

A thick, dark blue wavy line curves across the upper half of the image. In the top right corner, there is a white four-pointed star with rounded ends.

PLTW

Brand Architecture + Guidelines

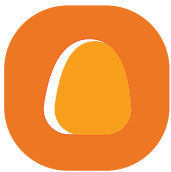
WHO WE ARE

PLTW provides PreK-12 schools, teachers, and students across the U.S. with hands-on, interdisciplinary STEM-based curriculum that uniquely prepares students with the in-demand, real-world knowledge and skills necessary to thrive in life beyond the classroom.

PREK-12 OFFERINGS



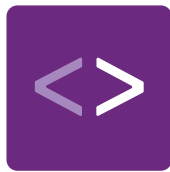
**PLTW
Launch**
Grades PreK-5



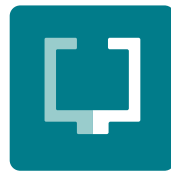
**PLTW
Gateway**
Grades 6-8



**PLTW
Algebra 1 Advantage**
Grades 6-12



**PLTW
Computer Science**
Grades 9-12

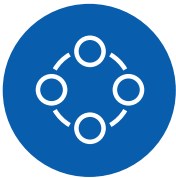


**PLTW
Engineering**
Grades 9-12



**PLTW
Biomedical Science**
Grades 9-12

AREAS OF EXPERTISE



**Career
Readiness**



**Real-World
Relevance**



Access



**Professional
Development**

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DOWNLOADS

LOGO

Our logo is the building block of our identity and the primary visual element that identifies us.

THE OFFICIAL LOGO

The logo type remains the same due to its highly legible style but is now presented using one color only. This color combination offers freshness and timeless appeal.

1. THE DARK LOGO VERSION

Use only when on a white background

2. THE LIGHT LOGO VERSION

Use only when on a colored or darker background

The PLTW logo with red and the atom are no longer brand compliant.

Recommended file formats are
.eps | .ai | .png | .jpg | .tiff

primary logo

PLTW



1

PLTW



2

secondary logo options



SIZE AND CLEARSPACE

It is important to keep all logos clear of any other graphic elements. To regulate this, there is an established exclusion zone around the logo. This exclusion zone indicates the closest any other graphic element or message can be in relation to the mark.



Minimum Size



INCORRECT USE

Here are several examples of how not to use the PLTW logo.



Do not stretch or condense the dimensions of the logo.



Do not change or alter the logo type.



Do not change the color of the logo.



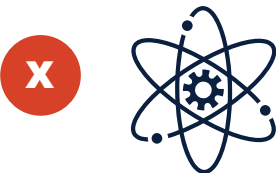
Do not apply strokes, drop shadows, or other visual effects.



Do not add visual elements to the logo.



Do not angle the logo lockup. You may turn logo type vertically.



Do not use the atom in the logo.



Do not add school name or logo. Keep clearspace between the two.



Do not use any of the old logos.



TYPOGRAPHY

Typography, when used consistently, adds visual strength to our brand's identity. Using type correctly also plays an important role in legibility and readability.

PRIMARY FONT
AND HIERARCHY

The bold, clean, and well-established sans font infuses a contemporary and bold personality into PLTW's brand. By juxtaposing bold and thin variations, which is the recommended approach, the font can single-handedly serve headline and paragraph needs for nearly any project.

If you cannot get access to Proxima Nova, **Montserrat** or **Arial** works as well.

TYPOGRAPHIC TREATMENTS

You may use, but are not limited to a rectangle or outlined (max .75pt) text in Proxima Nova Black as a header only. Please use the appropriate color systems.

HEADER

HEADER

PROXIMA NOVA

Regular and *Italic* — Copy Text

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Medium and *Italic* — SUBLINES

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Bold and *Italic* — BIG HEADLINES

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Black — THE HEADER

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

SECONDARY FONT
AND HIERARCHY

Use the secondary approved sarif font Georgia
sparinly, mostly for special purposes.

Use for books and other text-heavy documents,
which call for the readability of a serif font.

