

**STEM SCHOOL**  
HIGHLANDS RANCH

STEM SCHOOL HIGHLANDS RANCH

# BRAND GUIDELINES

---

# TABLE OF CONTENTS

BRAND GUIDELINES

03

BRAND MESSAGING

09

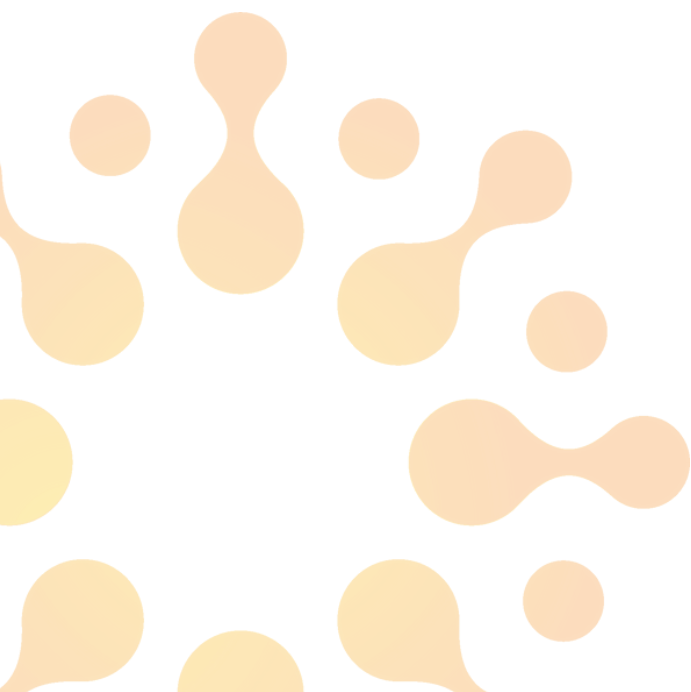
LOGOS

11

COLOR AND TYPE

15

BRAND ASSETS







BRAND ELEMENT 01

# BRAND MESSAGING



# BRAND MESSAGING

## BRAND VOICE

The brand voice of STEM School is...

- Visionary
- Educational
- Approachable
- Positive
- Passionate
- Direct / Straightforward





BRAND TAGLINE

UNLEASH POTENTIAL.  
REDEFINE LIMITS.



## DESCRIPTION

# UNLEASH POTENTIAL. REDEFINE LIMITS.

STEM School Highlands Ranch is the premier K-12 school in the Mountain West dedicated to cultivating future STEM leaders who do good in the world.

We ignite a passion for Science, Technology, Engineering, and Mathematics through hands-on, collaborative learning that empowers students to become critical thinkers and innovative problem-solvers.



# VALUE PROPOSITIONS



## Problem-Based Learning

We thrive in a culture of learning by doing. Our curriculum goes beyond textbooks, encouraging students to be inventive and apply their knowledge to solve real-world problems. STEM students build robots, design sustainable communities, and conduct scientific experiments - all while learning from one another in a collaborative environment.



## Custom Pathways

We celebrate diversity and ignite a love for learning in every student. Our adaptable and personalized pathways let students explore their unique strengths and chase their goals at their own speed.



## Character Development

We believe in building a strong foundation of character in our students. Starting in kindergarten, our curriculum is designed to develop skills like collaboration, communication, resilience, and leadership. These skills, alongside strong academics, prepare students to thrive in college, careers, and life as responsible citizens.



## Real-World Application

We are a globally-minded school that fosters a love for learning and a desire to make a positive impact on the world. Through extracurricular activities, project showcases, guest speaker sessions, and potential internship opportunities, students can explore their interests, connect with the broader STEM community, and get a glimpse of what the future holds.



# STUDENT MESSAGING

## STUDENT PERSONALITY

The Stem School students (aka Spartans) are...

- Innovative
- Curious
- Problem Solvers
- Collaborators
- Inventive
- Change Makers

## WHO ARE THE STEM SCHOOL STUDENTS?

STEM School students combine academic excellence with curiosity, playful imagination, and an appetite for solving real-world challenges.

We are light-hearted and quirky, inventive and artistic, obsessed with numbers, and welcoming to passionate students regardless of where they come from.





