



womengineer

Visual identity

Primary colour

Primary colour for backgrounds, text etc.

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

Primary colour

Primary colour for backgrounds, text etc.

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

Primary colour

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

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

Body text colour

Black for body text.

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

Secondary colour

Secondary colour for backgrounds, text, and figures.

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

Secondary colour

Secondary colour for backgrounds, text, and figures.

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

Secondary colour

Secondary colour for backgrounds and figures.

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

Base colours

The fundamental base colours of the Womengineer 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.

Vivid colour

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

RGB 141, 68, 199
CMYK 56, 72, 0, 0
#8d44c7

Vivid colour

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

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

Vivid colour

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

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

Vivid colour

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

RGB 247, 134, 170
CMYK 0, 46, 31, 03
#f786aa

Vivid colour IGEday

Additional colour to use when creating material for IGEday.

RGB 252, 171, 100
CMYK 0, 32, 60, 1
#fcab64



Vivid colour WEday

Additional colour to use when creating material for WEday.

RGB 161, 74, 118
CMYK 0, 54, 27, 37
#a14a76



Vivid colours

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

Mix with sense. All colours can be combined, but don't mix too many colors on the same surface. Preferably use 1 vivid color, at a time together with the base colors.

Logotypes

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

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 WEday



Primary symbol of Womengineer



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 WEday



Logotypes

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

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 WEday



White symbol of Womengineer



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 WEday



Fonts

Headlines: Montserrat Extrabold

Body text: Montserrat Regular

Buttons etc: Montserrat Bold/Semibold