We20

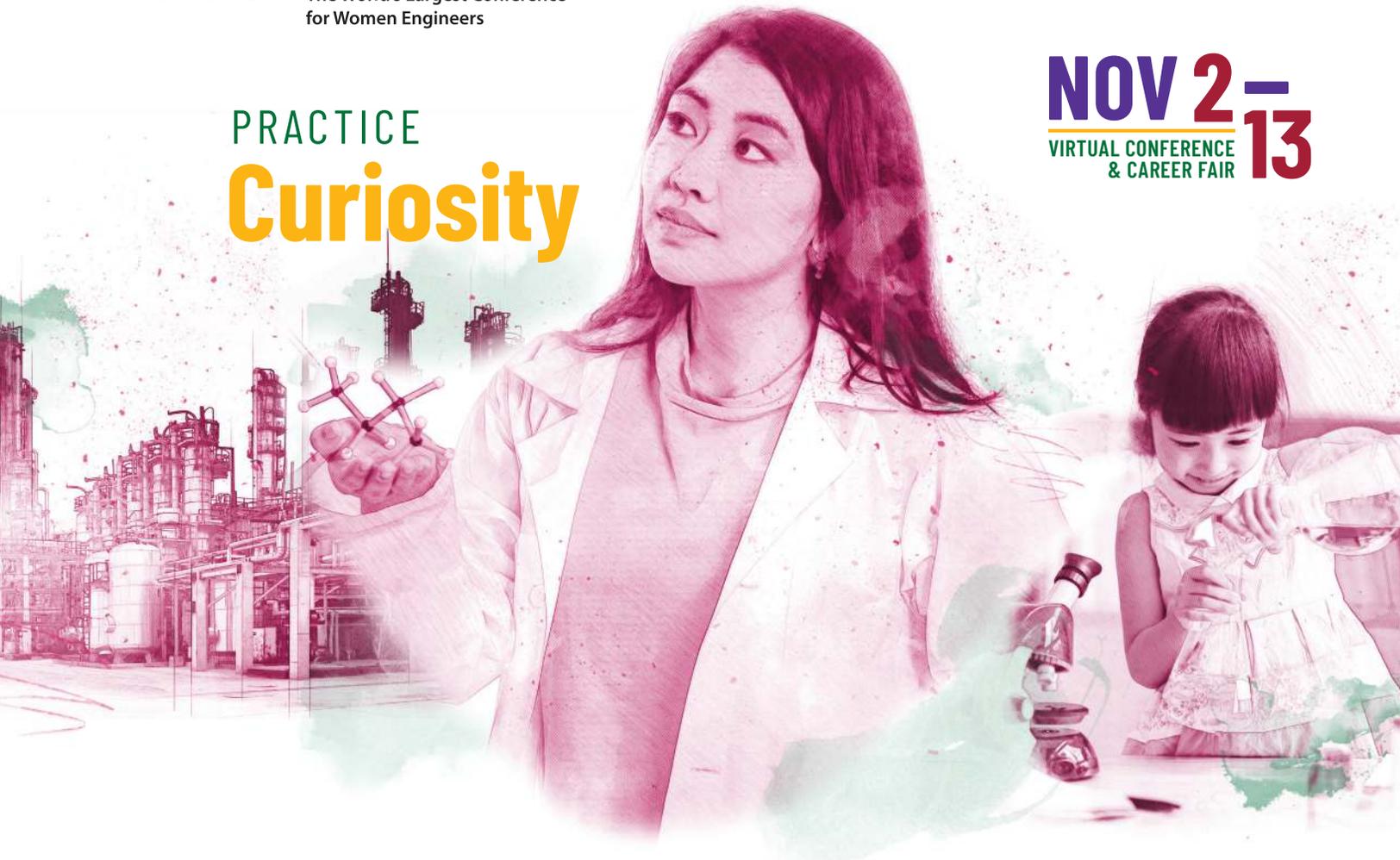**The World's Largest Conference for Women Engineers**

PRACTICE
Curiosity

NOV 2–13
VIRTUAL CONFERENCE & CAREER FAIR

WE20
BRAND GUIDELINES

swe™

![We20 — The World's Largest Conference for Women Engineers]

PRACTICE
Curiosity

WE20 THEME

This year's theme is **Practice Curiosity.** The main visual approach is to feature women from SWE's professional and collegiate membership looking curious in front of imagery that portray their childhood curiosity as a child and how that curiosity is still present in the discipline they have chosen to be in today. The curiosity as a child has helped define who they are today.

