



SKPL

Brand Style Guide

Updated July 2019

Primary Logo

The full color logo should be used whenever 4 color process printing is an option.

See the following pages for additional variations of the logo which may be used depending on the use case.



Logo Variations

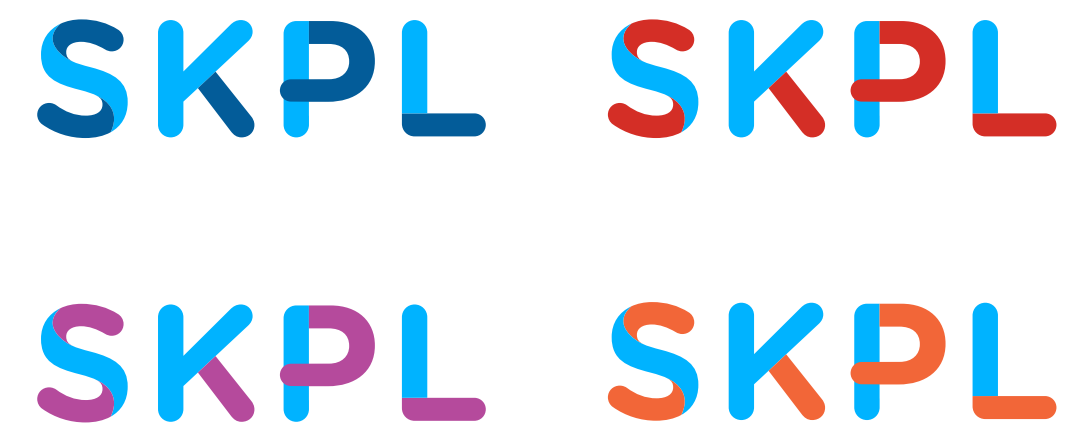
Within your brand architecture it is important to think of your logo not as a static piece of artwork but as a system designed to be used across mediums and channels.

Use the single or duo color logos when printing limitations do not allow for 4 color process.

Add the full name as shown in the formatting at right when the full name is not otherwise being used in the materials.

Add the IEEE identifier when IEEE is not being otherwise identified in the materials.

Duo Color



Single Color



+ Full Name



+ IEEE



Logo Variations

Color versions of the SKPL logo should be used over white backgrounds only. When placing the SKPL logo over a color or photo background a containing white circle should be used. See the lockups at right for examples of this use case.

When adding the IEEE identifier in this use case center the logo below the SKPL mark to maintain a centered orientation.

Seal Format



Seal Format Plus IEEE



Color Palette

Primary



Light Blue Blue Dark Blue Dark Grey

#17c1ff #316dff #00609c #44494a

C: 62
M: 5
Y: 0
K: 0

C: 78
M: 60
Y: 0
K: 0

C: 100
M: 35
Y: 3
K: 21

C: 69
M: 58
Y: 57
K: 40

R: 23
G: 193
B: 255

R: 49
G: 109
B: 255

R: 0
G: 98
B: 155

R: 68
G: 73
B: 74

Secondary



Orange Red Magenta Purple

#fd8703 #e34402 #d72982 #a52dco

C: 0
M: 57
Y: 100
K: 0

C: 6
M: 87
Y: 100
K: 1

C: 11
M: 96
Y: 13
K: 0

C: 49
M: 86
Y: 0
K: 0

R: 253
G: 135
B: 3

R: 227
G: 68
B: 2

R: 215
G: 41
B: 130








R: 165
G: 42
B: 192

Colors are divided into primary and secondary colors. Primary blues should be used for major headlines, background colors, or callout text. Accent colors should be used more sparingly for secondary elements where applicable.

Use primarily full white backgrounds whenever possible for a clean crisp aesthetic.

Use the dark grey in place of black whenever possible.

Gradients

Primary	Secondary						
							
Light Blue	Yellow	Yellow	Orange	Red	Magenta	Purple	Violet
to	#ffc400	to	to	to	to	to	#5c4da1
Blue	C: 0 M: 23 Y: 100 K: 0	Orange	Red	Magenta	Purple	Violet	C: 76 M: 81 Y: 0 K: 0
	R: 255 G: 196 B: 0						R: 92 G: 77 B: 161

Gradients of the primary and secondary colors may also be used. In this case a yellow and violet are also added to the brand colors to expand the spectrum of the gradient further.

