BRAND GUIDELINES

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BRAND GUIDELINES

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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.”
LOGO

Logo Options

The SHPE logo will appear across a variety of marketing channels and form factors. To optimize consistent reproduction across applications, the SHPE logo is provided in a variety of layouts, referred to officially as “lockups”.

Logo Layouts

Horizontal Layout
This is the primary logo. It is formatted for use on the SHPE website. It is also appropriate for print media such as business cards, letterhead, or posters.

Vertical Layout
The vertical logo is secondary, and should only be used when the logo needs to be displayed in a square or thin layout.

Logomark
The logo icon is meant to only be used in cases where the name “SHPE” is displayed nearby. One example use is for a social media profile image.
Logo Options

National Logo - Horizontal and Vertical

Regional Lockup - Horizontal and Vertical

Chapter Lockup - Horizontal and Vertical
**Logo Color Versions**

**Color Logo only**
Preferred use on white backgrounds.
Avoid placement on or over any other color.

**White Logo on Navy**
Full color logo with white replacing the navy wordmark can be used over navy or an equivalent dark color.

**White Logo on Other Colors**
Primarily used on applications where a one-color logo is the only option. Event branding and on wearables is where this version most often shows up.

**Solid Navy Logo**
Only appears on white background/no drop out placement. Only use if color is not an available option.
**LOGO**

**Minimum Size**

Setting a minimum size helps to insure that the marks are always legible. The minimum size for print applications differs from the minimum size for digital and web applications. Please ensure that you use the appropriate sizes for each medium.

**Minimum print size:** 1.25 inches in width  
**Minimum web/digital size:** 150 pixels

**LOGO**

**Clearspace**

Maintaining a clean and uncluttered space around the SHPE logo maximizes the visual impact of the brand.

Clear space is required around the logo and symbol regardless of medium or implementation.
• The name being used for each chapter logo is based on the university, college, or organization’s branding guidelines and/or a conversation with the chapter and regional leadership.
• Chapters are free to use nicknames or abbreviations in their marketing even if it doesn’t match what’s in their logo.
• All new chapter logos must be created or approved by SHPE National. Email marketing@shpenational with any questions.

LOGO

Chapter Name for Logo Rationale

Minimum Size

Setting a minimum size helps to insure that the marks are always legible. The minimum size for print applications differs from the minimum size for digital and web applications. Please ensure that you use the appropriate sizes for each medium.

Minimum print size:
1.25 inches in width (horizontal orientation)
1 inch in width (vertical orientation)

Minimum web/digital size:
150 pixels (horizontal orientation)
100 pixels (vertical orientation)
COLOR

Logo Color Values

The SHPE logo uses five colors and should always be reproduced with each color coordinating to its respective element, aside from when the logo is on a dark color.

- **WEB**
  - Hex: #D33A02
  - RGB: 210, 63, 38
  - CMYK: 1 1, 90, 100, 3
  - Pantone: 485

- **WEB**
  - Hex: #0070C0
  - RGB: 24, 112, 184
  - CMYK: 87, 54, 0, 0
  - Pantone: 660

- **WEB**
  - Hex: #72A9BE
  - RGB: 114, 170, 190
  - CMYK: 56, 20, 19, 0
  - Pantone: 7695

- **WEB**
  - Hex: #001F5B
  - RGB: 0, 31, 91
  - CMYK: 100, 91, 32, 34
  - Pantone: 281

- **WEB**
  - Hex: #FD652F
  - RGB: 242, 101, 52
  - CMYK: 0, 75, 88, 0
  - Pantone: 1655

- **WEB**
  - Hex: #626366
  - RGB: 98, 99, 102
  - CMYK: 0, 0, 0, 75
  - Pantone: 446

- **WEB**
  - Hex: #FD652F
  - RGB: 242, 101, 52
  - CMYK: 0, 75, 88, 0
  - Pantone: 1655
The overall look of the brand is bold sans serif. The official brand font is Univers LT Std. The following outlines fonts that should be used when creating documents internally and externally (i.e. when working with a graphic designer to create materials).

When working with Microsoft Office, on the web or any other format (print or digital):
1. If Univers LT Std is unavailable, use Franklin Gothic
2. If that is unavailable, use Helvetica
3. If that is again unavailable, use Arial

When working with an external graphic designer:
When creating headline type that complements the logo, use either Univers 67 Bold Condensed or Univers 57 Condensed.

For subsidiary copy on identity materials, use the roman weight (Univers 55 Roman).

All-caps bold type should only be used for headlines. All-caps should never be used for body copy.

### Typefaces

**Univers Bold Condensed**

AaBbCcDdEeFfGgHhliJjKkLIMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789-!@#$%&”/()?

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Font Name</th>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>45 Light</td>
<td>AaBbCcDdEeFfGgHhliJjKkLIMmNn</td>
<td>nOoPpQqRrSsTtUuVvWwXxYyZz</td>
</tr>
<tr>
<td>55 Roman</td>
<td>AaBbCcDdEeFfGgHhliJjKkLIMmNn</td>
<td>nOoPpQqRrSsTtUuVvWwXxYyZz</td>
</tr>
<tr>
<td>65 Bold</td>
<td>AaBbCcDdEeFfGgHhliJjKkLIMmNn</td>
<td>nOoPpQqRrSsTtUuVvWwXxYyZz</td>
</tr>
<tr>
<td>75 Black</td>
<td>AaBbCcDdEeFfGgHhliJjKkLIMmNn</td>
<td>nOoPpQqRrSsTtUuVvWwXxYyZz</td>
</tr>
</tbody>
</table>

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Usage

Rules for Usage

Do not alter the mark in any way. Some examples of these are illustrated to the right.

