



LOGO GUIDELINES

Updated August 23, 2020

STP leaders may use the STP logo for official STP business, such as: announcements about STP programs and resources; inclusion in STP publications and social media sites; and printing materials for advertising or marketing STP (e.g., brochures, posters, swag).

To gain access to a Dropbox folder that contains high-quality versions of the STP logo, email the [STP Executive Director](#) (Tom Pusateri).

NOTE: Before printing or distributing materials that include the STP logo, please share your work with the [STP Executive Director](#) and the STP Vice President of your unit for approval. Use of the STP logo without permission is not permitted.

PLEASE NOTE THE FOLLOWING:




- **Do not modify the logo or text in any way.** For example, do not add images on top of the logo, and do not create a new logo that mimics the logo.
- **Do not change the proportionality (ratio of height to width) of the logo or text.** As you resize the logo, do not **stretch** or squeeze the logo or text. Different software programs may have different instructions for maintaining proportionality when resizing an image (e.g., in Microsoft Word, hold the Shift key when resizing).
- **Use only dark blue, white, or black background.** The Dropbox folder contains variations with dark blue or transparent backgrounds. If using the variation with a transparent background, place the image on a white or black background. Keep the background a consistent color around the entire logo.
- **Be careful when cropping the background.** If you crop part of the background, maintain a consistent and pleasing border around the logo and text.
- **Choose text and fonts that complement the logo.** The following page provides the colors used in the logo and text. You can use these colors to emphasize text (e.g., the headings on this page use the two primary blue colors and the hyperlinks use the secondary green color). Some recommended san-serif fonts are Arial, Calibri, Open Sans, and Verdana (which is the font used on this page). Some recommended serif fonts are Times New Roman and Bookman.
- **When in doubt, contact the [STP Executive Director](#).**






Brand Color System

Due to variations in materials and system calibration, printed colors are variable. Proofing is always necessary prior to printing, and colors may require adjustment to ensure accurate brand representation.

Primary Colors

			
PANTONE	285 U	P 4-8 U	100-16 U
HEX #	2B8AFC	FFE000	19226D
R	43	255	9
G	138	224	39
B	252	0	104
C	72	2	100
M	44	7	94
Y	0	99	0
K	0	0	35

Secondary Colors

			
PANTONE	102-8 U	153-8 C	421 C
HEX #	1E4A96	2F6B09	B3B3B3
R	30	47	179
G	74	107	179
B	150	9	179
C	98	85	31
M	82	32	24
Y	7	100	25
K	1	22	0