



# BRANDING GUIDELINES

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## LOGO GUIDELINES

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## 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."



## 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.

### 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.



#### Logo Without Tagline

The logo or wordmark without the tagline may only be used as an exception approved by SHPE National (marketing@shpe.org). For example, the tagline is too small to be stitched on SHPE polo shirts.



#### 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.



#### Wordmark

The wordmark (with or without the tagline) may only be used by itself as an exception approved by SHPE National (marketing@shpe.org). For example, SHPE program logos with their own unique icon may use the SHPE wordmark without the logo icon.



#### 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. Another example is as a background image in a graphic design, like the SHPE letterhead or PowerPoint presentation.



#### Animated Logo

An official animated version of the logo is available for use in SHPE video projects.

<https://youtu.be/1-fMP77uLr4>

## LOGO

### Logo Options

Where space allows, the horizontal version is preferred over vertical.

#### National Logo - Horizontal and Vertical



#### Regional Lockup - Horizontal and Vertical



#### Chapter Lockup - Horizontal and Vertical



## LOGO

### Logo Color Versions

All chapter-specific logos are provided in all four color options and should be used accordingly.



#### Color Logo only

Preferred use on white backgrounds.



#### 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. Black may only be used instead of navy if there is no other 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



Minimum print size 1.25"



Minimum digital size 150px

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.

	0.25"	
0.25"		0.25"
	0.25"	

## LOGO

### Chapter Name for Logo Rationale

- 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@shpe.org](mailto:marketing@shpe.org) with any questions.

## 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 (horizontal orientation)

1 inch in width (vertical orientation)

#### Minimum web/digital size:

150 pixels (horizontal orientation)

100 pixels (vertical orientation)



Minimum print size 1.25"  
Minimum digital size 150px



University of  
Arkansas

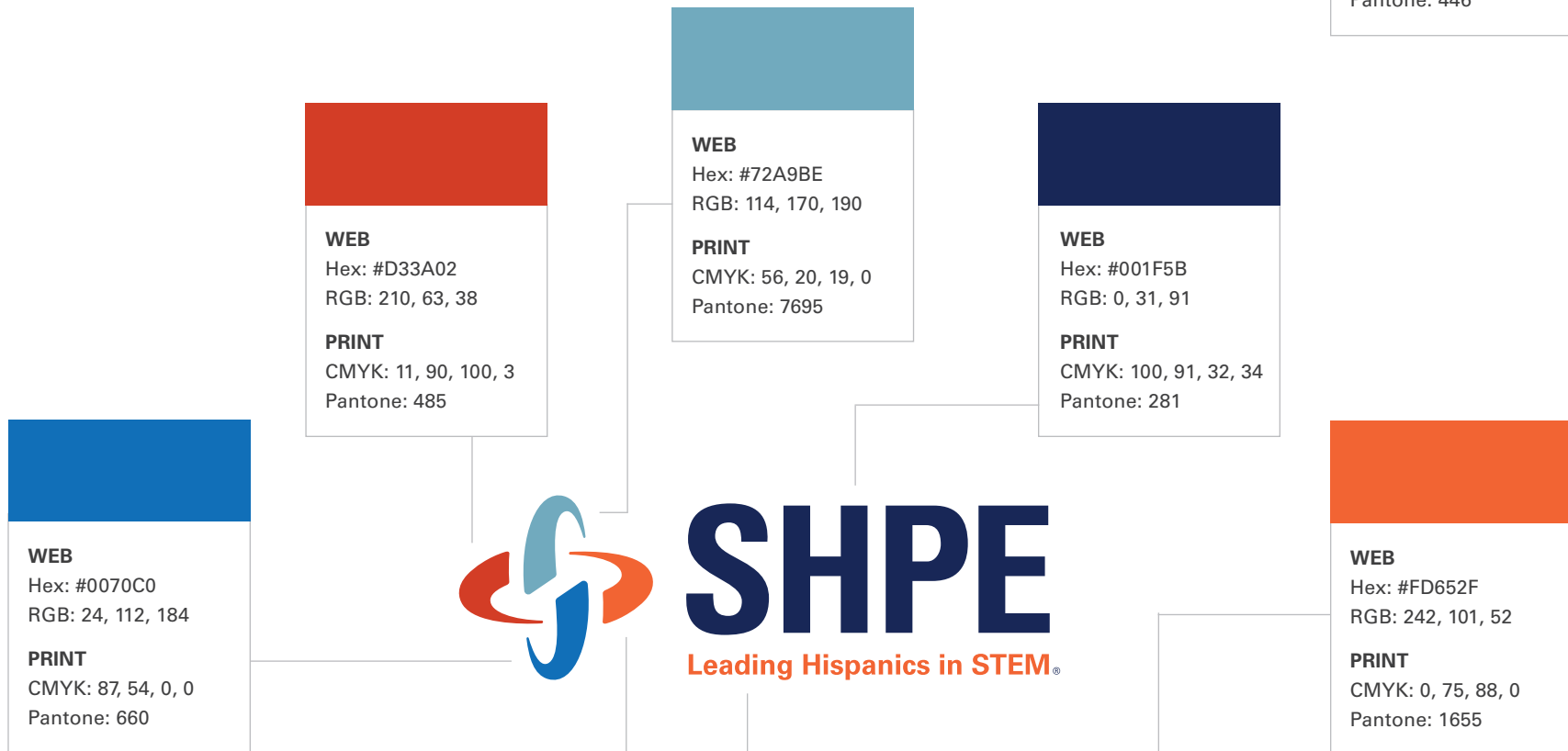
Minimum print size 1"  
Minimum digital size 100px



## 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: #626366  
RGB: 98, 99, 102  
**PRINT**  
CMYK: 0, 0, 0, 75  
Pantone: 446

## TYPEFACE

### Typefaces

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).

