

WOMEN WHO  
**CODE**®

V01

# Logo Usage Guide

[WOMENWHOCODE.COM](https://womenwhocode.com)

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# 01 *Brand Logo*

The heart, soul,  
and center of our  
brand identity.

Our logo is how our customers tell us apart from a crowded industry. It's a promise of community, consistency, and reliability.

As such, it is vital that our logo is presented correctly in every execution. This section covers these guidelines in detail.

Any use of our brand logo outside of or conflicting with the contents of this section will be considered unauthorized.

PAGE 6

Primary Logo

PAGE 8

Color Variations

PAGE 9

Common Errors

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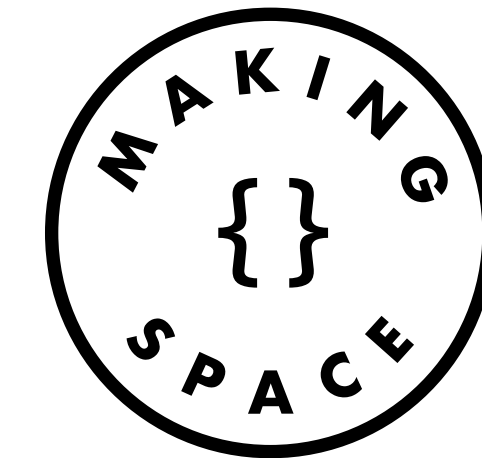
```
{
  $_SERVER['SERV
  $_SERVER['SCR
}
?>
<!-- Our basic HTML outp
<p>
  Your searched book <?=
  has <?= $id ? "the ID $
</p>
<a href="<?= baseUrl() ?
<a href="<?= $goodURL ?>
<a href="<?= $badURL ?>
```

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## ***What our logo and badge stand for.***

Focus on the mission. Elevate your leadership. Rise to the occasion. Embrace inclusion. Our logo signifies these brand values.

Our logo leverages Proxima Nova, a geometric sans serif font, which can be accessed via Google Docs. The typeface was created from a circle within a square to make perfectly round O's. The badge uses symbols commonly found in html markup.

The {} means all encompassing, reflecting the inclusivity of the Women Who Code community.

The badge is inspired by stickers on the back of a computer, which can often be found on a developer's laptop or water bottle and represent that person's unique identity.

6

# *Primary Lockup*

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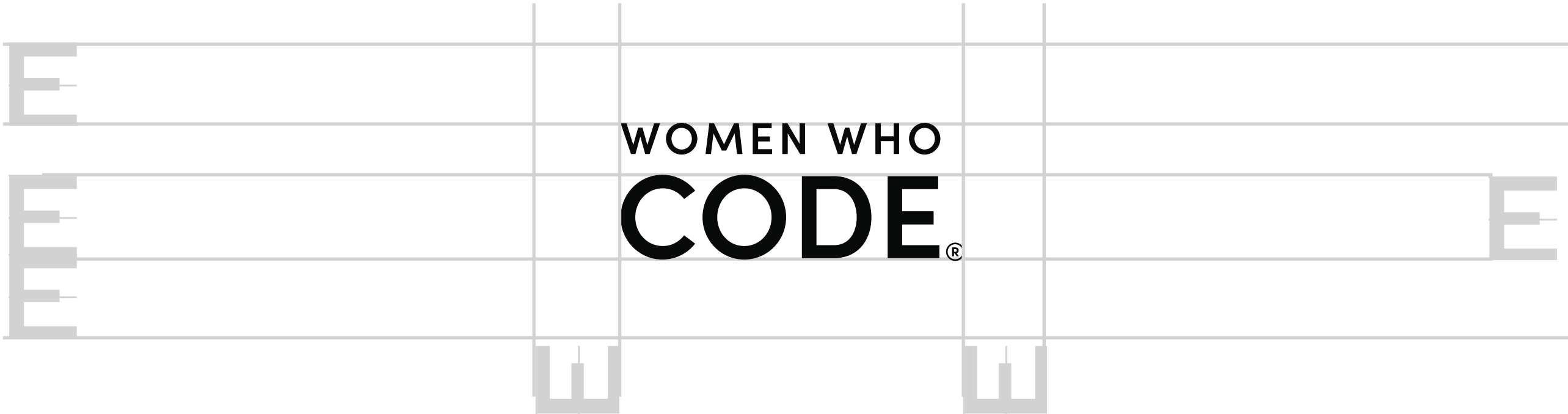
The brand logo identifies the Women Who Code brand as a whole. Use this logo to represent individual branches, events, and merchandise.

