
Working to achieve a world-leading education for all young people
in science, technology, engineering and mathematics.





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Our brand introduction

STEM Learning Ltd operates the National STEM Learning Centre and Network; providing support locally, through Science Learning Partnerships across England, and partners in Scotland, Wales and Northern Ireland; alongside a range of other projects supporting STEM education.

STEM Learning is an initiative of the White Rose University Consortium (comprising the Universities of Leeds, Sheffield and York) and Sheffield Hallam University.

The National STEM Learning Centre and Network provides teachers, technicians, schools and colleges with:

- curriculum linked, quality assured STEM teaching and career resources, both physically and online
- community groups, peer-to-peer support, online professional development and networking opportunities
- local, high impact STEM specific professional development through Science Learning Partnerships in England, and partners in Scotland, Wales and Northern Ireland

- sustained, transformational STEM specific professional development, including residential experiences

This is made possible by the generous support of the Wellcome Trust, Gatsby Foundation, Department for Education, our partners in Project ENTHUSE and other funders of related STEM projects.

A strong brand is a valuable asset and to ensure we continue to have a clear identity it needs to be applied consistently. Our brand shows that we know who we are and what we stand for; it influences choice and drives new and existing business. Our brand is a vital part of safeguarding our reputation.

The purpose of these guidelines is to give clear guidance on the use of our brand and logos and to help you represent our brand consistently.



Basic elements

The brand is made up of six basic elements:

1. Logos

Series of logos all built on the same grid, using the same font and colours

2. Strapline

Wherever possible the logo should be accompanied by the appropriate strapline

3. Font

Bliss for printed materials, Arial when Bliss is not available

4. Colours

Five key colours with a series of opacities/shades

5. Images

Clear image style

6. Written style

Simple rules to ensure all written materials sit well together



Logos

Our logos consist of two elements:

1. **Image** is the visual part of the logo
2. **Logotype** is the text part of the logo

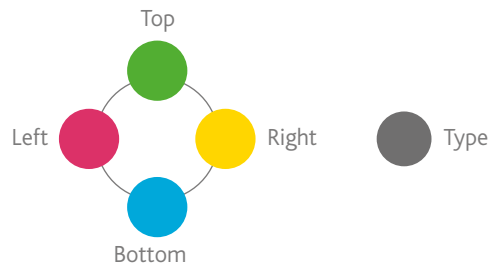
The two parts of the logo should be used together where possible.

The logotype should be used on its own when its width is less than 15mm.

When the image and logotype are used together the original full logo should be used to ensure relative sizes and spacing remains the same.

See [page 16](#) for when to use each logo.

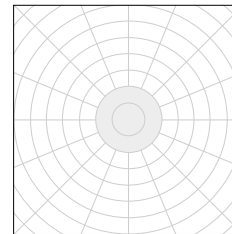
The two elements are combined in a grid to ensure all logos form part of the same family.



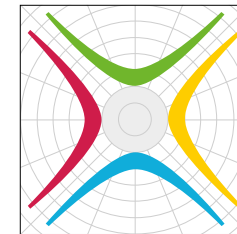
Image

A grid system has also been used to ensure all logo images are complementary. The images should not be redrawn and the aspect ratio of all images must remain the same.

The logo images may be used independently. The colours should never be altered.



Grid



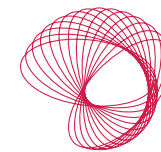
STEM cross on grid



HEATED blocks



Impact Award icon



Enthuse icon



STEM cross



Science Mark icon



Logotype

The logotypes have been created to a specific spacing and style and should never be redrawn or recreated in any way. The proportions and spacing should never be altered.

The colour of the logotype should always be grey:

C56 M46 Y45 K11

R116 G118 B120

#747678

If used in copy, use the following upper and lower case conventions:

STEM Learning Ltd (for first use then STEM Learning)

National STEM Learning Centre (never abbreviate)

Science Learning Partnership (abbreviate to SLP after first use)

HEaTED

Project ENTHUSE (never abbreviate)

Science Mark (never abbreviate)

Impact Award (never abbreviate)

STEM
LEARNING

IMPACT
AWARD

NATIONAL
STEM
LEARNING CENTRE

PROJECT
ENTHUSE

HEaTED

SCIENCE MARK



Clear space

To show the brand correctly, there must always be clear space around it. Clear space is the amount of space that must be kept clear of all other elements such as text, symbols or other graphics.

