



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

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# About WE Local



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](mailto:marketing@swe.org).

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

**“Connecting you locally and 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.

# WE Local Logo



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.



## 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



## 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 Montserrat Bold, 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." 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%.



## 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](https://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 7710 C  
CMYK: 81 / 1 / 26 / 2  
RBG: 0 / 167 / 181  
HEX CODE: #00A7B5



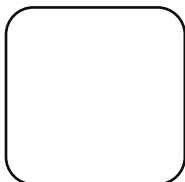
### **WE LOCAL - ORANGE**

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

### **NOTE:**

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



# WE Local Brand Design



## DESIGN ELEMENTS

- The main design element is the use of a world map screened back or in a screen of black.
- Rounded corner boxes are used to contain headlines, images or callouts.
- The use of a triangle (pointer) creates a conversational feel to the rounded corner boxes.
- The triangle can also be used as an art element, as seen on the bottom of this page.
- 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](mailto: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.
- The year should always be placed prior to the text “WE Local”, unless the year is written elsewhere in a sentence.

**Ex:** 2022 WE Local Award Recipients

**Ex:** The 2022 WE Local conferences will take place in five cities.

**Ex:** The WE Local conferences in 2022 will take place in five cities.

- 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 dates 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 8:00am CST.

## WE Local Style Guide (cont'd)



- 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) will both be held virtually.

- 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).