

LOCAL
swe

**Connecting You
Locally All Around
The World.**

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WE Local conferences are organized by the **Society of Women Engineers (SWE)** to bring together participants in all stages of their collegiate and professional journey. The conferences create space for engineers, technologists, and partners to connect through professional development sessions, inspirational speakers, networking opportunities, and more.

WE Local attendees range from university students to senior-level professionals who come from a variety of engineering and technology disciplines and non-technical backgrounds. The conferences also attract male allies who play an important role in advancing women in STEM. All are welcome at WE Local.

OUR BRAND

We have prepared the following brand guidelines to help you make the most of promoting a WE Local event and ensure a consistent look, feel, and copy tone for all promotional materials. The WE Local brand reflects the professionalism, energy and convenience WE Local events offer attendees and exhibitors. By upholding these guidelines, you are upholding the promise of these one-of-a-kind events. If you have any questions or requests regarding these guidelines, contact us at marketing@swe.org.

**Connecting You Locally
All Around The World.**

“Connecting you locally all around the world” was developed to enhance WE Local’s brand messaging, reflecting a larger international feel to their events. This messaging can be included where appropriate but is not required to appear on all branding.

The WE Local logo is to be used on all communications that pertain to this program. There are two versions of the logo:

BRAND LOGOS

1 THE MAIN LOGO THAT IS NOT LOCATION SPECIFIC.

This version should be used in any material promoting the global WE Local program, such as an exhibitor prospectus, the WE Local website, or other communications that include more than one WE Local event.

2 LOCATION-SPECIFIC LOGOS

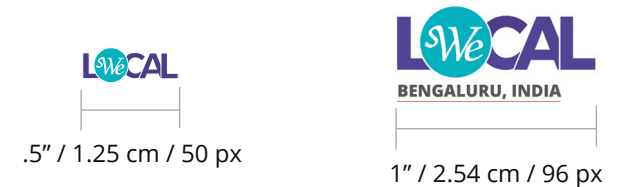
Each WE Local location will have its own version of the logo. For design information, see pg. 5. This version of the logo should be used for any communication related to a specific event (e.g., HTML email, flyer, ad, etc.) or within a worldwide WE Local message that focuses on a specific location.

NOTE: The SWE logo also needs to be present on any print or digital materials with the exception of email headers or WE Local website banners. See SWE brand guidelines for sizing and clear space requirements.



CONFIGURATION AND SIZE GUIDANCE

- 1 The following guidelines apply to both the main logo and local logo versions:
- 2 **MAIN LOGO SIZE:** The main logo can be used at any size above the minimum requirements. Electronic versions work best equal to or wider than 1.5" / 4 cm / 200 pixels (electronic) in width
- 3 **MINIMUM SIZE:** The logo (without city) must never be smaller than .5" / 1.25 cm / 50 pixels (electronic) in width. With city must never be smaller than 1" / 2.54 cm / 96 pixels (electronic) in width



LOCATION-SPECIFIC VERSIONS

- 1 Location-specific logo versions will feature the name of the host city as shown. (See page 4 for more examples).
- 2 The city name is set in Open Sans ExtraBold, all uppercase.
- 3 The location name left aligns with the "L" in Local. Each location will be provided in multiple formats and colors for use.



BRAND TYPOGRAPHY

The primary typeface for WE Local's brand is Merriweather. Merriweather is a serif typeface that allows for easy readability in all communications, both printed and electronic. Open Sans and Caveat are alternative fonts that can be used as headlines, quotes, or call-outs. When paired with Merriweather, they add visual interest to the design. All three of these font families are Google fonts and are available for free at google.com/fonts. The fonts are available in many weights and styles.

Font Family Examples

Merriweather

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

When these fonts are not available (e.g., documents created in Microsoft Office®), Arial is the approved font for usage.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

COLOR PALETTE

Color plays a critical role in the WE Local brand image. Below are the colors of the WE Local Brand color palette, which should be used for all communications. The WE Local brand is slightly darker shades than SWE's color palette, making it more rich and vibrant to stand apart as its own brand.