The minimum clear space all around the logo is at least the cap height – as shown on the illustration.

Wherever possible the clear space should be larger than indicated, as white space is an important part of the brand.

Reversed out images

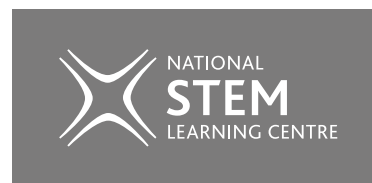
In some instances it may be necessary to use a reversed out logo, for example on partner materials where the background colour is not compatible with the grey text colour. In this case it is possible to use an entirely white version:

Logos - don't's

Examples of what not to do with the logo, image and logo type:



 = Cap height



Do not change proportions



Ensure there is clear space around the logo



Endorsements

STEM Learning activity with support of partner e.g. Research Councils UK. The proportional relationship is 70:30.

Follow this proportion when using endorsements with a partner.

STEM Learning and partner deliver activity together e.g. Teaching School. The proportional relationship is 50:50.

Follow this proportion when using endorsements together.

One of our brands is supporting a third party e.g. sponsorship for an award. The suggested proportional relationship is 30:70.

On third party owned material the lead partner's guidelines must be taken into account and flexibility will be required.

In all instances, if the width of the logotype falls below 15mm, then the text-only version should be used.



70%



30%



50%



50%



70%



30%



Strapline

Whenever communications are aimed at educators the following text should accompany the STEM Learning logo.

STEM Learning

Long form

STEM Learning operates the National STEM Learning Centre and Network, alongside other projects supporting STEM education **www.stem.org.uk**

Short form

STEM Learning operates the National STEM Learning Centre and Network

HEaTED

Delivering professional development for the technical workforce
www.stem.org.uk/heated

Fonts

Bliss

The primary corporate typeface for the brand is “Bliss”. It has a clean and contemporary feel and reflects the brand values successfully. Bliss comes in a variety of weights, but the preferred style to use for headlines and body copy is Bliss Light.

Bliss should be used for all artworked and printed applications and on the website. Note: Never use Bliss to recreate the logo. Always use the master artwork supplied.

The Bliss typeface is used under license and therefore cannot be shared between users, please contact the communications team to discuss licence procurement should it be necessary to obtain one.

Arial

For all typed and laser-printed information, the typeface Arial can be used. Arial is also used for emails.

Arial is a standard system typeface and is available on all Macs and PCs.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890.,;!?

Bliss Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890.,;!?

Bliss Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890.,;!?

Bliss Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890.,;!?

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890.,;!?

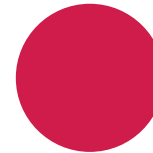
Arial Bold

Colours

To ensure consistency and to create a strong family of materials the following palette of colours should be used. Colours should not be linked to subject areas or phases of education.

Each colour can be used with different opacities to create a suite of complimentary colour – see colour palette on the following page.

In certain circumstances a black and white version of the logo may also be used. However these are only suitable when neither the colour nor reversed out logos are appropriate.



