

**USA SCIENCE &  
ENGINEERING  
FESTIVAL  
BRAND  
GUIDELINES  
2018**

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## COLOR PALETTE

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### **LIGHT BLUE**

PMS: 299

HEX: 009ddc

CMYK: 85,19,0,0



### **ORANGE**

PMS: 021

HEX: f78f1e

CMYK: 0,53,100,0



### **GREEN**

PMS: 368

HEX: 77bd43

CMYK: 58,2,100,0



### **YELLOW**

PMS: 116

HEX: ffd200

CMYK: 0,16,100,0



### **MEDIUM BLUE**

PMS: 2945

HEX: 005da9

CMYK: 95,68,2,0



### **DARK BLUE**

PMS: 2768

HEX: 121f47

CMYK: 100,92,40,45



### **GRAY**

CMYK: 0,0,0,60

## GRADIENTS / PATTERNS

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**MEDIUM BLUE  
GRADIENT**



**GREEN  
GRADIENT**



**ORANGE  
GRADIENT**



**LIGHT BLUE  
GRADIENT**



**UNIVERS**  
**67 BOLD CONDENSED**

**UNIVERS**  
**67 CONDENSED**

### **Become an Exhibitor**

We are looking for exhibitors who can present valid science and engineering principles in a novel, fun, educational, engaging, captivating and hands-on interactive format, geared towards a 11th or 12th grade science understanding or below.

### **Become a Sponsor**

Thanks to the generous support of our sponsors, the USA Science & Engineering Festival is accessible and FREE to the general public, and the 3rd Festival had over 800,000 participants! We have special benefits and events for sponsors, such as a special VIP Event with opportunities to meet with government officials, media and other key delegates. Contact: [marc@usasciencefestival.org](mailto:marc@usasciencefestival.org)

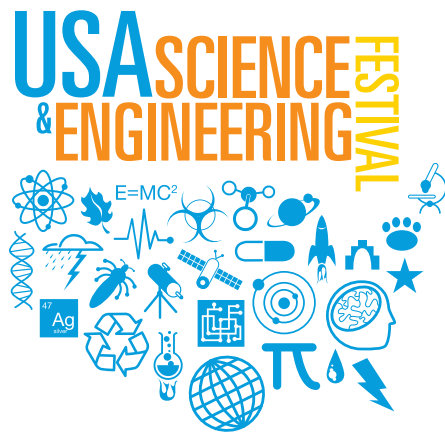
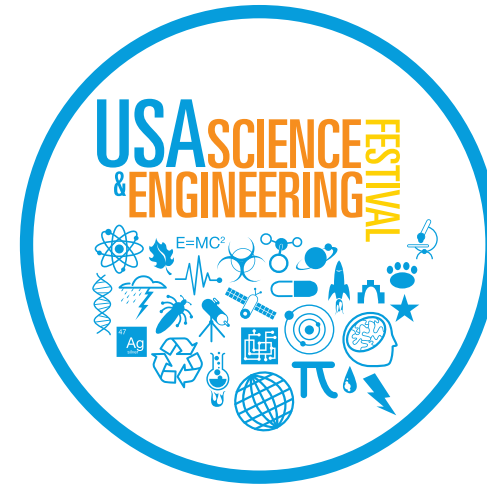
### **Become an Ambassador**

Our Volunteer Outreach Team members and STEM community leaders who live and/or work in the Washington DC Metro Area and share Festival opportunities with their colleagues, organizations and local schools.

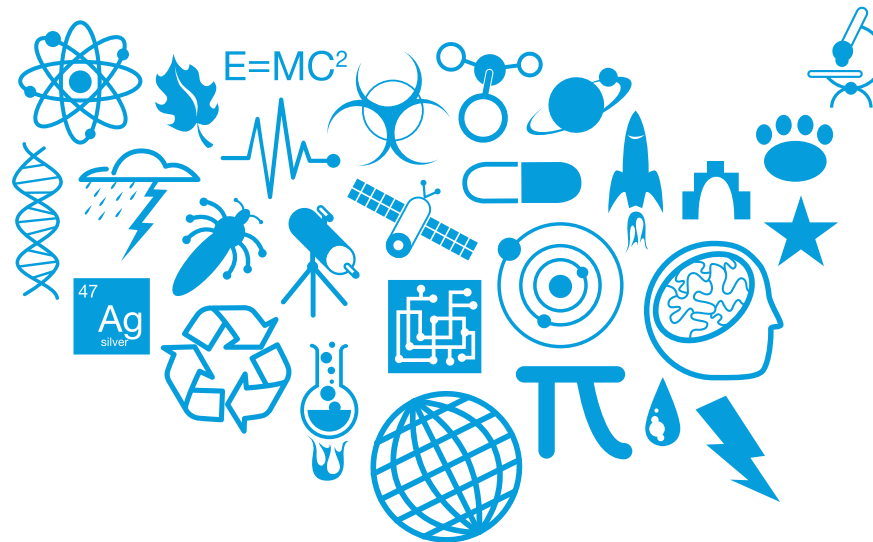
**UNIVERS**  
**U57**

**WALTER E. WASHINGTON CONVENTION CENTER**

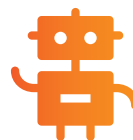
**USA SCIENCE & ENGINEERING FESTIVAL**



## ICONS



## ADDITIONAL ICONS

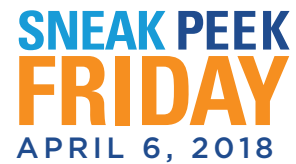


## 2018 LOGO LOCKUPS

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PRESENTED BY:



