



2017
BRAND GUIDELINES



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OUR ORIGIN STORY :

In 2013 Kasey Jones and Megan Bigelow grabbed coffee after connecting at a Grace Hopper Women in Computing event. At coffee they discussed how they both felt empowered from the event, yet they both were frustrated that it took a conference to bring women like them together. At that coffee date, PDXWIT was born. The two decided to form a group that would bring women in tech to gather on a regular basis.

In the early days, PDXWIT met at local bars as a no-host gathering. By the end of the first year, companies were reaching out and offering to host the meetings in their office spaces. In 2016, PDXWIT applied and became a 501(c)3 non-profit. The group still hosts monthly meetups and has added multiple satellite events. The group continues to grow and currently has over 2600 members.



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PURPOSE :

PDXWIT is a community-based non-profit organization. Our purpose is to strengthen the Portland women in tech community by offering: educational programs, partnerships, mentorships, resources and opportunities. We are unifying a supportive environment for current and potential women in tech, all of whom are committed to helping each other. Our goal is to bring together and empower current women in tech and to encourage others to pursue tech careers. This is our step towards reducing the gender imbalance in the industry and addressing the current negative effects of that imbalance on women.



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WHY A BRAND GUIDE :

This brand guide is designed for easy reference to the information needed to visually represent PDXWIT in a consistent manner.



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OUR NAME :

When writing our organization name always use the correct format defined here to help keep our brand awareness. Our name may not be displayed in any other way, including just “Women in Technology.”

- Portland Women in Technology
- PDX Women in Tech
- PDXWIT (no lowercase letters, no spaces between PDX and WIT)



THE LOGO :

The PDXWIT logo/iconography is meant to represent our organization by creating a distinct visual presence for our members and in the community. The logo must be used as provided and cannot be altered in any way.

Inconsistent usage of the PDXWIT logo could weaken and dilute the iconography to our members about the organization.

WHICH LOGO DO I USE? :

There is a primary and secondary logo for PDXWIT. The primary green logo is the preferred version for all materials and communications. Whenever possible, all materials and communications should be created using the primary logo. In situations where the primary logo will not fit, the secondary logo can be used.

USING THE PRIMARY LOGO :

When using the primary logo, please use your best judgement on placement, be aware of the space around the logo that is required for its use, and use only the green logo unless otherwise directed by the PDXWIT creative department or the founders of PDXWIT.

USING THE SECONDARY LOGO :

In some cases, using the secondary logo is an option due to size constrictions. Using the secondary logo option, please use your best judgement on placement, be aware of the space around the logo that is required for its use, and only use the green logo unless otherwise directed by the PDXWIT creative department or the founders of PDXWIT.



PRIMARY LOGO



SECONDARY LOGO



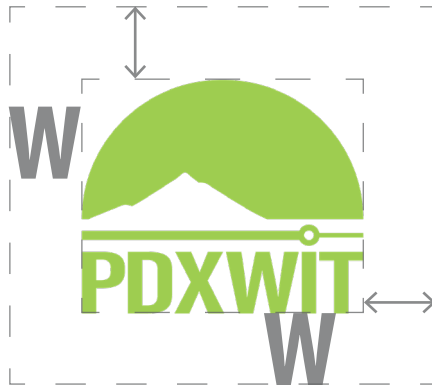
PRIMARY LOGO USAGE :

01. To ensure high visibility and an uncluttered representation, always maintain clear space (W distance as indicated) around the official logos.

A minimum distance must be maintained around the entire logo. This space has been established around the logo to ensure visibility. When using the PDXWIT logo it is important to maintain the clear space between the logo and other graphic elements such as type, images and other logos.

02. It is important that the brand can be easily read in every application and use. For this reason, the logo should not be utilized at sizes smaller than 1". This is the minimum size our logo can be reproduced. At this size the logo is still clearly legible and identifiable.

03. Logo can be used on light and dark backgrounds with specific use for each.



01. Maintain the required distance around the logo.

It is approximately the width and height of the W from the PDXWIT name or .375" all around.



02. Minimum width of 1" wide and .825" in height.

Ensure to maintain the same distance around, at .375", regardless of size.



03. a. Do use the default green logo on light backgrounds such as white and light grey (up to but not exceeding 15% Black.)

03. b. Do use the black logo on light backgrounds such as white and light grey (up to but not exceeding 15% Black.)

Black logo is also acceptable to use when using the green logo is difficult or if color printing is not an option.



03. c. Do use the white/reversed logo on backgrounds such as PANTONE Black, 50%-100% Black, PANTONE 367 C (PDXWIT Lime.)



