



Illinois Institute
of Technology

BRANDING GUIDELINES

SHPE-IIT | Last Updated 2/24/25

BRANDING GUIDELINES

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LOGO

About the SHPE IIT Logo + SHPEtinas

The SHPE-IIT logo represents our core values of Familia, Service, Education, and Resilience, aligned with the four elements of STEM. It embodies the chapter's commitment to these values and its involvement in the SHPE community.

The SHPEtinas program empowers Latinas in STEM, promoting higher education and leadership while recognizing their unique contributions and creating role models for future leaders.

Colors

To preserve the elements of SHPE's logo history, the chapter will maintain the usage of the color assignations of the logos.



Illinois Institute
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LOGO

Logo Options

The IIT SHPE logos are approved for use across various marketing channels to ensure consistent branding. The examples below show the appropriate layouts. Any variations must be reviewed by the chapter. When using the SHPETinas logo, the SHPE IIT Chapter logo must also be included to maintain cohesive branding and reinforce the connection between SHPETinas and the chapter.

Logo Layouts ([All Approved Logos Here](#))

Horizontal Layout

This is the primary logo. It is formatted for usage on SHPE Website, flyers, social media posts



Vertical Layout

The vertical logo is secondary, and should only be used when the logo needs to be displayed within a smaller allocated space or thin layout.



LOGO

Logo Color Versions

All the chapter-specific logos are provided in all four color options and should be used accordingly based on media type.

SHPEtina's logo color-way has only one approved version down below



Color Logo only

Preferred use on white backgrounds/light backgrounds.



Color Logo only

Preferred use on white backgrounds/light backgrounds.



White Logo on Navy

Full color logo with white replacing navy wordmark can be used over navy or an equivalent dark color.



White Logo on Other Colors

Primarily used on applications where a one-color logo is the only option. Event branding and on wearables is where this version most often shows up.



Solid Navy Logo

Only appears on white background/no drop out placements. Only use if color is not an available option. Black may only be used instead of navy if there is no other option.

LOGO

Minimum Size

Setting a minimum size helps insure that the marks are always legible. The minimum size for print applications differs from the minimum size for digital and web applications. Please ensure that you use the appropriate sizes for each media type.

Minimum print size: 1.25 inches in width

Minimum web/digital size: 150 pixels

This is the primary logo. It is formatted for usage on SHPE Website, flyers, social media posts



Minimum print size > 1.25"



Minimum digital size > 150px



Minimum print size > 1.25"