FONT FAMILIES

BARLOW CONDENSED | Headlines

OPEN SANS | Body copy

COLOR PALETTE

ROYAL PURPLE
PMS: 267 C
CMYK: 82/97/0/0
RGB: 95/37/159
HTML #5F259F

HOT PINK
PMS: 2348
CMYK: 0/100/22/3
RGB: 206/0/88
HTML #CE0058

EMERALD GREEN
PMS: 7733 C
CMYK: 89/0/91/43
RGB: 0/112/65
HTML #007041

BLACK MAGIC
CMYK: 0/0/0/100
RGB: 35/31/32
HTML #231F20

YELLOW TOPAZ
PMS: 130 C
CMYK: 0/32/100/0
RGB: 242/169/0
HTML #F2A900

RUBY RED
PMS: 201 C
CMYK: 7/100/68/32
RGB: 157/34/53
HTML #9D2235

The colors specified herein are based upon the PANTONE® Matching System (PMS); the specified breakdowns were generated in Adobe® Illustrator® CC 2020.

SWE

GRAPHIC ELEMENTS

The main graphic approach uses SWE women and their different engineering disciplines. The images of the SWE women are portrayed confident with a look of curiosity on their faces. A child image is used to represent the curiosity they had as a child and work in conjunction with different images that describes the women's engineering disciplines. A sketch like filter has been used to give the feel of their lives being sketched out for them in the area of engineering even from a young age. The use of jewel tone colors represents this years location of New Orleans. Creating that bright festive feel. The use of the harlequin pattern is also a nod to the New Orleans scene. When at all possible all three images should be used together to represent the brand. In situations that have limited space or on the use of signage, the women can be used alone to create a visual impact without all the elements.

The PRACTICE **CURIOSITY** theme should be included in all communications, unless size prohibits legible usage. The theme lock-up can be changed up to any of the colors in the palette except the use of black. Yellow should not be used for the word PRACTICE since it is a light weight font. The WE20 logo, the date and location lock-up and the SWE logo need to be present on all materials, too (with the exception of on-site signage where date/locale information is no longer needed). The URL and hashtag should also be included on communications where needed.

The use of a diamond can be used as a design element to separate information like the URL and the hashtag or for use as bullets in a list of information. The harlequin pattern is a big part of the overall brand and should used somewhere on the design. The pattern is a 10-15 percent screen of black, multiplied over the color. The color black should be mainly used for body copy in ads, brochures and flyers. Signage can use different colors from the palette to add visual interest. The use of soft color washes, flecks of color, and pencil streaks can be used to as accents to the design. *(See examples of the above direction on the following pages.)*

GRAPHIC ELEMENTS

Color Washes, Flecks, Streaks, lines and Harlequin Pattern and Diamonds

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USAGE EXAMPLES:

Examples of women and their background images as used for signage.

Example shown above represent how you can break up of the theme across multiple pieces. E.g.: WE20 Logo on one piece and the date lock-up is on the one adjacent to it. Themeline "Practice Curiosity" on both.

USAGE EXAMPLES:

Examples of the women and their backgrounds on large signage.

USAGE EXAMPLES:
Examples of using single images of the women.

USAGE EXAMPLES:
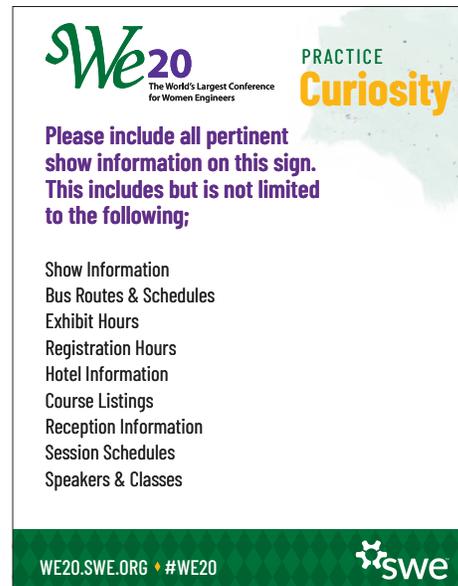Examples of using no women.

Example shown above represent the use of an single women images and how you can break up of the theme across multiple pieces. E.g.: WE20 Logo on one piece and Themeline "Practice Curiosity" on another.

Example shown above represent the use on a piece of signage, without the use of the women, to give more space for information.