



LEARNING  
**UNDEFEATED**   
Educate | Elevate | Empower

**Brand Guidelines**  
updated 3.04.2022





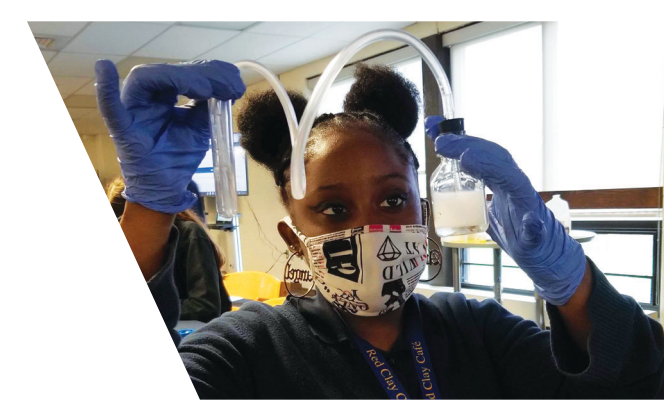
Educate | Elevate | Empower



**LEARNING UNDEFEATED**  
IS DRIVING RACE AND GENDER EQUITY IN **STEM**  
THROUGH EXPERIENTIAL AND DEEP-IMPACT  
LEARNING EXPERIENCES FOR STUDENTS FROM  
UNDER RESOURCED COMMUNITIES.

**QUESTIONS? ASK ME!**  
Janeé Pelletier | VP, Communications & Events  
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## BRAND OVERVIEW

**FOR NEARLY 20 YEARS,** Learning Undeclared has been providing hands-on, experiential STEM education to students in grades K–12. Our innovative mobile laboratories and education programs are changing the way students interact with and think about science, technology, engineering and math — and how they see themselves in STEM careers.

### > **educate**

creating STEM experiences that change lives through hands-on learning, building awareness, and engaging communities

### > **elevate**

diversifying the pipeline of STEM professionals who will fill the jobs of tomorrow, by inspiring students to imagine their own success

### > **empower**

providing experiential learning opportunities for students and communities typically underrepresented in STEM

## FULL-COLOR LOGOS



### PRIMARY LOGO + EEE TAG

Our full-color logo and tagline is to be used on white and for all full-color communications. The logo should be easy to read and prominent in relation to the application. Use the LU logo with the tagline when the tagline does not appear separately.



### PRIMARY LOGO + EQUITY TAG

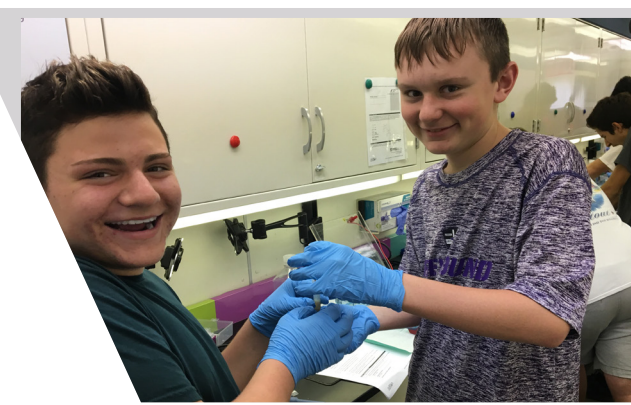
Our full-color logo and tagline is to be used on white and for all communications. The logo should be easy to read and prominent in relation to the application. Reserved for uses where explanation of STEM relevance is important.



### PRIMARY LOGO + WITHOUT TAG

Our full-color logo without the tag can be used in applications where the tagline is included in the copy, or where content illuminates the tag and it become redundant. Also in applications where the logo is smaller than 1.5.”

## LOGOS



### NEED A LOGO? ASK ME!

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jane@learningundefeated.org | 240.552.9314



## REVERSED + ONE-COLOR LOGOS



### PRIMARY REVERSED LOGO + LIME ARROW

Our reversed white logo with the lime green arrow should be used as the primary reversed logo for all applications where the background is dark.



### REVERSED ALL WHITE LOGO

Our reversed white logo can be used in limited circumstances when the colored arrows don't read off the background



### REVERSED LOGO + BLUE ARROW

Our reversed white logo with the blue arrow should be used when with lime backgrounds or anytime the lime arrow logo doesn't read.



### GREYSCALE LOGO

For usage in black and white application.



### PRIMARY REVERSED LOGO + LIME ARROW

Use the reversed white with colored arrows on photographs and other backgrounds when the background is dark enough for the logo to read.



