STEMarts
LAB

About This Guide

Our Brand Identity

The information and rules set out in this guide will help ensure consistency when communicating, so that our audiences form accurate, cohesive ideas about STEMarts Lab. This allows us to create a powerful impression and impact in the community.

Please refer to this guide as you create designed materials. Whenever possible, this guide should be used in tandem with staff training.

Everyone stewarding the STEMarts Lab brand has the responsibility to put the organization's best foot forward by using the elements in this guide consistently and clearly.

Also, please note: the STEMarts Lab brand is much bigger than the logo, colors, and typefaces. Our organization's values, how business is conducted, and how our staff, board, and volunteers represent our organization on a day-to-day basis are just as vital to the effectiveness of the brand as these guidelines.

Content

Content

The Logo

Our Logo, Our Brand Story

STEMarts Lab is a STEAM youth leadership program. We engage youth in the design and production of cutting-edge projects at the intersection of art, science and technology.

Our mission is to use the power of STEAM learning not just to build skills, but to inspire young leaders to work toward a better future for us all.

Our Name

Our name is STEMarts Lab. When writing or speaking, the full name should be used. After the full name makes an appearance, feel free to refer to us as STEMarts.

Logo Variations

Logo versions have been created to accommodate different applications.

Note: Logos should always be reproduced from master digital files. Do not redraw the logo or type out the name yourself.

A primary version is provided for use in most applications.

A secondary stacked version is provided for applications where a more compact logo is useful.

Text only and an icon are also available for use in limited circumstances where the audience is already familiar with the brand.

Download resources

Color Options

Whenever possible, the full color logos should be used since it best represents our brand. A white background color is also strongly recommended.

A black version is provided for use in black-and-white applications, such as faxes or newspaper ads. The black version should not be used on any materials produced in full color.

A white version of the logo is also available for use on materials where the logo appears against a dark colored background. When using this version, always make sure that the background color provides sufficient contrast for the logo to be easily read.

Gray and green versions of the logo are also available for use in limited circumstances when contrast allows it.

Logos should always be reproduced from master digital files. Do not redraw the logo or type out the name yourself.

Download resources

Logo Usage

Logo Size

Consistent use of logo alignment, size, and spacing helps make our brand materials feel cohesive.

When possible, the logo should appear on the upper right or left of a design. For optimal legibility and impact, the logo should always be set apart from other design elements. This is particularly important when the logo appears alongside other organizations' logos.

The "X" dimension in the diagram is equal to the graphic. "X" is the minimum amount of space that should exist between the logo and any other design elements.

X=
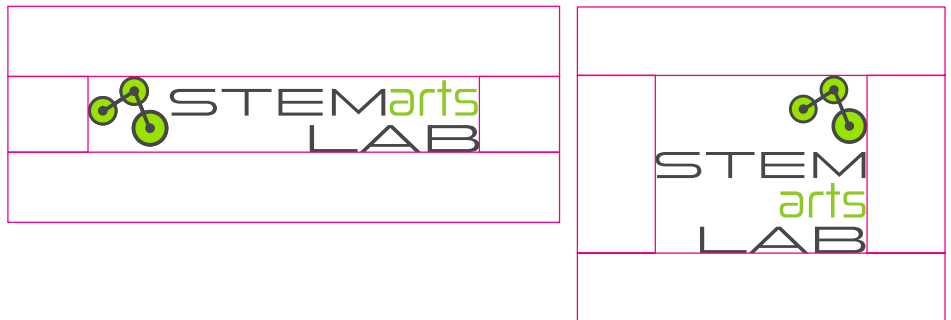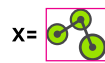
Minimum Logo Size

The logo should always appear large enough to be easily read. Recommended minimum sizes for the logo versions are listed to the right.

Logo

0.2" (h) on paper
21 px (h) on screen

0.3" (h) on paper
21 px (h) on screen

0.6" (h) on paper
21 px (h) on screen

Logo Misuse

What Not To Do

The examples on this page illustrate misuse of the logo. As a rule, always reproduce the logo using the appropriate master digital file, and do not modify or alter it in any way.

SWITCHED COLORS

REPETITION

DROP SHADOW

SQUISHED

OFF-BRAND COLORS

TILTED

CHANGE TYPE

DIFFERENT PROPORTIONS

Brand Colors

STEMarts brand colors are all bold, saturated, and dynamic - evoking both the otherworldly imagery of deep space and the vivid hues of nature here on earth.