GEORGIA

Regular and *Italic* — Copy Text

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Bold — BIG HEADLINES

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

COLORS

Color plays an important role in the PLTW brand.
Consistent use of these colors will contribute to the
cohesive and harmonious look of the brand.

PRIMARY

Use these as the dominant color palette for all visual presentations of PLTW.

CMYK
For nearly all print work, use the CMYK values listed for the most accurate brand color reproduction.

PMS
Also used for print work, the PMS value is based on the Pantone Matching System. Only use this value when printing spot colors.

HEX AND RGB
Use Hex and RGB values only when reproducing brand colors on the web or for an digital use only. Use the # symbol to refer to Hex codes.

1. **TINTS AND SHADES**
Each of the primary and program brand colors have corresponding tints and shades to assist and provide a range of color options.
2. **TEXT COLOR**
Use this color only for subheaders and copy text.

	PLTW PRIMARY BLUE	PLTW SECONDARY BLUE	PLTW LIGHT BLUE
	<div>PMS 295 C C98 M85 Y45 K52 R11 G32 B63 #0b203f</div>	<div>PMS 300 C C94 M68 Y0 K0 R9 G94 B172 #095eac</div>	<div>PMS 115-1 C C4 M2 Y0 K2 R244 G249 B252 #f2f9fc</div>
1	80%	80%	80%
	60%	60%	60%
	40%	40%	40%
2	95% Black		

PROGRAM

The program colors are just as important as the primary palette. Continue to use the dark and light blue colors, but you may incorporate the program colors when referring to program-specific assets or resources.

PLTW LAUNCH GREEN	PLTW GATEWAY ORANGE	PLTW ALGEBRA 1 ADVANTAGE	PLTW COMPUTER SCIENCE PURPLE	PLTW ENGINEERING TEAL	PLTW BIOMEDICAL SCIENCE RED
PMS 7737 C C65 M16 Y100 K2 R106 G163 B66 #6aa342	PMS 165 C C2 M66 Y99 K0 R139 G118 B34 #ef7622	PMS 240 C C22 M85 Y0 K0 R198 G71 B162 #b74e9c	PMS 2627 C C84 M100 Y31 K24 R70 G28 B93 #461c5d	PMS 7713 C C87 M36 Y40 K7 R0 G124 B138 #007c8a	PMS 7597 C C10 M89 Y100 K0 R215 G65 B39 #d74127
80%	80%	80%	80%	80%	80%
60%	60%	60%	60%	60%	60%
40%	40%	40%	40%	40%	40%

*Please take notice of our black text color used on certain colors for proper contrast to stay ADA compliant.

HIERARCHY

Our color system is flexible, but exercise restraint. It is important to maintain a sense of hierarchy, balance, and harmony when using the PLTW brand.



This palette is perfect for first impressions or introductions to our brand.



This palette is for program specific communications within our network.



This palette is great for balancing the use of tints and shades.



This palette is great for balancing the use of secondary colors.

ICONOGRAPHY

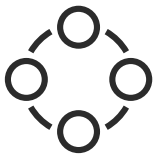
An icon is a pictogram displayed in order to help the user navigate through the content in an easier way. The icon itself is a small picture or symbol serving as a quick “intuitive” representation of a tool, function, or resource.



ICONS

Here are some other icons that are commonly used in PLTW's marketing and communications. Please use as stated, if labeled.

You may use the icons within a shape or change to white, dark, or light blue. If you are in search of any particular program or curriculum icons please reach out to marketing@pltw.org.



Career
Connections



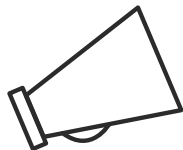
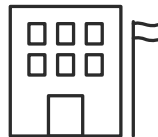
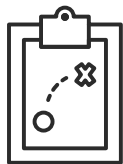
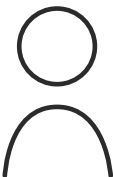
Real-World
Relevance