This logo is a carefully created piece of locked artwork that should not be altered in any way.



7

# Lockup Assembly



**LOGO HEIGHT**

The logo should never be smaller than 50px or the typography will be illegible.

**SEPARATION**

The space around the word mark should be determined by the E in code.

**VERTICAL ALIGNMENT**

The alignment of the typography should never be adjusted and should always be stacked as can be seen above.

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.75” or 50px

**MINIMUM SIZE**

This version is not intended for extremely small sizes. The minimum height is .75” for print applications and 50px for digital applications.

8

# Color Variations

Each brand logo lockup has several color variations for use on different background types, tones, and colors.

When in doubt, use the most legible version of the logo for the available background.

For printed executions, special care should be given to ensure logo legibility on the final media or material used.

Dark

WOMEN WHO  
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Word Mark: Black

Primary Brand Color

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Word Mark: Yellow  
Background: Teal

Secondary Brand Color

WOMEN WHO  
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Word Mark: Black  
Background: Yellow

Alt

WOMEN WHO  
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Word Mark: Black  
Background: Purple

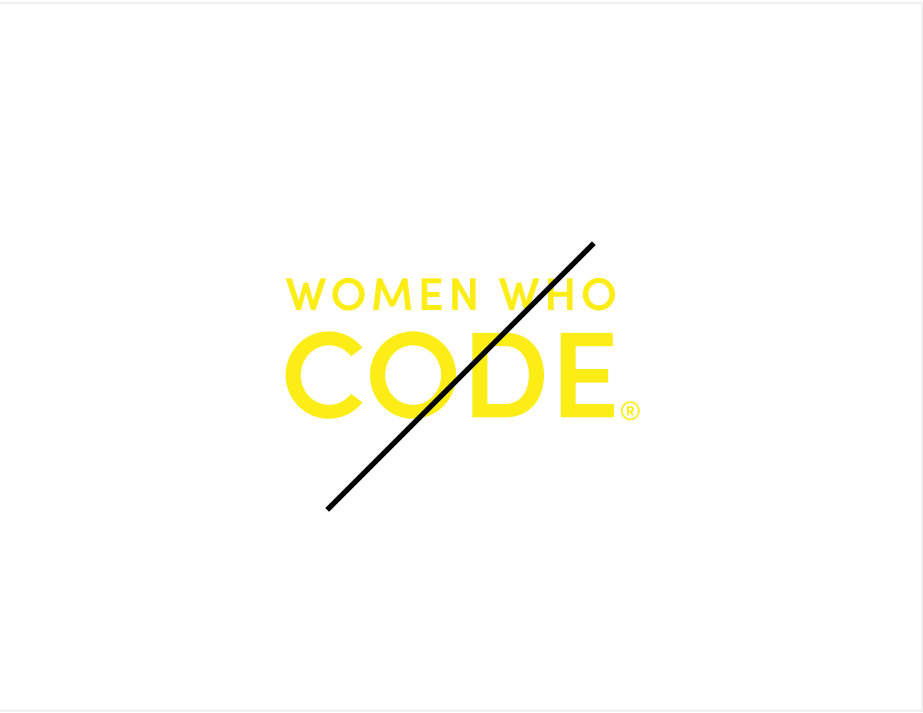
Alt

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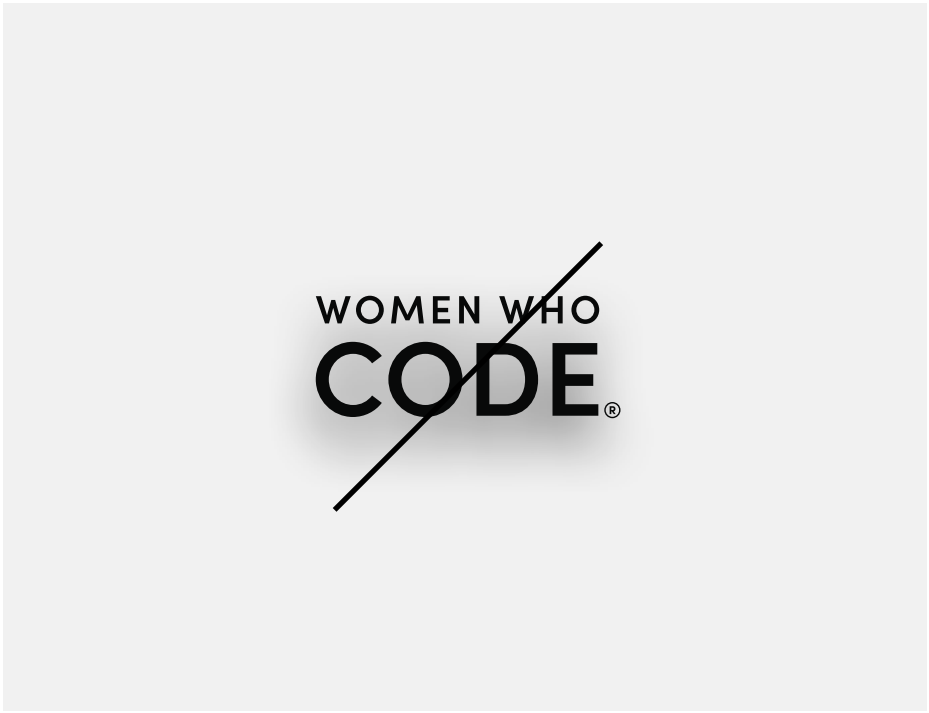
Word Mark: Yellow  
Background: Blue



