

Brand Guidelines

KC



Alliance

Chapter 1

Brand Essence

The KC STEM Alliance unites and connects Kansas City metropolitan area industry and affiliate organization resources and educators as a means of providing increased support and broadening participation in the curriculum and extra curricular activities surrounding STEM education.

By fulfilling this mission, the KC STEM Alliance will:

- Create a shared services model for STEM programs, such as Project Lead the Way and FIRST, coordinating data collection and program evaluation and facilitating school and industry partnerships.
- Build a solid foundation of STEM education for all students, regardless of race, gender or economic status.
- Increase the amount, quality and diversity of job-ready candidates for local STEM employers; and Advance economic development and progress in our community.

Mission

The KC STEM Alliance is a collaborative network of educators, business partners and organizations that inspires interest in Science, Technology, Engineering and Math careers to generate a robust force of related professionals for our community.

The Mission statement describes the efforts of the KC STEM Alliance on a continual basis and what the organization desires to accomplish through these actions.

This statement is to be used when communicating the purpose and efforts of the KC STEM Alliance.

Vision

A diverse, innovative and sustainable STEM workforce.

The Vision statement describes the long-term goals and desired ultimate outcome of the efforts described in the KC STEM Alliance Mission statement.

This statement is to be used when communicating the ultimate goal and future environment of the area STEM community the KC STEM Alliance desires to create.

Tagline

Building the foundation for innovation

The KC STEM Alliance tagline is an abbreviated version of the core efforts managed by the KC STEM Alliance. The elements that make up the tagline can best be seen through the following equation:

$$\text{Education} + \text{Support} = \text{Innovation}$$

Education includes the Education Partners, curriculum, participating students and programs that involve students with STEM education and inspire them to pursue post-secondary STEM education and related careers.

Support includes the Industry partners, volunteer and financial support that guide students through STEM education and programs and inspires them to explore the possibilities related to STEM education and careers.

Innovation refers to the residual effect and resulting robust workforce the foundation of education and support will provide the STEM industry in our community

