



# STYLE GUIDE

Last Updated: Apr 2021

# GET WIT IT TODAY

## Supporting Women in Tech

**GetWITit is a non-profit supporting economic growth in local communities through women's innovations in tech.** For the last several decades, women have been greatly under-represented in the field. Our mission is to inspire more women to work in tech, to build an environment where they can flourish, and to cultivate leadership opportunities. We promote diversity by engaging communities that are passionate about change, so women can sustain, excel, and advance in tech careers. Our chapters are created for talented women to share ideas and support systems with the goal of igniting new relationships.

Our brand is forward-thinking and inclusive. We're approachable and friendly, but also tech-savvy and solution-oriented. We excel in delivering thought leadership and content to women everywhere, connecting tech professionals from all career stages.

This style guide highlights our design approach and should be followed to help us maximize our brand equity as we expand nationally and beyond to further our goals as an org.



# LOGO

## Usage

Logo should be duplicated in exact copies and should remain unaltered. Logo should be surrounded by minimum whitespace area (10% width) and should appear larger or the same size as similar elements (or other logos) on a page.



Full Logo - Color on Light



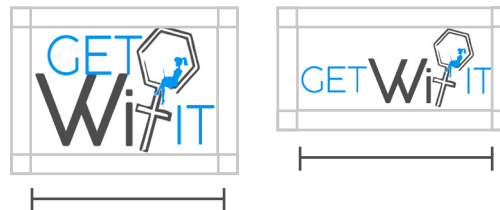
Full Logo - Color on Dark



Alternate Logo - Small



Full Logo - Single Color



min. size 1 in. width  
with 0.1 in. clear area

# COLOR

## Usage

Primary brand colors include bold blue and dark gray, with a supporting secondary palette and monochrome shades. Color codes should be strictly used based on medium (digital RGB and HEX, print CMYK).

Primary	<div><div></div><div></div><div></div><div></div></div>			
HEX	4d4d4d	e6e6e6	2d95ec	ffffff
RGB	77 77 77	230 230 230	45 149 236	255 255 255
CMYK	65 58 57 37	9 6 7 0	70 34 0 0	0 0 0 0
Secondary	<div><div></div><div></div><div></div><div></div></div>			
HEX	2de8c6	a195ec	e495ec	7739a9
RGB	45 23 198	161 149 236	228 149 263	119 57 169
CMYK	58 0 36 0	38 41 0 0	17 45 0 0	65 88 0 0
Shades + Tints	<div><div></div><div></div><div></div><div></div></div>			
HEX	4d4d4d	8c8c8c	69c2ff	005dad
RGB	77 77 77	140 140 140	105 194 255	0 93 173
CMYK	65 58 57 37	47 39 40 3	45 17 0 0	100 65 5 0
	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>			

# FONT

## Usage

To support visibility and ease-of-reading, text follows visual hierarchy with different font size and leading for web (left) versus print (right) design.

# TITLE

Lato Black Caps  
54/66 pt

## Subtitle

Lato Bold  
34/42 pt

## Section Heading

Roboto Slab Bold  
23/28 pt

### Subheading

Lato Bold  
19/24 pt

“Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt”

Roboto Regular  
14/18 pt

#### Notation

Roboto Slab Medium  
14/16 pt

# TITLE

Lato Black Caps  
44/54 pt print

## Subtitle

Lato Bold  
30/38 pt print

## Section Heading

Roboto Slab Bold  
20/26 pt print

### Subheading

Lato Bold  
16/20 pt print

“Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.”

Roboto Regular  
12/16 pt print

#### Notation

Roboto Slab Medium  
12/16 pt print

# IMAGE

## Usage

Imagery should be clean and modern with high quality photos and aesthetically pleasing design choices, using effects such as overlays and gradients. Designs should be concise while avoiding visual clutter.

## Inspiring Tomorrow's Leaders Today