If needed, additional supporting colors may be pulled from the STEMarts abstract gradient shape, but be sure to focus on bright, clear colors in all brand visuals.
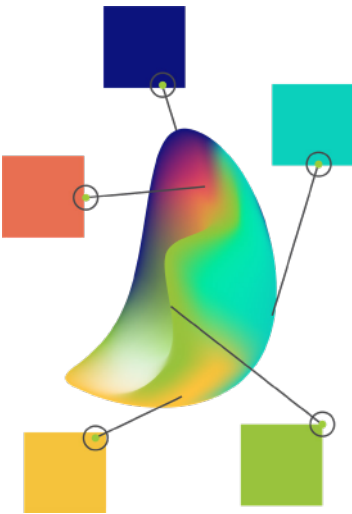
Primary Colors:

GREEN

C: 43 M: 0 Y: 100 K: 0

R: 154 G: 226 B: 1

HEX: 9ae201

GRAY

C: 68 M: 60 Y: 56 K: 39

R: 71 G: 72 B: 75

HEX: 47484b

Secondary Colors

C: 100 M: 98 Y: 17 K: 14

R: 13 G: 19 B: 125

HEX: 0d137d

C: 4 M: 70 Y: 72 K: 0

R: 232 G: 111 B: 81

HEX: e86f51

C: 67 M: 0 Y: 36 K: 0

R: 13 G: 207 B: 188

HEX: 0dcfbc

C: 4 M: 23 Y: 88 K: 0

R: 245 G: 195 B: 60

HEX: f5c33c

Typography

Font

STEMarts Lab uses Special Gothic Expanded One, Noto Sans and Noto Sans Mono also in various weights, in its branded communications. By utilizing combinations of these fonts, we're able to create communications that are both bold and distinct, yet consistent.

Special Gothic Expanded One

Noto Sans

Noto Sans Mono

Special Gothic Expanded One   Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Noto Sans   Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Noto Sans   Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Noto Sans   Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Noto Sans   Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Noto Sans Mono   Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Noto Sans Mono   Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typesetting

This page shows an example of how type might be set in our materials. Optimal type size and formatting will vary somewhat based on the kind of communication. As a rule, line lengths should be kept to around 12 words per line, and type should be sized so it is comfortably legible but not overwhelming.

01

Numbers
Noto Sans Mono
Bold

Cerum laces rem dolecuptat magnihi llabo. Utent res eaquatquas quas doloreh

h1
Special Gothic
Expanded One
Regular
20 pt font size

TypographyIbus dolo dipitiis eosam labo. Piti similitate pore nithome.

h2
Noto Sans
Bold
14 pt font size

TypographyIbus dolo dipitiis eosam labo. Piti similitate pore ni oC-ipsamusapiet in nis dolupta temporuntis si ut quiaes entios sequam es et, omnis alitaquo beaquatia volupta tquiam harum doluptatur? Aceaquiam fugia dolorrovid qui dolori dis as mil magnis acest et mil illam sus ex et voluptat. Fernatur t aboremp oribus, omnit audae idenient ditatquia volori doluptur, eossequos eaquiassini dolupta turitio. Abore alissum a voluptur sequae experio.

P
Noto Sans
Regular
11.5 pt font size

Et latum inctumeture voluptio is as destem dolorio dolupta quam solupta tionsedi officiur ma cullectusci volorem adia consequas magnate vel id quae dolut voone imolupta cust lam hillanissit facerumquo delende volum hil molorit pos ratatur, qui aut elenihi cimus.

"Cerum laces rem dolecuptat magnihi llabo. Utent res eaquatquas quas doloreh endioribus prepudis"

Quote
Noto Sans
ExtraBold Italic
12 pt font size

Magnate vel id quae dolut voluptat. Caborion poreri officius aut quis none imolupta cust lam hillanissit facerumquo delende volum hil molorit pos ratatur, qui aut elenihi cimus.

Caption
Noto Sans
Regular
7 pt font size

*Going small?
If the text you are going to work with is quite small, try to avoid the thicker Noto Sans "Bold" for Headings and Display text and use "Regular" instead. Bold typefaces tend to bleed out when scaling down.

Prepared with love

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