Building the foundation for innovation

Chapter 2

The Logo

Logo Only



Logo With
Tagline



Building the foundation
for innovation



Logo Variations

Logo Only,
Color



Logo With Tagline,
Color



Logo Only,
Black



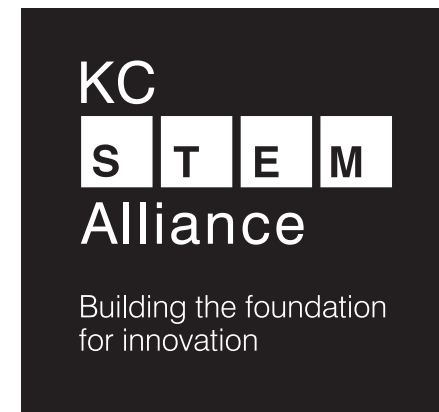
Logo With Tagline,
Black



Logo Only,
Reverse



Logo With Tagline,
Reverse



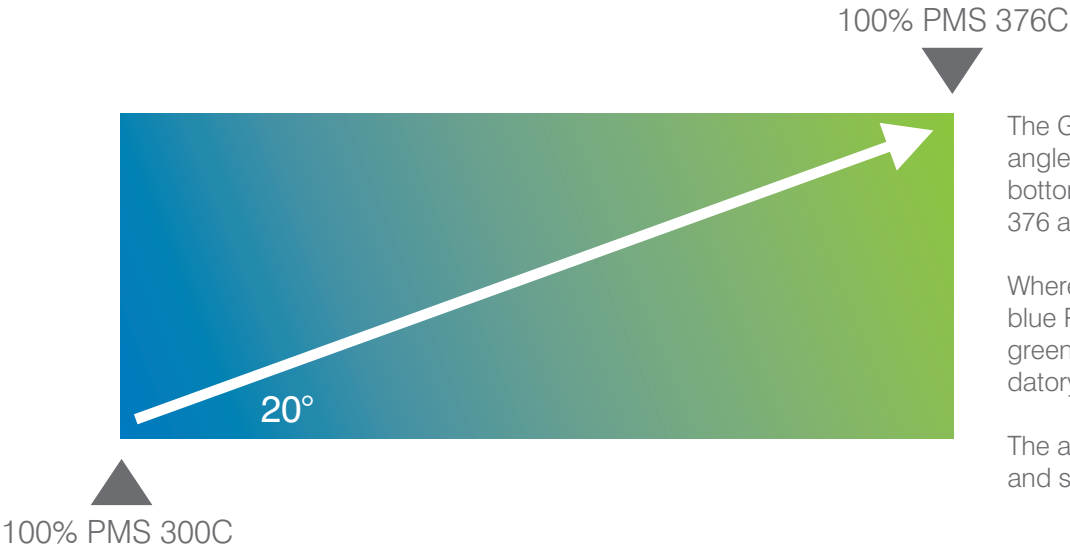
Logo Colors

Logo Colors



Color	Pantone Colors	RGB			Web Safe RGB		
Blue	Pantone 300c	R:0	G:121	B:193	R:00	G:79	B:C1
Green	Pantone 376c	R:141	G:198	B:63	R:8D	G:C6	B:3F
Gray	Pantone Cool Gray 11	R:113	G:112	B:115	R:71	G:70	B:73

Logo Gradient



The Gradient should always be applied at an angle – starting with the blue PMS 300 at the bottom left and graduating to the green PMS 376 at the top right.

Wherever possible, start the gradient with the blue PMS 300 on the left and graduating to the green PMS 376 on the right. This is not mandatory, but should be applied when possible.

The angle of the gradient should be 20° - 25° and should never go below 15° or exceed 30°.

Logo Typeface

Swiss 721 Light:

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$%^&*()

Swiss 721 Roman:

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$%^&*()

Swiss 721 Medium:

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$%^&*()

Swiss 721 Bold:

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$%^&*()

Chapter 3

Usage Guidelines

When properly managed, brand can precede an organization and instantly communicate to viewers the mission, purpose and personality of that organization. The incorrect usage of a logo and its related assets can dilute a brand and harm the ability of that brand to communicate efficiently.

The logo of an organization serves as a signature, and the support assets like type, color and messaging support that signature and further define the essence of the organization.

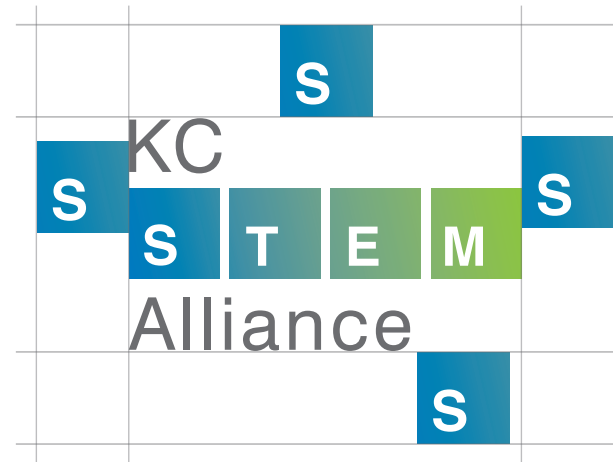
The following pages outline the proper use of the KC STEM Alliance logo. It's designed and intended to be used as a guide for those tasked with implementing the KC STEM Alliance brand across all forms of media.

Proper adherence to the guidelines set forth in this document will ensure the KC STEM Alliance brand is applied cohesively wherever used and that consumers of the KC STEM Alliance brand are presented with a consistent look and feel.

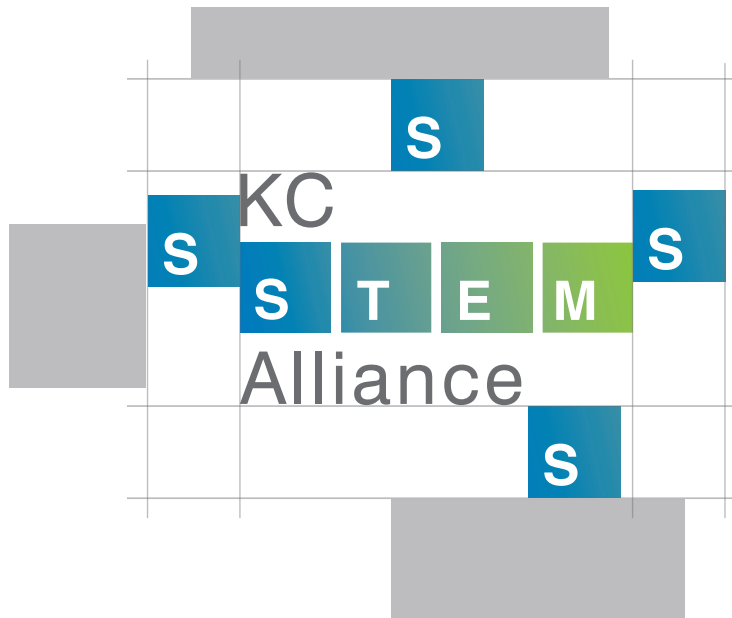
Logo Usage: Minimum Clear Space

When using the KC STEM Alliance identity it is important that enough clear space is maintained around the icon and logotype to clearly convey the identity without competition or overcrowding.