Minimum digital size > 150px

Clearspace

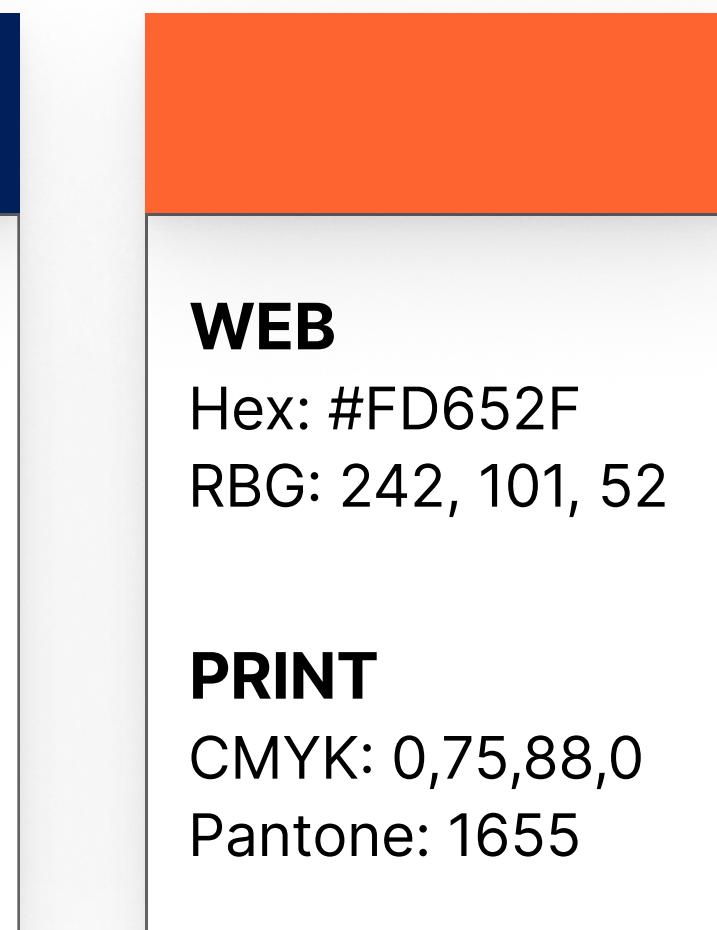
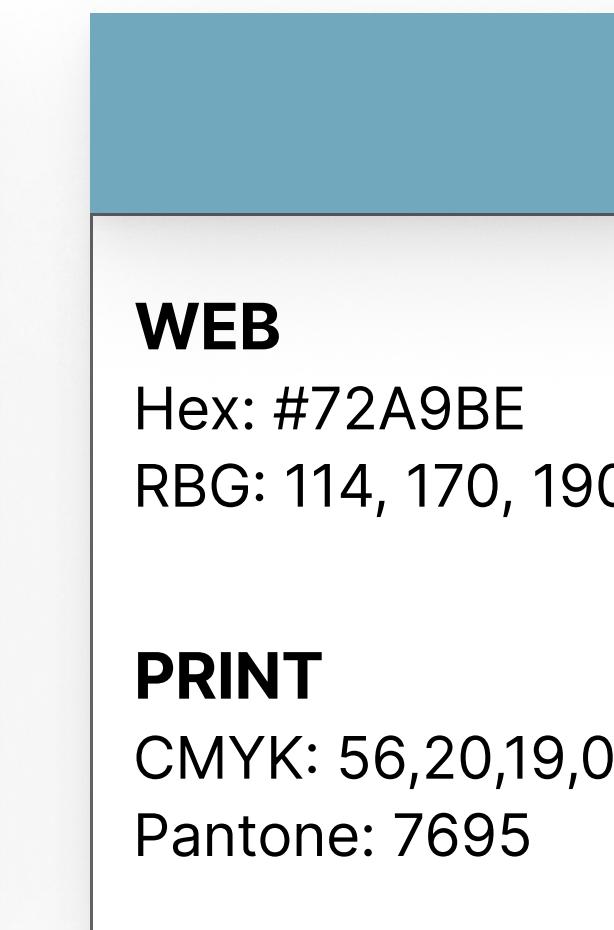
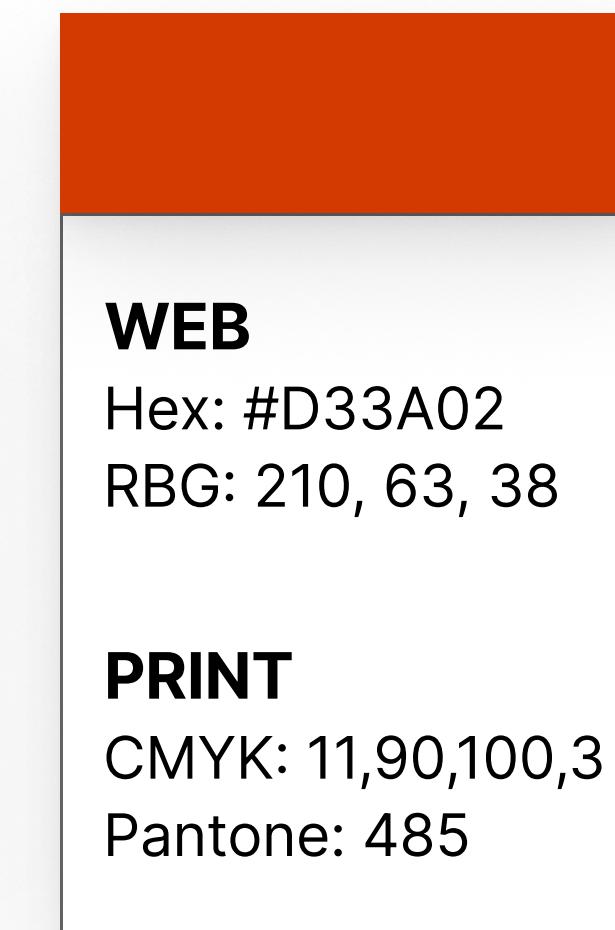