Access



Professional
Development



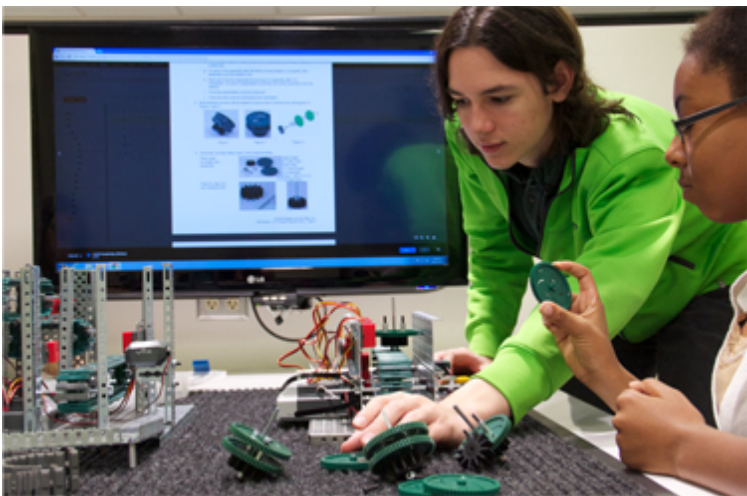
PHOTOGRAPHY

Photography can add to the branded experience of our communications – and help tell a better story. To connect with our brand messaging, we must use emotionally engaging, active images that capture the spirit and strength of PLTW.

CHOOSING THE RIGHT PHOTO

Your PLTW photos should fall into one of the three categories below. It's always important to capture a hands-on essence of PLTW classrooms or environments.

TOPICAL
Connect the content to the subject



ENVIRONMENTAL
Show the uniqueness of the subject's surroundings



CULTURAL
Showcase PLTW's pride, spirit, and energy

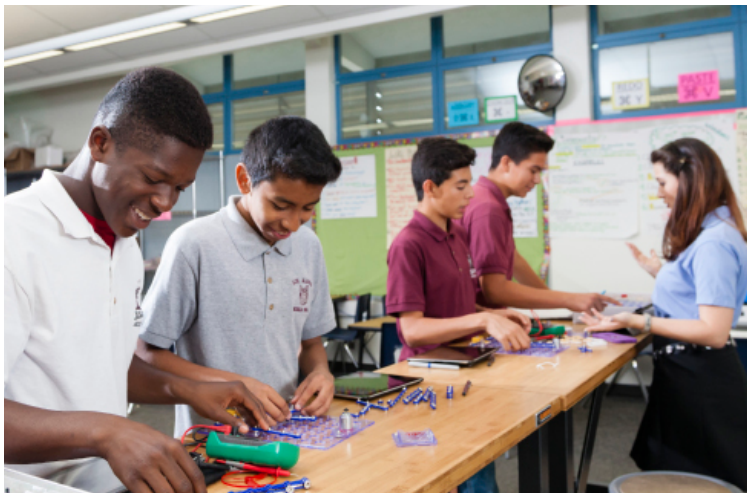


CAPTURE THE MOMENT

When capturing your own photo or video, consider the following:

1

Consider lighting and composition. Natural light is best.



2

Bring the subject close to the camera to create depth of field.



3

Plan ahead and think about negative space to add PLTW branding.



ARCHITECTURE

Brand Architecture is a system that organizes brands, products and services to help an audience access and relate to a brand.



PARENT BRAND PERSPECTIVE

The brand, that which holds the highest position in the PLTW hierarchy.

parent brand logos

PLTW

PLTW
LAUNCH

PLTW
GATEWAY

PLTW
**ALGEBRA 1
ADVANTAGE**

PLTW
**COMPUTER
SCIENCE**

PLTW
ENGINEERING

PLTW
**BIOMEDICAL
SCIENCE**

Join thousands of schools transforming education with PLTW

BIG IMPACT, BIG SUPPORT

- **Exciting Opportunities**
Connect students with in-demand careers
- **Ongoing Support**
Access instructor-led training and 24/7 teacher support
- **Proven Results**
Enhance critical thinking and technical skills
- **Grants and Funding**
Start or expand programs across your district

Find Grants Here





Explore the Curriculum



PLTW Project Lead The Way **EDVOTEK**

PLTW
PROFESSIONAL
DEVELOPMENT


REGISTER NOW FOR Summer 2025 Training!