# Univers Bold Condensed

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
0123456789-!@#%&'"/()?

## 45 Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
0123456789-!@#%&'"/()?

## 55 Roman

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
0123456789-!@#%&'"/()?

## 65 Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
0123456789-!@#%&'"/()?

## 75 Black

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
0123456789-!@#%&'"/()?

## 47 Light Condensed

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
0123456789-!@#%&'"/()?

## 57 Condensed

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
0123456789-!@#%&'"/()?

## 67 Bold Condensed

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
0123456789-!@#%&'"/()?

## 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** change the position or size of the symbol.

## USAGE

### Exceptions

Some exceptions will be made at the discretion of the SHPE National team. For example, a t-shirt for the Mercado might take some creative license with the logo. However, this is limited to SHPE National designs which are approved by executive leadership.

The goal of these types of deviations are to slowly and carefully grow the brand, while also maintaining control of that growth and brand integrity..

These designs will be for the use of the entire SHPE membership only in the format in which they're provided by SHPE National.



**DO NOT** place anything in the clearance zone such as outlines, boxes or other objects.



**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** delete parts of the logo symbol or word mark.



**DO NOT** distort the logo in any manner.



**DO NOT** pair a chapter identity with the official logo or word mark.



For questions, contact [marketing@shpe.org](mailto:marketing@shpe.org)

## USAGE

# Rules for Chapter Logo Usage

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.

For small spaces like profile pics on social media and email, use the national SHPE logo without your chapter designation. Your profile pic is never seen without your name, so your name does not need to be included in the profile pic.



**DO NOT** change the color of the marks.



**DO NOT** change the position or size of the symbol.



**DO NOT** place anything in the clearance zone such as outlines, boxes or other objects.



**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** delete parts of the logo symbol or word mark.



**DO NOT** distort the logo in any matter.



**DO NOT** change the typeface for any parts of the logo.



**DO NOT** change the proportions of the logo.

## USAGE

# Co-Branding

Many cobranding 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.

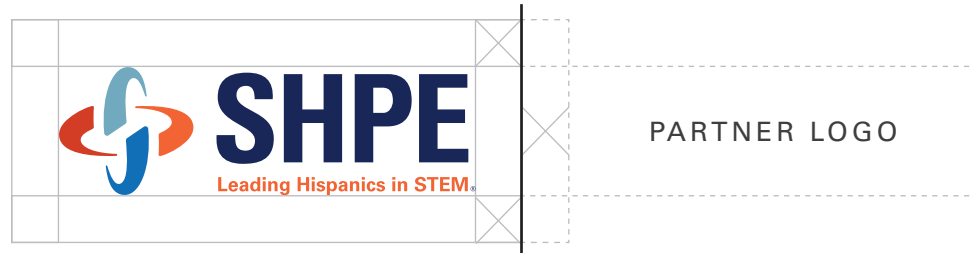
## Use of Marks and Logos

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.

Co-branding is limited to one logo being locked up with the SHPE logo. Do not lock up more than one logo with the SHPE logo.

### Clear Space Requirements - Logo Lockup



### SHPE-Led Alliance



PARTNER LOGO

### Partner-Led Alliance

PARTNER LOGO



## 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.

### Clear Space Requirements - Logo Lockup



## 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

### Core Values

**Familia | Service | Education | Resilience**

Note: The core values replace the previously-used five pillars. For consistent messaging, please use the core values.

## 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.

#### 2019-2020 National Demographics



#### NATIONAL DEMOGRAPHICS

Total Members **13,382**  
Student Members **10,716 (80%)**  
Professional Members **2,666 (20%)**  
Lifetime Members **645**



#### 2020 NATIONAL CHAPTERS

Total Active Chapters **286**  
Student Chapters **224**  
Professional Chapters **62**



#### 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 7/2020

## DESIGN & SOCIAL MEDIA

### 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](mailto:marketing@shpe.org)

## DESIGN & SOCIAL MEDIA

### Language

Use **Hispanic**, not Latina/Latino/Latinx.  
Use **STEM**, not STEAM or STEM+CS. For questions or exception permissions, contact [marketing@shpe.org](mailto:marketing@shpe.org)

## DESIGN & SOCIAL MEDIA

### Collateral Material

To maintain consistency and quality contact the communications team for business cards, letterhead, and presentation templates at [marketing@shpe.org](mailto:marketing@shpe.org)








## DESIGN & SOCIAL MEDIA

# Social Media Handles & Hashtags


## SHPE National Social Active Media Handles

 **Facebook**  
@SHPENATIONAL

 **Instagram**  
@shpenational

 **YouTube**  
SHPE NATIONAL

 **Twitter**  
@SHPE

 **Snapchat**  
@SHPENational

 **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

## 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](http://www.shpe.org)

## Contact Us

For any questions about these brand guidelines,  
please contact [marketing@shpe.org](mailto:marketing@shpe.org).