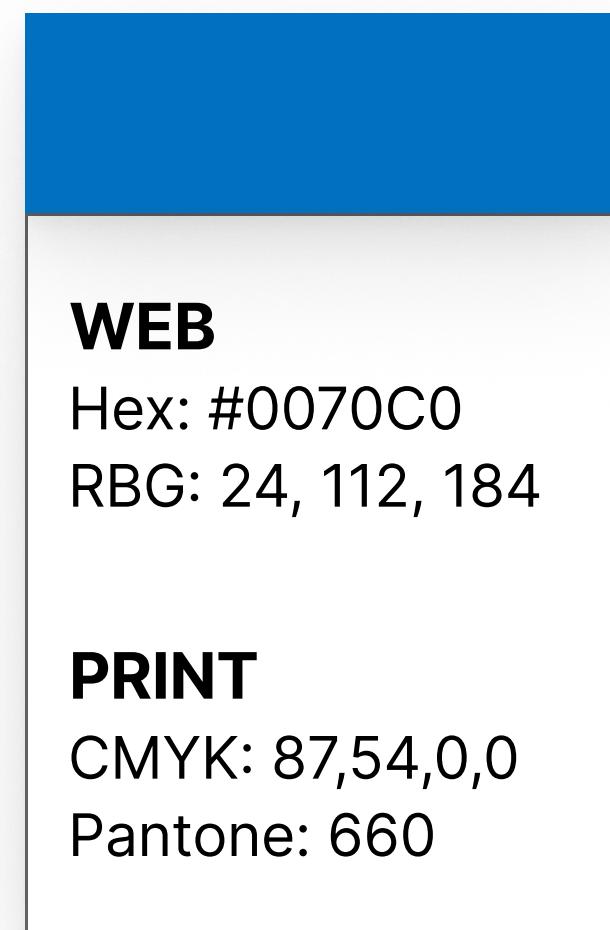
Maintaining a clean and uncluttered space around the SHPE logo increases the visual impact of the chapter.

