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**Theory and concept**

From 2014 to present, Women Techmakers is continually launching global scalable initiatives and piloting new programs to support and empower women in the industry.

The Women Techmakers brand has been developed to celebrate that creativity, boldness, and strength that make up the foundation of the organization.

The visual language of the brand embraces the organic, expressive essence of the organization and its members in its use of brush strokes, dynamic colors, hand drawn illustrations, and bold photography.
Our story is not only the additive, 
but also essential

Our user is focused on 
women in tech (mostly)

Our vision is not only for tomorrow, 
but also for today

We don’t lead only with metrics, 
we lead with stories
How to use this guide
To our Brand Ambassadors:

We’ve put this book together to explain the intentions behind the Women Techmakers brand, and have added links throughout to various resources and templates you can use for events, promotions, and the like.

The guidebook lists the overall elements of the brand first, such as proper use of the logo, colors, and typography. There are also a few design examples to demonstrate how to apply these standards appropriately.

The following sections include designs you use regularly. The templates for these assets are linked within the orange button on the left side of the slides.

Our goal is to supply you with enough templates that you won’t need to create anything new and can instead focus on doing all the other important work on your plate. That said, if you do find yourself needing to create a custom asset, please refer to the first section of this deck, and in particular the Do’s and Don’ts examples, to ensure your design is in accordance with the brand guidelines.
Brand foundations
Logo

Horizontal (preferred)

Please use the horizontal lockup of the logo whenever possible.

The full color lockup should only be used on either white and grey backgrounds.

Please use the white version of the logo on branded colors, or on photographic backgrounds. Please ensure that the logos are legible in each instance.

Download logos
Logo

Stacked (alternate)

The stacked logo can be used as an alternative when space is a limiting factor.

The full color lockup should only be used on either white and grey backgrounds.

Please use the white version of the logo on branded colors, or on background photographs. Please ensure that the logos are legible in each instance.

Download logos
Logo

Stacked (as needed)

Use the stacked, two line logo only when necessary for space constraints.

The full color lockup should only be used on either white and grey backgrounds.

Please use the white version of the logo on branded colors, or on background photographs. Please ensure that the logos are legible in each instance.

Download logos
Logo

On black

Please try to avoid applying the logo over dark backgrounds. However, if necessary, use these lockups, with a color logo paired with a white logotype.

Download logos
**Logo**

**Spacing**

Place allow for white space to surround the logo on all sides in any composition. For the horizontal lockup, the space surrounding the logo should equal the size of the logo itself. For the stacked logo, the space surrounding the logo should equal half the size of the logo itself.
Logo guidelines

Don’t
Do not alter the design of the text in any way, including changing the color or font, or adding effects to it.

Don’t
Do not alter the logo in any way, including adding/removing elements or changing the colors.

Don’t
Do not place any version of the logo on a busy background, including patterns or photos.

Don’t
Do not place the logo on a background of any color other than white, grey, black, or the WTM branded colors.

Don’t
Do not alter the layout of the lockup, or adjust the spacing between the elements.
**Logo**

The only case in which the logo can be customized is to add a city name below. Please use Google Sans for the typeface, and apply the same hue of gray for the city name as in the logotype, and must measure $\frac{1}{2}$ the height of the logotype.

If using the horizontal lockup, please left align the text with “Women Techmakers” in the logo, and ensure the top of the city name aligns with the bottom of the Women Techmakers logo. The city name should be $\frac{1}{2}$ the height of the logotype.

If using the vertical lockup, please center the text below Women Techmakers, and place below the logo at a length half of that which separates the text “Women Techmakers” from the logo. The name
Colors

Primary colors

Primary colors should be used for all designs. Use white or light grey for the background whenever possible, but alternatives are provided. Avoid using accents for full backgrounds, or large swaths of color.

Download swatches
Colors

Secondary colors

Use secondary colors to add contrast to a layout, and/or draw attention to a piece of text. Secondary colors must not make up more than 30% of any composition, and must not be used for the entirety of any block of text.

Please do not use the secondary colors, other than black and grey, as background colors.

Download swatches
**Colors**

**Color application**

- **Do** Embrace Google’s philosophy of allowing for ample white space.

- **Do** Use the primary colors as full bleed backgrounds for assets you want to stand out.

- **Do** Use high contrast colors for text. Consult the color chart on slide 66 as a reference.
Women Techmakers Brand Guidelines

Colors

Color application

Do
Use the secondary colors to call attention to key pieces of text, such as a date or call to action.

Do
Use the secondary colors on the dot pattern

Don’t
Do not use the secondary colors for the majority of any text.
Colors

Color application

**Don’t**

Do not apply secondary colors to more than 30% of the assets in any layout.

**Don’t**

Select low contrast color combinations for text or any other element that needs to be visually or otherwise “legible.”