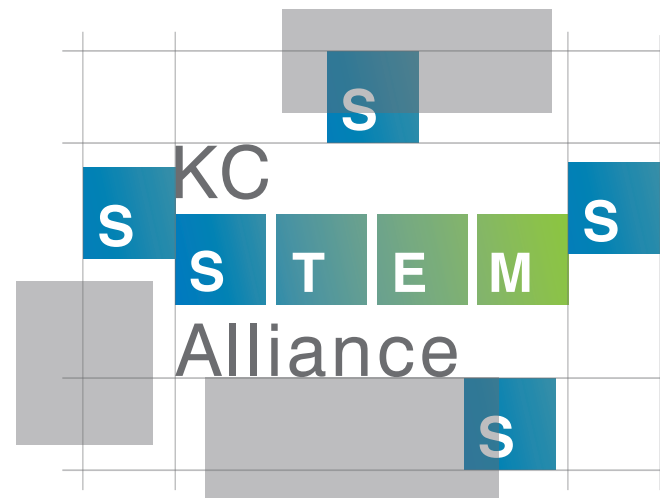
Clear space is defined by the height of the blue “s” square in the logo. The clear space varies with the size of the logo.



Correct use:



Incorrect use:



Logo Usage: Minimum Sizes

To ensure that legibility of the logo is maintained, it is important that it is not used below the minimum sizes identified below.

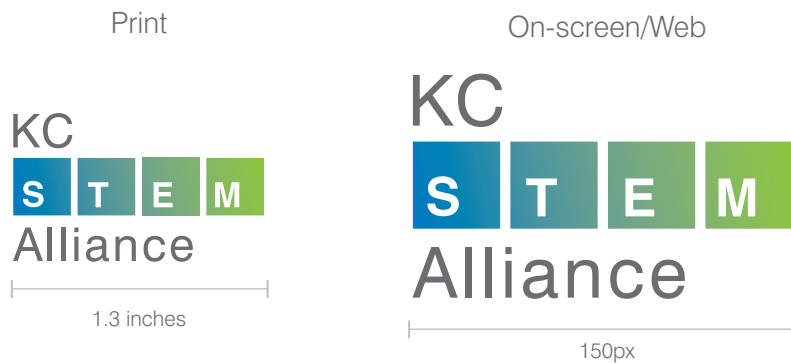
For printed material:

Minimum of 1.3 inches wide

For on-screen/web:

Minimum of 150px wide

Correct use:



Incorrect use:

