KS WELI
Brand Guidelines
Encouraging the World to lead
Empowering Women to follow

**Our Mission**

The Kendra Scott Women's Entrepreneurial Leadership Institute at the University of Texas at Austin will strengthen the next generation of courageous, creative women leaders who will change the world --- in business and beyond.

**Our Vision**

We create space and resources for creatives, leaders, and founders to become a community of empowered and equipped visionaries that embrace entrepreneurial leadership from a woman's perspective.

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**Empower**

students through entrepreneurial leadership to embark on a journey to discover their personal values, strengths, and authentic leadership style.

**Build Community**

that is diverse, inclusive, and welcoming to create connections that redefine leadership and entrepreneurship through creativity and innovation.

**Equip**

students to challenge barriers women may face in order to grow the number of women-owned and women-led businesses.
KS WELI - Approved Colors

**MAIN COLORS**
- #CB6015 PANTONE 159
- #E1CD00 PANTONE 605
- #005F86 PANTONE 7469
- #DDBCB0 PANTONE 7611

**ACCENT COLORS**
- #333F48 PANTONE 432
- #E4D5D3 PANTONE 7604
- #D9E1E2 PANTONE 7541
- #00A9B7 PANTONE 7604

**ALTERNATE APPROVED COLORS**
- #F8971F PANTONE 2011
- #FFD600 PANTONE 116C / 114U
- #A6CD57 PANTONE 2300
- #579D42 PANTONE 2277
- #00A9B7 PANTONE 320
- #005F86 PANTONE 7469
- #9CABBE7 PANTONE 7543
- #D6D2C4 PANTONE 7527
- #333F48 PANTONE 432
KS WELI - Approved Fonts

Aa

Georgia
Kendra Scott Women’s Entrepreneurial Leadership Institute

Aa

Charis SIL
Kendra Scott Women’s Entrepreneurial Leadership Institute

ABCDEF
GHIJKLMNOPQRSTUVWXYZ
abcdef
gijklmnopqrstuvwxyz
0123456789!@#$%^&*()
*Can be used as a decorative typeface by Student Board and Student Council but should not be used for body text for readability.

*Signature events only. This typeface allows for glyphs with a tail. These tails may need a manual adjustment if they extend too far.
Language Usage Guidelines

Name Usage

ACCEPTABLE:
- Kendra Scott Women’s Entrepreneurial Leadership Institute at UT Austin (KS WELI)
- Kendra Scott Women’s Entrepreneurial Leadership Institute (KS WELI)
- KS WELI

NOT ACCEPTABLE:
- Kendra Scott Institute
- Kendra Scott WEL Institute
- KS WEL Institute
- KS Institute
- KS WEL
- WELI

Emoji Usage

For emoji use, our KS WELI Signature Pair is the :sign of the horns: followed by the :yellow heart:

*a few other emojis may be used where appropriate. Additional emojis must be submitted for approval to Luisa Gabaldon.
- Encouraging the world to follow
- (IWD 2022)
- (IWD 2021)

Language Usage

When creating content, be sure to address an individual rather than a broad audience. (UT Student, SB, FoundHER, KS WELI course student, etc.)

Examples:
- Thank you so much for your support
- We can’t wait for you to join us to find your super power!

Event Title Hierarchy

Title
(Indent) Month Day 0:00 am - 0:00 pm // Register (OR) Save the Date

Example:
EmpowHER Hour: Find your Arrow
January 28th 8:00 am - 9:00 pm // Register
*The formal KS WELI Logo may be used on any of the KS WELI colors (including white), but the logo variation must stand out from the background. The logo may also be used on top of images as long as it remains readable. Do not alter the colors of the logo.*
Brand Elements & Examples

Framing Squiggles  Pillar Icons  Squiggles

Presentation Examples
Photography Style

Document Examples
Social Media Assets

KS WELI hashtags

#KSWELIxUTAustin
#kswelinstituteUT
#empoweringwomentolead
#encouragingtheworldtofollow
#thenextgeneration
#KSWELIxFoundHER
#ifyoucanseeheryoucanbeher
#KSWELIxKSGiveback
#courageousandcreative
#KSWELIxWomensSummit
#KSWELIxPitch
#KSWELIxIWD
#KSWELIxSAB
#KSWELIxAAB
#KSWELIxStuCo
#KSWELIxLeadHERship

Organizations to Tag

@kswelinstitute
@KendraScott
@FineArtsUT
@UTAustinTX
@LaunchPadUT
@UGS_UT
@UTCreative
@UTexasMcCombs
@texasinnovationcenter
@UT_Kelleher_ent
@utaustinfashion
@TexasScience
@CockrellSchool
+@*FoundHERprofile

All profiles use
@kswelinstitute
Lesley Robinson

Director
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Preferred contact through the KS WELI Slack

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