When using gradients in branded materials use only the color combinations outlined at left.

Whenever possible use the gradients in color order to create a smooth spectrum of color as seen in the SKPL logo.

Avoid using yellow and violet for text, graphics or illustrations as they lack contrast with dark grey text and stroke lines of illustrations.

Typography

Headlines:

Clone Rounded Latin

Display Accents:

Merriweather italic

Body:

Merriweather Sans

**Lorem ipsum dolor
sit amet
consectetur**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla ornare velit ipsum, at fringilla justo consectetur ut. Sed vitae purus mi. Praesent sem augue, euismod nec dui ut, sollicitudin lacinia urna.

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Typography Replacements

Headlines:

M PLUS Rounded 1c

Display Accents:

Merriweather italic

Body:

Merriweather Sans

The typography on the previous page represents the licensed fonts used to craft the highest-quality artwork for the brand when working within Adobe creative cloud or when font licensing is an option.

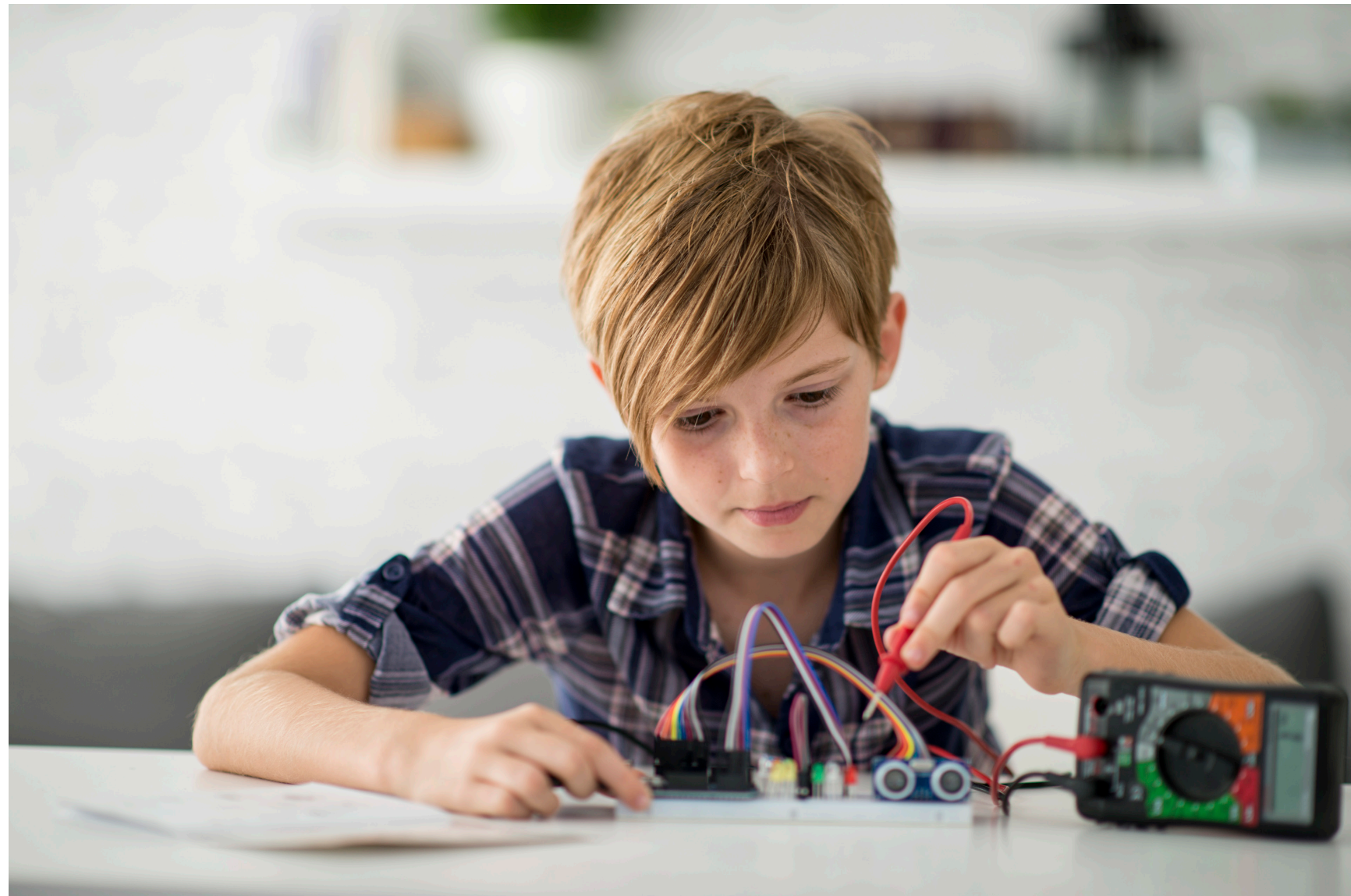
Purchase License:
fonts.adobe.com

The fonts on this page are free and should be used by all staff for day to day communications and marketing development. These are able to be installed on any machine without licensing.

Download:
fonts.google.com

Photography

Child Focused



