Brand Book - February 2021

e-WOMEN IN ICT

Enhancing Skills to Bridge Digital Divide

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of the European Union

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e-WOMEN IN ICT - Enhancing Skills to Bridge Digital Divide is an Erasmus+ Strategic Partnership project that aims to minimize the gap between men and women regarding ICT and entrepreneurial competences and opportunities.

The target group of the project is mainly women (VET learners) with or without ICT and entrepreneurial skills that want to (re)gain competences in these areas.

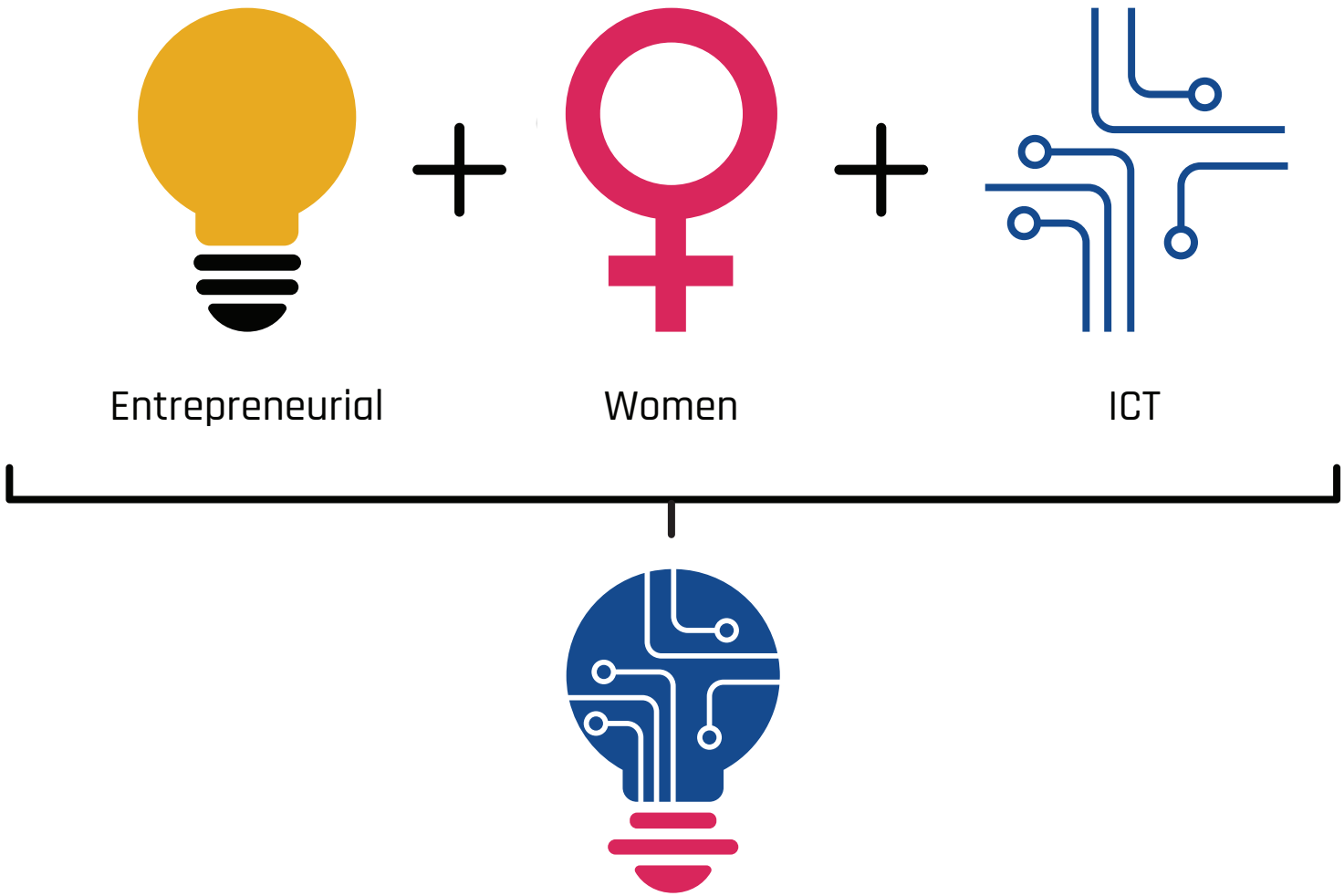
Identity 4

This chapter has the identity basic elements of **e-WOMEN IN ICT** and the specifications on how to use them.