BRAND ELEMENT 02

# LOGOS



PRIMARY LOGO

**STEM SCHOOL**  
HIGHLANDS RANCH

CLEAR SPACE



For legibility of the logo, ensure a minimum amount of clear space between the logo and any other graphic elements. Use this clear space to keep competing graphics, typography, or body copy from crowding or detracting from the logo. The height of the "S" within the logo will serve as the minimum for the amount of clear space required. Add this length to all sides of the logo.





BRAND ELEMENT 03

# COLOR & TYPE

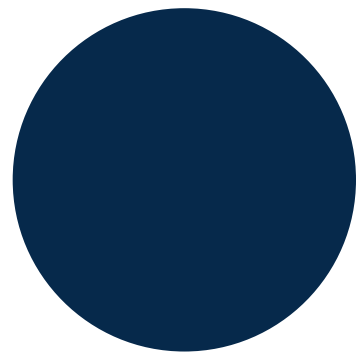


# COLOR PALETTE

Color is key to brand identity, and consistent use of a carefully designed palette will craft a visual story for STEM School. There are three primary colors (Navy Blue, Pure White, and Bright Orange) and two secondary colors used to add design flexibility (Spirit Gold and Light Gray). The secondary colors should be used as accents where necessary. Additionally, all text other than headings/subheadings should be in Deep Blue or Pure White.

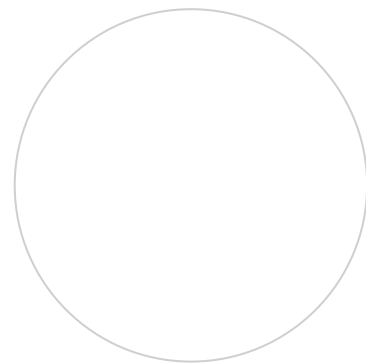


## PRIMARY



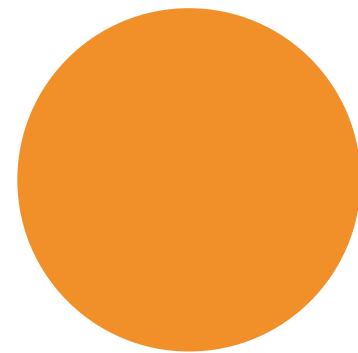
### NAVY BLUE

#06294B  
6,41,75  
92%, 45%, 0%, 71%



### PURE WHITE

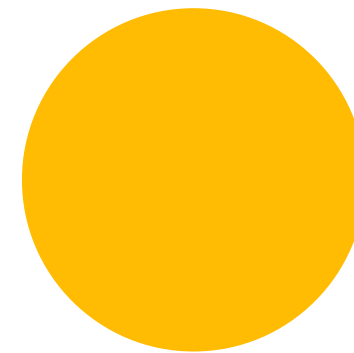
#FFFFFF  
255,255,255  
0%, 0%, 0%, 0%



### BRIGHT ORANGE

#F18F29  
241, 143, 41  
0%, 41%, 83%, 5%

## SECONDARY



### SPIRIT GOLD

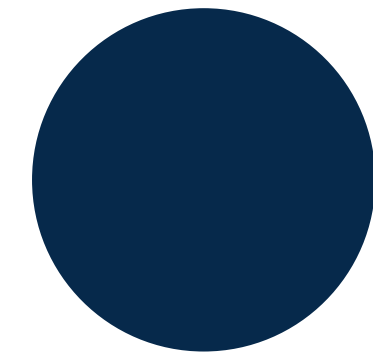
#FFBC02  
255, 188, 2  
0%, 26%, 99%, 0%



### LIGHT GRAY

#EBE7E7  
235, 231, 231  
0%, 2%, 2%, 8%

## TEXT



### NAVY BLUE

#06294B  
6,41,75  
92%, 45%, 0%, 71%

# TYPOGRAPHY

This set of typefaces creates an innovative and modern image for STEM School. The following typography should be applied across all branding. If the copy is not legible, increase the weight of the font. The typography may be downloaded from the brand package or Google Fonts.



