Athena SWAN identity style guide

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Use of Athena SWAN logos

A quick guide

Members of the Athena SWAN Charter are encouraged to use the logo on:

- websites
- stationery
- brochures and report covers
- advertisements
- drawings
- site signboards
- presentations

*Universities and departments that have received SWAN awards may use the relevant logo for the duration of the validity of the award (three years).*

*A logo for a departmental award may not be used by the university as a whole unless it is made clear that the award belongs to the department.*

*Logo files will be supplied by Athena SWAN and should never be created by anyone else.*
Using the logo

This is the Athena SWAN standard logo

Do:

- Give the logo suitable breathing space, please use this visual as a guide
**Don’t:**

- Use the logo at a size smaller than 20mm in width

![Logo](image1.png)

- Change the proportions of the logo

![Logo](image2.png)

- Alter the colour of the logo

![Logo](image3.png)

- Alter the typography of the logo

![Logo](image4.png)
• Place the logo inside a coloured box or frame, if you are placing the logo over an area of detailed illustration or photography you may place the logo inside a white box, please use this visual as a guide

These rules also apply to the Athena SWAN membership and Gold, Silver and Bronze award level logos.
Types of logo

Member and award holder logos

You must only use the appropriate logo for your level of award. The appropriate logo will be supplied by Athena SWAN:

- For use by all Athena SWAN members
  
  ![Athena SWAN Member Logo]

- Only for use by holders of the appropriate award level
  
  ![Athena SWAN Gold Award Logo]

  ![Athena SWAN Silver Award Logo]

  ![Athena SWAN Bronze Award Logo]
The Athena SWAN logo family is available in alternative file formats, colour matching systems and print appropriate colourways for ease of use:

- **Pantone Matching System**
  - PMS 540
  - PMS Warm Grey 10
  - PMS 144

- **CMYK process & RGB**
  - C100 M55 Y0 K55
  - R22 G57 B100
  - C0 M14 Y28 K55
  - R139 G131 B114
  - C0 M48 Y100 K0
  - R221 G152 B38

- **Greyscale**

- **Reversed out**
Member logo

The Athena SWAN member logo should be reproduced in colour at all times:

- Pantone Matching System
  - PMS 540

- CMYK process & RGB
  - PMS Warm Grey 10
  - PMS 144

In extreme cases where no colour printing is available, i.e. newspaper advertising, a greyscale logo may be used.
Gold Award logo

The Athena SWAN Gold Award logo should be reproduced in colour at all times:

- Pantone Matching System

![Gold Award logo](image)

- PMS 540
- PMS 8642

- CMYK process & RGB

![Gold Award logo](image)

- C100 M55 Y0 K55
- R22 G57 B100
- C28 M37 Y98 K17
- R162 G141 B48

In extreme cases where no colour printing is available, i.e. newspaper advertising, a greyscale logo may be used.
Silver Award logo

The Athena SWAN Silver Award logo should be reproduced in colour at all times:

- Pantone Matching System
  - PMS 540
  - PMS 8401

- CMYK process & RGB
  - C100 M55 Y0 K55
  - R22 G57 B100
  - C52 M42 Y41 K25
  - R117 G117 B118

In extreme cases where no colour printing is available, i.e. newspaper advertising, a greyscale logo may be used.
Bronze Award logo

The Athena SWAN Bronze Award logo should be reproduced in colour at all times:

• Pantone Matching System

![Athena SWAN Bronze Award logo](image)

- PMS 540
- PMS 8940

• CMYK process & RGB

![Athena SWAN Bronze Award logo](image)

- C100 M55 Y0 K55
- C27 M56 Y81 K22
- R22 G57 B100
- R149 G108 B62

In extreme cases where no colour printing is available, i.e. newspaper advertising, a greyscale logo may be used.
Acceptable usage

Examples of Athena SWAN logo use

- On a letterhead

- In a black only newspaper advert

- On areas of bright/contrasting colour
If you have any questions about the Athena SWAN identity and logo usage please contact: athenaswan@ecu.ac.uk