WISE

Women's Interdisciplinary Society of Entrepreneurship

Welcome to WISE!

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Our Mission Statement

Our Mission Statement

"
WISE, the Women's Interdisciplinary Society of Entrepreneurship, is focused on building a community for women interested in exploring entrepreneurship and developing an innovative mindset through interactive workshops, intimate classes, and mentorship pairings.
"

What is WISE?

WISE, the Women's Interdisciplinary Society of Entrepreneurship, is a community for women interested in exploring entrepreneurship.

Interdisciplinary

We believe that by embracing diversity and collaborating with one another, we can all learn and thrive together. Whether this be through partnerships with Northeastern organizations or the greater Boston community, we hope to create events that empower and inspire all genders, backgrounds, and majors.

Community

WISE wants to encourage more women to pursue entrepreneurship and be confident in themselves and their abilities. We hope to accomplish this by creating a vibrant community and safe space where everyone feels comfortable and welcomed.

Diverse Representation

We hope to inspire more women to pursue entrepreneurial endeavours regardless of their majors, backgrounds, or interests. This will then encourage more women to become involved with other Mosaic organizations, increasing representation of women through our entrepreneurial ecosystem at Northeastern University.

Our Values

WISE is…

Empowering

WISE provides a platform to spark conversations, educate, encourage and inspire one and other.

Authentic

WISE encourages transparency, vulnerability and being your true self. Our goal is to create a safe space for women to thrive.

Inclusive

WISE encourages individuals from all backgrounds, identities, pronouns, cultures and fields of study. WISE invites all experiences; international students, undergraduate and graduate students, and alumni.

Passionate

WISE encourages leading a life with purpose and determination, being our best selves and spreading this energy within the greater community.

Supportive

WISE provides a support system for women to share their experiences, be role models to each other and lend a helping hand.

Our Programs

WeLearn

Our engaging bi-weekly workshops led by industry professionals that teach personal and professional skills in an inclusive, collaborative, and safe space.

WeBuild

Our weekly innovation class series for a small cohort of women, focused on building community and developing an entrepreneurial mindset.

WeSupport

Our mentorship pipeline for students, alumnae, and Boston professionals that creates long-lasting authentic connections instrumental to personal, and professional development.

Logo & Brand Identity

Primary Identifier

The WISE logo consists of two elements coming together; i.e. students and women coming together and interacting at WISE, and the overlapping path, is the connection and the synergy that is created when people engage with WISE.

The primary logo icon must be colored in WISE Gold and the wordmark must always be Gotham Rounded.

The wordmark must not be as wide as the logomark. Exclusion zone is equal to X distance.

Icon

Wordmark

X   X
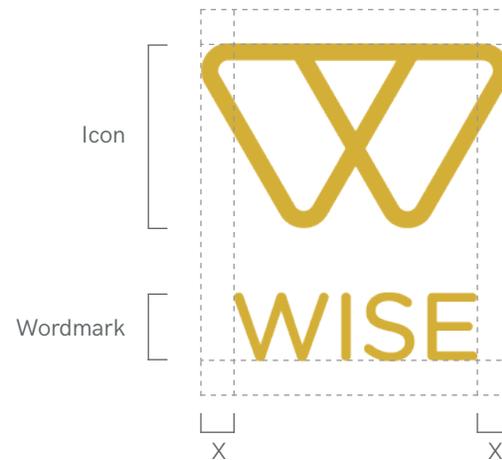
In order to communicate the mission of WISE, a new visual system has been created. At the center of this system is the primary identifier; comprised of both a WISE logo and a wordmark.

Secondary Identifier

The secondary identifier is to be used when extra information is required in a WISE lock-up. These words must be brief, and adhere to the following set of rules. Final implementation must be approved by WISE's current VP of Design or CEO.

Main identifier and
secondary information

WISE

Women's Interdisciplinary Society of Entrepreneurship

4X

X + 0.5

X + 0.5

X

X

- The rule and two short lines of copy that make up the secondary information area are to be used on a need-only basis.

- Both lines of copy must be used in order to maintain a visual balance.

- Text must all be in Gotham Rounded and the same color as the rest of the lock-up.

Tertiary Identifier

The tertiary WISE identifier is the single 'W' logo, and should be used on posters, social media posts, and other places where the primary mark isn't appropriate. Use color variations for respective program materials.

WeSupport Yellow

WISE logo and exclusion zone.

4X

X   X
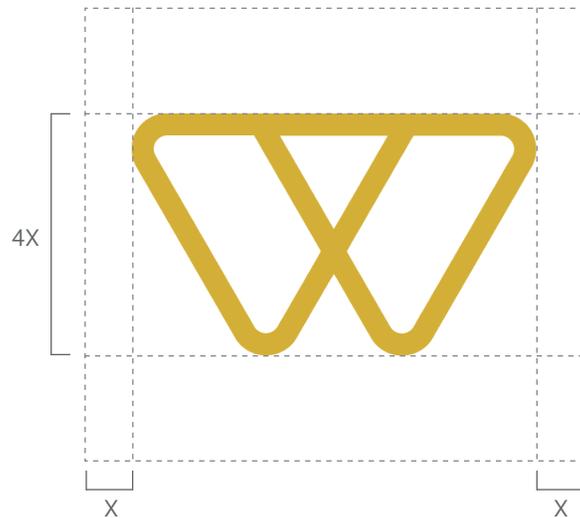
Color options available for the tertiary logo. The primary use of these logos should be for their respective program assets; posters, social media, presentation slides and web icons.

