

## SWE Logo, Tagline, and About SWE Usage & Guidelines

### Logo

The SWE logo and tagline are for use by SWE members and approved vendors only. The SWE logo and tagline can be used for marketing materials, ad specialties, give-aways, signage for events, general communication and web sites. The SWE logo cannot be altered from the guidelines put forth in this document without the expressed permission of SWE leadership.

Please direct any questions regarding logo usage to [marketing@swe.org](mailto:marketing@swe.org).

### SWE Tagline

Aspire. Advance. Achieve. These are the words that encompass the mission and spirit of SWE and will be used in all outbound marketing materials such as brochures, membership kits, stationery, press materials etc. moving forward. You may use the logo with or without the tagline at your discretion although we encourage all sections to use it when appropriate to build our image and brand in a consistent manner. We hope to broadly communicate our mission and build awareness of SWE through this consistent messaging and use of the logo and tagline together.

### Colors

<p>PMS 347 Green</p>	<p>PMS 458 Gold</p>	<p>RGB/255  0 Red 155 Green 89 Blue</p>	<p>RGB/255  217 Red 204 Green 97 Blue</p>	<p>CMYK  C: 100 M: 0 Y: 86 K: 3</p>	<p>CMYK  C: 11.5 M: 11.5 Y: 72 K: 0</p>
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### Full color Logo with Tagline



### Full color Logo without Tagline



### One color logo with Tagline



### One color logo without Tagline





Gear Alone



Grayscale with Tagline



Grayscale without Tagline



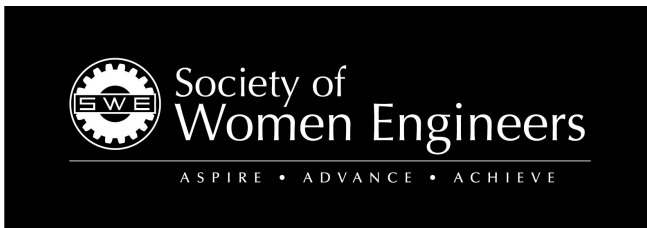
Black and White with Tagline



Black and White without Tagline



Reversed out with Tagline



Reversed out without Tagline





Society of  
Women Engineers

ASPIRE • ADVANCE • ACHIEVE

### **About SWE Statement**

The following paragraph is the new descriptor statement for SWE. This paragraph should be used in all outbound communication to provide a brief overview of the Society. The About SWE statement will be used on all press releases, brochures, conference materials, SWE Magazine and in general communication where appropriate. If you have any questions on the About SWE statement and its usage please email [marketing@swe.org](mailto:marketing@swe.org).

### **About SWE**

The Society of Women Engineers (SWE), founded in 1950, is a non-profit educational and service organization. SWE is the driving force that establishes engineering as a highly desirable career aspiration for women. SWE empowers women to succeed and advance in those aspirations and be recognized for their life-changing contributions and achievements as engineers and leaders. For more information about the Society please visit [www.swe.org](http://www.swe.org) or call (312) 596-5223.