Primary photography should be child focused. Children should be engaged in activities in all photography. Avoid simple compositions where models are simply smiling at the camera. Always use photos with backgrounds, do not use cut out photography on white backgrounds.

Where possible look for colorful photography with colors similar to brand colors being used nearby in the designs.

Use a mix of group and individual photos of children.

Photography

Libraries toys and equipment



Ambient environment photography can also be used for the brand. These types of photos could include interior spaces of libraries and schools or close-ups of toys and equipment.

Use this type of photography as background elements. They should not be used as the primary focus of a marketing material. Use color overlays and circular or rounded rectangle containers to overlay text on top of this photography style.

When selecting this type of photography look for photos with simple compositions, avoid photos that are overly busy or contain people where possible.

Photography

From young to adult



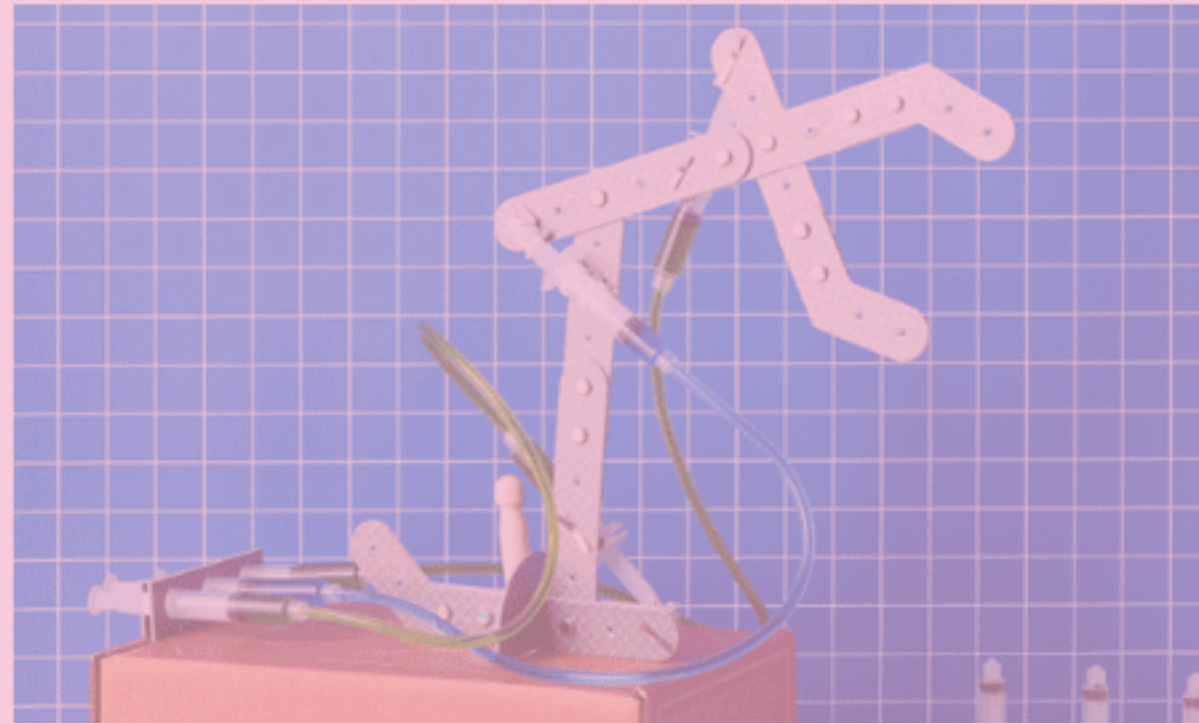
Paired photography of children and adults are another great way to utilize photography with the SKPL brand. This style of photography should always show a child and an adult in a back to back composition to demonstrate the child growing up to find a fulfilling career in STEM.

