



Brand Style Guide

LOGO/ICON

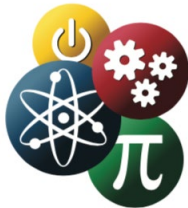


SECONDARY LOGOS

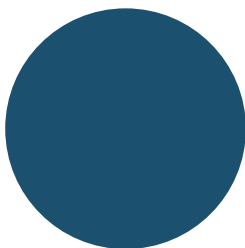


BRAND USAGE

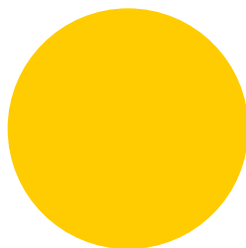
STEM Sports®
@STEMSportsUSA



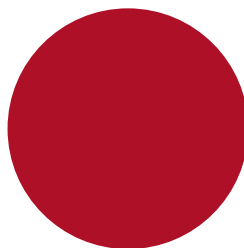
COLORS



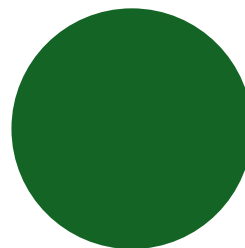
STEM Blue
3025 C
93/65/37/19
27/81/111
#1B516F



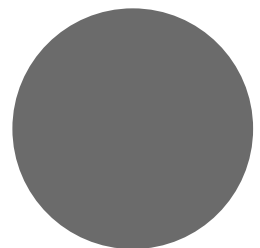
STEM Yellow
7548 C
0/19/100/0
255/204/1
#FFCC01



STEM Red
207 C
22/100/94/14
173/16/39
#AD1027



STEM Green
349 C
75/5/100/53
19/100/37
#136425



STEM Grey
424 C
58/50/49/17
19/100/37
#6B6B6B

FONTS

Coolvetica
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Myriad Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Myriad Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

COVERS



KIT PHOTOGRAPHY EXAMPLES

