

LOGO

About the Logo

SHPE’s new logo positions our association as a powerful brand in the world of diversity in STEM. The four swirling shapes represent: the interconnectedness of our community; SHPE’s four core values of Familia, Service, Education and Resilience; and of the four elements of STEM. The logo has been designed to convey the energy and teamwork found within the SHPE community.

Colors

To preserve elements of SHPE’s logo history, the mark maintains the four colors of SHPE’s brand: red, orange and two shades of blue. In combination with each other, this creates the official color SHPE color palette. Blue implies trust, while red and orange represent the passion and energy found across SHPE’s members and leadership.

Logomark

The logomark uses four swirling shapes to symbolize STEM and SHPE’s four core values. The shapes are sleek and flowing, indicative of science, energy and teamwork. By working together in a fluid motion, they symbolize the collaborative and dynamic qualities found within our community.

The mark echoes the history of the original SHPE logo through its cross-like shape and now contains a “moment of delight,” using two blue marks to form an abstract “S.”