Look for photos where the child and adult have a passing resemblance and a similar pose.

Use this photo style most frequently for materials that speak to the impact of the program or for materials targeting potential volunteers and sponsors to demonstrate program impact.

Photography Science Kits

Color Focused

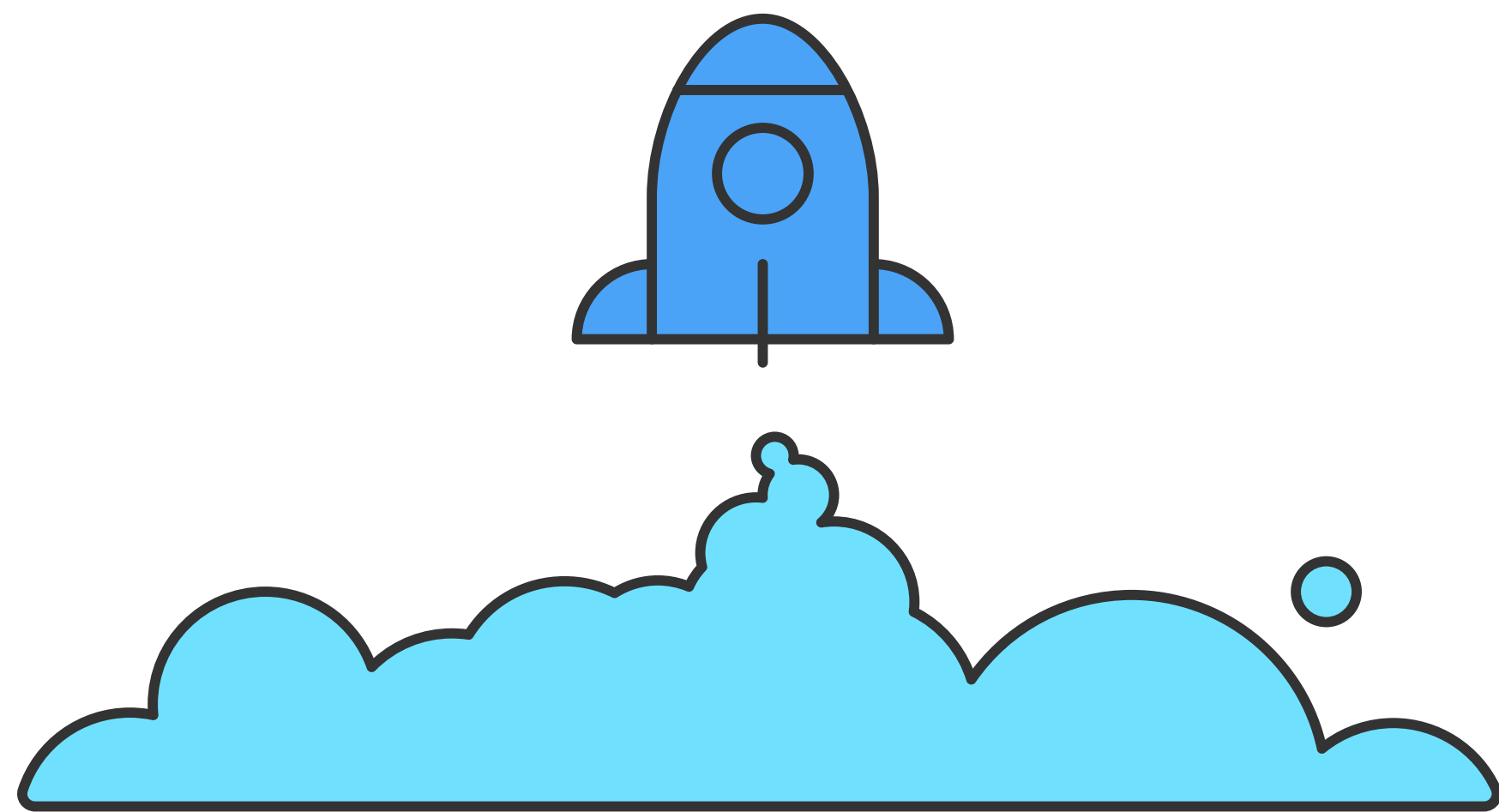


For Placement Only

Photography can also lend impact to the science kits and components. Shot photography in this style should be simple compositions of science kit equipment laid out over a colored backdrop.

Colored backgrounds should align with SKPL brand colors

Graphic Elements: Illustration Style