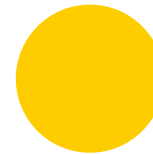
Pink

C13 M98 Y58 K2
R207 G36 B83
#CF2453



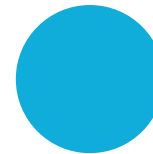
Green

C62 M0 Y100 K0
R105 G190 B40
#69be28



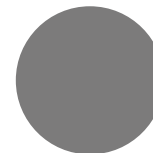
Yellow

C1 M19 Y100 K0
R254 G203 B0
#fecb00



Blue

C73 M9 Y8 K0
R0 G175 B216
#00afd8



Grey

C56 M46 Y45 K11
R116 G118 B120
#747678



Colour palette

<p>Pink C13 M98 Y58 K2 R207 G36 B83 #CF2453</p>	<p>90% C15 M98 Y56 K2 R203 G38 B85</p>	<p>75% C11 M78 Y29 K0 R218 G93 B128</p>	<p>50% C7 M51 Y14 K0 R228 G146 B169</p>	<p>25% C3 M24 Y5 K0 R240 G201 B212</p>	<p>10% C1 M4 Y0 K0 R250 G242 B246</p>
	<p>90% C21 M98 Y63 K20 R184 G36 B79</p>	<p>75% C28 M98 Y63 K20 R154 G32 B66</p>	<p>50% C36 M95 Y67 K48 R105 G21 B43</p>	<p>25% C57 M76 Y64 K75 R47 G21 B25</p>	<p>10% C72 M68 Y65 K84 R15 G10 B12</p>
<p>Green C62 M0 Y100 K0 R105 G190 B40 #69be28</p>	<p>90% C61 M1 Y99 K0 R109 G188 B69</p>	<p>75% C47 M0 Y79 K0 R144 G201 B102</p>	<p>50% C31 M0 Y53 K0 R180 G216 B149</p>	<p>25% C16 M1 Y25 K0 R215 G232 B201</p>	<p>10% C2 M0 Y4 K0 R246 G250 B244</p>
	<p>90% C67 M11 Y100 K1 R97 G169 B69</p>	<p>75% C72 M24 Y99 K8 R82 G141 B64</p>	<p>50% C77 M38 Y98 K32 R57 G97 B47</p>	<p>25% C73 M54 Y83 K67 R34 G48 B26</p>	<p>10% C73 M65 Y68 K82 R16 G19 B16</p>
<p>Yellow C1 M19 Y100 K0 R254 G203 B0 #fecb00</p>	<p>90% C2 M20 Y91 K0 R251 G202 B47</p>	<p>75% C0 M14 Y80 K0 R255 G214 B79</p>	<p>50% C2 M8 Y59 K0 R252 G226 B131</p>	<p>25% C0 M4 Y27 K0 R255 G239 B194</p>	<p>10% C0 M0 Y4 K0 R255 G253 B243</p>
	<p>90% C13 M27 Y98 K0 R225 G181 B39</p>	<p>75% C28 M38 Y100 K4 R186 G150 B46</p>	<p>50% C44 M49 Y100 K24 R126 G103 B40</p>	<p>25% C57 M60 Y88 K61 R63 G52 B24</p>	<p>10% C70 M65 Y69 K81 R22 G21 B16</p>

<p>Blue C73 M9 Y8 K0 R0 G175 B216 #00afd8</p>	<p>90% C72 M11 Y10 K0 R23 G173 B211</p>	<p>75% C62 M1 Y10 K0 R71 G194 B222</p>	<p>50% C44 M1 Y8 K0 R133 G193 B229</p>	<p>25% C22 M1 Y4 K0 R193 G229 B240</p>	<p>10% C4 M0 Y0 K0 R241 G249 B253</p>
	<p>90% C76 M22 Y17 K0 R31 G156 B190</p>	<p>75% C84 M36 Y29 K2 R23 G130 B158</p>	<p>50% C91 M54 Y43 K21 R15 G90 B109</p>	<p>25% C93 M67 Y56 K59 R3 G44 B54</p>	<p>10% C75 M67 Y65 K82 R12 G16 B17</p>
<p>Grey C56 M46 Y45 K11 R116 G118 B120 #747678</p>	<p>90% C51 M42 Y41 K6 R130 G132 B134</p>	<p>75% C41 M32 Y31 K0 R158 G160 B162</p>	<p>50% C27 M21 Y20 K0 R186 G188 B190</p>	<p>25% C15 M11 Y10 K0 R214 G216 B218</p>	<p>10% C4 M2 Y2 K0 R242 G244 B246</p>
	<p>90% C60 M50 Y48 K17 R104 G106 B108</p>	<p>75% C63 M54 Y51 K24 R92 G94 B96</p>	<p>50% C66 M57 Y54 K32 R80 G82 B84</p>	<p>25% C70 M62 Y59 K51 R56 G58 B60</p>	<p>10% C74 M67 Y66 K86 R10 G10 B10</p>

Images

Images should reflect the brand in both subject matter and style.

Special care needs to be taken when selecting images - it is important to choose simple, clear images which help to tell a story. Images selected should be contemporary and interesting, in order to reflect the feel of the brand.