PRESENTED BY



PRESENTED BY:



## PROGRAM & PARTNER LOGOS

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THE NIFTYFIFTY

X STEM

SNEAK PEEK  
FRIDAY

THE  
NIFTY  
FIFTY

X STEM  
APRIL 5, 2018  
USA SCIENCE FESTIVAL  
& ENGINEERING

SNEAK PEEK  
FRIDAY

THE NIFTY FIFTY  
USA SCIENCE  
& ENGINEERING  
FESTIVAL





## COLLATERAL EXAMPLES

### AD

**USA SCIENCE & ENGINEERING FESTIVAL 2018**  
#SCIFEST

**WHERE WILL STEM TAKE YOU?**

Join us at the 5th USA Science & Engineering Festival where we'll take you on an amazing interactive exploration of everything STEM from outer space to the deep blue.

**APRIL 5-8, 2018 | WASHINGTON, DC**

**STEM** APRIL 5, 2018  
PRESENTED BY: **pwc** FOUNDATION

**SNEAK PEEK FRIDAY** APRIL 6, 2018  
PRESENTED BY: **Chevron** Human Energy

**FESTIVAL EXPO** APRIL 7 & 8, 2018  
PRESENTED BY: **LOCKHEED MARTIN**

**@USASCIENCEFEST** **USASCIENCEFESTIVAL.ORG**

### BOOKMARKS

**STEM CAN TAKE YOU... INTO THE DEEP BLUE**

PHOTO BY BRIAN SHERREY

**OCEAN** FUN FACTS

**AWESOME JOBS:**  
Oceanographer  
Marine Archaeologist  
Geophysicist  
Digital Nautical Cartographer  
Marine Mammologist

**COOL STATS:**  
• 95% of the ocean is unexplored  
• 94% of life on Earth is aquatic  
• 6.8 miles is the deepest part of the ocean  
• Life on Earth began in the oceans 3.5 billion years ago  
• The ocean contains 96% of Earth's water

**COLOSSAL CREATURES:**  
100 ft long jellies  
82 ft Fin Whale  
25 ft Giant Octopus  
28 ft Giant Squid  
6 ft Leatherback Turtle

**EXPO** PRESENTED BY: **LOCKHEED MARTIN**

See where else STEM can take you at the USA Science & Engineering Festival. **APRIL 7 & 8, 2018 | WASHINGTON, DC**  
**USASCIENCEFESTIVAL.ORG**

### WEB BANNERS

**USA SCIENCE & ENGINEERING FESTIVAL 2018**  
#SCIFEST

**FESTIVAL EXPO** APRIL 7 & 8, 2018  
PRESENTED BY: **LOCKHEED MARTIN**

**INSPIRE THE NEXT GENERATION**

**APRIL 5-8, 2018 | WASHINGTON, DC**

**#SCIFEST** **LEARN MORE >**

**USA SCIENCE & ENGINEERING FESTIVAL 2018**  
#SCIFEST

**LEARN MORE**

**INSPIRE THE NEXT GENERATION**

**APRIL 5-8, 2018 | WASHINGTON, DC**

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**X-STEM: APRIL 5 • SNEAK PEEK FRIDAY: APRIL 6**

### WEBSITE

**USA SCIENCE & ENGINEERING FESTIVAL 2018**  
EXPLORE GET INVOLVED SCHED. PROGRAMS ATTEND ABOUT MEDIA DONATE

**APRIL 7 & 8, 2018 | WALTER E. WASHINGTON CONVENTION CENTER | WASHINGTON, DC**

**BE INSPIRED**  
EXCITING STAGE SHOWS AND SPEAKERS  
**Watch Video**

Join us in inspiring the next generation of scientists & engineers at the most exciting, educational and entertaining science festival in the United States.

**How Can You Get Involved?**

**EXHIBIT** **ATTEND X-STEM** **SPONSOR**  
**Learn More** **Learn More** **Learn More**

**Our Events**

**STEM** **pwc**  
**April 4, 2018**  
An Evening STEM Symposium for middle through high school students and parents to explore careers in Science, Technology, Engineering, and Mathematics. Join us on April 4, 2018 at 6:30PM!

**LEARN MORE**

**50/50**  
**2017 & 2018 School Year**  
The 50/50 Project is a group of 500+ Science and Engineering Professionals who have sworn to spend about 50% of their work and career at various science and engineering schools.

**LEARN MORE**

**FESTIVAL EXPO** **April 7 & 8, 2018**  
Open the doors for #SciFest! The 5th USA Science & Engineering Festival Expo takes place on April 7-8, 2018 in Washington, D.C. The two-day Expo is perfect for kids, students, and families who want to explore their science interests.

**LEARN MORE**

**SNEAK PEEK FRIDAY** **April 6, 2018**  
Get a Sneak Peek of the Expo before the general public! Open only to schools, homeschoolers and military families. Sneak Peek Friday takes place on Friday, April 6, 2018.

**LEARN MORE**

**Featured Participants**

**From incredible stage shows to inspiring speakers and exhibitors, check out what 2018 has to offer!**  
**LEARN MORE**