



Media-use brand essentials for Immigrant Women Entrepreneur Canada.

Primary mark • colours • clear space • misuse rules • file formats

One logo. Use it consistently.

The IWECC logo should appear clean, sharp and unmodified.



PRIMARY LOGO FOR LIGHT BACKGROUNDS



REVERSED LOGO FOR DARK BACKGROUNDS

Keep the palette tight.

Navy gives authority. Blue gives momentum. Gold gives recognition.



IWEBC Blue

#0050A0



Deep Navy

#071F3B



Maple Gold

#F4B400



Charcoal

#4D4D4D

Use generous white space. Avoid adding new colours unless they support photography or accessibility.

- No neon colours
- No gradients over the logo
- No decorative filters
- No low-contrast placement

Give the mark room to breathe.

Clear space protects legibility and keeps the logo premium.



CLEAR SPACE



MINIMUM SIZE

Protect the logo from cheap treatment.

These rules are non-negotiable for media, partners and sponsors.



Do not edit colours. Do not stretch. Do not tilt. Do not crop. Do not place on low-contrast or busy backgrounds.

Choose the right file before placing the logo.



PNG

Use for websites, social media and transparent placement.

SVG

Use for websites and scalable digital layouts.

EPS

Use for print vendors and signage production.

JPG

Use only when transparency is not needed.

Use the master logo files from this pack. Never copy the logo from a website screenshot or social post.