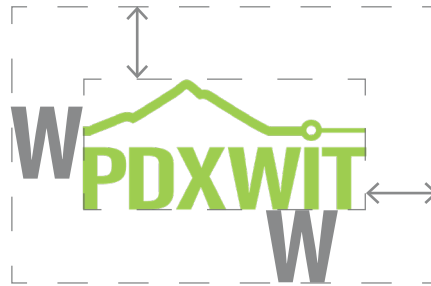
SECONDARY LOGO USAGE :

01. To ensure high visibility and an uncluttered representation, always maintain clear space (W distance as indicated) around the official logos.

A minimum distance must be maintained around the entire logo. This space has been established around the logo to ensure visibility. When using the PDXWIT logo it is important to maintain the clear space between the logo and other graphic elements such as type, images and other logos.

02. It is important that the brand can be easily read in every application and use. For this reason, the logo should not be utilized at sizes smaller than 1". This is the minimum size our logo can be reproduced. At this size the logo is still clearly legible and identifiable.

03. Logo can be used on light and dark backgrounds with specific use for each.



01. Maintain the required distance around the logo.

It is approximately the width and height of the W from the PDXWIT name or .375" all around.



02. Minimum width of 1" wide and .465" in height.

Ensure to maintain the same distance around, at .375", regardless of size.



03. a. Do use the default green logo on light backgrounds such as white and light grey (up to but not exceeding 15% Black.)

03. b. Do use the black logo on light backgrounds such as white and light grey (up to but not exceeding 15% Black.)

Black logo is also acceptable to use when using the green logo is difficult or if color printing is not an option.



03. c. Do use the white/ reversed logo on backgrounds such as PANTONE Black, 50%-100% Black, PANTONE 367 C (PDXWIT Lime.)



COLORS : PRIMARY

- 01. The PDXWIT colors should be used consistently to create visual connection across all our forms of communication. The logo should only be printed in the colors specified here. Any deviation from these colors will need to receive prior approval from a Creative Board Member.
- 02. The PDXWIT primary color is a strong, vivid lime green that signifies our strength in the face of adversity and our mission of community outreach.
- 03. The PDXWIT secondary and complementary colors have been chosen as a way to enhance the vivid green and their use should be minimal and not overpowering. Use this guide as a way of understanding the use of color that accompanies the PDXWIT brand.



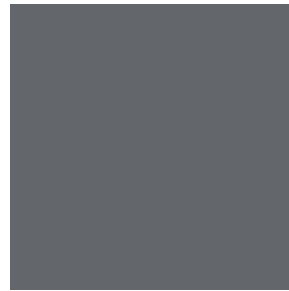
PDXWIT LIME

HEX —
#9ECC50

PANTONES —
367C (Solid Coated)
374U (Solid Uncoated)

C 43
M 00
Y 89
K 00

R 158
G 204
B 80



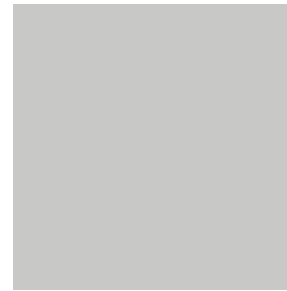
DARK GREY

HEX —
#63666A

PANTONES —
Cool Grey 10C
(Solid Coated)

C 62
M 52
Y 48
K 19

R 99
G 102
B 106



LIGHT GREY

HEX —
#C8C9C7

PANTONES —
Cool Grey 3C
(Solid Coated)

C 21
M 16
Y 18
K 00

R 200
G 201
B 199



WHITE

HEX —
#FFFFFF

PANTONES —

C 00
M 00
Y 00
K 00

R 255
G 255
B 255



BLACK

HEX —
#000000

PANTONES —
Black (Solid Coated)
Black (Solid Uncoated)






C 00
M 00
Y 00
K 100

R 00
G 00
B 00



COLORS : SECONDARY

- 01. The PDXWIT colors should be used consistently to create visual connection across all our forms of communication. The logo should only be printed in the colors specified here. Any deviation from these colors will need to receive prior approval from a Creative Board Member.
- 02. The PDXWIT primary color is a strong, vivid lime green that signifies our strength in the face of adversity and our mission of community outreach.
- 03. The PDXWIT secondary and complementary colors have been chosen as a way to enhance the vivid green and their use should be minimal and not overpowering. Use this guide as a way of understanding the use of color that accompanies the PDXWIT brand.

