



WONDERWOMENTECH

innovate.empower.ignite.

*"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*

IDENTITYGUIDELINES

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 Bold

Gotham Bold is used to emphasize terms 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

Thirsty Script

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WONDER WOMEN TECH COLOR PALETTE



WONDERWOMENTECH
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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: 0, 60, 97, 0
RGB: 241, 110, 30
HEX: F16E1E



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



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



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



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



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



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



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