WeBuild Blue

WeLearn Green

WISE Pink

Logo Misuse

To ensure consistent brand identity, avoid modifying the WISE
brand identifiers in any of the following ways:

Do Not
Tilt or change the orientation of the logo

Do Not
Add any effects to the logo

Do Not
Stretch or distort the logo

Do Not
Add an outline to the logo

Do Not
Add background color to the gold logo

Do Not
Add two different colors to the logomark
and wordmark

Type, Color & Brand Elements

TypeFaces

Brand recognition is reinforced through our chosen typefaces. By sticking to the styles below, we can ensure consistent typographic detail within the WISE brand.

Gotham Rounded

Gotham Rounded is the primary font for all WISE marketing, internal and external materials.

HK Grotesk

HK Grotesk is our body typeface – should be used for all body and paragraph text.
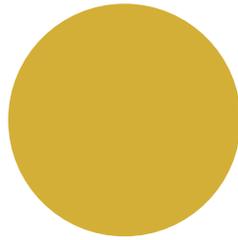
Lora Italic

When a serif typeface is needed, Lora Italic is used for ornamentation and caption text.
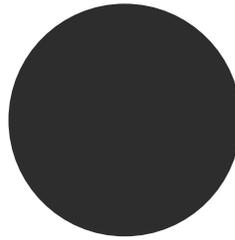
Brand Colors

Below are the brand colors for WISE and the respective program colors. These colors should be the primary choices when creating WISE branded content. Please do not change the value or shade of the colors, stick to the exact HEX, RGB and CMYK values below.
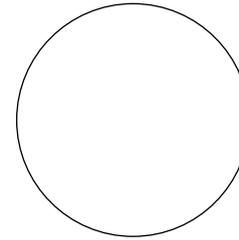
Logo Colors

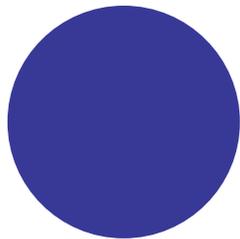| # d4af37	# 2d2d2d	# ffffff
R212 G175 B55	R45 G45 B45	R255 G255 B255
C14 M25 Y77 K7	C64 M50 Y51 K52	C0 M0 Y0 K0

Program Colors
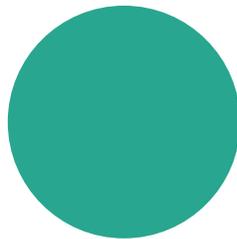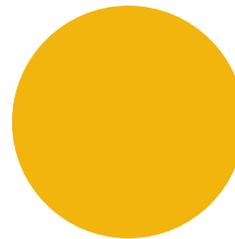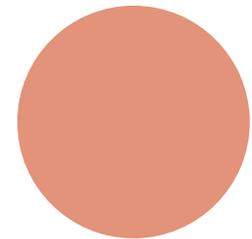
| # 383997	# 29a68f	# f1b50e	# e29379
R56 G57 B151	R41 G166 B143	R241 G181 B14	R226 G147 B121
C82 M68 Y2 K0	C86 M4 Y40 K0	C6 M27 Y94 K1	C9 M40 Y39 K2

WeLearn

The primary color of WeLearn takes a neutral green inviting all members of the Northeastern community. The different shades of green are supplementary and should be used as accent colors if needed. The scale below shows the proportions in which the colors should be used.

WeLearn Green	#29a68f

#15846f

#61bfbe

WeBuild

The primary color of WeBuild takes a deep purple to enhance confidence, empowerment and ambition. The different shades of purple are supplementary and should be used as accent colors if needed. The scale below shows the proportions in which the colors should be used.

WeBuild Blue	#383997

#494fc4

#7d88ea
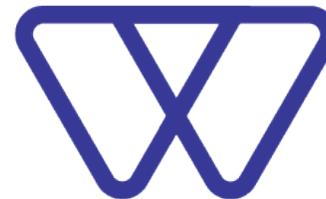
WeSupport

The primary color of WeSupport takes a warm yellow symbolizing connection and mentorship within the WISE community. The different shades of yellows are supplementary and should be used as accent colors if needed. The scale below shows the proportions in which the colors should be used.

WeSupport Yellow	#f1b50e	#f5a116	#e58935

WeSupport

WISE Community & External

For community and external events, a salmon pink is used reminding us to own our femininity. The different shades of pinks are supplementary and should be used as accent colors if needed. The scale below shows the proportions in which the colors should be used.

| WISE Pink | #e29379 | #ef705b | #ce4f42 |

Brand Elements

In order to make our brand is fun and approachable, circles and wavy lines are used as accents. Feel free to experiment with these elements on WISE posters, social media posts and presentation decks. Be sure to use the appropriate colors for each program.

Circles should be sporadically cluttered together and should often peak out of corners
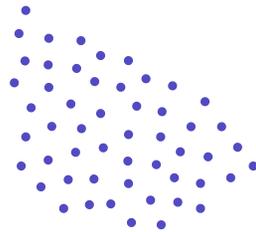
Wavy blocks and lines are usually hand-drawn and should sit along the edges of a page

WeBuild

WeLearn

WISE

WeSupport