

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