Clear space is required around the logo and symbol regardless of media or implementation

COLOR PALETTES

SHPE IIT Chapter Color Palette

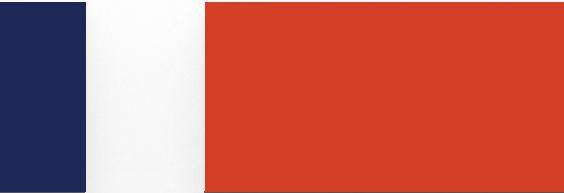
The following color palette is designated for all official media and branding materials associated with the SHPE IIT Chapter. These colors must be used consistently across all forms of media, including but not limited to posters, flyers, merchandise, presentations, and digital content. Any deviation from this palette requires prior approval to ensure alignment with the chapter's branding guidelines.



COLOR PALETTES

SHPEtinas at IIT Color Palette

The following color palette is designed to embody the unique identity and mission of SHPEtinas within the SHPE IIT Chapter. This exclusive palette should be used consistently for all SHPEtinas-specific materials, including events, initiatives, merchandise, and digital content. These colors are distinct from the general chapter palette and are intended to highlight and celebrate SHPEtinas' contributions and presence. Any exceptions to this color scheme must be reviewed and approved prior to use.

					
WEB Hex: #FFACD1 RGB: 255, 172, 209	WEB Hex: #FFC3E9 RGB: 255, 195, 233	WEB Hex: #FF3A92 RGB: 255, 58, 146	WEB Hex: #1E2856 RGB: 30, 40, 86	WEB Hex: #D33F27 RGB: 211, 63, 39	WEB Hex: #186FB6 RGB: 24, 111, 182
PRINT CMYK: 0, 33, 18, 0	PRINT CMYK: 0, 24, 9, 0	PRINT CMYK: 0, 77, 43, 0	PRINT CMYK: 65,53,0,66	PRINT CMYK: 0,70,82,17	PRINT CMYK: 87,39,0,29

TYPOGRAPHY

Typefaces for SHPE Chapter

The primary typeface for the SHPE IIT Chapter's branding is Helvetica, chosen for its clean and professional appearance. Helvetica should be used across all marketing materials, including digital and print media, to maintain a consistent and polished look. If Helvetica is unavailable, Arial is the preferred alternative due to its similar design and readability. Consistent use of these typefaces ensures the overall look of the brand remains cohesive and professional.

Helvetica

Bold

AaBbCcDdEeFfGgHhIiJ
jKkLlMmNnOoPpQqRrS
sTtUuVvWwXxYyZz01
23456789-!@#%&"/()?

Regular

AaBbCcDdEeFfGgHhIiJ
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz0123
456789-!@#%&"/()?

Light

AaBbCcDdEeFfGgHhIiJ
KkLlMmNnOoPpQqRrSsT
tUuVvWwXxYyZz0123456
789-!@#%&"/()?

TYPOGRAPHY

Typefaces for SHPEtinas Chapter

SHPEtinas IIT will be utilizing two different fonts depending on what the text is conveying. For the title and/or main heading(s) of SHPEtinas advertisement, Oswald will be used, chosen for its authoritative, modern nature and its boldness. Didot will be the font used to detail any important information or summation of events. Oswald and Didot together create a unique but professional advertisement to the public. These fonts will be used across social media platforms but SHPEtinas will adhere to the SHPE branding for webpage media.

Oswald

Bold

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWw
wXxYyZz0123456789-!
@#%&"/()?

Didot

Bold

AaBbCcDdEeFfGgHhIiJj
jKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz01
23456789-!@#%&"/()?

Didot

Regular

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrS
sTtUuVvWwXxYyZz0123
456789-!@#%&"/()?

SHPE BRAND

Mission

SHPE-IIT offers a familia that equips its members with knowledge and opportunities through facilitating professional development, network growth, and career success.

Vision

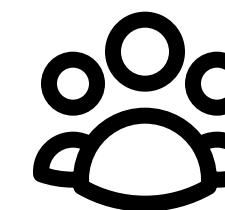
SHPE's vision is a world where Hispanics are highly valued and influential as the leading innovators, scientists, mathematicians, and engineers.

Values

Excellence | Education | Professional Pursuits | Leadership

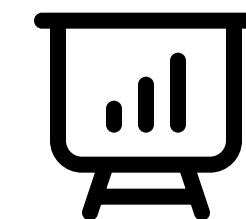
Strategic Focus Area

We will fulfill our mission by increasing educational opportunities, promoting professional and personal growth, carry out our social responsibility to be involved in education, business and government issues and enhancing pride within our organization and reinforcing our reputation as a vital Hispanic organization.



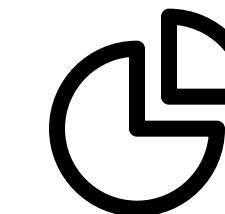
BREAKDOWN

Students
Male **75%** - Female
25%



TOP MAJORS

Computer Science
Computer Engineering
Mechanical Engineering
Electrical Engineering
Biomedical Engineering
Civil Engineering



DEMOGRAPHIC

Total Members: 497
Active Members: 203
Non-Official: 294

SHPEtinas BRAND

Mission

SHPEtinas-IIT aims to create and foster a community for Latinas in STEM. Our goal is to instill confidence and courage on an academic and professional level, highlighting the importance of Latinas in all fields, creating new, influential role models for future leaders.