## BRAND FONT FAMILY: BAI JAMJUREE + ROBOTO

---

### HEADINGS: BAI JAMJUREE BOLD OR SEMI BOLD

- 20pt font (minimum)
- All caps
- Letter spacing: 75 - 100

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### SUB HEADINGS: BAI JAMJUREE SEMI BOLD

- 9pt font (minimum)
- Letter spacing: 100 - 150

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### BODY: ROBOTO REGULAR

- 9pt font (minimum)
- Letter spacing: 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz



## TYPOGRAPHY PAIRING EXAMPLE

WHO WE ARE

# ABOUT STEM SCHOOL

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed fringilla tellus mi, rhoncus sapien ornare sit amet. Suspendisse potenti. Integer viverra imperdiet tellus. Phasellus vestibulum vulputate erat et blandit. Duis commodo lacus vitae placerat facilisis. Donec euismod, mi a rhoncus semper, felis orci elementum libero, quis egestas odio justo nec arcu.

MEET OUR TEAM







BRAND ELEMENT 04

# BRAND ASSETS



# GRAPHIC ELEMENT

This graphic element is meant to add a branded touch to materials (print and digital).



COLOR



WHITE

## 30% OPACITY

Use the graphic element in the background either behind photos or scaled off the page at no more than 30% opacity. Graphic element should not be used at full opacity.

### EXAMPLE USAGE



WHO WE ARE

#### ABOUT STEM SCHOOL

STEM School Highlands Ranch is the premier K-12 school in the Mountain West dedicated to cultivating future STEM leaders who do good in the world.

We ignite a passion for Science, Technology, Engineering, and Mathematics through hands-on, collaborative learning that empowers students to become critical thinkers and innovative problem-solvers.

MEET OUR TEAM

WHY STEM SCHOOL

#### THE STEM EXPERIENCE

PROBLEM-BASED LEARNING →

We believe learning should be an engaging journey of discovery. That's why we embrace problem-based learning, a student-centered approach where you take center stage. In each class, students collaborate with their peers to tackle real-world challenges, delving into exciting projects that spark their curiosity.

SOCIAL AND EMOTIONAL SUPPORT →

CAREER DISCOVERY →



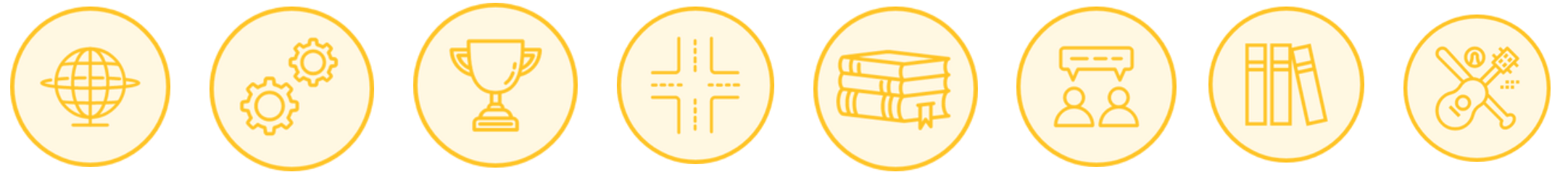


# ICONS

Brand icons enhance the copy and ensure cohesion across the entire brand story. The purpose of these icons is to be versatile and used for different concepts as they apply. These should only be used in brand primary and secondary colours.



## FILLED ICONS



## LINE ICONS





# PHOTOGRAPHY + IMAGERY

Capture vibrant, authentic moments that reflect the unique and dynamic spirit of STEM School. Focus on candid shots that express joy, problem-solving, and inclusivity. Experiment with various angles to showcase the genuine interactions among students, teachers, and parents.

## IMAGE USAGE

Unless the photo is full width on the material, round the corners. Photos can also be overlaid on each other (see below as an example).



## PHOTOGRAPH AND IMAGERY DIRECTION





# SOCIAL BEST PRACTICES

It's best to ensure content is consistently branded and engaging when designing for social. Make sure to think about individual posts, as well as how the posts will look together. Use limited text and keep most of the information in the caption. Don't use QR codes unless the piece is for print. Use a mixture of engaging imagery and images with text. Add hashtags to help your posts get viewed and reach a larger audience. Don't include CTA buttons on your post images unless it's a paid ad. Nice, simple imagery can go a long way.



## TEMPLATES (LINKED HERE)



# STEM SCHOOL

## HIGHLANDS RANCH

STEM SCHOOL BRAND GUIDELINES, 2024

PACKAGED AND DEVELOPED BY SUPREMA | [WWW.BESUPREMA.COM](http://WWW.BESUPREMA.COM)