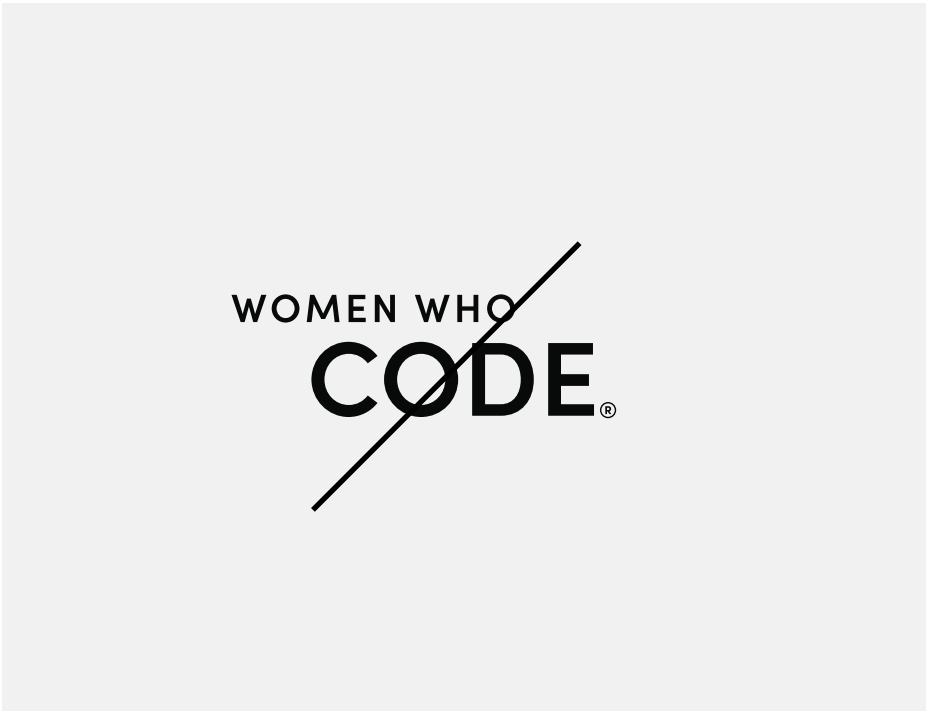
# Common Errors



Do not use the yellow logo on a white background. This does not meet AA compliance standards for color contrast.



Do not add a drop shadow to the logo.

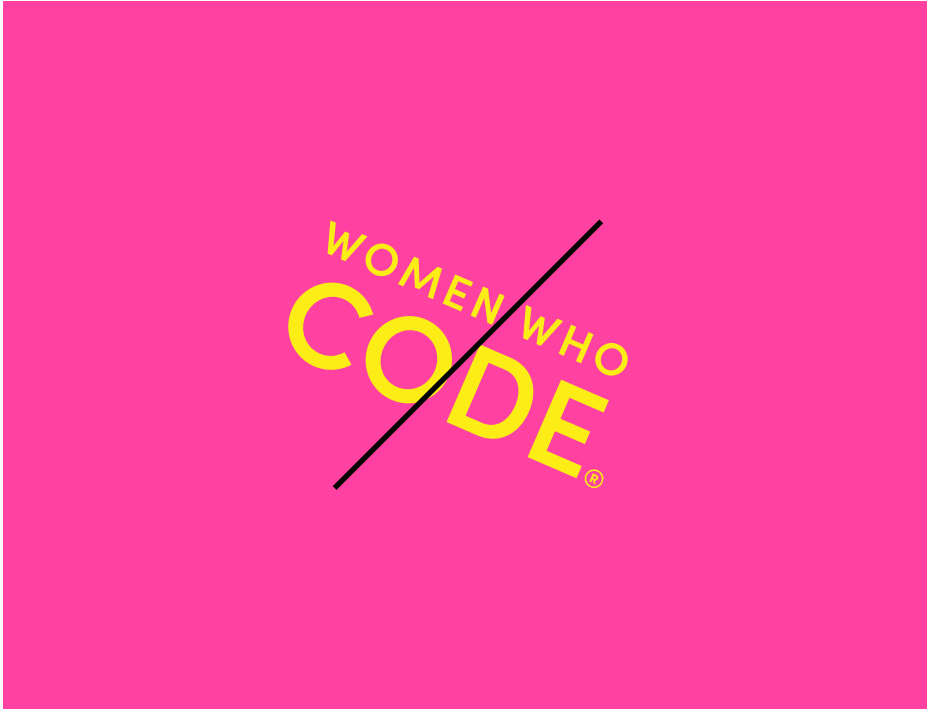


Do not adjust the alignment of the logo.



Note: This is not a comprehensive list of errors. These are simply the most common or egregious errors.

Do not place the logo on a color that is not the brand color. A special campaign could be the only exception.



Do not not rotate the logo on any angle that is not 0 or 90.



When adding the logo to an image ensure there is sufficient contrast between the logo and the image. Add an overlay to achieve this, never a drop shadow. Avoid covering faces.

