BRANDING

2018-2019
Latinas in Tech and its logo is a trademark with intelectual property belonging to Latinas in Tech Inc. LiT is an abbreviation that can be used to refer to Latinas in Tech.

- Our legal name is Latinas in Tech Inc.
- We do business as Latinas in Tech
- We abbreviate to LiT
BRAND IDENTITY

Latinas in Tech is a safe space.
Where our members can express their feelings, share their stories without fear of recrimination or judgement.
We all share the same passion for technology.
We are smart, we dare and we try without worrying of failing again and again.
We know that success is product of hard work.
We believe in equality and we don't believe in failure based on the color of our skin.
We are bold, but we understand difference in opinions.
We embrace our cultural differences and see our heritage as an advantage and opportunity.
We believe in action more than we do on pointing fingers.
We are not victims we are doers.
We help each other and the success of our fellow members is our own success.
We are a community organized for and by Latinas.
We will be part of the diversity gap solution in tech.
We are not enemies of companies, we work with them to thrive together.
Men and women of any origins are our allies.
LOGO IDENTITY

The Latinas in Tech Logo is a perfect circle with our organization name in the center justified to the left. The text should never be modified from its original form. The Latinas in Tech brand name and logo are registered trademarks.

Latinas in / Tech

Pantone 1775 C
#e9a9a3
0C, 49M, 23Y, 0K
LOGO VARIATIONS

The Latinas in Tech Logo should be always used in its official pink color. If the background is a solid color and the pink doesn’t combine well with the background, the white version of the logo can be used.

Primary Identity
Latinas in / Tech

Pantone 1775 C
#ea99a3
0C, 49M, 23Y, 0K

Secondary Identity
Latinas in / Tech

Pantone White
#ffffff
0C, 0M, 0Y, 0K
Clear space ensures legibility and visual impact by isolating the logo from nearby elements. LiT logo’s clear space in determined by half of the logo’s size, on all sides.
MINIMUM SIZES

The minimum size ensures the legibility of the logo. Always maintain the original 1:1 proportion and do not show it smaller than 40x40 px, 15x15 mm. or 0.6x0.6 in.
BRAND COLORS

The corporate color is the Pink Pantone 1775C. It can be used in any of its shades to white and black.

- Pantone 1775 C
  - e9a9a3
  - 0C, 49M, 23Y, 0K

- 30% Pantone 1775C
  - f9e5e7
  - 0C, 15M, 7Y, 0K
  - (web backgrounds)

- Pantone White
  - ffffff
  - 0C, 0M, 0Y, 0K

- Pantone 1775 C
  - e9a9a3
  - 0C, 49M, 23Y, 0K

- Pantone Black
  - 000000
  - 0C, 0M, 0Y, 100K
SECONDARY BRAND COLORS

Pantone 2008 C
#f2c771
0C, 25M, 78Y, 0K

Pantone White
#ffffff
0C, 0M, 0Y, 0K

Pantone Black
#000000
0C, 0M, 0Y, 100K

90% Pantone Black
#3a3a3a
0C, 0M, 0Y, 90K
(Web texts)

10% Pantone Black
#eaeaea
0C, 0M, 0Y, 0K
(web backgrounds)

Pantone White
#ffffff
0C, 0M, 0Y, 0K
LIT FONTS

**Raleway Bold: Titles**

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (i¿;,€$%&Ω+-'?!)

**Raleway Regular: Text blocks**

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (i¿;,€$%&Ω+-'?!)

**High Tide: Special titles**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (¿;,€$%&Ω+-'?!)

 Alternative

**Dancing Script: Special titles**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (¿;,€$%&Ω+-'?!)

LOREM IPSUM DOLOR SIT AMET

Consectetur adipiscing!

**Title 1**


**Title 2**


**Title 3**

Praesent a vulputate turpis. Praesent gravida augue ligula, a varius sem euisQuisque scelerisque dolor id est varius, eget fermentum turpis maximus. Ut blandit mauris in lorem.

90% Black
#3a3a3a
0C, 0M, 0Y, 90K
LIT FONTS

Do not change logo's colors
Do not change logo's font
Do not use parallel shadow
Do not change logo's transparency

Do not deform the logo, always scale it proportionally
Do not change the size of logo elements
Do not rotate the logo
Do not cover the logo with any element
LIT PATTERN
CONTACT
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