To ensure a coherent and uniform visual identity, collaboration in the fulfillment and application of these standards is fundamental.

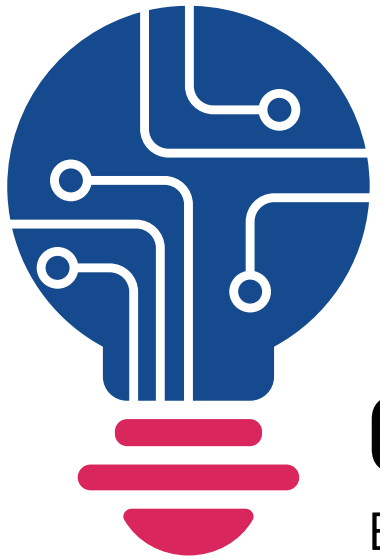
Symbol Process

The **e-WOMEN IN ICT** symbol consists on the set of the 3 focus elements of this project:



Logo

The main representation is through the horizontal version.
The logo should always be reproduced from original final art
and should never be redesigned or adapted.



e-WOMEN IN ICT

Enhancing Skills to Bridge Digital Divide

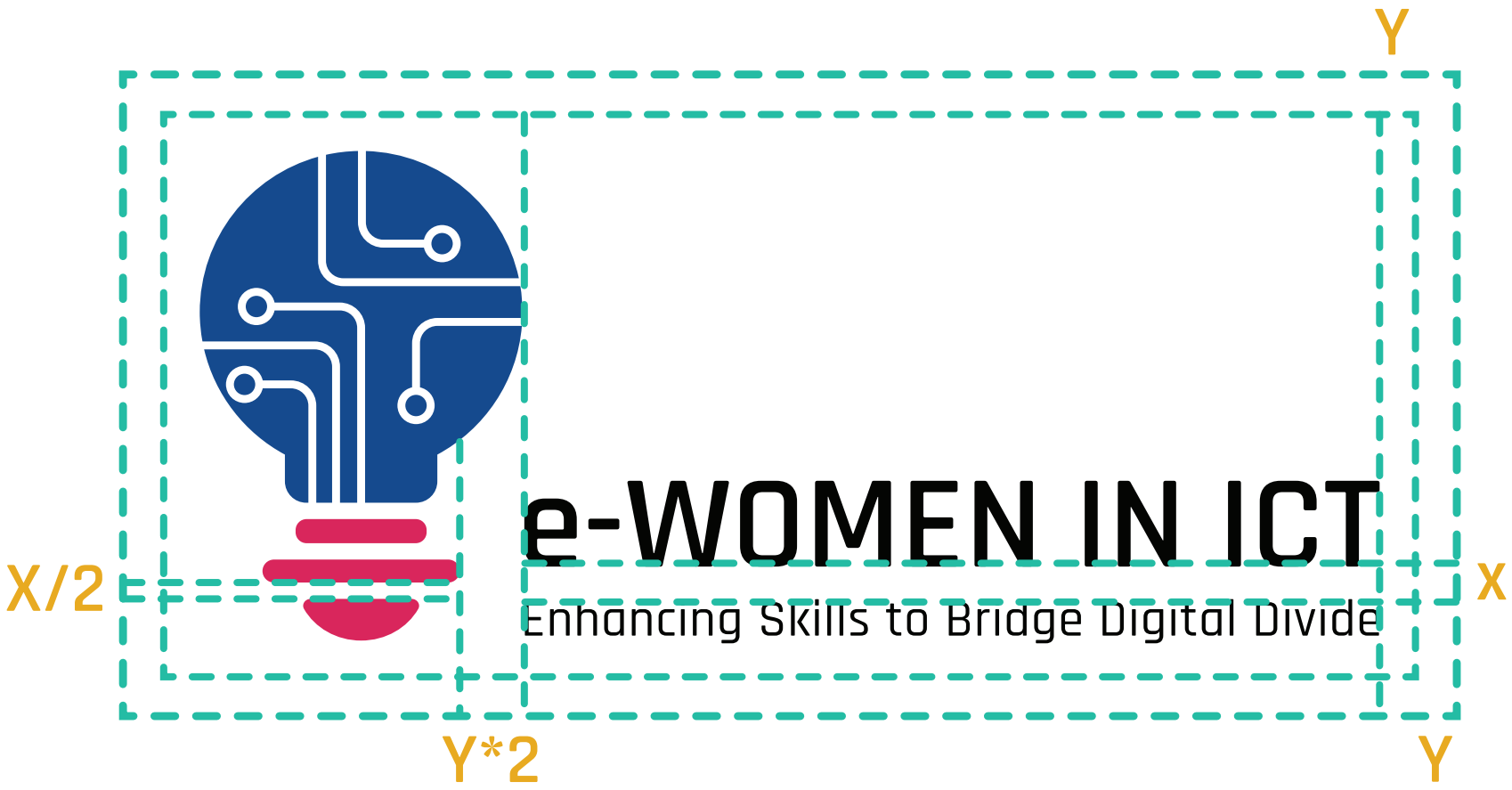
Name

Description

Symbol

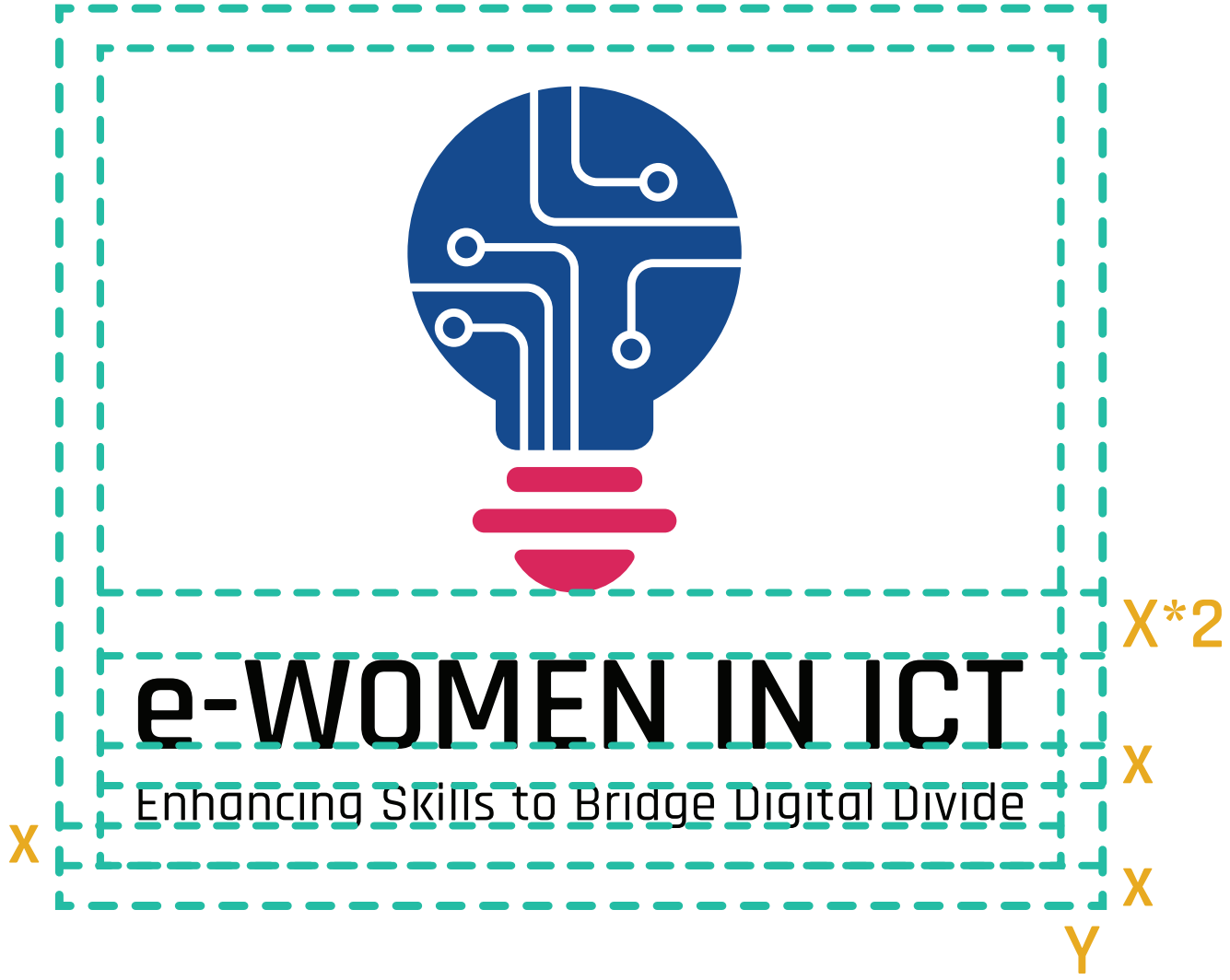
Safety Margins - Horizontal

The space between name and description (X) is what determine the size of the protection area of the logo. The minimum margin shown is for other possible versions of the brand and the upper one serves to protect the logo from any other element (text, image, ...) that is nearby and may prevent or hinder its visibility and / or reading. No other elements of this inward margin are permitted.