An additional graphic style of illustration can be used for the brand to develop icons and graphics for added flair. Highly geometric stroked line art with brand fill colors. Use the dark grey or white for the strokes. Do not use off-brand colors with this illustrations style. Do not use the secondary violet color as it lacks contrast with the dark grey line art.

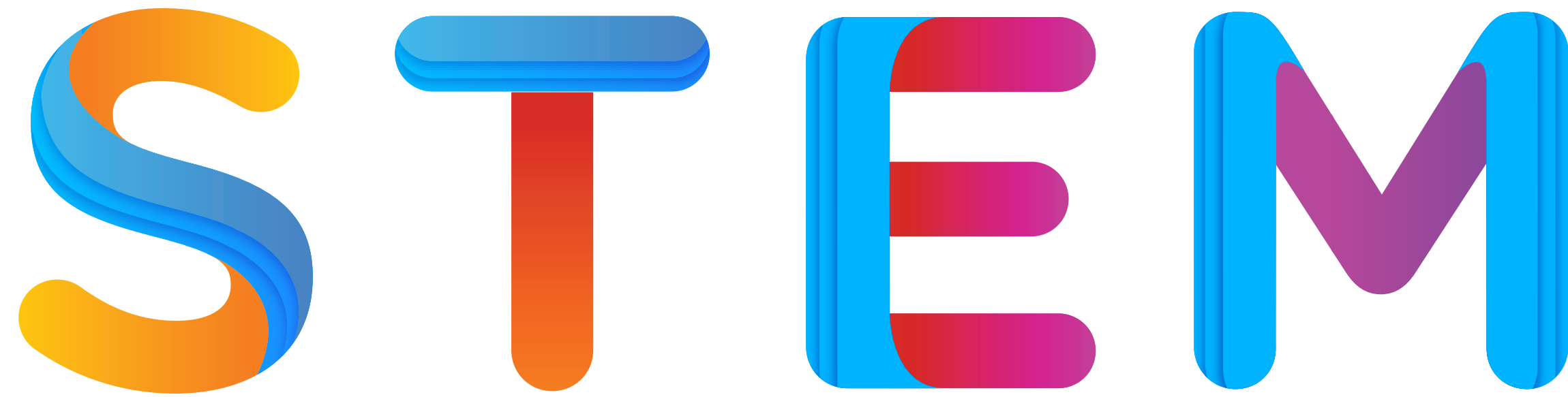
Graphic Elements: Graphic Typography



Graphic typography based on the SKPL logo may also be used. Use this graphic style sparingly and do not use it close to the SKPL logo so as not to create confusion.

This style can be used for drop caps, or to spell out key words or phrases as large graphic callouts in marketing materials.

