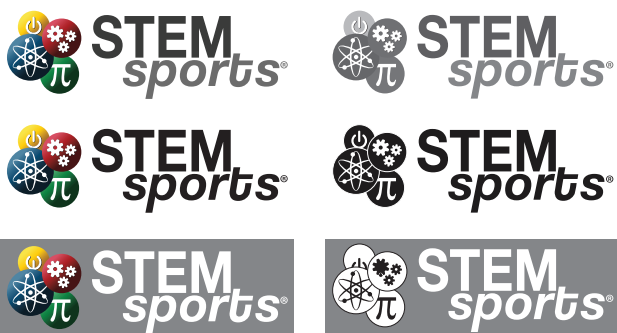


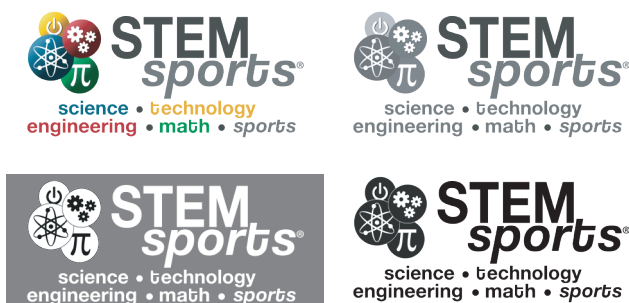


# Brand Style Guide

## PRIMARY LOGO



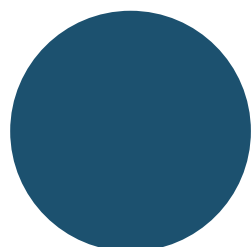
## SECONDARY LOGO



## BRAND USAGE

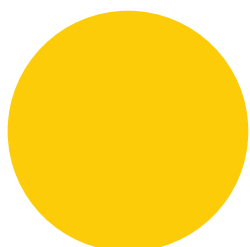
STEM Sports®  
@STEMSportsUSA

## COLORS



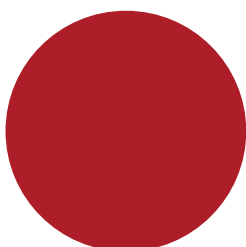
STEM Blue  
93/65/37/19  
27/81/111  
#1B516F

PANTONE®  
308 C



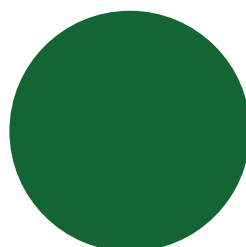
STEM Yellow  
0/19/100/0  
255/204/1  
#FFCC01

PANTONE®  
116 C



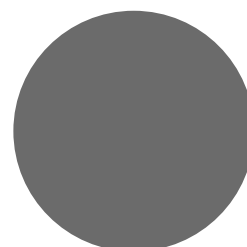
STEM Red  
22/100/94/14  
173/16/39  
#AD1027

PANTONE®  
187 C



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

PANTONE®  
3425 C



STEM Grey  
58/50/49/17  
107/107/107  
#6B6B6B

PANTONE®  
424 C

## FONTS

Coolvetica  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Myriad Pro Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Myriad Pro Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789