



womenengineer

**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 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.

## Primary colour

Primary colour for backgrounds, text etc.

#60355d  
RGB: 96, 53, 93  
CMYK: 0, 45, 3, 62

## Primary colour

Primary colour for backgrounds, text etc.

#cbbcca  
RGB: 203, 188, 202  
CMYK: 0, 7, 0, 20

## Primary colour

Primary colour for backgrounds, text etc.

#eee9ed  
RGB: 238, 233, 237  
CMYK: 0, 2, 0, 7

## Secondary colour

Secondary colour for backgrounds, text, and figures.

#d8c9b4  
RGB: 216, 201, 180  
CMYK: 0, 7, 17, 15

## Secondary colour

Secondary colour for backgrounds, text, and figures.

#f1ebe3  
RGB: 241, 235, 227  
CMYK: 0, 2, 6, 5

## Base colours

**The fundamental base colours of the Wera brand.**

The main colours that should be used on Womengineer's graphic materials. The purple colours are our primary colours. Together with the logotype, they are identifying our brand and should be used the most.

## Logotypes

The logos are available in two colors – one for light 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 for Womengineer



### Primary logotype for IGEday



### Primary logotype for Wera



### Primary symbol for 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 for Womengineer



### Secondary logotype for IGEday



### Secondary logotype for Wera



## Logotypes

The logos are available in two colors – one for light 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 for Womengineer



### Primary logotype for IGEday



### Primary symbol for 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 for Womengineer



### Secondary logotype for IGEday



### Secondary logotype for Wera



# **Fonts Womengineer + IGEday**

## **Montserrat Extrabold**

Montserrat Regular

## **Montserrat Bold**

## **Fonts Wera**

## **Poppins Bold**

Poppins Medium

Poppins Light