- **DO NOT** change the color of the marks.
- **DO NOT** place anything in the clearance zone such as outlines, boxes or other objects.
- **DO NOT** delete parts of the logo symbol or word mark.
- **DO NOT** distort the logo in any matter.
- **DO NOT** pair a chapter identity with the official logo or word mark.
- **DO NOT** change the position or size of the symbol.
- **DO NOT** use the logo word mark by itself. Only when necessary, and with advance permission, is it acceptable to use this version.
Do not alter the mark in any way or try to rearrange the placement of the chapter-specific text. Some examples of these are illustrated to the right.

**Do not**

- Change the color of the marks.
- Place anything in the clearance zone such as outlines, boxes or other objects.
- Distort the logo in any matter.
- Change the proportions of the logo.
- Delete parts of the logo symbol or word mark.
- Change the typeface for any parts of the logo.
- Change the position or size of the symbol.
- Use the logo word mark by itself. Only when necessary, and with advance permission, is it acceptable to use this version.
USAGE

Co-Branding

Many co-branding instances will require the SHPE logo to be placed side by side with a partner logo (locked up). The guidelines on this page outline the proper way to construct a lockup with the SHPE logo. Each logo should be sized to be optically equal in size. The left position of the lockup indicates brand dominance in brand neutral environments.

Use of Marks and Logos

SHPE is often involved in co-branding situations with external companies, schools and organizations. As a valued partner, these brands will share equal prominence with our logo and appear in a primary position or on the front cover of any co-produced collateral.

In all instances, it is imperative that the integrity of our mark be preserved, both in color and in clear space. Please adhere to clear space and minimum-size standards while giving ample real estate to partner logos.
USAGE

Co-Branding with Chapter Logos

When co-branding your chapter-specific logo, follow the same sizing and spacing rules as with the standard SHPE logo as outlined on the previous page.
THE SHPE BRAND

Mission

SHPE changes lives by empowering the Hispanic community to realize its fullest potential and to impact the world through STEM awareness, access, support and development.

THE SHPE BRAND

Vision

SHPE’s vision is a world where Hispanics are highly valued and influential as the leading innovators, scientists, mathematicians and engineers.

THE SHPE BRAND

SHPE’s Reach and Impact

SHPE was founded in Los Angeles, California, in 1974 by a group of engineers employed by the city of Los Angeles. Their objective was to form a national organization of professional engineers to serve as role models in the Hispanic community.

NATIONAL DEMOGRAPHICS

Total Members 11,129
Student Members 9,082 (82%)
Professional Members 2,047 (18%)
Lifetime Members 645

2019 NATIONAL CHAPTERS

Total Active Chapters 245
Student Chapters 189
Professional Chapters 56

BREAKDOWN

Students
Male 67% - Female 33%

Professionals
Male 67% - Female 33%

TOP MAJORS

Mechanical Engineering 30%
Computing Sciences & Engineering 20%
Electrical Engineering 11%
Chemical Engineering 11%
Civil Engineering 6%

Demographics as of 07/2019
**Imagery**

Like words, visuals tell the story of the SHPE. People should be at the center of the visuals. Tone should be open, engaged, energetic and diverse, with a mix of female and male, and student and professional subjects. Images should not look staged. One subject over many is preferred. One impactful visual is preferred. Collages should be used only when necessary. When type is used with a visual, don’t overcrowd. The type needs to breathe. For available images contact marketing@shpe.org

**Language**

Use **Hispanic**, not Latina/Latino/Latinx. Use **STEM**, not STEAM or STEM+CS. Do not use “SHPE” as part of a word unless it is part of an official SHPE program (ex. MentorSHPE, ScholarSHPE, SHPETina). And then only use it when referring to the specific program.

**Collateral Material**

To maintain consistency and quality contact the communications team for business cards, letterhead, and presentation templates at marketing@shpe.org
DESIGN & SOCIAL MEDIA

Social Media Handles & Hashtags

SHPE National Social Active Media Handles

Facebook
@SHPENATIONAL

Twitter
@SHPE

Instagram
@shpenational

Snapchat
@SHPENational

YouTube
SHPE NATIONAL

LinkedIn
Society of Hispanic Professional Engineers

Most Commonly Used Hashtags

#SHPE
#SHPETINAS
#SHPENational

#WEAREFAMILIA
#SHPEFAMILIA
#STEM

#SHPE[year] – For the national convention
#NILA[year] – For the annual NILA conference
#SHPERLDC[#] – For annual RLDC conferences
[#]RLDC[year] – For annual RLDC conference

Best Practices for Regional // Chapter Social Media Handles

Format: Facebook: @SHPE[REGION#] // @SHPE[CHAPTERNAME]

Examples:
Facebook: @SHPEREGION1 // @SHPEUCLA
Twitter: @SHPEREGION1 -or- @SHPEREGION_1 // @SHPEUCLA -or- @SHPE_UCLA
Instagram: @shperegion1 // @shpeUCLA
Snapchat: @SHPERegion 1 // @SHPEUCLA
YouTube: SHPE Region 1 // SHPE UCLA
LinkedIn: SHPE - Region 1
LinkedIn: SHPE - UCLA

Website

www.shpe.org
Contact Us

For any questions about these brand guidelines, please contact marketing@shpe.org.