



**Brand & Style Guide**

# CONTENTS

- 3** The Engineering Unleashed Brand
  - Our Audience, Mission, and Vision
  - Brand Attributes
  - Brand Pillars
- 7** The Engineering Unleashed Style Guide
  - Voice, Tone, and Style
- 9** The Engineering Unleashed Logo
- 15** Photography Styles
- 18** Color Palette
  - Digital
  - Print
- 22** Typography
- 24** Iconography
- 25** Digital Elevation
- 26** The Engineering Unleashed & KEEN Relationship



A photograph of two men in a workshop setting. The man on the left is wearing a dark vest over a light shirt and glasses, looking at a laptop. The man on the right is wearing a grey hoodie with a logo and glasses, looking at the laptop. The background shows industrial equipment and a blurred workshop environment.

## WHEN TO USE THIS GUIDE

This brand guide includes the insights and knowledge you'll need to portray an accurate representation of Engineering Unleashed in content. Use this as a reference to help you understand how Engineering Unleashed should be positioned to members, prospects, and affiliates.

# THE ENGINEERING UNLEASHED BRAND

Engineering Unleashed is a community of engineering faculty and staff on a mission to graduate engineers with an entrepreneurial mindset so they can create personal, economic, and societal value through a lifetime of meaningful work.

From research and collaboration to sharing best practices and course content, we provide a sense of community along with the valuable resources that allow educators to help engineering students thrive.

Members of Engineering Unleashed are able to exchange valuable knowledge that can be applied to their institution's engineering curriculum, connect with other great minds, and gain access to resources that will help create a deeper impact on students.

## THE ENGINEERING UNLEASHED BRAND (CONTINUED)



### OUR AUDIENCE

University faculty and staff influencing undergraduate engineering students in the U.S.

### VISION

Engineers with an entrepreneurial mindset transform the world.

### MISSION

Graduate engineers with an entrepreneurial mindset so they can create personal, economic, and societal value through a lifetime of meaningful work.

## BRAND ATTRIBUTES

Engineering Unleashed's brand attributes are the core essence of the brand. They capture our personality and represent how we express ourselves to the world.

### Welcoming

Members are welcomed no matter how long they've been on their journey. Whether a member is a first-year professor or has been teaching for 30+ years, Engineering Unleashed is a place to communicate, share, connect, and create. All ideas, contributions, and experiments that advance the Engineering Unleashed mission are welcomed.

### Valuable

A large part of the value provided is simply the motivation and inspiration from other members. This is a place where members are recognized for contributions and where successes are celebrated. It's a place to experience growth that will enable us to contribute to the future of education and society.

### Visionary

The world is rapidly transforming and Engineering Unleashed members can positively contribute to that transformation by changing the world of education. This is why Engineering Unleashed isn't afraid to expand and experiment. We encourage members to employ an entrepreneurial mindset to become visionary agents of change. With this mindset, students and graduates are empowered to create positive change in the world around them.

### Credible

An entrepreneurial mindset is not a fad or a trend – it's a time-honored attribute cultivated by those committed to human flourishing and progress. Engineering Unleashed members are leaders and faculty within KEEN partners as well as forward-thinking educators in the U.S. who are also committed to the mission.

### Empowering

Engineering Unleashed encourages members to connect with like-minded peers who inspire us and validate our work. Our community of change agents promotes professional growth and offers opportunities to collaborate on new ideas. Most importantly, as members experiment and improve our practices to have more impact, we empower our students to do the same within society.

## **BRAND PILLARS**

Our brand pillars reflect the purpose of Engineering Unleashed. They are the brand truths that project the positive change Engineering Unleashed makes in people's lives. This applies not only to our community members, but the students we reach through teaching, research, and service.

### **Thriving Community**

We're a community of change agents who thrive on collaboration and positive impact. Our community amplifies the knowledge and skill of each member and we give back to our colleagues when possible.

