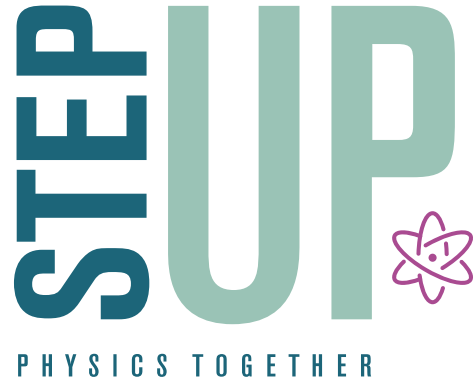


STEP UP Identity Guidelines

WITHOUT TAGLINE



WITH TAGLINE



Colors:	CMYK	PMS	RGB	Hex
	89/50/40/15	3165 C	63, 101, 120	#3F6578
	40/10/31/0	623 C	166, 194, 181	#A6C2B5
	36/84/10/0	682 C	149, 77, 141	#954D8D

Fonts and Type Colors:

“STEP” - Berthold Akzidenz Grotesk, Bold Condensed, all caps, rotated 90 degrees: 89/50/40/15

“UP” - Berthold Akzidenz Grotesk, Medium Condensed, all caps, tracking=-50: 40/10/31/0

“PHYSICS TOGETHER” - Berthold Akzidenz Grotesk, Medium Condensed, all caps, full-justified: 89/50/40/15

atom: 36/84/10/0

Guidelines:

Whenever logo appears smaller than 1.5” high, the version without the tagline should be used.

ADDITIONAL ELEMENTS: HEXAGONS



Colors:	CMYK	PMS	RGB	Hex
	36/84/10/0	682 C	149, 77, 141	#954D8D
	30/70/11/0	?	162, 104, 153	#a26899
	10/50/0/0	? C	201, 145, 189	#c991bd
	4/30/4/0	? C	223, 187, 206	#dfbbce
	89/50/40/15	3165 C	63, 101, 120	#3F6578
	40/10/31/0	623 C	166, 194, 181	#A6C2B5
	58/34/20/0	? C	124, 146, 173	#7c92ad
	6/25/100/0	? C	227, 188, 52	#e3bc34
	16/20/61/0	? C	210, 193, 127	#d2c17f
	3/6/18/0	? C	243, 234, 210	#f3ead2

Guidelines:

The hexagons should appear fairly small at the edge of a design with the colors scattered in this pattern.