Vision

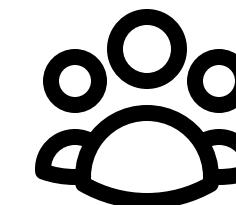
SHPEtinas' vision is a world in which Latinas are appreciated, respected, and illustrated as leaders in our world's innovative future.

Values

Create | Accelerate | Recognize | Encourage

Strategic Focus Area

We will fulfill our mission by engaging in professional workshops, promoting educational opportunities, and immersing our community in social events to strengthen our social connections, thereby enhancing Latina camaraderie. We strive to fulfill our social responsibility by actively engaging in education, business, and government issues, while fostering pride within our organization and strengthening our reputation as a necessary Hispanic institution



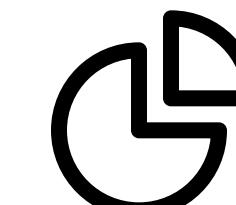
BREAKDOWN

Students
Female **100%**



TOP MAJORS

Computer Science/Data Science
Computer Engineering
Information Technology
Mechanical Engineering
Civil/Architectural Engineering
Architecture
Biomedical Engineering
Physics/Chemistry/General Sciences



DEMOGRAPHIC

Total Members: 48
Active Members: 33
Non-Official: 15

DESIGN & SOCIAL MEDIA

Instagram

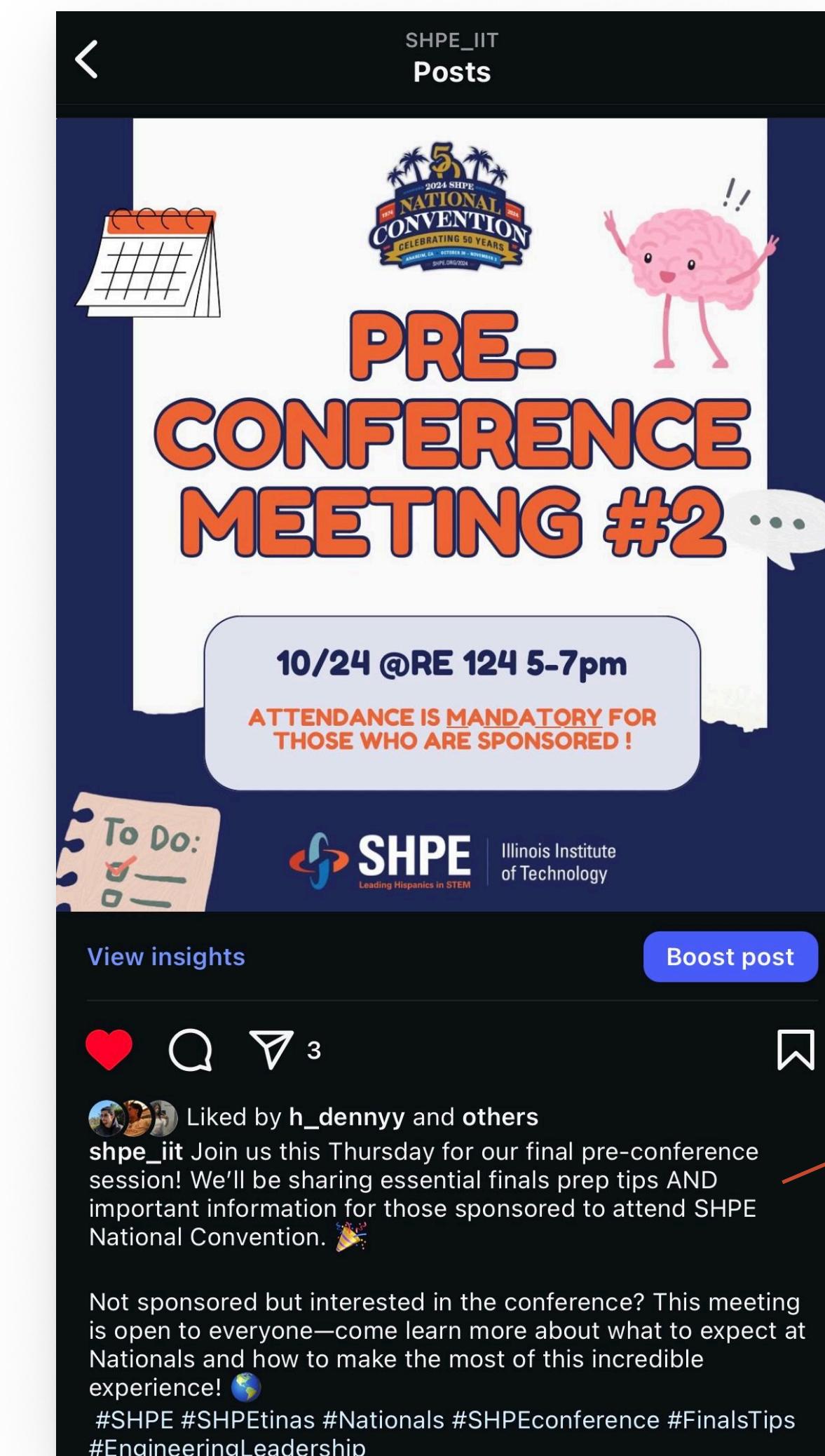
The SHPE IIT Instagram serves as a dynamic platform to promote events, meetings, workshops, and networking opportunities, ensuring the community stays informed about valuable occasions to connect and grow. It is a hub for sharing important updates, keeping members in the loop about key milestones, announcements, and chapter news.