### **Opportunity and Impact**

Opportunity is the foundation for creating value. An entrepreneurial mindset encourages people to connect action and opportunity in order to identify ways to create a positive impact.

### **Skillset and Mindset**

The 3C's – curiosity, connections, and creating value – encompass the mindset of successful engineers who positively impact our changing world. Engineering skillset is the power and mindset is the direction. When the two are combined, our members and our students are enabled to successfully improve and advance human progress.

### **Human Flourishing**

Our ultimate goal is to inspire collaboration that will encourage members to contribute impactful and positive change. We want members to flourish as educators so we can, in turn, help engineering students and graduates flourish within society.



## THE ENGINEERING UNLEASHED STYLE GUIDE

The Engineering Unleashed style guide defines our brand's voice and tone to give you direction in your writing. We have also documented our exceptions to The Associated Press Stylebook and our branding guidelines.

There is guidance around how we position certain aspects of our messaging, as well as how we visually format our content.

## VOICE

*Voice is constant. It describes our distinct personality, rhythm, and vocabulary.*

- **Professional**

Remaining professional yet relatable is key. We balance technical and personable language and are able to switch between the two at our own discretion.

- **Approachable**

Although we are professional, our content should never be too formal. We don't shy away from letting our personalities shine through and avoid overly academic language or industry jargon unless absolutely necessary.

- **Innovative**

The Engineering Unleashed brand represents fresh ideas and innovation. Our content should reflect this by being inspiring, purposeful, and informative.

## TONE

*Tone is dynamic. It's how we adapt our voice to different situations.*

- **Conversational**

Engineering Unleashed aims to inspire the exchange of ideas and opinions by remaining professional yet approachable. To do this we want to write in a tone similar to how we'd hold a conversation with a member in a one-on-one setting.

- **Concise**

In a community of engineers, getting straight to the point is a must. Be as clear and brief as possible while avoiding industry jargon.

- **Enthusiastic**

As a community seeking to create connections, we want to keep our members excited about what Engineering Unleashed can offer professionally and personally.

---

## STYLE

*Style is what our writing looks like. Think capitalization, spelling, grammar, etc.*

As a general style guideline, Engineering Unleashed uses The Associated Press Stylebook, which is the standard for many newspapers, magazines, and websites.

### **Exceptions to this style guide include:**

- Always use an Oxford comma in a series.
- When referencing entrepreneurially minded learning, never use a hyphen.
- When referring to the "3C's", always use an apostrophe.
- Always use title case for headers.



## THE ENGINEERING UNLEASHED LOGO EXPLAINED

*Welcoming amber shines* positive light that rises and sets on **valuable** conversation.

Honest and **credible blue**. True blue sea of **opportunity**.

Website address reinforces the location of the **community** where faculty and staff **visionaries** are inspired and inspire others in the entrepreneurial engineering movement.



**Transformative** origami-style arrow folding and unfolding, with the anticipation of newly shaped conversations and outcomes.

The EU arrow inspires a feeling which is forward-moving. A clear line of sight, powered by KEEN, **empowers** the viewing audience with a space to unleash both **Skillset + Mindset**.

**WHITE SPACE ALLOWANCE:** The logo requires breathing room. The space above and below the logo should be equal to half of the height of the logo mark. The space on the left and right should be equal to the full width of the logo mark.



**HORIZONTAL VERSION:** This logo is intended to be the main or most common use. When possible use this logo.



**STACKED OR 'SQUARE' VERSION:** This logo should be used in situations where width is limited



**HORIZONTAL 'SPECIAL' VERSION:** This logo is intended for use ONLY for special scenarios such as thin banners, pens or areas where height allowance is very limited.



**FACULTY DEVELOPMENT VERSION:** This logo is intended for use to directly promote the faculty development events and for that use ONLY.

✓ **Correct Use**

Unaltered logo version lock-ups. The logo is proportionally scaled. Note how the logos contrast on light and dark backgrounds. When possible use backgrounds consistent with the Engineering Unleashed brand palette.

