

pe roți  *Girls*
Go IT

Brand identity



“STEAM” stands for
 “Science, Technology, Engineering, Arts, and Mathematics”

“pe roți ” in English means “on wheels”

STEAM pe roți (STEAM on Wheels) has 5 primary colours:
 These colours are inspired by GirlsGoIT brand colour palettes



Medium
Aquamarine



Jasmine



Tulip



Pale
red-violet






Sea
serpent



Arsenic

The elements embedded in STEAM pe roți (STEAM on Wheels) are elements of
 Science, Technology, Engineering, Arts, and Mathematics



The “wheel”  icon between “pe roți” and “GirlsGoIT” 
 stands for STEAM is in a moving bus 

STEAM pe roți (STEAM on Wheels) is an initiative of GirlsGoIT.
 Therefore, GirlsGoIT is included in the primary logo

About STEAM on Wheels

Despre STEAM pe roți



STEAM on Wheels “STEAM pe roți”

is Moldova’s first STEAM education lab-on-wheels

An innovation outreach initiative by GirlsGoIT to increase awareness amongst girls and boys including Ukrainians in Moldova and their families about STEAM education and careers

STEAM on Wheels “STEAM pe roți” is equipped with laptops, robotics, electronics and 3D printing tools needed to host pop-up workshops across the country and refugee centres

STEAM on Wheels “STEAM pe roți”

brand is funded by



implemented by



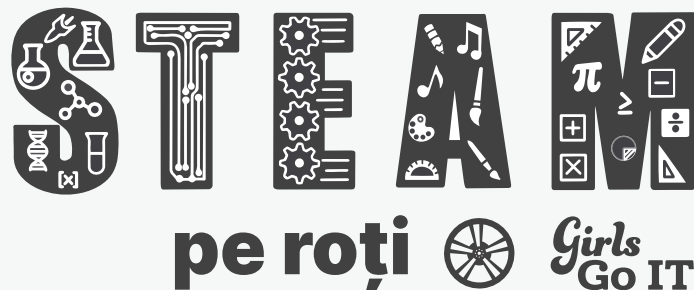
STEAM pe roți
(STEAM on Wheels)
has two main logos

Primary logo



The primary logo is the visual foundation and identity of STEAM on Wheels “STEAM pe roți”. It will be used across website, social media, digital, and prints



Secondary logo



The secondary logo is a simplified version of STEAM on Wheels “STEAM pe roți”. It provides more flexibility to use the logo in different design settings

STEAM pe roți
(STEAM on Wheels)
Dos and Dont of logo



“STEAM pe roți”, the “wheel” icon  and “GirlsGoIT”  should never be removed from “STEAM”

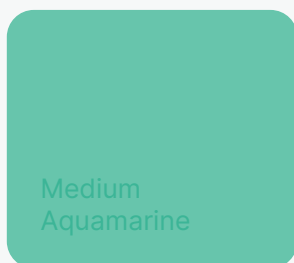


“STEAM pe roți” must not be scaled inappropriately



When placing “STEAM pe roți” logo in any design, make sure there is a minimum distance of 23px width and height to ensure logo visibility and white space

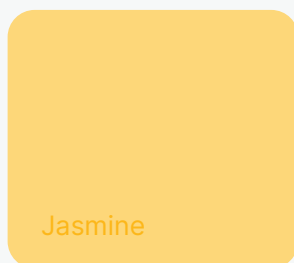
STEAM pe roți
(STEAM on Wheels)
colour palettes



HEX
#69c5ac

RGB
105 / 197 / 172

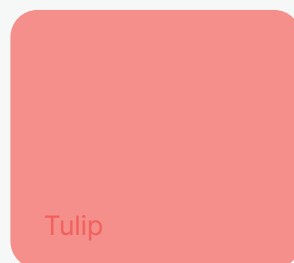
CMYK
57 / 0 / 41 / 0



HEX
#fdd87a

RGB
235 / 216 / 122

CMYK
1 / 4 / 62 / 0



HEX
#f58f8b

RGB
245 / 143 / 139

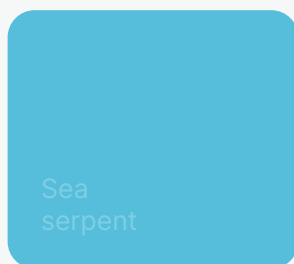
CMYK
0 / 54 / 35 / 0



HEX
#e16b96

RGB
225 / 107 / 150

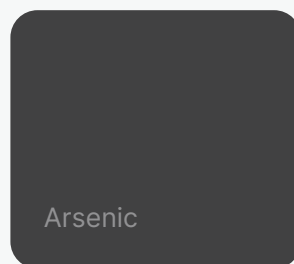
CMYK
0 / 52 / 33 / 12



HEX
#5abdd9

RGB
90 / 189 / 217

CMYK
59 / 13 / 0 / 15



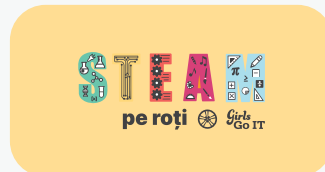
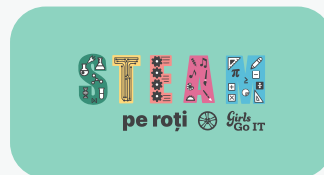
HEX
#414143

RGB
65 / 65 / 67

CMYK
3 / 3 / 0 / 74

STEAM pe roți
(STEAM on Wheels)
Monochrome logo variations

describes the situation where colour is created by mixing the visible light emitted from differently coloured light sources

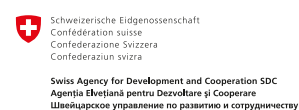
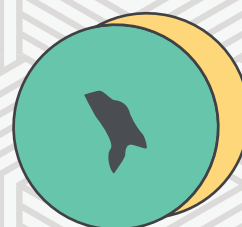
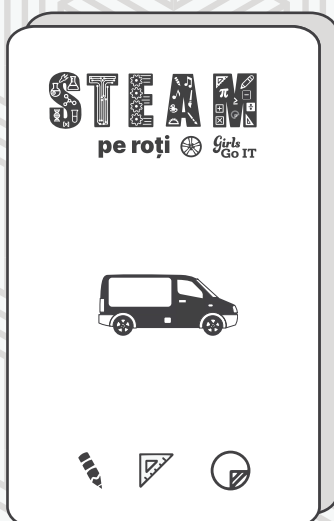


STEAM pe roți
(STEAM on Wheels)
Elements (icons)



STEAM pe roți
(STEAM on Wheels)
Patterns

Infinite seamless geometry patterns duplicated and stacked on top of each other. These patterns are designed for background layouts for digital and print.



STEAM pe roți
(STEAM on Wheels)
Font and general typography

Inter

variable font family

Enhanced digital skills and increased motivation

* Inter font **BLACK** should be used for titles, headlines

Enhanced digital skills and increased motivation

* Inter font **SEMI-BOLD** should be used for subtitles,
highlights and quotes

* Inter font **REGULAR, LIGHT, AND THIN**
for regular text

Increased awareness amongst girls participating in the project and their families
about STEM and IT education and careers as viable option for girls/women

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STEAM pe roți
(STEAM on Wheels)
Using the brand



To use STEAM on Wheels brand, consult
with communication department of TEKEDU

All assets of the brand which include primary and
secondary logo, elements, patterns will be provided in
sizes and formats for digital and print usage.