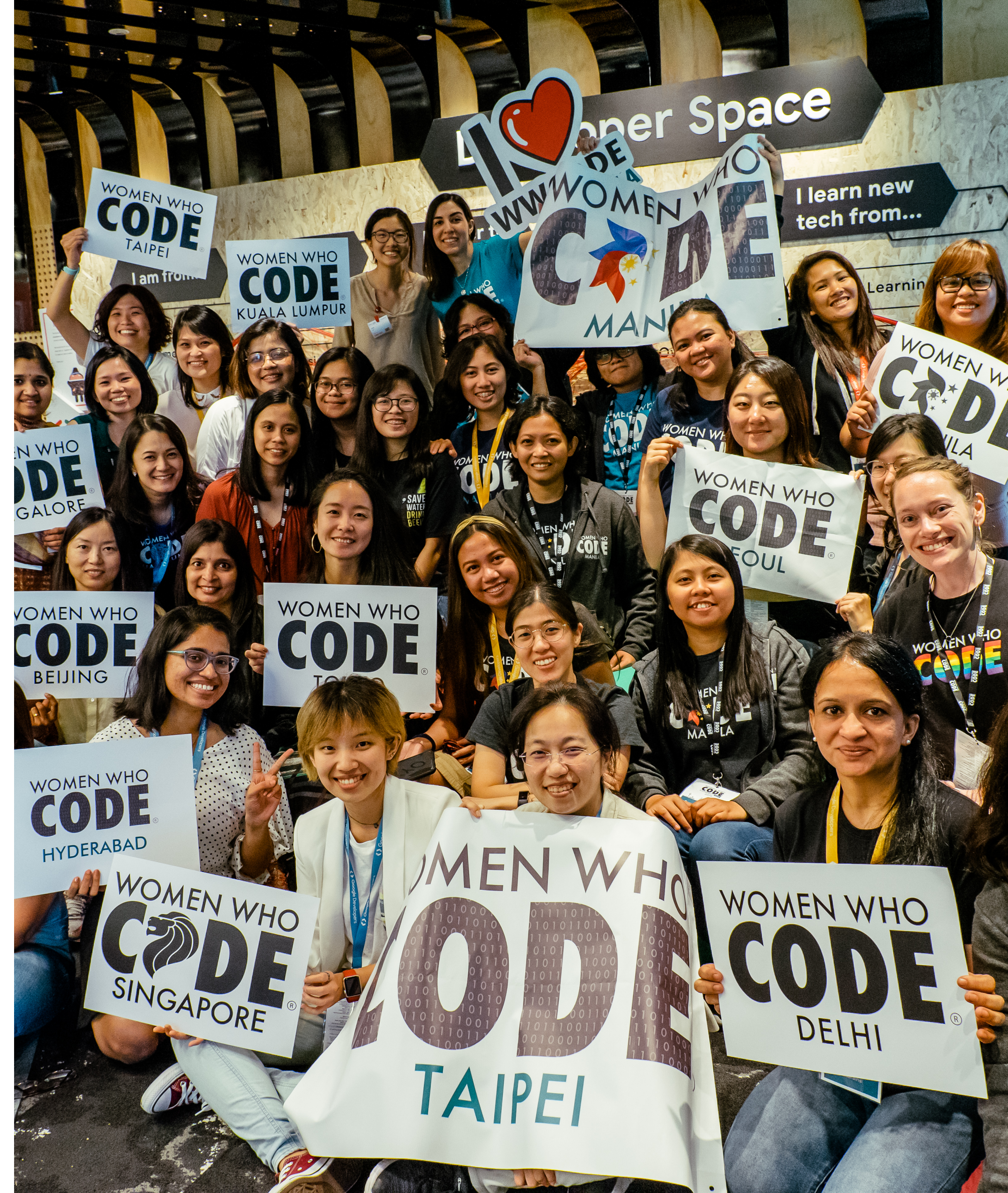


# *Thank you.*

From everyone at Women Who Code, thank you for your attention to detail, your unwavering support, and your commitment to making our brand vision a reality for so many people.

Building a brand is like raising a child: it takes a village. Without you, we would not exist.

To all of our vendors, creative teams, and outside consultants: we are here for you. If you need any help with our brand at all, especially when working on a brand execution, please do not hesitate to reach out to our brand management team at [contact@womenwhocode.com](mailto:contact@womenwhocode.com)





Women Who Code & Logo  
Guide brought to you by:



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