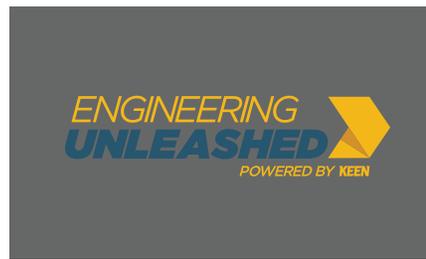


## ✘ Incorrect Use

Do not alter the original logo composition. Unproportional scaling, tilting, and drop shadows are forbidden. Ensure the proper contrasting logo version is used for backgrounds.



Do not use the logo on a background that does not have adequate contrast



Do not apply a drop shadow



Do not compress the logo



Do not remove "Powered by KEEN"



Do not stretch the logo



Do not tilt the logo



Do not remove logomark



**LOGOMARK AS A DESIGN ELEMENT:** The Engineering Unleashed arrow can be used as a supporting graphic element within designs and layouts. The full logo must accompany the treatment within a given piece.





## PHOTOGRAPHY STYLE

Our imagery is meant to serve as a visual representation of the Engineering Unleashed brand. Please follow these guidelines when selecting photography or shooting photos for related projects.

### Environment

Photography should capture real-life moments of our members and events. The focal point should be faculty interacting with each other or interacting with students in relevant learning environments.

### Styling

The styling should feel unstaged with natural light. Avoid using filters that create too much contrast or look unnatural. Camera angles may be shot from various perspectives. Subjects should not be looking at the camera.

### Subjects and Diversity

Imagery should mirror the broad diversity of our membership base and reflect a welcoming, engaging real-life approach.





Primary



Color Usage Rules:

Digital:

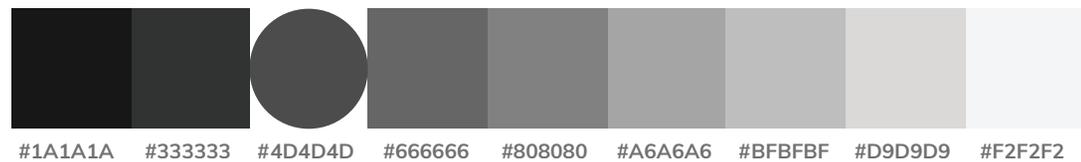
The full color spectrums shown on this page can be utilized for digital items. The colors within the circles denote the preferred color.

Print:

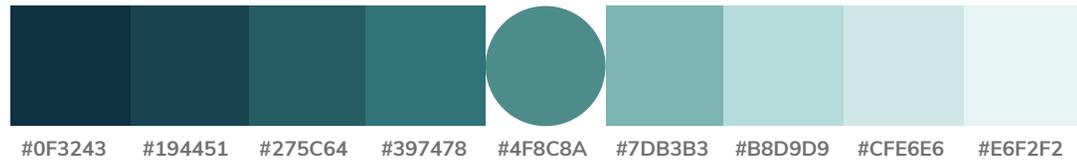
For print purposes, use the colors on page 21.



Neutral



Accent



Color Usage:

Digital:

The full color spectrums shown on this page can be utilized for digital items. The colors within the circles denote the preferred color.



Print:

For print purposes, use the colors on page 21.



**Semantic Color Usage:**

The colors on this page are to be used to denote the standard value states for information, success, warning, and error within the Engineering Unleashed digital application.