### BLACK LOGO

For usage when color is unavailable, such as silkscreening.

## LOGOS



## MINIMUM SIZE & CLEARANCE

LEARNING  
**UNDEFEATED**»  
Educate | Elevate | Empower

1.5"

### MINIMUM SIZE WITH TAG

The logo with tag should never be used under 1.5" wide, as it impacts the legibility of the tagline.

LEARNING  
**UNDEFEATED**»

.75"

### MINIMUM SIZE WITHOUT TAG

The logo with tag should never be used under .75" wide.

## LOGOS



### CLEARANCE

The Learning Undefeated logo must always be at least one arrow height away from all other elements in a composition



## CO-BRANDING WITH EXTERNAL PARTNERSHIPS

Learning Undefeated is grateful for the many partnerships that make our work possible. Suggestions for logo usage in co-branded communications are shown below. In co-branded usage, the Learning Undefeated logo should be given equal prominence to the partner logo.



### CO-BRANDED PARTNER LOGOS

The Learning Undefeated logo should be given equal prominence to the partner logo. Proper logo clearance should be maintained — see page 6. A vertical or horizontal rule can be used to create a balanced representation of brands. The full-color logo with tag should be used unless otherwise noted.



### VERIZON PARTNER LOGO

Please note that our partnership with Verizon requires specific co-branding guidelines.

### FOR CO-BRANDING, ASK ME!

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## COLOR

PRIMARY: USE FOR LOGO AND OTHER KEY BRAND COMPONENTS



Blue  
PMS 3015  
C:100 M:35 Y:3 K:21  
R:0 G:102 B:161  
#0066A1



Orange  
PMS 158  
C:0 M:64 Y: 95 K:0  
R:227 G:114 B:34  
#E37222



Lime  
PMS 382  
C:28 M:0 Y:92 K:0  
R:190 G:214 B:0  
#BED600

SECONDARY: USE TO SUPPORT PRIMARY COLOR PALETTE AND FOR SPECIFIC PROGRAMS AS DETERMINED



Teal  
PMS 319  
C:62 M:0 Y:20 K:0  
R:63 G:207 B: 213  
#3FCFD5



Navy  
PMS 654  
C:100 M:73 Y:10 K:48  
R:0 G:44 B:95  
#002C5F

NEUTRALS: USE FOR TEXT AND OTHER ELEMENTS WHERE A NEUTRAL COLOR IS DESIRABLE



Dark Gray  
PMS Cool Gray 11  
C:0 M:0 Y:0 K:85  
R:77 G:77 B:79  
#4D4D4F



Gray  
C:0 M:0 Y:0 K:50  
R:147 G:149 B:152  
#939598

TERTIARY: USE FOR EMERGING LEADERS AND OTHER NOTABLE PROGRAMS, PERMISSION REQUIRED TO USE



Purple  
PMS 513  
C:56 M:98 Y:0 K:0  
R:142 G:37 B:141  
#8E258D

## COLOR PALETTE





## COLOR >> COMBINATIONS



## COLOR COMBOS

With Learning Undeclared's diverse programming (from mobile labs to in-person events as well as hybrid and virtual programs) reaching more than 800,000 students in 2021 alone, there are many opportunities to engage the brand's color palette when creating a new campaign. The goal is to pair one and two-color palettes together in order to reinforce the overall brand and elevate each communication. No more than two colors combined with our neutral grays and the primary blue should be used in one communication, possible examples are below. One exception is the use of the quad arrow, pg. 11, where four colors are used together as a single unit.



Orange + Teal + Blue



Navy + Orange + Blue



Blue + Orange + Dark Gray



Teal + Lime + Blue



Purple + Teal + Gray



Purple + Lime + Blue



COLOR >> GRADIENTS

COLOR GRADIENTS

The Learning Undeclared brand uses a series of colored gradients to reinforces its bold, forward thinking mission as a leader in STEM opportunities for students. These gradients can be used in a variety of applications from screens to printed materials to vinyl truck applications. At all times the gradients should be built using the color specifications below and care should be taken to craft the gradient so it works in combination with other assets in a way that illuminates the message without distraction.