				
DARK GREEN	GREEN	DARK BLUE	BLUE	RED
HEX — #244512	HEX — #53772E	HEX — #2B3944	HEX — #2F7392	HEX — #921B1E
PANTONES — TBD TBD	PANTONES — TBD TBD	PANTONES — TBD TBD	PANTONES — TBD TBD	PANTONES — TBD TBD
C 77 M 46 Y 100 K 52	C 70 M 33 Y 100 K 19	C 81 M 66 Y 53 K 47	C 83 M 47 Y 29 K 5	C 27 M 100 Y 100 K 27
R 36 G 69 B 18	R 83 G 119 B 46	R 43 G 57 B 68	R 50 G 115 B 146	R 146 G 27 B 30



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INCORRECT USE :

The PDXWIT logo and iconography is meant to represent our organization by creating a distinct visual presence for our members and in the community. The logo must be used as provided and cannot be altered in any way. Inconsistent usage of the PDXWIT logo could weaken and dilute the brand image to our members and potential interests about the organization.

To maintain consistency, the logo must be used as provided. The logo must not be redrawn or altered in terms of its appearance, components, colors, proportions, or any other property.

The old PDXWIT logo will not be used on any PDXWIT material after December 2016.



PRIMARY LOGO INCORRECT USE EXAMPLES :



01. Do not alter the logo in any way. This includes removing the line under the mountain and the circle dotting the i.



03. Do not use any unauthorized colors or make changes to the logo without prior approval from the PDXWIT Creative Board.



02. Do not replace the mountain with a half circle, change the official font, nor split the PDXWIT name.



04. After December 2016, please do not use the old PDXWIT Logo.



SECONDARY LOGO INCORRECT USE EXAMPLES :



01. Do not alter the logo in any way. This includes removing the mountain and replacing it with a line.



03. Do not use any unauthorized colors or make changes to the logo without prior approval from the PDXWIT Creative Board.



02. Do not change the official font, nor split the PDXWIT name.



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PHOTOGRAPHY :

Photos tell the story about our organization and communicate with our members and community on an emotional level. This makes it an effective tool for conveying the right message about our organization. Photographs used on official PDXWIT materials need to be high resolution, in focus, and use general best practices for photography.

PHOTOGRAPHY REQUESTS :

PDXWIT event photography may be requested through the Creative Board Member. Requests should be made via email found on the PDXWIT website (www.pdxwit.org.)



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TYPOGRAPHY :

The primary heading typeface is Acumin Pro ExtraCondensed and subheadings in Oswald. It is supported by Proxima Nova or Garamond (but not both at the same time,) which is mainly used as body copy to ensure good legibility and consistency in all digital and print materials for PDXWIT.

There are free alternative(s) to the official PDXWIT fonts available. In this case if Typekit is unavailable, the primary heading typeface is League Gothic and subheadings are still Oswald. It is supported by Helvetica Neue or Times New Roman (but not both at the same time,) which is mainly used as body copy to ensure good legibility and consistency in all digital and print materials.



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ACUMIN PRO EXTRACONDENSED :

Use for: Headlines + Titles, Headings

Never use for: body copy, normal text, quotes, contact info, taglines

Aa

(Extra Condensed: SemiBold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*()[]{}?.,;:'"



—
LEAGUE GOTHIC (FREE ALTERNATE) :

Use for: Headlines + Titles, Headings

Never use for: body copy, normal text, quotes, contact info, taglines

Aa

(Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*()[]{}?.,:.'"



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OSWALD :

Use for: Quotes, Subtitles

Never use for: body copy, normal text, contact info, taglines

Aa

(Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()[]?.,:’”



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PROXIMA NOVA + GARAMOND :

Use for: Body copy, email + normal text, contact info,

Never use for: Headings, Headlines + Titles, short quotes

Aa

(Proxima Nova - Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()[]{}?.,;:'"

Aa

(Garamond - Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()[]{}?.,;:'"



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HELVETICA NEUE + TIMES NEW ROMAN (FREE ALTERNATES):

Use for: Body copy, email + normal text, contact info,

Never use for: Headings, Headlines + Titles, short quotes

Aa

(Helvetica Neue - Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()[]{}?.,;:'”

Aa

(Times New Roman - Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()[]{}?.,;:'”



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USAGE EXAMPLE:

Heading or Title

Subtitle

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec consectetur dapibus eros sed rhoncus. Morbi ut imperdiet mi. Donec non enim in ipsum egestas fringilla vitae eget lorem. Donec ligula sapien, pretium id sem ac, commodo laoreet massa. Mauris sed tincidunt libero. Vivamus at sollicitudin lorem. Cras sed risus volutpat, fringilla felis ac, suscipit purus. Donec sit amet nulla hendrerit purus ultrices venenatis.

