

# Womengineer Foundation Design Guide

Manual for our visual identity

Version 1.1



RGB 22, 24, 40  
CMYK 95, 85, 51, 71  
#161828

Primary colour for  
backgrounds, text etc.

RGB 118, 119, 140  
CMYK 57, 48, 30, 13  
#76778c

Secondary colour. Dark  
gray for backgrounds,  
text, and figures.

RGB 201, 208, 223  
CMYK 25, 15, 8, 0  
#c9d0df

Secondary colour. Light  
gray for backgrounds,  
text and figures,

RGB 255, 255, 255  
CMYK 0, 0, 0, 0  
#ffffff

Primary colour for back-  
grounds, text etc.

RGB 57, 209, 143  
CMYK 65, 0, 58, 0  
#39d18f

The colour of the  
Womengineer logo and  
the primary green for  
small details, buttons  
and symbols.

Use together with white  
and the greyscale above.

RGB 171, 214, 205  
CMYK 38, 1, 24, 0  
#abd6cd

For backgrounds as  
a secondary colour.  
Can be used when  
the primary green is  
too intensive, e.g. as  
a background to a  
b/w photo.

Can be used with  
both white and dark  
blue/black text.

RGB 12, 12, 12  
CMYK 82, 72, 62, 91  
#0c0c0c

Black for body text.

## Base colours

The fundamental base colours of the Womengineer's brand.

The main colours that should be used on Womengineer's  
graphic materials.

The dark blue and white are our primary colours. Together with  
the logotype green in details, they are identifying our brand and  
should be used the most.



RGB 141, 68, 199  
CMYK 56, 72, 0, 0  
#8D44C7

Preferably use 1 vivid  
color, at a time together  
with the base colors.

RGB 255, 81, 81  
CMYK 0, 80, 65, 0  
#ff5151

Preferably use 1 vivid  
color, at a time together  
with the base colors.

RGB 255, 141, 12  
CMYK 0, 60, 100, 0  
#ff8d0c

Preferably use 1 vivid  
color, at a time together  
with the base colors.

## Vivid colours

Additional bolder colors that improve palette versatility and provide flexible, creative options.

**Mix with sense**, All colors can be combined, but don't mix too many colors on the same surface.



## Primary logotypes

The primary logotypes should always be used if suitable. These are the main logotypes that identifies the foundation.

Primary logotype of Womengineer



Primary logotype of IGEday



Primary logotype of Womengineer day



Primary symbol



## Secondary logotypes

The secondary logotypes can be used when the primary logotypes doesn't fit or feel right in the chosen context. They should also be used for social media profiles where the profile pictures are round.

Secondary logotype of Womengineer



Secondary logotype of IGEday



Secondary logotype of Womengineer day



## B/W logotypes

The black or white logotypes can be used on colourful backgrounds or photographs where the green colour in our primary and secondary logo is not suitable. They can also be requested by companies for their websites.

Black logotype of Womengineer



Black logotype of IGEday



Black logotype of Womengineer day



Black symbol



The logotypes comes in two colours each - one for white backgrounds and one for dark backgrounds.

## Primary logotypes

 womengineer

 IGEday  
by womengineer

 womengineer  
day



## B/W logotypes

 womengineer

 IGEday  
by womengineer

 womengineer  
day



## Fonts

**Headlines: Montserrat Bold**

Buttons etc: Montserrat SemiBold

Body text: Avenir Book

## Secondary logotypes