Tone & Style

SHPE IIT's Instagram tone is professional and inclusive, fostering a welcoming yet polished presence. Content is motivational and engaging, inspiring participation while aligning with SHPE's mission to empower and connect Hispanic professionals in STEM.

Visual Identity

The visual identity of SHPE IIT's Instagram is defined by the consistent use of the official SHPE IIT color palette, creating a cohesive and recognizable brand. Clean, modern typography is used to ensure clarity and professionalism in all content. High-quality visuals are prioritized, emphasizing diversity and collaboration to reflect the values and mission of the organization.



SHPE Instagram Post Example

DESIGN & SOCIAL MEDIA

Social Media Poster Design Template

To maintain consistency and professionalism in our branding, all SHPE IIT and SHPEtinas social media flyers/posters should follow these key design elements:

SHPE IIT and SHPEtinas Logo

SHPEtinas flyers should include both the SHPE IIT and SHPEtinas logos. SHPE IIT flyers require only the SHPE IIT logo unless the SHPEtinas logo is relevant.

Partner Logos

Include the partner's logo to acknowledge the collaboration.

Typography

Use Helvetica or Arial for readability. Ensure contrast and size for visibility. Font modifications may be made to match the event theme while maintaining clarity.

Event/Subject Details

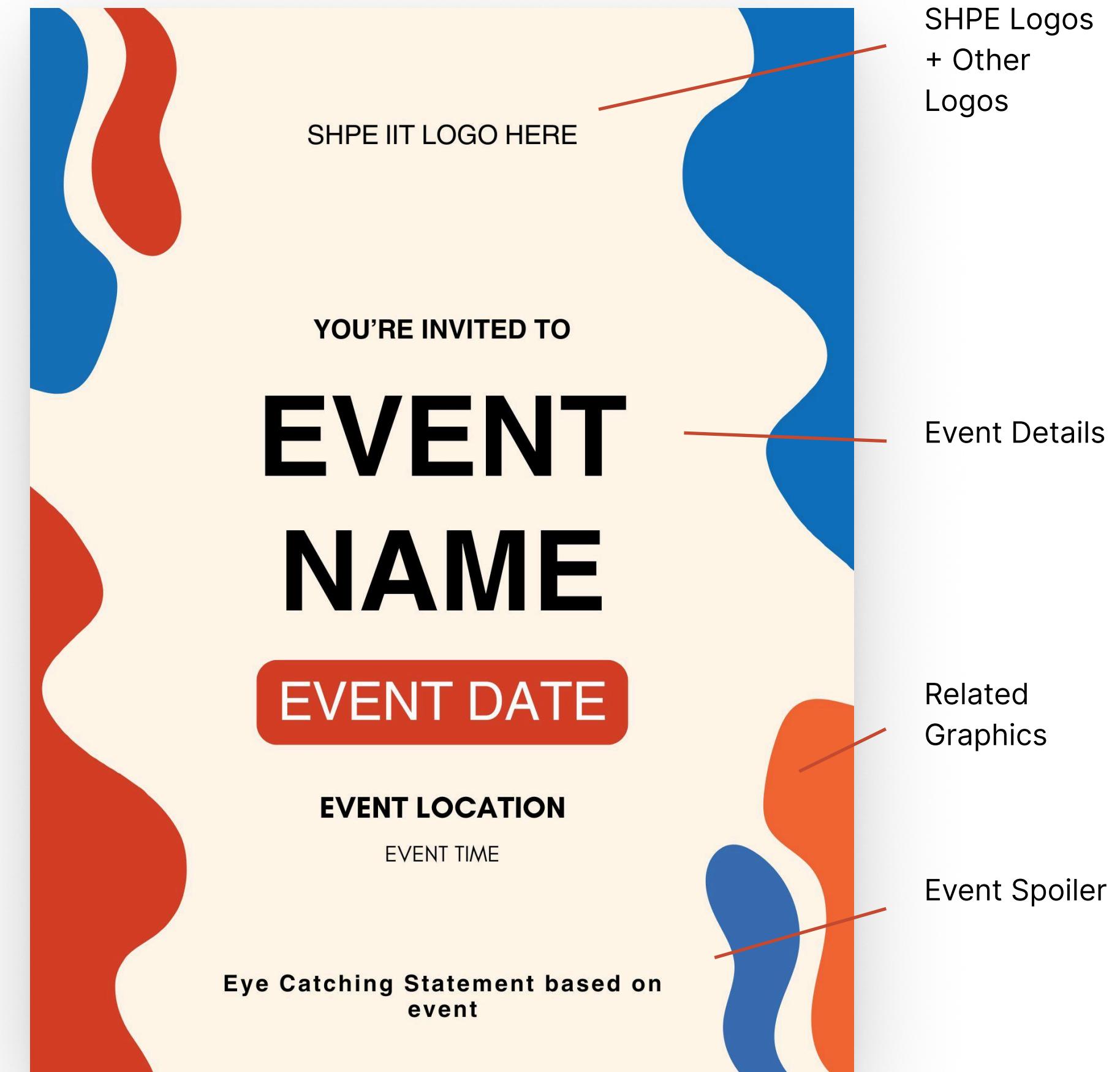
Event Name, Date & Time, Location, Description are clearly displayed and easy to read

Color Palette

Adhere to the official SHPE or SHPEtinas color palettes. Modifications may be made for special events, as long as they align with the theme and maintain visual harmony.

Background Graphics

Use engaging, visually appealing graphics behind text.



Sample Poster

DESIGN & SOCIAL MEDIA

LinkedIn SHPE-IIT

SHPE IIT's LinkedIn presence aims to build a professional network for promoting events and showcasing achievements. As a business-focused platform, LinkedIn highlights both individual and group successes, fostering connections within the professional community. The content shared will emphasize professionalism and align with SHPE IIT's mission to empower Hispanic professionals in STEM.

Posting Criteria for SHPE IIT

Each post will reflect SHPE IIT's mission by clearly stating the goals and objectives of the event or initiative, what the organization achieved, and the key takeaways from the experience. We will highlight lessons learned and how they contribute to the organization's growth. Additionally, posts will outline our goals for future events, demonstrating our commitment to continuous improvement. LinkedIn will serve as a platform to showcase SHPE IIT's accomplishments, reflect on our experiences, and highlight ways we can further grow and impact the professional community.