} **Acumin Pro ExtraCondensed**
} **Oswald**

} **Proxima Nova Regular**



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USAGE EXAMPLE (FREE ALTERNATES):

Heading or Title
Subtitle

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec consectetur dapibus eros sed rhoncus. Morbi ut imperdiet mi. Donec non enim in ipsum egestas fringilla vitae eget lorem. Donec ligula sapien, pretium id sem ac, commodo laoreet massa. Mauris sed tincidunt libero. Vivamus at sollicitudin lorem. Cras sed risus volutpat, fringilla felis ac, suscipit purus. Donec sit amet nulla hendrerit purus ultrices venenatis.

} **League Gothic**
} Oswald

} Helvetica Neue Regular



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EMAIL :

A template for emails has been created to establish a consistent and professional look for communication with our organization members. All board members and volunteers will have a PDXWIT email address. This email addresses should be used for all official communication for the organization.

[Dear/Hi/Hello] [First name of recipient],

[Simple pre-amble/greeting]

[Purpose of the email] [Question or ask]

[Brief closing including a thank you]

[Signature]

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[First Name] [Last Name]

[Title] || PDXWIT [Link to Website]

[PDXWIT email address]

[Logo]



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NEWSLETTER :

A template for our monthly newsletter has been created to establish a consistent and professional look for communication with our organization members. Access to the template will be granted to those who help create it. Please contact a board member for access. A template for our monthly newsletter has been created to establish a consistent and professional look for communication with our organization members. Access to the template will be granted to those who help create it. Please contact a board member for access.



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PRESENTATIONS :

A template for Powerpoint has been created to establish a consistent and professional look for all of our computer-generated presentations. Access to the template will be granted to those who help create it. Please contact a board member for access.



GUIDELINES FOR POSTING EVENTS :

To post an event for PDXWIT you need the following information:

01. Host location
02. Start and end time
03. Event tags
04. Event imagery: PDXWIT logo and host logo, any additional sponsor logos
05. Names and photos of speakers or special guests

Event copy should contain:

- Introduction copy that briefly explains the purpose of the event and why someone should attend.
- A brief description of the event including the names (with links) to the host, sponsors and speakers.
- If a fundraiser, there should be a brief italicized statement as follows: *The proceeds from this event will support the PDXWIT agenda.*
- Additional details and what you will get (required if paid event.)
- PDXWIT Statement of Purpose.



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USING PDXWIT MATERIALS IN YOUR PORTFOLIO :

Properly attribute PDXWIT and state your role with the organization. Ask for approval by the Creative Board member to make sure the assets are final and approved by the Board. Use the PDXWIT logo if possible and link back to the organization website. Example: ©PDXWIT, {your name}, {your title}



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PDXWIT BOARD MEMBERS :

The PDXWIT Board is made up of seven volunteers. These members are committed to two consecutive years of service and must have the following criteria:

- Must hold a senior role in the PDX tech community
- Strong interest and previous contributions supporting women in technology
- Strong communication and leadership
- Must be active PDXWIT member having attended 3+ events within the last 24 months
- Commitment to attend at least 4 PDXWIT happy hours, board meeting once a quarter and special board meetings as needed
- Understanding the PDXWIT has a 'working board' and able to contribute outside of happy hours/board meetings



PDXWIT VOLUNTEERS :

Volunteers at all levels are encouraged to think creatively and strategically, exercise leadership and good judgement within their capacities, ask for support as needed, and represent the PDXWIT brand to the larger community.

Levels:

- Volunteer Directors: These are volunteers responsible for their team's and project's success. They provide direction for their teams, support them in fulfilling their roles, communicate with Leadership about strategy etc. Directors report directly to the board and may be invited to present at a board meeting.
- Volunteer Managers: These are volunteers that support the directors through coordination and implementation, with an understanding of strategy and a responsibility for supporting leads and volunteers. Sometimes managers may be in charge of projects without a director and/or leads. Data analytics could fall into this category, or social media. Managers can report directly to the board or a director.
- Volunteer Leads: These are volunteers that stand out through the frequency of engagement or a higher level of responsibility for a project or function. For example, regular check-in volunteers for mentorship and satellite events will fall into this category, someone might also be a design lead or social media lead. Leads can report directly to the board or a director.
- Volunteers: These are occasional volunteers. They are responsible for fulfilling their roles as defined for the event or other time frame. They are most likely to follow established processes. Volunteers can report directly to the board or a lead.