LOCAL
BRAND GUIDELINES
To help you make the most of promoting a WE Local event and to ensure a consistent look, feel and copy tone for all promotional materials, we have prepared the following brand guidelines. 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.

**VALUE STATEMENT**

WE Local conference events bring together participants in all stages of their collegiate and professional journey to learn, energize/re-energize, and connect through high quality professional development workshops, networking opportunities, inspirational speakers and outreach activities.

**TAGLINE**

The WE Local Meet Locally, Learn Socially. sums up the WE Local value statement and should be included prominently in all communications. It may be used either in the WE Local logo/tagline lock-up OR may be type-set separately in Montserrat (bold) as shown here. Below are visual examples of its usage.
LOCATION NAMING CONVENTION

The proper naming convention for all WE Local events is as follows:

**SMALLER TYPE/ABOVE CITY:** State, Province or Country (i.e. INDIA, NETHERLANDS)

**LARGER TYPE:** Full City Name (i.e. PUNE, AMSTERDAM)
The WE Local logo is to be used on all communications that pertain to this program. There are two versions of the logo:

1) THE MAIN LOGO THAT IS NOT LOCATION SPECIFIC. This version is to be used whenever promoting the global WE Local program, such as in an exhibitor prospectus, the WE Local website or any other communications that cover more than one WE Local event. There are two versions; one with the “Meet Locally. Learn Socially.” tagline and one without. The logo/tagline version should be used when the tagline isn’t included prominently elsewhere (as shown on the cover of this piece). If the tagline is featured prominently (as it is on welocal.swe.org) the tagline may be omitted. For minimum size usage, see page 6.

2) LOCATION-SPECIFIC LOGOS. Each WE Local event will have its own version of the logo, featuring that event’s locale. See pg. 6 for design details. This version of the local should be used for any communication focused on a specific event (e.g. HTML email, flyer, ad, etc.) or within a global WE Local communication where it focuses on a specific locale. The logo should always occupy its own space within a solid white area, as shown in the examples on page 2. NOTE: the local can overlap photos as shown in the example, as long as the overlap is less than 1/3 of the total photo. The lock-up SHOULD NOT be placed over another color or pattern or stretched, skewed or modified in any way.

COLORS

BRAND COLORS

This WE Local brand features a variety of color combinations, as demonstrated via included examples. However, each application must be limited to two color combinations, with minimal usage of a third color for emphasis. For example, blue and green are the combined colors; orange is used to highlight text.

PMS: 7709 C  
CMYK: 60/13/25/0  
RGB: 99/176/187  
Hex Code: #63B0BB

PMS: 7577 C  
CMYK: 7/61/87/0  
RGB: 229/125/60  
Hex Code: #E57D3C

PMS: 667 C  
CMYK: 57/63/23/3  
RGB: 125/104/144  
Hex Code: #7D6890

PMS: 696 C  
CMYK: 32/81/55/16  
RGB: 155/71/85  
Hex Code: #9B4755

NOTE

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

1. Local logo versions of WE Local will feature the name of the host city as shown.
2. The city name is set in Montserrat, all uppercase.
3. The name must fit between the teal circle and the end of the “L” in local, and is right justified off of the “L.”
4. This means that the size of the name may vary to fit. Start with 18 point and adjust accordingly, assuming you open the original logo file at 100%.
5. The local logo version does not include the tagline.

CONFIGURATION AND SIZE GUIDANCE

The following guidelines apply to both the main logo and local logo versions:

1. **USE LOGO WITH TAGLINE/CITY**
   Equal to or wider than 1.5” / 4 cm / 200 pixels (electronic) in width

2. **DO NOT USE TAGLINE/CITY**
   Less than 1.5” / 4 cm / 200 pixels (electronic) in width

3. **MINIMUM SIZE**
   The logo (without tagline/city) must never be smaller than .5” / 1.25 cm / 75 pixels (electronic) in width
ARTWORK USAGE

Digital files with .eps extensions should be used for printed materials. Those with .jpg extensions should be used primarily for on-screen viewing. Files with .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.
The brand font for WE Local is **Montserrat**. When used in headlines and subheads, only use uppercase character glyphs. When used for body copy, descriptors or generally any running copy, use upper/lowercase. For headlines that are featured in white boxes over people, use **Montserrat**.

**Montserrat (Bold)**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890"#$&%()+/?@

**Arial (Regular)**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890"#$&%()+/?@

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**COPY TONE**

Copy that is generated to be more persuasive, such as introductory paragraphs, headlines, subheads, etc., should be written in a professional, yet creative manner. Energetic, vibrant phrases should be used to convey a dynamic, inspiring and unique experience. Messaging should communicate a clear and compelling reason to take action.

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**EXAMPLE**

WE Local conferences bring together participants in all stages of their collegiate and professional journey to learn, energize/re-energize and connect through high-quality professional development workshops, networking opportunities, inspirational presentations and outreach activities.

Join us for a WE Local event near you!