It’s only been 100 years since the first woman won the Nobel Prize for Science, 60 since the election of the first female Prime Minister, 10 since a woman became Speaker of the House.

As it turns out: things for women, and for everyone, do change. So why does the field of technology still feel like the same old boy’s club?

In the US, women fill a scant 26% of all computing jobs - a number that’s only getting worse - with the rest of the world coming up similarly short. Well, we — a network of the best and brightest entrepreneurs, coaches and mentors from around the globe — we’d like to make a little change of our own.

We’d like to impart our skills on to a new generation to help create a worldwide web of tech-savvy, knowledge-hungry girls willing to learn, socialize, and create something to change the world, their world.

It’s time to make it girls for a change.
The meaning of a brand extends far past the simple concepts of words and logos. A brand encompasses a philosophical approach to the way a company not only expresses itself, but the story it weaves, and the unique voice with which that story is told.

The voice of Technovation is an essential aspect in helping people to both recognize and remember our brand. It is the foundational element for the building of our personality and the supporting aspect for everything else in our system.

Creating, and then expressing ourselves in a consistent tone will allow a better understanding who we are and what we do.

**TECHNOVATION IS**
- Fun
- Energetic
- Empowering
- Smart
- Bold
- Encouraging
- Inspiring

**TECHNOVATION IS NOT**
- Know it all
- Exclusive
- Boring
- Easy
- One-dimensional
- Timid
- Limiting
Logo & Identity
Logo: Pathway

A confident, bold stylized ‘T’ symbolizes the paths that entwine on the Technovation journey. It is inspired by three individual paths (girl, mentor and sponsor) linking together. The ‘T’ is placed inside a sphere to emphasize the path and give it a sense of solidity and wholeness.

Iridescent is incorporated into the new logo to tie Technovation more tightly to its parent organization. Technovation is a program of Iridescent and so in all channels where a logo is needed, this new incorporated logo treatment should be used.

In anticipation of the full scope of applications for the logo, we’ve provided three alternative configurations. For example, the simple Roundel & T mark could possibly be applied on the edge of a photograph of a marketing collateral piece.
Logo Color Treatment

Consistency in our logo presentation is important. When at all possible, the full color logo treatments featured in this document are preferred. The two-color treatments specified here are also ideal for all types of media, and are suitable for positive or reverse application. The symbol is in our corporate Shamrock green. On white and light gray backgrounds, the logotype is black. On black or dark grey backgrounds, the logotype is white. For 1-color treatments, please keep the background our corporate color — green or white. Do not use other Technovation colors.
CORRECT BRAND USAGE

Clear Space & Minimum Dimensions

Regardless of use, there is a minimum amount of space the logo requires when positioning with or without design elements. This space or margin is based on one half of the large circle in the symbol. All margins on both the vertical and horizontal logos are equal to one half of the large circle. This margin must be maintained between the logo and the edge of a page, package, or color field. In general, typography, design elements, or other logos should not be positioned within the clear space.
CORRECT BRAND USAGE

Implementing the Logo

It is important to maintain unity and consistency across the brand communication. To maintain this consistency, please **do not** implement the logo as demonstrated on this page.

Incorrect Implementation

- Do not use older versions of the logo or previous logos.
- Do not change the placement of the mark.
- Do not rotate or change the direction of the logo.
- Do not change the font of the wordmark or rewrite it.
- Do not outline the logo or add special effects to the logo.
- Do not remove any elements of the logo.
- Do not place the logo on a background that isn’t a brand color or a gradient.
- Do not place other design elements within stated “clear space.”
- Do not separate the logo into an unspecified lockup.

CORRECT BRAND USAGE
**LOGO & IDENTITY**

**World Pitch Logo and Team Location Lockups**

The World Pitch logo is provided for use during the World Pitch event and for World Pitch event marketing and print collateral and materials.

The Team Location/Chapter lockup is shown here to explain and represent how any team should attach their personal team’s location to the logo without creating something that does not inherently follow these brand guidelines. These specific locations should be set in Eagle Book, carefully respecting the space below the logo in the examples here.
Color Palette & Typography
AN OVERVIEW

Brand Colors

The primary brand colors are to be used for main brand communication and marketing collateral. Supporting colors can also be utilized this way, however, they should show up less as to not overpower the primary brand colors.
Supporting Colors

Please use these neutrals as supporting colors in the design or document. Supporting shades aid the designs to subtly convey depth in the color palette, similarly in the logo. The support neutrals work well for body copy.

Supporting accent colors should only be used minimally, in call to action statements or buttons, and in bringing attention to the brand messaging. See the sample design as an example of this.