Get hands-on with PLTW course materials and equipment in a classroom setting.


SUMMER 2025 TRAINING LOCATIONS

- Los Angeles, CA
- Dallas, TX
- Kansas City, MO
- Indianapolis, IN
- Rochester, NY
- Spartanburg, SC

* Virtual options also available



TEACHER TRAILBLAZER



PLTW
Project Lead The Way

DESIGN YOUR DISTRICT'S STEM FUTURE

A PLTW Workshop

DATE
January 30-31

LOCATION
PLTW Headquarters
Indianapolis, IN

COST
FREE

PLTW
Project Lead The Way



PROGRAM-SPECIFIC BRANDING



A sub-brand uses a unique name for a product and/or service that can develop its own brand. Sub-brands have their own customer expectations and personalities that are different from the parent brand.

primary launch logo

logo mark

1



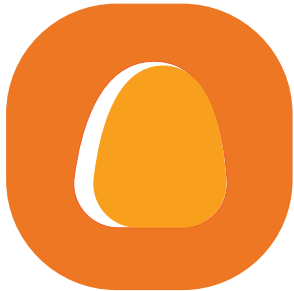
2



primary gateway logo

logo mark

1



2



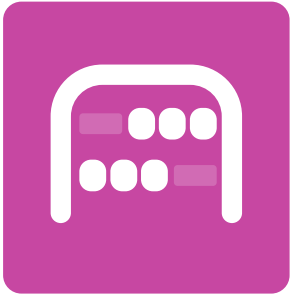
primary algebra 1 advantage (a1a) logo

logo mark

1



PLTW
**ALGEBRA 1
ADVANTAGE**



2



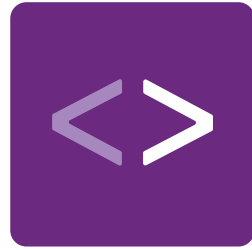
PLTW
**ALGEBRA 1
ADVANTAGE**



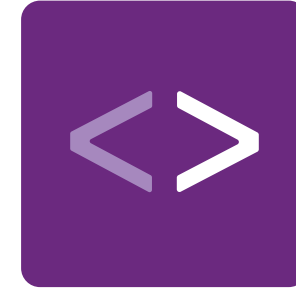
primary computer science logo

logo mark

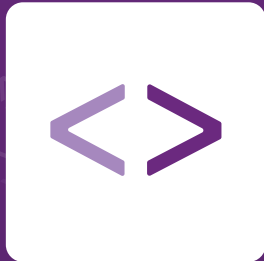
1



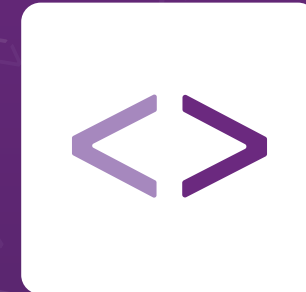
PLTW
**COMPUTER
SCIENCE**



2



PLTW
**COMPUTER
SCIENCE**



primary biomedical science logo

logo mark

1



PLTW
**BIOMEDICAL
SCIENCE**



2



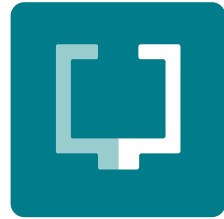
PLTW
**BIOMEDICAL
SCIENCE**



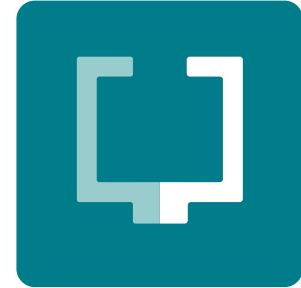
primary engineering logo

logo mark

1



PLTW
ENGINEERING



2



PLTW
ENGINEERING



RESOURCES

Everything you need to get started!

WHAT YOU GET:

- ✓ PLTW Logos (Acronym, Full Spelling, Badge)
- ✓ Program Branding (Icons and Full Spelling)
- ✓ PLTW Boilerplate Language and Key Messages
- ✓ Brand Guidelines PDF

[Download PLTW Brand Kit](#)