Safety Margins - Vertical

The space between name and description (X) is what determine the size of the protection area of the logo. The minimum margin shown is for other possible versions of the brand and the upper one serves to protect the logo from any other element (text, image, ...) that is nearby and may prevent or hinder its visibility and / or reading. No other elements of this inward margin are permitted.

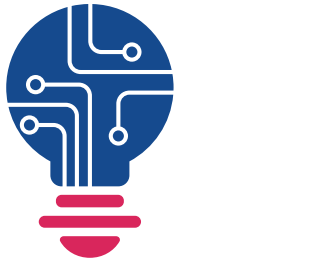


Minimum Dimensions

In order to have the identity always legible, minimum dimensions of the logo have been defined, both for digital (px) and “print” (mm).
If a smaller version of the logo is needed, we have the possibility to remove the description. Or in very extreme and specific cases, leave only the symbol.

W/ description

230px 60.9mm



166px 43.9mm

W/o description

130px 34.4mm

93px 24.6mm

Symbol

35px 9.3mm

Colors

Main colors- Black, White, Blue and Pink
Complementary colors - Green and Yellow

Pantone
CMYK 0 - 0 - 0 - 100
RGB 0 - 0 - 0
HEX 000000

Pantone
CMYK 0 - 0 - 0 - 0
RGB 255 - 255 - 255
HEX 1C1C1B

Pantone
CMYK 82 - 48 - 0 - 44
RGB 26 - 74 - 142
HEX 1A4A8E

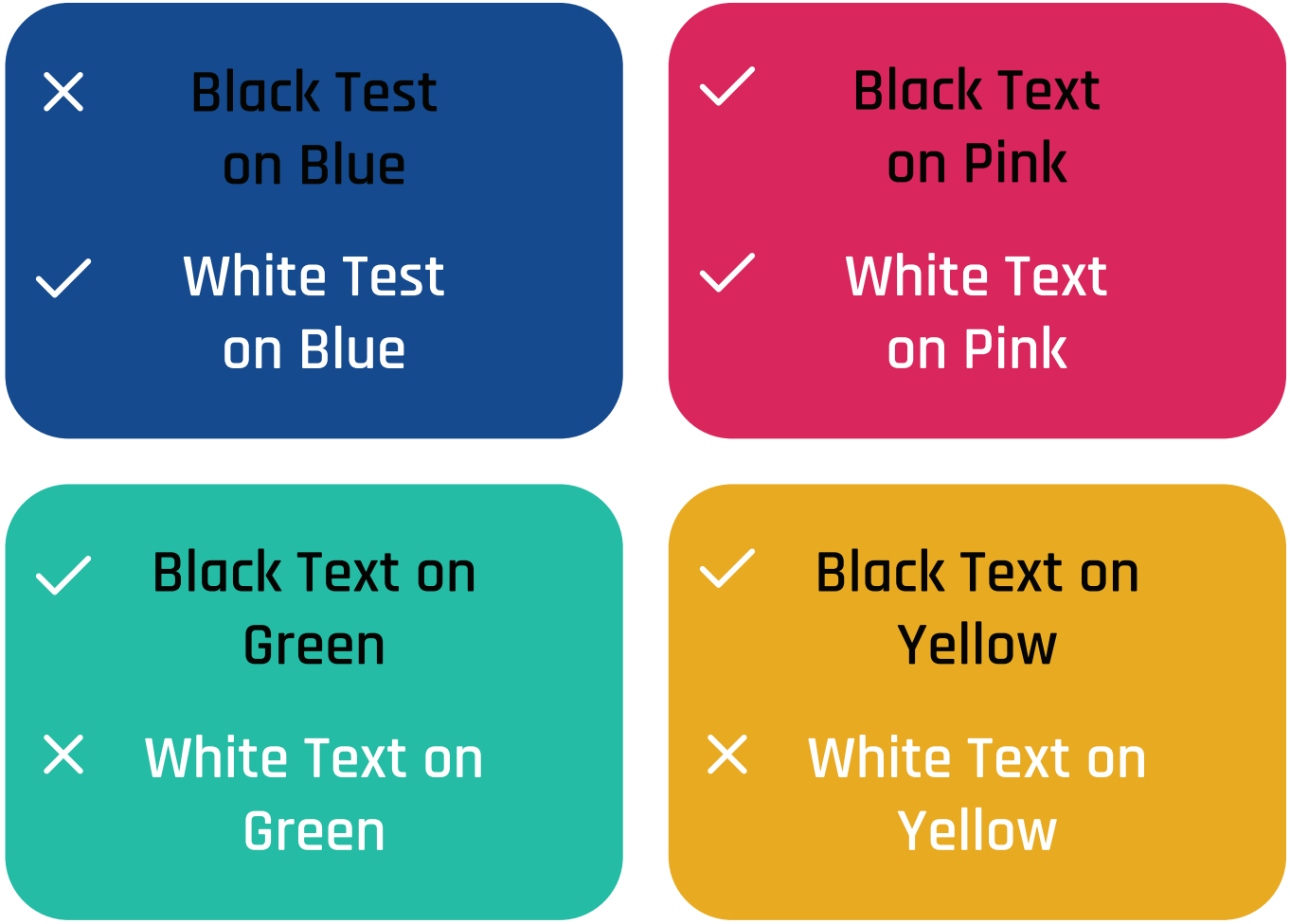
Pantone
CMYK 0 - 80 - 57 - 15
RGB 216 - 43 - 93
HEX D82B5D