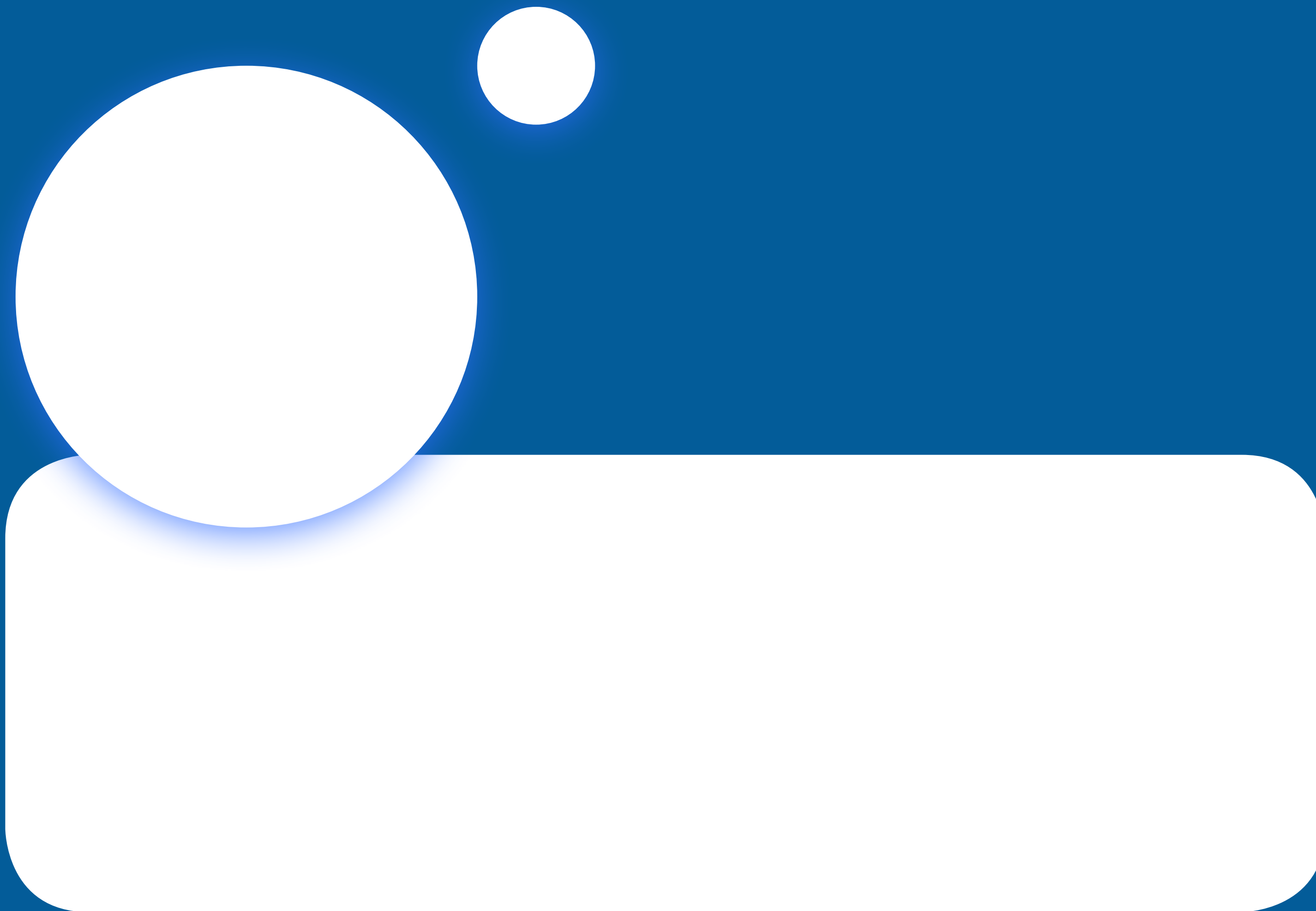
Graphic Elements: Animated Typography



STEM

SKPL graphic typography may also be animated for digital use cases. See the library assets for sample animations and inspiration.

Graphic Elements: Rounded Corners and Curving Motifs



For containers, graphic devices, page dividers, and photo masks use rounded corners, circular elements, or curves to create a soft bubbly aesthetic. Avoid using hard edged corners where possible.

When using rounded rectangles use a consistent (and wide) corner radius.

The secondary brand colors may be used in a rainbow motif to create dividers or curves