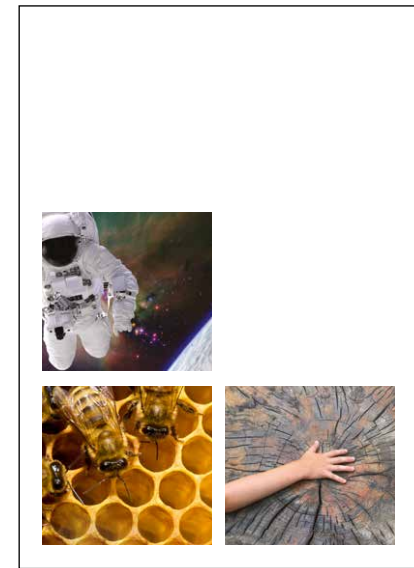
Subjects should largely be categorised as scientific, technological, engineering, mathematical or educational. Images should be slightly abstract in the way they are photographed or in the subject matter itself. Impact can be achieved by using the images at a very large size.

Only images with white space around them (cut-outs) can bleed off page edges - a maximum of three edges, but two is generally preferable. Never use more than one cut-out per page.

Sometimes it may be necessary to use images which are squared-up. Squared-up images should be arranged in groups within a grid, either in a separate column or together on a page. They should not be scattered throughout the body copy, as this will look cluttered.



Example of cut out image



Example of squared-up images

Written style

The objective of the STEM Learning brand is to be seen as exciting as well as accessible. It always communicates in an inspiring, informative way.

Key points to remember when producing material are:

- the nature of the communication
- the audience (is it aimed at teachers, technicians or the media, for example?)
- the medium (is it a banner at an exhibition or an ad in a newspaper?)

Once these have been established, all material should have:

- a simple layout
- a bold and confident look
- an inspiring message
- clear information

The tone of voice should follow some simple principles:

- use a friendly, professional tone rather than jargon
- use straightforward language rather than abstract terms
- use active words such as “we will” and “join us”
- all headings should be inspirational
- the focus should be on the benefit of STEM Learning activities and the impact they have on educators and ultimately pupils.
- keep headings short and body copy informative

A full style guide with details of grammatical and style conventions, guidelines for punctuation and abbreviations and use of acronyms is available from the STEM Learning communications team.



When to use each logo

STEM Learning

Website
Business cards
Headed paper
Marketing materials - eg magazine, e-mails, fliers etc



National STEM Learning Centre and Network

This text must accompany the STEM Learning logo on all marketing materials aimed at educators



National STEM Learning Centre

Building
Activities occurring in York
Online CPD



HEaTED

HEaTED programme activities



Science Learning Partnership

Individual Science Learning Partnership related activities

Templates

Templates are available from the STEM Learning communications team.

Please contact marketing@stem.org.uk if you require a template.

Internal staff can access the templates via the fileserver in the communication/
staff/brand folder.

Personal Communications

The following conventions should be followed in all personal communications:

Email address

name@stem.org.uk

Business cards

Name
Job title
Programme Title
STEM Learning Ltd

The default programme title for all employees is National STEM Learning Centre and Network.

Exceptions to this rule are those working for HEaTED and ESERO-UK who should use these as programme titles.

Twitter

The STEM Learning twitter address is @STEMLearningUK
All personal twitter handles should follow the convention
STEMLearning_Initials

Sign off

The sign off should be used when the full range of information is required. It comprises three short paragraphs. These paragraphs may be used separately or together.

STEM Learning Ltd

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This is made possible by the generous support of the Wellcome Trust, Gatsby Foundation, Department for Education, our partners in Project ENTHUSE and other funders of related STEM projects.

STEM Learning is an initiative of the White Rose University Consortium (comprising the Universities of Leeds, Sheffield and York) and Sheffield Hallam University.

In some instances it may be necessary to name all funders. This list is maintained separately, please check with the communications team for the up to date version.

HEaTED

HEaTED is the leading provider of professional development and networking opportunities for all disciplines of the technical workforce in higher and further education, and related organisations across the UK. Supported by the Gatsby Charitable Foundation.

Project ENTHUSE

The up to date sign off for Project ENTHUSE is available from marketing@stem.org.uk

Internal staff can access it via the fileserver in the communication/staff/brand folder.