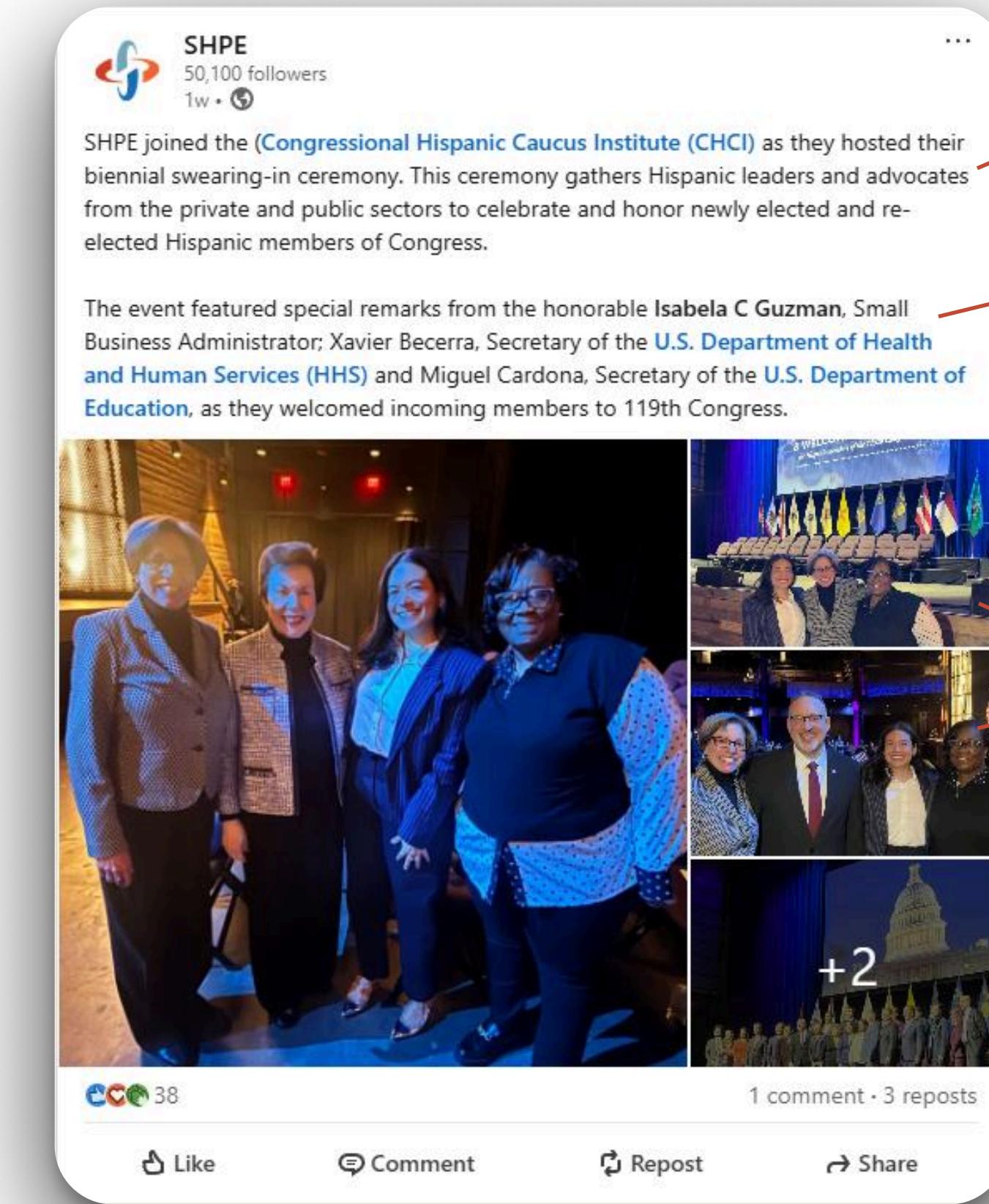


Photo taken from @SHPE LinkedIn