

# BRAND GUIDE





**STEAMHEAD**  
MAKE • GREAT • THINGS

OUR BRAND

# Make Great Things

SteamHead is a nonprofit organization and an equity project. We are a network of people, spaces, and events who collaborate to improve equity in education as the path forward.

We have expanded internationally to share and collaborate, because when people have access to great spaces and resources, they make great things.

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# Our Mission

To provide access to quality, relevant education focused on integrating design, technology, and community.



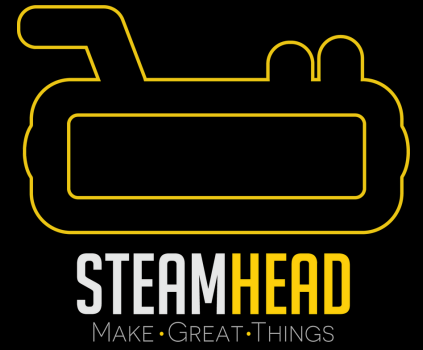
# Our Vision

We envision a world where individuals are confident in their abilities, free to question, and have access to the resources and opportunities they need to build a fulfilling life of their own definition.



# Our Values

- Equity
  - Design Thinking
  - Maker Mindset
  - Progressive Education
  - Open Collaboration
-



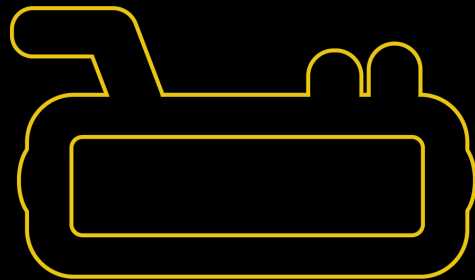
# VISUAL IDENTITY

HORIZONTAL LOGO



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STACKED LOGO



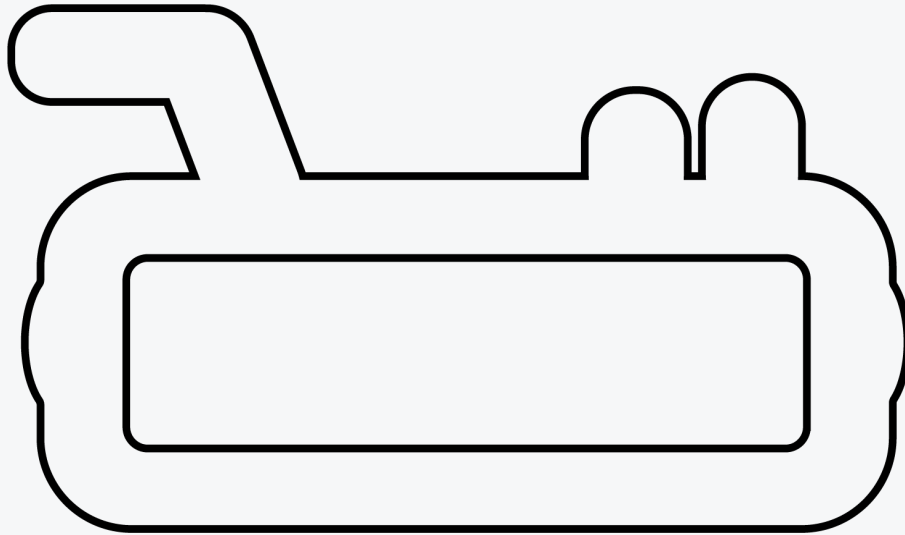
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SUBMARK



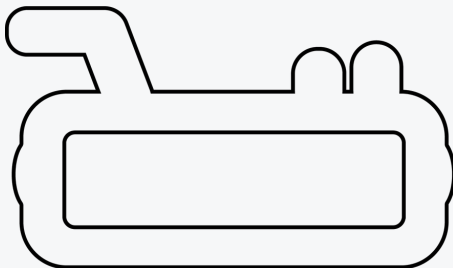


HORIZONTAL B&W LOGO



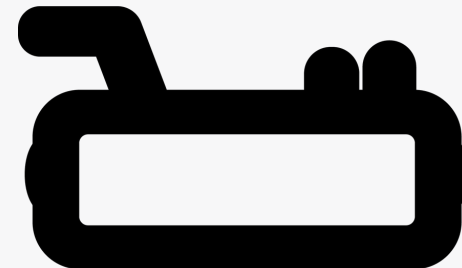
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STACKED/SQUARE B&W LOGO



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ALTERNATE



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## VISUAL IDENTITY | LOGO USAGE RULES



Do not modify or alter the logos



Do not change scale, skew or rotate any logo



Do not change or vary the colors of any logo



Logo may only be placed on solid backgrounds and not over an image or pattern, and no artistic effects