Support Neutrals

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 513 C</td>
<td>CMYK 50-70-05-05</td>
<td>137-94-134</td>
<td>#E9F886</td>
</tr>
<tr>
<td>Pantone 5126 C</td>
<td>CMYK 60-80-35-15</td>
<td>111-70-107</td>
<td>#6F4668</td>
</tr>
<tr>
<td>Pantone 262 C</td>
<td>CMYK 69-100-55-35</td>
<td>66-27-65</td>
<td>#E218B1</td>
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<tr>
<td>Pantone 413</td>
<td>CMYK 07-03-05-08</td>
<td>243-244-241</td>
<td>#FCECEC</td>
</tr>
<tr>
<td>Pantone 415 C</td>
<td>CMYK 50-40-40-05</td>
<td>135-135-135</td>
<td>#878787</td>
</tr>
<tr>
<td>Light Grey</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mid Grey</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dark Grey</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wisteria</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Antiqua</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Byzantium</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Silver</td>
<td>Pantone Cool Gray 10</td>
<td>65-00-00-00</td>
<td>#A0A0A0</td>
</tr>
<tr>
<td>Granite</td>
<td>Pantone 446 C</td>
<td>CMYK 54-27-36-82</td>
<td>#444444</td>
</tr>
<tr>
<td>Chalkboard</td>
<td>Pantone 419 C</td>
<td>CMYK 86-70-69-95</td>
<td>#333333</td>
</tr>
</tbody>
</table>

Supporting Accents

<table>
<thead>
<tr>
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<th>RGB</th>
<th>HEX</th>
</tr>
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<tbody>
<tr>
<td>Pantone 379</td>
<td>CMYK 10-02-70-00</td>
<td>234-228-111</td>
<td>#EAE46F</td>
</tr>
<tr>
<td>Pantone 583 C</td>
<td>CMYK 20-04-100-10</td>
<td>193-196-33</td>
<td>#C1C1C1</td>
</tr>
<tr>
<td>Laser Lemon</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Citrine</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>
AN OVERVIEW

Typography

Our typography is a visual expression of our voice. Our typefaces build a level of visual texture that adds excitement and depth to our words, helping content come alive in a way that is bold and friendly, reliable, and fun.

You can purchase Eagle Book here:  
https://www.myfonts.com/fonts/fontbureau/eagle/

You can find Source sans Pro for free here:  
https://www.google.com/fonts/specimen/Source+Sans+Pro  
http://www.fontsquirrel.com/fonts/source-sans-pro

Note: Source Sans Pro is a sans serif typeface intended to work well in user interfaces. Source Sans Pro currently supports a wide range of languages using Latin script, perfect for Technovation’s many translations.

Eagle: Book

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

Utilize Eagle mainly as a headline, always written in title case.

Source Sans Pro

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

Utilize Source Sans Pro mainly as subheads (in all caps) and body copy. Feel free to use the full set of weights for the Source Sans Pro family.

Aa Aa Aa Aa Aa Aa Aa  
Aa Aa Aa Aa Aa Aa Aa  
Extra Light Light Regular SemiBold Bold Black
Pattern is another way to infuse dimensionality and life to the system. Patterns help convey different feelings depending on palette and direction. They also enhance the design and brand messaging depending on the use case. These can be used in a variety of ways. In print, these patterns reinforce our colorful, fun, bold and energetic look and feel. When used online, they provide the opportunity for motion. Please use these patterns and brand elements sparingly, as to not overwhelm the new brand identity. Only use the patterns over their specific brand color. Do not rotate the patterns, or scale them dramatically.
3

Marketing Collateral
CORRECT BRAND USAGE

Example Design for Marketing Collateral

The look and feel of the design should be simple, bold, and eye-catching, utilizing the strong brand colors: Shamrock and Mulberry. The hierarchy should follow the format: logo, then large header set in the brand font Eagle, and smaller subhead and body copy set in the secondary font Source Sans Pro.

Example Design

Logo

Header

Subhead

Body

TECHNOLOGY ENTREPRENEURSHIP LED BY GIRLS

Every year, Technovation challenges girls all over the world to build a mobile app that will address a community problem.
CORRECT BRAND USAGE

Marketing Collateral

This is the ideal state of the Technovation brand design, occupying at least 50% of the chosen document or printed marketing collateral such as postcards, posters, flyers, brochures, banners, or other promotional material.

The grey space on the backside is the intended space for body copy and any other descriptions of programs, brand messaging and any other information or details. This grey space is also available for any desired imagery, preferably placed on the top half space of the piece.

This is the minimum state of the Technovation brand design, occupying at least 25% of the chosen document or printed marketing collateral such as postcards, posters, flyers, brochures, banners or other promotional material.
CORRECT BRAND USAGE

Printed and Digital Documents

This is an indication of logo placement for printed non-marketing documents such as letterhead, contracts, forms, guides, workbooks, handbooks, tutorials, and documentation with multiple pages. Avoid placing any logos in the central space of the document. This area is intended for body copy/text, so please put all document content in this space. Please use the logo in its primary and horizontal lockup across these kinds of documents, pictured here on this page.
Girls for a change.