WE LOCAL - DARK PURPLE

PANTONE 7672 C
CMYK: 79 / 84 / 1 / 7
RBG: 76 / 64 / 132
HEX CODE: #4C4084



WE LOCAL - LIGHT PURPLE

PANTONE 2095 C
CMYK: 59 / 67 / 0 / 0
RBG: 121 / 101 / 178
HEX CODE: #7965B2



WE LOCAL - GRAY

PANTONE Cool Gray 6 C
CMYK: 35 / 29 / 28 / 0
RBG: 169 / 169 / 169
HEX CODE: #A9A8A9



WE LOCAL - TEAL

PANTONE 7711 C
CMYK: 82 / 25 / 36 / 1
RBG: 0 / 146 / 158
HEX CODE: #00929E



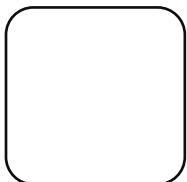
WE LOCAL - ORANGE

PANTONE Warm Red C
CMYK: 00 / 82 / 79 / 0
RBG: 249 / 66 / 58
HEX CODE: #F9423A



WE LOCAL - BLACK

PANTONE Black C
CMYK: 73 / 66 / 66 / 84
RBG: 45 / 41 / 38
HEX CODE: #2D2926



WE LOCAL - WHITE

CMYK: 0 / 0 / 0 / 0
RBG: 225 / 225 / 225
HEX CODE: #FFFFFF



WE LOCAL - DARK GRAY

PANTONE 425 C
CMYK: 65 / 56 / 53 / 0
RBG: 84 / 87 / 89
HEX CODE: #545759

NOTE:

HEX color values should only be used for web or anything on screen. CMYK is the preferred format for printed materials.

ADA COMPLIANT COLORS

To ensure that all materials created for WE Local are accessible to everyone, specific guidelines need to be adhered to. Logos and graphic elements do not need to be ADA. The colored blocks below show the colors that work over on a specific background. To be ADA compliant the font size for normal text has to meet or exceed the 4.5:1 ratio and larger text must meet the 3:1 ratio. All the colors shown below work for normal text size unless noted. **Ex:** For the Orange or Teal over white to be compliant it has to be 18pt/24 px or larger.

WE LOCAL COLORS THAT ARE ADA COMPLIANT ON WHITE



Font Size
Must be
18pt/24px
or Larger

Font Size
Must be
18pt/24px
or Larger

WE LOCAL COLORS THAT ARE ADA COMPLIANT ON DARK PURPLE



WE Local Brand Design



DESIGN ELEMENTS

- The map is utilized as a main design element. It is overlaid over the background in a tint of black or white.
- Rounded corner boxes are used to contain headlines or callouts.
- The use of event imagery can be used in marketing pieces to enhance the feel of the events. In cases where imagery is needed other than event imagery, stock images can be used.



ARTWORK USAGE

Digital files with .eps extensions should be used for printed materials, and those with .jpg or .pngs extensions should be used primarily for on-screen viewing. Both .jpg and .png extensions may be used in Microsoft applications. All PDF files have been designed for laser and inkjet output.

Should you require a PDF suitable for professional printing, email Marketing at marketing@swe.org.



Follow these style guidelines to ensure clear and consistent messaging across all WE Local events.

- When writing “WE Local conferences,” the “c” in conferences should not be capitalized unless it is written in a title.
- When referring to specific conferences, the city name should follow the text “WE Local”. We are no longer using the terminology WE Local India or WE Local Europe, with the exception of the advisory boards.

Ex: WE Local London will take place in May.

Ex: The WE Local Europe Advisory Board meets monthly.

- Date formats for India and Europe should always appear as day month year. Some variations may include:

28-29 April 2022

Thursday, 28 April 2022

28th of April

NOTE: These date formats for India and Europe are incorrect:

Thursday 28, April | 28 April, 2022

- For all communications, avoid writing date formats as numeric DD/MM/YYYY. This can be confusing and misleading for non-US folks. In the interest of brevity, try abbreviating the month followed by the day.

Ex: Collegiate Competition applications are due by Feb. 3.

- When writing times, always include the time zone written as an abbreviation.

Ex: The program will begin at 8:00 am CST.

- When writing the conference dates for only India or only Europe, use the day month year format.
When writing the conference dates for India or Europe AND US locations, use the month day, year format.
Ex: WE Local Bengaluru | 28-29 April 2022
Ex: WE Local Albuquerque (February 25-26, 2022) and WE Local Bengaluru (April 28-29, 2022) registration is now open.
- All references to “sponsorships” should be replaced with the word “partnerships”
- Instead of referencing seasons of the year, which are not universal, (ex: The CFP will open in the fall) try to use the actual month (ex: The CFP will open in September).