

# 30 by 30

## Resource guide

Last updated: March 14, 2016

# 1.0 Branding resources

---

A strong, consistent and well-managed 30 by 30 brand will not only promote recognition of the 30 by 30 goal, but it will also provide consistency and unity across all stakeholders nation-wide.

You can emphasize your support for and dedication to the 30 by 30 goal by including 30 by 30 branding on the promotional and marketing materials for your women in engineering initiatives. These initiatives can include, but are not limited to, attracting young girls to consider engineering as a career; empowering women to obtain their professional license; promoting their retention in the engineering profession; or encouraging equitable rights for engineers who are women.

Three elements are available to you to promote and to include on your materials:

## 1. 30 by 30 logo

---

Where possible, include the 30 by 30 logo on any and all materials that support the initiative.

All of the 30 by 30 logo variations are available for download [here](#), along with logo usage guidelines.

## 2. 30 by 30 messaging

---

When possible, include this short description of the 30 by 30 goal:

*30 by 30 is the commitment made by Engineers Canada, in collaboration with the 12 provincial and territorial engineering regulators, to raise the percentage of newly licensed engineers who are women to 30 per cent by the year 2030.*

And, where possible, include these key messages about the 30 by 30 goal:

- *30 by 30 is Engineers Canada's commitment to raising the percentage of newly licensed engineers who are women to 30 per cent by the year 2030.*
- *30 by 30 has received national support across all provinces and territories.*
- *The 30 per cent figure is widely accepted as the threshold for self-sustaining change and the engineering profession can achieve 30 by 30 through working together towards the same goal.*
- *Women make up more than half of the Canadian population but are significantly under-represented in the engineering profession; less than 12 per cent of practicing licensed engineers are women.*
- *One of Engineers Canada's core objectives is to achieve sustainable membership of the 12 provincial and territorial engineering regulators that is reflective of Canadian demographics. 30 by 30 is a key component of meeting this objective.*
- *Engineers Canada and the provincial and territorial engineering regulators are dedicated to enhancing gender diversity in the engineering profession. Diversity has proven value in the workplace for innovation, creativity and economic competitiveness in a global economy.*

---

### 3. 30 by 30 hashtag - #30by30/#30en30

---

When applicable, incorporate the 30 by 30 logo and information about the 30 by 30 hashtags into the communications-related work that complements the goal, in addition to using the hashtags through social media.

## 2.0 Using 30 by 30 branding resources

---

Below are some suggestions for promoting these elements on your materials.

### Newsletters and corporate communications

---

If you are including information about upcoming events or featuring stories that are related to women in engineering, consider adding the 30 by 30 logo to your material, the messaging about the 30 by 30 goal and/or information about the hashtags, including the relevant ones you use and #30by30/#30en30.

### Press releases

---

When sending out press releases regarding news related to your 30 by 30 activities, include the messaging about the 30 by 30 goal, and/or include the 30 by 30 hashtags to encourage social media users to use them in their own communications.

### Websites and social media

---

Create a page on your website that describes the 30 by 30 goal and the activities that you are doing in your jurisdiction in support of them.

Or, use your website and social media accounts as billboards for the hashtags you wish to promote, and consider including #30by30/#30en30.

### Events

---

Events offer multiple opportunities to highlight and promote the 30 by 30 goal. Consider asking speakers to briefly describe the goal in their presentation, to add the hashtag to their presentation, or to mention the hashtag verbally during their remarks. Also consider including the logo and hashtags in programs, delegate packages or on swag items. Use a live Twitter feed at larger events to follow the hashtags ([HootFeed](#) is one such tool). Any event close-out activities, such as thank you correspondence, can act as reminder to remain engaged with the community they discovered through the event and to use the hashtags.

## 3.0 30 by 30 logo usage guidelines

---



*The 30 by 30 logo*



*Black halftone 30 by 30 logo*



*Determining the logo safe space*

The following are the only acceptable versions of the 30 by 30 logo that can be used on communications materials. Use of the logos must follow the guidelines specified below.

Only the official, approved logo using official source files is to be used on any communication pieces. Do not use logos obtained from older design files or capture low-resolution images from digital sources (like a website).

### The 30 by 30 logo

---

The new 30 by 30 logo is a bilingual representation of the goal itself: to achieve 30 per cent of newly licensed engineers being women by 2030. It shows three women above the words 30 by 30/30 en 30. The three women are meant to portray the range of careers that women can pursue in the engineering field (one woman is wearing a hard hat, one is in a business suit and the other in a lab coat). The logo's colours harken back to the blue of the Engineers Canada logo, combined with the purple that is typically used to represent the engineering profession. At the same time, the purple is somewhat feminine, without be overtly so.

From a design perspective, the logo is clean and professional, while at the same time conveying a message of hope in achieving the 30 by 30 goal.

### Logo variations

---

The logo with the blue and purple gradient should always be used, if possible. It should appear against a white background.

In monotone printing, the black halftone version of the logo can be used over a white background.

In rare circumstances, a solid blue or solid purple logo may be used to suit specific design needs.

### Safe space

---

To avoid other graphic elements interfering with the logo, it must always be surrounded with a "safe space" of white equal to the diameter of the smaller zero (i.e. the purple zero) in the logo. This measure must be applied equally on all sides of the logo, measuring from the outermost point on that side.



## Sizing and positioning

The logo must not appear smaller than 1.25" tall. Any proposed use of the 30 by 30 logo at a size smaller than 1.25" tall must be approved by Engineers Canada. This 1.25" does not include the safe space—this must still be respected when positioning it within a layout.

When used on websites or in digital form, the logo must not appear smaller than 120 pixels tall (not including the safe space).

The logo should be balanced proportionally to the size of the application. If you need guidance with respect to logo sizing, please contact Engineers Canada.



## Logo use on websites

The logo should appear only once on any individual web page, preferably on the top left of the page and linked back to the Engineers Canada 30 by 30 page. It should always appear in full colour on a white background, if possible.

## Colours

The 30 by 30 logo uses two colours. Apply the following breakdowns to achieve the 30 by 30 shades of blue and purple:

	Process colour Cyan / Magenta / Yellow / Black C / M / Y / K	Monitor colour Red / Green / Blue R / G / B	Web colour / Hexadecimal
	100 / 57 / 0 / 38	0 / 70 / 127	00467F
	58 / 93 / 12 / 1	130 / 57 / 134	823986

## Typeface

The typeface used in the 30 by 30 logo is Myriad Pro Regular.

## Unacceptable use

The 30 by 30 logo have been carefully designed and should never be altered in any way. Applying the 30 by 30 logo in a manner other than those listed above is deemed to be unacceptable usage. If such usage occurs, it will be immediately removed.

---

**Do not:**

- alter the logo in any way
- use any part of the logo within text
- redesign, animate, modify, alter or distort any proportions of the logo
- place the logo over a 'busy' or patterned background
- rotate or render the logo in three dimensions
- add words, images or any other elements to the logo
- replace the typeface used in the logo with any other typeface

## Where to get official logos

---

All of the logo variations described above are available for download [here](#).

Should you have any questions about the 30 by 30 logo, please contact Engineers Canada's communications team at [communications@engineerscanada.ca](mailto:communications@engineerscanada.ca).