**Don’t**

Do not use non brand colors for any part of a design, unless that color is required by a partnering brand, event, etc.
Typography

General

Please use Google Sans Bold for headlines, and Google Sans Regular for subheads and body copy. If smaller text is necessary for annotations, footnotes, or small labels, please use Roboto Normal.

Headlines

Google Sans Bold

Sub Head / Longer strings of text

Google Sans Regular

Body copy

Google Sans Regular

Small copy

Roboto Normal
Typography

Typography Don’ts

Don’t
Don’t use all caps or underlined text. If you would like to emphasize something, use bold.

Don’t
Do not use italics or adjust the tracking of the text.

Don’t
Do not apply colors outside of the WTM brand guidelines to any typography.

Applications closing soon.

Sign up today!
Typography

Headers and hierarchy

Use a ratio of 1½ : 1 for setting the size of a header to the body copy. (Example: if your body copy 12pt in size, please set the header to 18 (12/2 = 6; 12+6=18).

Use a line spacing of between 1.15-1.5.

Add a paragraph break that is ½ the height of the header. (Example: if the header is 24pt in size, add at least a 12pt paragraph break between the header and body copy below.)

Use color to draw attention to key messages in the typography.

Applications closing soon.
Submit your information by October 1 to be considered.

Another example of a header.
With a subtitle
Submit your information by October 1 to be considered.

Do
Left align text and ensure comfortable spacing between lines

Do
Use the same size for headers and subheaders. Apply Google Sans Regular to the subheaders to create appropriate hierarchy.
Typography

Headers and hierarchy don’ts

Applications closing soon.
Submit your information by October 1 to be considered.

Don’t
Do not use bold for subheaders or body copy. Reserve bold typography for headers.

Don’t
Do not use color for a full body of text. Reserve color usage to the key element of a message that deserves the most attention.

Don’t
Do not use highlights or any other typographic treatment for headers. Lean on Google Sans bold and pops of color to draw attention to content when necessary.
Graphic elements
Brush strokes

General

Apply 1 to 3 (maximum) strokes to each design, placed in the same general portion of the layout. Each layout should center around photography or text content, with the brush strokes helping to frame that content, not distract from it.

You may integrate 1-2 dotted patterns to add dimensionality when necessary. However, you do not have to use this pattern on any layout.

Prioritize building from white, as stipulated in Google’s design standards, especially as a background for text.

Download graphics
**Brush strokes**

**Brush stroke don’ts**

- Announcement of five to ten words max can go here

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**Do**

- Use the brush strokes to frame photographs, text, or other elements of a layout.

**Do**

- Use the white brush stroke to transition between text and photography.

**Do**

- Layer different colors of the brush strokes to add dynamics to the composition.
**Brush strokes**

**Brush stroke don’ts**

- **Don’t**
  Do not combine brush strokes with graphics that have a hard edge, such as a rectangle or square text box as seen here.

- **Don’t**
  Do not create new brush strokes; utilize only those included in the asset sticker sheet.

- **Don’t**
  Do not alter the color or add effects to the brush stroke graphics.
**Illustration style**

General

The hand drawn and organic style of these illustrations helps create a tone of affability and creativity for the brand, similar to the brush strokes. However, please only use the brush strokes or the illustrations in an composition -- avoid using both illustrations and the brush stroke concurrently.

Always apply multiple illustrations to a graphic to create a context for the messaging, versus using just one element as a focal point. This prevents the brand from conflicting with potential guest illustration artists who participate with our events.

Please use only those illustrations included in the official folder of resources, which utilize symbols and objects to represent women in tech. The brand intentionally does not include depictions of actual individuals, and instead uses photography when needing to depict people.
Illustration style

Illustration library: stroked

White or grey stroked illustrations (seen here) can be used on solid color backgrounds or photographs.

Download png’s
Illustration style

Illustration library: filled

Filled in illustrations can be used on a white background. They may be placed over photography if necessary, and if the photo is not too busy and there is sufficient contrast.

Download png's
Illustration do’s

Do
Use the stroked, white versions of the illustrations when needed to ensure sufficient contrast, such as on full color backgrounds and photos.

Do
Do apply the illustrations in multiples, placed around or in service of the main content of the design.

Do
Use the illustrations when there are no brush strokes on the layout to help communicate the WTM feel.
Illustration don’ts

**Don’t**
Do not combine illustration assets with the paint brush graphics.

**Don’t**
Do not change the colors of the illustrations from what is included in the folder of assets.

**Don’t**
Do not create illustrations or use any illustrations not included with the official assets.

**Don’t**
Do not layer illustrations on top of each other.
Illustration don’ts (cont’d)

Don’t
Do not use a single illustration as the primary component of a design. Always implement illustrations in multiples.

Don’t
Do not add text overtop or behind the illustrations.

Don’t
Do not combine the WTM illustration style with Material or other illustration styles.
Pattern

Grid do's

**Do**
- Use either full or partial opacity grids depending on the type of contrast is needed with the design.

**Do**
- Apply the pattern on the sides of the design, so that it provides texture and balance to the layout rather than distracting from the primary content.

