

Guidance notes for use of the WES logo and writing about WES

Use of the WES logo

Please follow these rules when using the WES logo:

- The logo should always be placed on a white background
- The logo should be used unaltered
- Please ensure least 2 mm white space around the edges
- The Centenary logo must not be used after June 2020
- The logo must not be used for commercial purposes without express permission from the WES CEO or Partners Manager.

Ensure that the activities are branded as by a 'WES affiliated student group' or 'WES Regional Cluster' to differentiate from core WES activities

When writing about WES

Never put 'the' in front of WES when it is abbreviated.

CORRECT In 2019 WES celebrates its centenary

CORRECT In 2019 The Women's Engineering Society celebrates its centenary

INCORRECT In 2019 The WES celebrates its centenary

INCORRECT In 2019 Women's Engineering Society celebrates its centenary

WES is always a singular entity i.e.

CORRECT: WES is

INCORRECT: WES are

You can however use 'are' when talking about groups that work on behalf of WES i.e. 'WES volunteers are'

When WES is used as a possessive noun (i.e. when showing ownership of something) please only use an apostrophe after the 'S' and not use an additional 's' after, i.e.

CORRECT: WES' foundation day

INCORRECT: WES's foundation day

Other notes

Do not include suffixes when including dates:

PREFERRED 23 June 1919

INCORRECT 23rd June 1919

Always include professional titles when listing eg. speakers. For example: Dr Carol Marsh, Prof. Alison Noble

WES fonts

Helvetica and if that's not available then Arial and for major headings only Geoslab