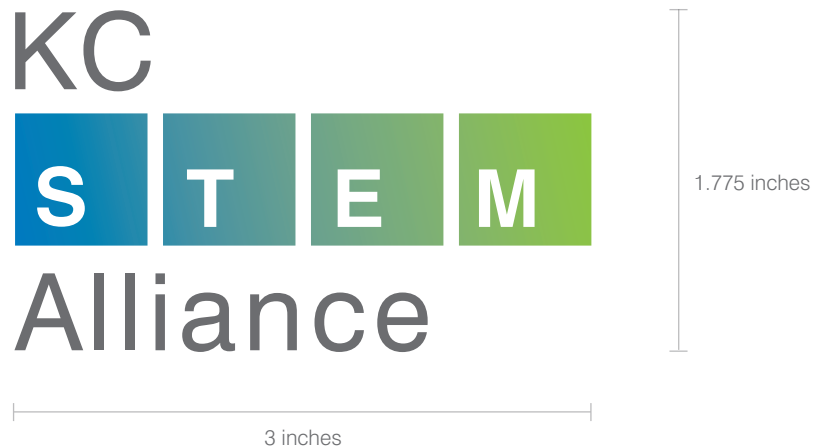


Logo Usage: Scaling

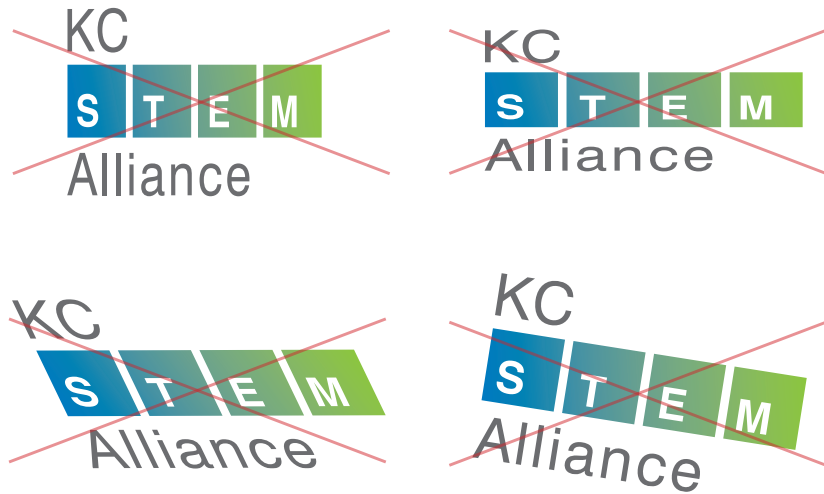
To ensure proper scale never distort, skew, italicize or rotate the logo.

The KC STEM Alliance logo has a 3 x 1.775 Ratio.

Correct use:



Incorrect use:

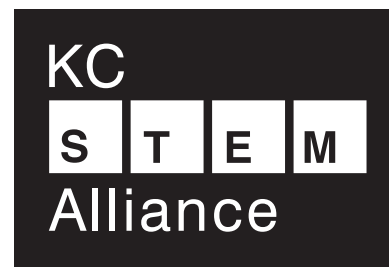


Colors:

Approved KC STEM Alliance Color palette and combinations.

Pantone 300c	Pantone 376c	Pantone Cool Gray 11								
			Color	Pantone Colors	RGB			Web Safe RGB		
			Blue	Pantone 300c	R:0	G:121	B:193	R:00	G:79	B:C1
			Green	Pantone 376c	R:141	G:198	B:63	R:8D	G:C6	B:3F
			Gray	Pantone Cool Gray 11	R:113	G:112	B:115	R:71	G:70	B:73

Correct use:



Incorrect use:

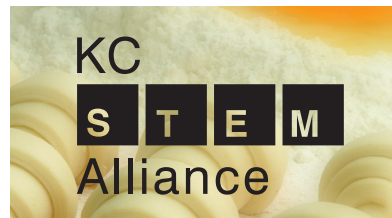
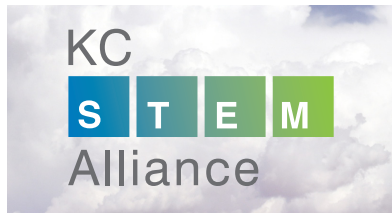


Contrast:

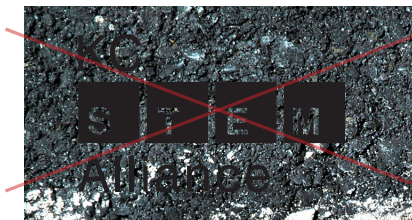
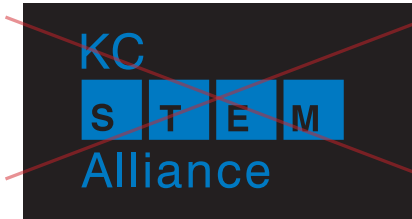
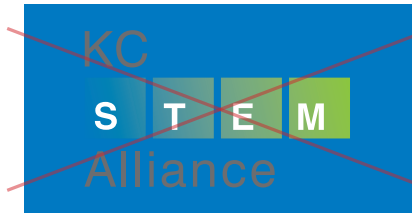
When placing the logo on a color or image it is important that it has enough contrast to be readable.

In the case of a black background only use white logo. Do not use pantone 313c logo against black — it does not have enough contrast.

Correct use:



Incorrect use:



Other Incorrect use:

1. Do not add drop shadow to the logo.
2. Do not alter the position of elements.
3. Do not change the typeface.
4. Do not redraw the logo.
5. Do separate elements of the logo
6. Do not transpose colors

