Latinas in /Tech

Style Guide
Latinas in Tech and its logo is a trademark with intellectual 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
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
#ea99a3
0C, 49M, 23Y, 0K
LOGO VARIATIONS

The Latinas in Tech Logo should always be used in its official pink color. If the background is a solid color and the pink doesn’t go 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
MINIMUM CLEAR SPACE

Clear space ensures legibility and visual impact by isolating the logo from nearby elements. LiT logo’s clear space is 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.
LIT LOGO PROHIBITED USES

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
CONTACT
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