MAIN BRAND COLORS



HEX #F1D302  
RGB 241 211 2  
CMYK 0 12 99 5



HEX #EDA83E  
RGB 237 168 62 93  
CMYK 0 29 74 7



HEX #5EB1BF  
RGB 94 177 191  
CMYK 51 7 0 25

ACCENT COLORS



HEX #F2B705  
RGB 242 183 5 95  
CMYK 0 24 98 5



HEX #EF7B44  
RGB 239 123 68 94  
CMYK 0 49 72 6



HEX #409FCD  
RGB 64 159 205 80  
CMYK 69 22 0 20

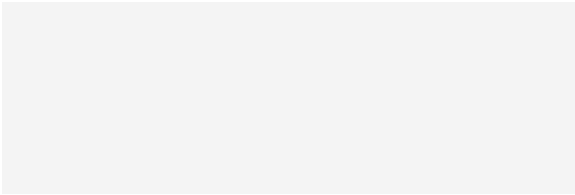
NEUTRAL COLORS



HEX #474747  
RGB 71 71 71 28  
CMYK 0 0 0 72

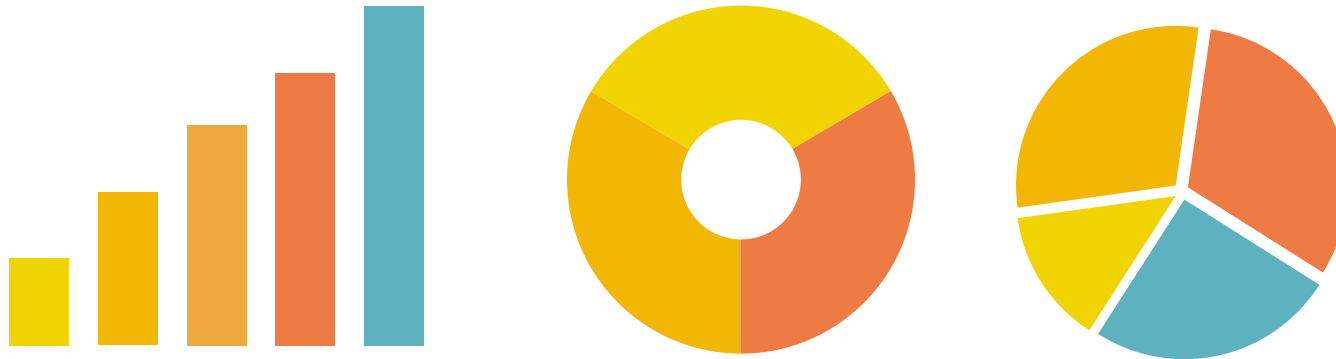


HEX #D7D7D7  
RGB 215 215 215 84  
CMYK 0 0 0 16

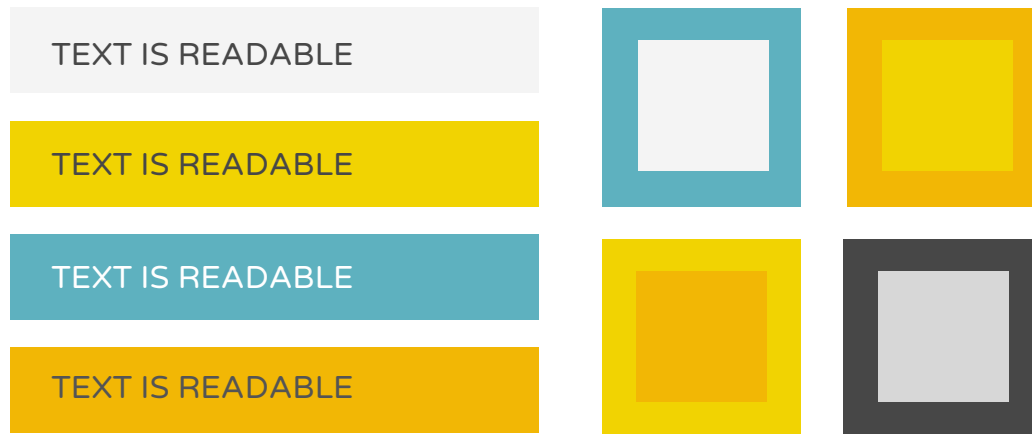


HEX #F4F4F4  
RGB 244 244 244 96  
CMYK 0 0 0 4

ALL COLORS



CONTRAST





LINK STYLE COLOR

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. [This is the link style color.](#) It contrasts with both the body text and the background behind it.

## Varela Round

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

1234567890

## Montserrat

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

1234567890

# Headline h1

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam

## HEADLINE H2

Exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

A special accent...

"A Quote  
Looks Lovely  
Like This."

Jane Doe



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