**Do**
- Apply the pattern in combination with brush strokes.
Pattern

Grid don’ts

Do
Use brand colors and make all dots proportioned to be consistent.

Do
Keep the dot pattern solid. Avoid outlines and other texture strokes.

Don’t
Don’t apply non-branded colors to the patterns.

Don’t
Don’t make the dots within the pattern too big or small. Dots should feel substantial but not attention grabbing.
Photography

General

Rely heavily on photography to communicate the WTM values of inclusivity, empowerment, strength in community, and similar.

Prioritize close up shots of individuals

Select action-oriented frames.

Integrate graphic paint style and illustration according to their as needed to further communicate a message.
Photography

General

Prioritize photographs that demonstrate inclusivity, depict a sense of action or engagement, and are visually narrative (in comparison to those that feel arbitrary or like filler content.)
Digital social assets
Banners

Twitter

Download template
Banners

LinkedIn

Download template
Title of the video can go here

Women Techmakers
Social promotions

Photography-based

Sized for a standard in-stream Twitter post, at 1112x506 pixels.

Download template
Social promotions

Illustration based

Sized for a standard in-stream Twitter post, at 1112x506 pixels.

Download template
Social promotions

Graphic based

Sized for a standard in-stream Twitter post, at 1112x506 pixels.

Download template
Social promotions

Graphic based

Sized for a 1:1 aspect ratio

Download template
Event assets
Speaker cards

Sized for a standard speaker card at 1550x750 pixels.

Download template
Badges & lanyards

Sized for a standard laminated badges using a lanyard, at 3”x4”

Download template
Badges with clips

Sized for a standard clip on badge, at 4”x3”

Download template
Signage: poster

Sized for a standard poster, at 20”x30”

Download template
Signage: Meterboard

Sized for a standard meterboard, at 48”x84”

Download template
Step & repeat

Sized for a standard step and repeat, at 10’x8’

Download template
Swag
Merchandise best practices

**Quality**
If you wouldn’t use it, avoid it. Women Techmakers merchandise should be something you hang onto for a long time and enjoy.

**Relevance**
Choose items that make sense for our brand, our industry, and the topics being discussed.

**Low impact**
Prioritize sustainable merchandise with minimal environmental impact. Select items that are recyclable and locally sourced when possible, and enable the user to get the most out of them in the long term.

**Conscientious**
Pair with women - and minority - run businesses whenever possible when ordering merchandise or goods such as food and beverage.
Tshirts

Download template
Tshirts

Download template
Pins

Sized for a 1.5" diameter button.

Download template
Pins

Sized for a 1.5” round button.

Download template
Stickers

Sized for a 2” diameter sticker.

Download template
Stickers

Sized for a 5”x1.5” sticker, to be printed on transparent background. If transparent is not available, please print on black or dark gray.

Download template
Notebook

Sized for a 7”x 5” notebook

Download template
Sized for a 7”x 5” notebook

Download template
Master slide / deck template
Slide deck

For general events

Google Slides deck here

Add title of the presentation here

And a subtitle as needed

Firstname Lastname @twitterhandle
Partner lock ups

For complete partner brand guidelines, please see this deck.
Partner lockups

Co-branding lockups

Use the horizontal WTM lockups when co-branding with other organizations or companies. Separate the two logos by the length of the WTM logo.

If a partner logo is more square-shaped and/or space is a constraint, you may use the vertical lockup.

In both cases, match the height of the logos to one another.

Partner lockups must always use the full Women Techmakers lockup; do not pair them with the logo alone.

Unless otherwise specified, place the Women Techmakers logo before the partner logo.
Partner lockups

Boot-up marks

Use the horizontal WTM lockups when co-branding with other organizations or companies whenever possible.

When necessary, use the vertical lockup.

Ensure there is space around the asset measuring at least 1-length of the logo.

WTM logo can be no smaller than ½ the size of the partner logo.

Adhere to all guidelines for the WTM logo placement as stipulated in this deck.
Partner lockups

Boot-up marks

Use the horizontal WTM lockups when co-branding with other organizations or companies whenever possible.

When necessary, use the vertical lockup.

Ensure there is space around the asset measuring at least 1-length of the logo.

WTM logo can be no smaller than ½ the size of the partner logo.

Adhere to all guidelines for the WTM logo placement as stipulated in this deck.
Partner lockups

Do not

Don’t
Do not use isolate the logo from the logotype.

Don’t
Do not mis-align the WTM logo with the partner logo.

Don’t
Do not make the WTM logo smaller than ⅓ the size of the partner logo.

Don’t
Do not crowd the logo next to assets or artwork borders. There must be space around each side of the logo measuring at least 1-length the WTM logo.
Color usage
**Color usage**

**Accessibility**

Please reference these charts when applying color to typography to ensure that all type meets accessibility standards.

For complete Google accessibility standards, please visit [this link](#).