMKY: 57/0/7/0
RGB: 101/207/233

# Wow! That's Engineering!™ Brand Guidelines

## Primary Logo ✓



Use this logo



Use the tagline "Where girls experience how creative and innovative engineering can be!" when space allows

## In Conjunction with the SWE Logo ✓




Society of Women Engineers

The SWE grayscale logo should appear in conjunction with Wow! That's Engineering!™ logo on the first reference, such as title page, cover page, etc.

## Brand Color Palette ✓

**Purple:**
PMS: 260
CMYK: 66/100/6/28
RGB: 98/37/103

**Teal:**
PMS: 3265
CMYK: 76/0/38/0
RGB: 0/199/178

**Dark Gray:**
PMS: Cool Gray 11
CMYK: 48/36/24/66
RGB: 77/79/83

# Invent It. Build It. Brand Guidelines

**Primary Logo** ☑ ────────────────────────────────



Use this logo

**In Conjunction with the SWE Logo** ☑ ──────────────



The SWE grayscale logo should appear in conjunction with Invent It. Build It. logo on the first reference, such as title page, cover page, etc.

**Brand Color Palette** ☑ ────────────────────────────

Yellow:
**PMS:** 130
**CMYK:** 0/30/100/0
**RGB:** 240/171/0

Orange:
**PMS:** 158
**CMYK:** 0/64/95/0
**RGB:** 227/114/34

*Questions? Contact marketing@swe.org*

# SWEeter Futures Brand Guidelines

## Primary Logo ✓ ────────────────────────────────────

**SWEeter Futures**
Make Volunteering Count

Use the logo and tagline lockup
"Make Volunteering Count"

## In Conjunction with the SWE Logo ✓ ──────────────

**SWEeter Futures**
Make Volunteering Count

Society of
Women Engineers

The SWE grayscale logo should
appear in conjunction with SWEeter
Futures logo on the first reference,
such as title page, cover page, etc.

## Brand Color Palette ✓ ──────────────────────────────

**Purple:**
**PMS:** 525
**CMYK:** 71/90/9/37
**RGB:** 83/46/96

**Teal:**
**PMS:** 326
**CMYK:** 85/0/38/0
**RGB:** 0/178/169

**Dark Gray:**
**PMS:** Cool Gray 11
**CMYK:** 48/36/24/66
**RGB:** 77/79/83

**Yellow:**
**PMS:** 381
**CMYK:** 23/0/89/0
**RGB:** 201/221/3