aspire to INSPIRE

BE AMBITIOUS
DO BIG THINGS
EMBRACE CHALLENGES
ENCOURAGE OTHERS

WE21 | Brand Guidelines

WE21.SWE.ORG #WE21
WE21 Theme

This year’s theme is **Aspire to Inspire**. The main visual approach is to feature women from SWE’s professional and collegiate membership looking confident, with handwritten motivational messages and illustrated graphics that portray each type of engineering field. The words and phrases that radiate off of each SWE member encapsulate the concept of inspiration—inspiring others and being inspired by others.

Color Palette

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK Values</th>
<th>RGB Values</th>
<th>Hex Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>WE21 PURPLE</td>
<td>CMYK: 94 / 100 / 0 / 10</td>
<td>RGB: 64 / 1 / 134</td>
<td>#400186</td>
</tr>
<tr>
<td>WE21 RUBINE RED</td>
<td>CMYK: 0 / 100 / 24 / 4</td>
<td>RGB: 206 / 0 / 88</td>
<td>#CE0058</td>
</tr>
<tr>
<td>WE21 YELLOW</td>
<td>CMYK: 0 / 25 / 94 / 0</td>
<td>RGB: 255 / 184 / 28</td>
<td>#FFB81C</td>
</tr>
<tr>
<td>WE21 TEAL</td>
<td>CMYK: 54 / 0 / 30 / 0</td>
<td>RGB: 107 / 202 / 186</td>
<td>#6BCABA</td>
</tr>
<tr>
<td>BLACK</td>
<td>CMYK: 0 / 0 / 0 / 100</td>
<td>RGB: 35 / 31 / 32</td>
<td>#231F20</td>
</tr>
</tbody>
</table>

Typography

**PRIMARY BRAND FONT**

**ITC Avant Garde**

Use for date lockup, subtitles and body copy in all font family weights. Can be set in any color from the palette.

**HANDWRITTEN FONT**

**ACEITUNA**

Use when creating handwritten inspirational messages seen above.

**WEB FONT**

**Poppins**

Poppins can be used as a substitution for web fonts.
The main graphic approach uses SWE women and elements of their different engineering disciplines. The images of the SWE women are portrayed as confident, with a look of inspiration on their faces. Hand-drawn illustrations and motivational messages shine off each the SWE women that inspire themselves as well as each other. A halftone filter has been used to give each portrait a unique effect. The use of vibrant colors represents the energy and excitement of this year’s conference.

In situations with limited space or on signage, the women can be flush left, center, or flush right to create a visual impact with or without all the elements and messages. Each SWE woman can overlap the paper texture to allow for creative compositions.

The Aspire to Inspire theme should be included in all communications, unless size prohibits legible usage. The theme lock-up can be changed to any of the colors in the palette except black. The WE21 logo, the date and location lock-up and the SWE logo need to be prominent on all materials. The URL and hashtag should also be included on communications.

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 paper textures, arrows and dotted lines, solid or stroke highlighted headlines can be used to enhance the design.

(See examples of the above direction on the following pages.)

Graphic Elements
Paper Texture, arrows, dotted lines, and headlines with solid and outlined backgrounds.
WE21 Models

WE21 Model Examples

Below are examples of all WE21 models and their illustrations. Each model portrays her own unique engineering discipline with inspiring messages. The variety of colored backgrounds shows how you can switch up the theme across multiple pieces.

1. Tatiana - Collegian
   Electrical Engineering

2. Eleonora - Professional
   Biomedical Engineering

3. Nancy - Professional
   Industrial Engineering

4. Rachel - Professional
   Aerospace Engineering

5. Kirli - Professional
   Electronics & Communications

6. Gufrana - Collegian
   Aerospace/Material Science

7. Tabitha - Professional
   Mechanical Engineering

8. Niyati - Professional
   Electrical & Computer Engineering

9. Katie - Professional
   Mechanical Engineering

10. Marley - Collegian
    Materials Science & Engineering

11. Venkata - Collegian
    Computer Science

12. Carolina - Collegian
    Mechanical Engineering
WE21 Getty Image Models

WE21 Getty Model Examples

13 Getty Model #13 - Collegian
Electrical Engineering

14 Getty Model #14 - Professional
Materials Science Engineering
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WE21.SWE.ORG #WE21
Nancy - Professional Industrial Engineering
WE21
The World's Largest Conference for Women Engineers and Technologists

aspire to INSPIRE

SHOOT FOR THE STARS
TAKE CHARGE

AIM HIGHER
SPEAK OUT

WE21.SWE.ORG #WE21
The World's Largest Conference for Women, Engineers, and Technologists

OCTOBER 21-23 2021
Indianapolis, IN
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aspire to INSPIRE

BE STRONG
DON'T SETTLE
STEP UP
DO BIG THINGS
aspire to INSPIRE

STAY STRONG
CREATE OPPORTUNITIES

TAKE CHARGE
SPEAK OUT

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aspire to INSPIRE

STEP UP
BE STRONG

DO BIG THINGS
NEVER QUIT

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BE STRONG
AIM HIGHER

DON'T SETTLE
LOREM IPSUM

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