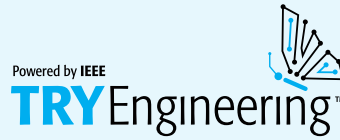


# TryEngineering STEM Portal Visual Identity Guidelines

## BRAND MARK

The TryEngineering STEM Portal brand mark should be used on all TryEngineering STEM Portal print and digital applications.

The IEEE Master Brand should be used with the brand mark in the top or bottom corner of any print or digital collateral. See application examples on other side.

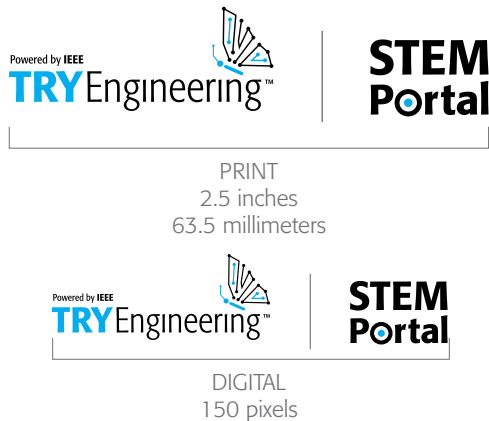


**STEM  
Portal**

## PARTNER USAGE

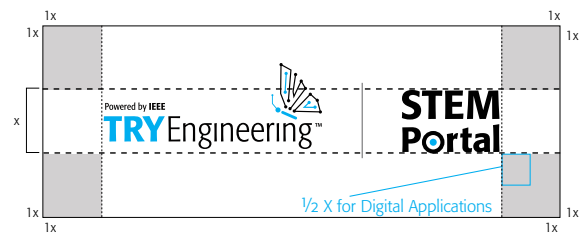
### Minimum Size

Minimum size restrictions ensure proper visibility and legibility on both print and digital assets. The minimum width for the TryEngineering STEM Portal in print and non-screen based applications is 2.5 inches (63.5 millimeters). The minimum width in digital and on-screen applications is 150 pixels.



### Clear Space

Clear space ensures that the TryEngineering STEM Portal brand mark does not compete with other images, graphics and text. Do not place any elements inside this space. X = height of the "STEM Portal" all around (Print). 1/2 X = one half height of the "STEM Portal" all around (Digital).



## IEEE Master Brand

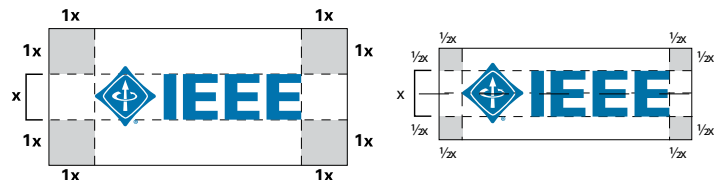
### MINIMUM SIZE

Minimum size restrictions ensure proper visibility and legibility on both print and digital assets. The minimum width for the IEEE Master Brand in print and non-screen based applications is .875 inches (22.225 millimeters). The minimum width for the IEEE Master Brand in digital and on-screen applications is 100 pixels.



### CLEAR SPACE

Clear space ensures that the IEEE Master Brand does not compete with other images, graphics and text. Do not place any elements inside this space. X = height of the "IEEE" all around (Print). 1/2 X = one half height of the "IEEE" all around (Digital).



## TYPOGRAPHY

The Formata font family is the approved font for use on IEEE communications.

**PRIMARY:**  
**Formata**

**DIGITAL & ON-SCREEN:**  
**Open Sans**

*Open Sans is the preferred digital/on-screen font for use on all websites.*

## PRIMARY COLOR PALETTE

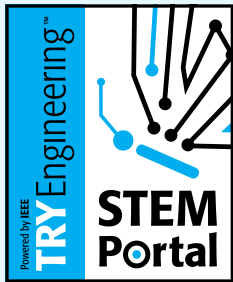
### IEEE Blue

100%	80%	60%	40%	20%
<b>PANTONE (SPOT)</b> PMS 3015 C	<b>RGB</b> R0 G98 B155			
<b>CMYK</b> C100 M35 Y3 K21	<b>Hex/Web</b> #00629B			

### CYAN

100%	80%	60%	40%	20%
<b>PANTONE (SPOT)</b> PMS CYAN	<b>RGB</b> R0 G181 B226			
<b>CMYK</b> C100 M0 Y0 K0	<b>Hex/Web</b> #00B5E2			

# TryEngineering STEM Portal Visual Identity Guidelines



## TryEngineering STEM Portal Icon

**To enhance a STEM program, a STEM Portal icon is provided for use on program collateral and event promotions.** All brand elements should be used in accordance with the IEEE Visual Identity Guidelines (color, typography, wedge, and IEEE Master Brand).

In order to maximize the ability for the TryEngineering STEM Portal to reach all audiences, we must ensure that all materials maintain a consistent "look" and "theme." This will allow every TryEngineering STEM Portal communication to reinforce the identity and will make our message stronger. The elements have been chosen to work with the IEEE Visual Identity Guidelines that govern the IEEE Master Brand. The TryEngineering STEM Portal brand mark should not be distorted or altered in any way.

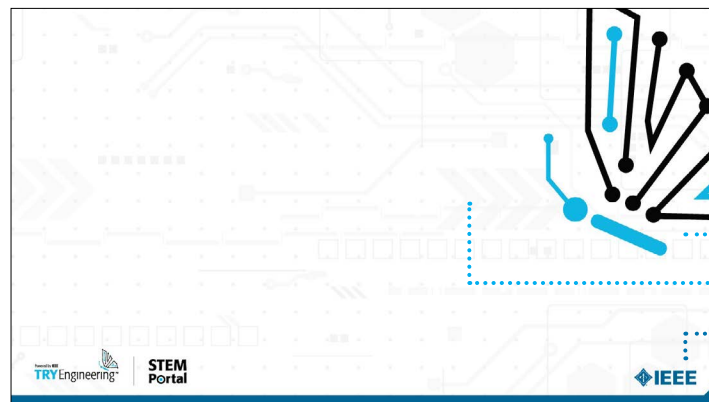
## APPLICATION EXAMPLES

In all executions, the first instance of the name should be referred to as "TryEngineering STEM Portal" in text. After the first use, STEM Portal may be used. All print and digital applications should incorporate the background design element as well as the TryEngineering butterfly as shown in the examples provided. All applications must adhere to the brand identity guidelines and include the IEEE Master Brand. The guidelines for the IEEE Master Brand can be found at <https://brand-experience.ieee.org/guidelines/brand-identity/>



WEB AD

Approved font is Formata



POWERPOINT

Promotional materials use IEEE brand approved colors

Brand design elements

IEEE Master Brand

## Digital & On-Screen Applications

### Promotional Digital Content



IEEE Master Brand

TryEngineering STEM Portal Brand Mark

STEM Portal icon