BLUE GRADIENT



PMS 3015  
C:100 M:35 Y:3 K:21  
R:0 G:102 B:161  
#0066A1



PMS 319  
C:62 M:0 Y:20 K:0  
R:63 G:207 B: 213  
#3FCFD5

LIME GRADIENT



PMS 382  
C:28 M:0 Y:92 K:0  
R:190 G:214 B:0  
#BED600



WHITE  
C:62 M:0 Y:20 K:0  
R:63 G:207 B: 213  
#3FCFD5

ORANGE GRADIENT



PMS 158  
C:0 M:64 Y: 95 K:0  
R:227 G:114 B:34  
#E37222



LIGHT ORANGE  
C:0 M:35 Y:85 K:0  
R:251 G:176 B: 64  
#fbb040



## BRAND ASSETS >> ARROWS



### QUAD-COLORED ARROWS

The quad-colored arrows are a symbol taken from the logo that represent our four areas of study **S**cience, **T**echnology, **E**ngineering and **M**athematics. They are used as an extension of our logo and reinforce our brand identity.

They can be used in a variety of applications as long as the full Learning Undefeated logo appears on or within the communication. The colors should be used in this order, however, when working on a colored background, another brand color can be substituted from our primary or secondary palettes for readability.

## BRAND ASSETS



### GRADIENT ARROWS

Our gradient arrows are used in a variety of applications to reinforce our brand, create movement and provide bursts of color in our communications. They can appear in various sizes, cropped or in their complete shape to create hierarchy and structure for print and screen applications.



## BRAND ASSETS >> SKINS

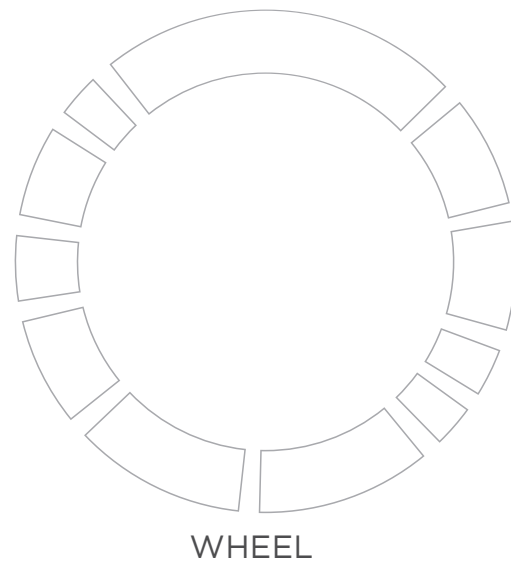
## BRAND ASSETS

We have created a library of skins and backgrounds that can be used and adapted for a variety of screen, print and other applications.





## BRAND ASSETS >> LINE ART



WHEEL



CIRCUITS



## BRAND ASSETS





## TYPOGRAPHY

PRIMARY PRINT: USED FOR PRINTED LOGO, HEADS AND DISPLAY

Gotham Thin	<i>Gotham Thin Italic</i>
Gotham Book	<i>Gotham Book Italic</i>
Gotham Medium	<i>Gotham Medium Italic</i>
<b>Gotham Bold</b>	<b><i>Gotham Bold Italic</i></b>
<b>Gotham Black</b>	<b><i>Gotham Black Italic</i></b>
<b>Gotham Ultra</b>	<b><i>Gotham Ultra Italic</i></b>

SECONDARY PRINT: USED FOR HEADLINES AND BODY COPY

Gotham XNarrow Book	<i>Gotham XNarrow Book Italic</i>
Gotham XNarrow Medium	<i>Gotham XNarrow Medium Italic</i>
<b>Gotham XNarrow Bold</b>	<b><i>Gotham XNarrow Bold Italic</i></b>
<b>Gotham XNarrow Black</b>	<b><i>Gotham XNarrow Black Italic</i></b>
<b>Gotham XNarrow Ultra</b>	<b><i>Gotham XNarrow Ultra Italic</i></b>

## TYPOGRAPHY

PRIMARY SCREEN: USED FOR WEB AND SCREEN HEADS AND DISPLAY

Montserrat Regular	<i>Montserrat Regular Italic</i>
Montserrat Medium	<i>Montserrat Medium Italic</i>
<b>Montserrat Bold</b>	<b><i>Montserrat Bold Italic</i></b>
<b>Montserrat Black</b>	<b><i>Montserrat Black Italic</i></b>

SECONDARY SCREEN: USED FOR WEB AND SCREEN HEADS AND BODY COPY

Roboto Condensed Regular	<i>Roboto Condensed Regular Italic</i>
<b>Roboto Condensed Bold</b>	<b><i>Roboto Condensed Bold Italic</i></b>