Pantone
CMYK 72 - 0 - 12 - 27
RGB 52 - 187 - 164
HEX 34BBA4

Pantone
CMYK 0 - 27 - 85 - 9
RGB 232 - 170 - 34
HEX E8AA22

Test Text on Background

If the brand colors are used with text over it, it must be white or black, according to the rules shown below, in order to maintain a good contrast.



Chromatic Versions

The following chromatic versions apply to both the horizontal and vertical logo.

Low contrast

High contrast and the main version of the logo when it's possible to use

Monochromatic Versions

The following monochrome versions apply to both the horizontal and vertical logo.
There are only two versions of the logo. White for dark backgrounds and black for light backgrounds.

Grayscale Versions

In cases where color application is not possible, gray versions should be used. The same happens for the vertical logo.

Background Color Usage

The preferred background color for the **e-WOMEN IN ICT** brand is white. If this application is not possible, it is important to predict the behavior of the logo on different backgrounds, taking into account the importance of the contrast. Only the text color should change, never the color of the symbol.

Background Image Usage

The logo can also be applied on photographic backgrounds, as long as it meets the same requirements as for colored backgrounds.

Misuse

It is extremely important that **e-WOMEN IN ICT** maintains its integrity and that none of the examples below are used. The following examples serve for both versions (horizontal and vertical).

Changes in Typography

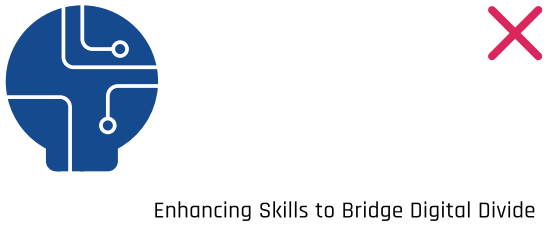
Changes in relation of the elements

Deformation of proportions

Changes in symbol design

Shadow applications or other effects

Changes of the text color



Remove elements

Opacity application

Background w/o any contrast

Typography

Due to its appearance that can be interpreted as technological or even futuristic, the typeface family that best suited the **e-WOMEN IN ICT** brand was Rajdhani.
For situations in which this family cannot be used, it must be replaced by the source of the Arial system.
Note that the secondary font can never replace the main font in the logo.

Rajdhani

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!@#$%&*()=?€

Light 200

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!@#$%&*()=?€

Semi Bold 600

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!@#$%&*()=?€

Medium 500

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!@#$%&*()=?€

Bold 700

Arial

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!@#$%&*()=?€

Regular 400

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!@#$%&*()=?€

Bold 700

In all titles, subtitles or texts, the name **e-WOMEN IN ICT** is always written in capital letters and semi-bold, with the lowercase on “e-”.

The guidelines and specifications in this document must be strictly adhered to in order to ensure the success and consistency of the **e-WOMEN IN ICT** identity.

The logo must always be reproduced from the original artwork, and cannot be changed under any circumstances.