



E d u c a t i o n M o n t h

Brand Guidelines

STEM Education Month Primary Logo:



STEM Education Month Alternative Logos:

These alternative logos will be used when a dark background is needed, or when the dates cannot be listed in a separate paragraph.

- All logos should maintain their current aspect ratio - no stretching, distorting, or cropping.

- Logos on a dark background should be saved as a png or other file type which supports transparent backgrounds.

- Any other variations of the logo should be approved by Dallas Thomas.



STEM Education Day at the Capitol Primary Logo:



Education Day at the Capitol

STEM Education Day at the Capitol Alternative Logos:

These alternative logos will be used when a dark background is needed, or when the dates cannot be listed in a separate paragraph.

- All logos should maintain their current aspect ratio - no stretching, distorting, or cropping.

- Logos on a dark background should be saved as a png or other file type which supports transparent backgrounds.

- Any other variations of the logo should be approved by Pattiann Taylor.



Growing in STEM Grants Primary Logo:



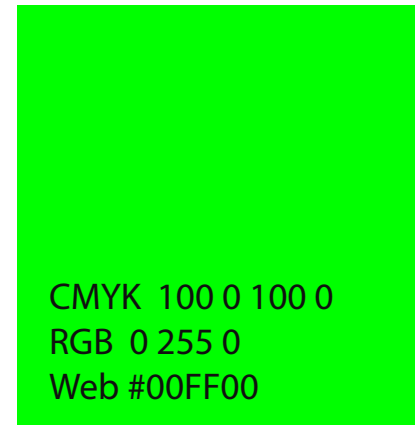
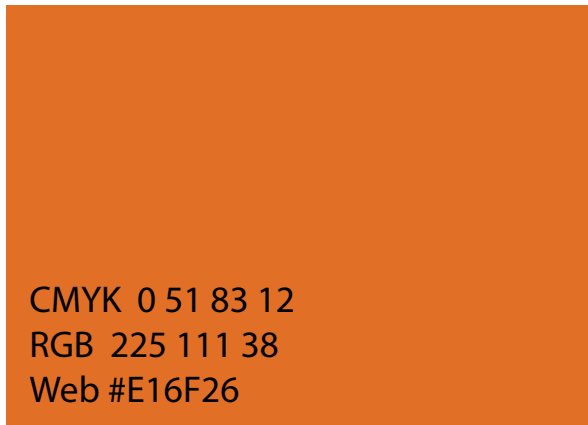
Growing in STEM Grants Alternative Logo:

This alternative logo will be used when a dark background is needed.

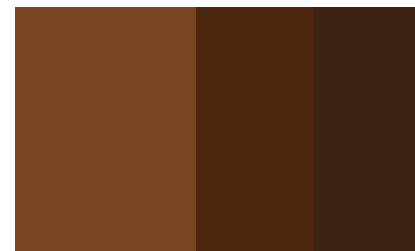
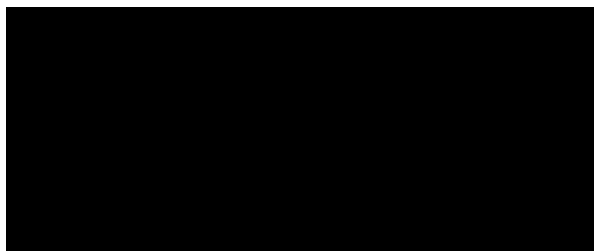
- Logos should maintain their current aspect ratio- no stretching, distorting, or cropping.
- Logos on a dark background should be saved as a png or other file type which supports transparent backgrounds.
- Any other variations of the logo should be approved by Dallas Thomas



Primary Color Palette:



Extended Color Palette:



Using shades of these colors is acceptable for the Growing in STEM Grants logo.

Fonts:

Big Caslon Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

This primary serif font is used in all of the STEM Education Month logos including STEM Day at the Capitol logos and Growing in STEM Grant logos. This font is used within the 4 colored blocks to spell S-T-E-M.

Avenir Next (Medium)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

This primary sans-serif font is used in all of the STEM Education Month and STEM Day at the Capitol logos. This type is used to complement the previously mentioned serif font. Use this underneath the acronym S-T-E-M.

Montserrat (Light)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

This secondary sans-serif font is used in the Growing in STEM Grant logos and whenever a date is attached to the STEM Education Month and STEM Day at the Capitol logos.