If we’re going to out-innovate and out-educate the rest of the world, we’ve got to open doors for everyone. We need all hands on deck, and that means clearing hurdles for women and girls as they navigate careers in science, technology, engineering, and math.”
- First Lady Michelle Obama, September 26, 2011
WONDER WOMEN TECH LOGO VARIATIONS

HORIZONTAL ORIENTATION

STACKED ORIENTATION
WONDER WOMEN TECH TYPEFACE GUIDELINES

Gotham Book
Gotham Book is the typeface for the official “Wonder Women Tech” portion of the identity and may be used for the heading or body of any marketing collateral.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham Light
Gotham Light may be used in the body of any marketing collateral.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham Light Italic
Gotham Light Italic is used in the tagline, “innovate. empower. ignite.” portion of the identity and may be used for the body of any marketing collateral.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham Medium
Gotham Medium may be used in the heading of any marketing collateral.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham Bold
Gotham Bold is used to emphasize terms in the body of any marketing collateral.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Thirsty Script
Thirsty Script may be used in the heading of any marketing collateral as an accent font.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WONDER WOMEN TECH • LOGO DESIGNS • rev. 2/22/15
COLOR PALETTE
(FACETS IN LOGO HAVE VARIATIONS; GRAY IS APPLIED IN LOGO BYLINE)

- **CMYK:** 13, 95, 13, 0
  **RGB:** 198, 12, 110
  **HEX:** C60C6E

- **CMYK:** 73, 78, 0, 0
  **RGB:** 79, 27, 206
  **HEX:** 4F1BCE

- **CMYK:** 73, 14, 5, 0
  **RGB:** 25, 152, 207
  **HEX:** 1998CF

- **CMYK:** 48, 14, 100, 0
  **RGB:** 148, 178, 56
  **HEX:** 94B238

- **CMYK:** 73, 78, 0, 0
  **RGB:** 79, 27, 206
  **HEX:** 4F1BCE

- **CMYK:** 25, 90, 0, 0
  **RGB:** 173, 32, 136
  **HEX:** AD2088

- **CMYK:** 1, 84, 0, 0
  **RGB:** 237, 40, 148
  **HEX:** ED2894

- **CMYK:** 59, 50, 47, 16
  **RGB:** 88, 89, 91
  **HEX:** 58595B
WONDER WOMEN TECH IMAGES & HEADERS

BRANDING IMAGES
DARK BLUE COLOR IS APPLIED OVER MAIN BRANDING IMAGES AT 70%

BEFORE

AFTER

BRANDING HEADERS
DARK BLUE COLOR IS USED AT FULL OPACITY IN PRINT COLLATERAL

CONFERENCE SCHEDULE

CMYK: 82, 73, 57, 71
RGB: 22, 28, 38
HEX: 161C26