**Information**



**Success**



**Warning**



**Error**



**Color Usage:** The colors show on this page are to be used for print.

**Lead Print Colors:**



**Navy**  
PMS: 2188 C  
CMKY: 93, 60, 39, 19



**Amber**  
PMS: 1235 C  
CMKY: 3, 30, 100, 0



**Charcoal**  
PMS: Cool Gray 11 C  
CMKY: 65, 58, 57, 37

**Secondary Print Colors:**



**Mineral Blue**  
PMS: 2176 C  
CMKY: 25, 13, 12, 0



**Slate Blue**  
PMS: 649 C  
CMKY: 0, 0, 0, 7

**Extended Print Colors:**



**Maximum Blue**  
PMS: 7459 C  
CMKY: 70, 17, 10, 4



**Cadet Blue**  
PMS: 7696 C  
CMKY: 61, 20, 14, 5



**Celadon**  
PMS: 5483 C  
CMKY: 68, 23, 28, 14



**Winter White**  
PMS: 11-0507 TCX  
CMKY: 1, 4, 18, 0



**Dusty Orange**  
PMS: 16-1344 TCX  
CMKY: 8, 63, 72, 0



**Cayenne**  
PMS: 18-1651 TGP  
CMKY: 7, 86, 66, 0

Headline

# Raleway

ABCDEFGHI, abcdefghij  
1234567890

Lorem ipsum dolor sit amet, consetetur  
sadi pscing elit, sed diam nonumy  
eirmod tempor invidunt ut labore et  
dolore magna aliquyam erat, sed diam  
voluptua. At vero eos et accusam et  
justo duo dolores et ea rebum. Stet.

Medium  
**Bold**  
**Black**

l1 Test

**l1**

X-Height

**Heading 1**

Subheads, Body

# Muli

ABCDEFGHI, abcdefghij  
1234567890

Lorem ipsum dolor sit amet, consetetur  
sadi pscing elit, sed diam nonumy  
eirmod tempor invidunt ut labore et  
dolore magna aliquyam erat, sed diam  
voluptua. At vero eos et accusam et justo  
duo dolores et ea rebum. Stet.

Regular  
*Regular Italic*  
**Bold**  
**Black**

l1 Test

**l1**

X-Height

**Heading 1**

Font Pairing

# Raleway is used for headlines

## Muli is used for subheadings

Use Muli for body copy. Lorem ipsum dolor sit  
amet, conset etur sadi pscing elit, sed diam.  
Lorem ipsum dolor sit amet, conset etur sadi  
pscing elit, sed diam.

Headline: Raleway Bold

12px The quick brown fox jumps over the lazy dog

14px The quick brown fox jumps over the lazy dog

16px The quick brown fox jumps over the lazy dog

18px The quick brown fox jumps over the lazy dog

20px The quick brown fox jumps over the lazy dog

24px The quick brown fox jumps over the lazy

32px The quick brown fox jumps over

48px The quick brown fox

Subheads, Body: Muli

12px The quick brown fox jumps over the lazy dog

14px The quick brown fox jumps over the lazy dog

16px The quick brown fox jumps over the lazy dog

18px The quick brown fox jumps over the lazy dog

20px The quick brown fox jumps over the lazy dog

24px The quick brown fox jumps over the lazy dog

32px The quick brown fox jumps over

48px The quick brown fox



Elevation-01

Elevation-02

Elevation-03

Elevation-04

Elevation-05



## WHY POWERED BY KEEN?

Engineering Unleashed is a community of faculty and staff committed to the mission of instilling an entrepreneurial mindset within undergraduate engineering students. Although the community members can come from anywhere across the engineering education ecosystem, the logo recognizes the original and continuing contribution and influence of faculty and staff leaders within the institutions that make up the Kern Entrepreneurial Engineering Network (KEEN).

Powered by KEEN is more than a tagline. KEEN represents the institutional commitment that will continue to impact and grow the Engineering Unleashed community.



## KEEN & ENGINEERING UNLEASHED

Networks scale impact, and the Kern Entrepreneurial Engineering Network (KEEN) specifically influences the systems within the broader entrepreneurial engineering movement through its collegiate partners. KEEN serves as a lab to test and showcase best practices in entrepreneurially minded learning and collaboratively walks the walk of institutional change and greater impact. The Engineering Unleashed component of the logo recognizes that it is the hard work and dedication of a community of faculty and staff within these institutions who lead these efforts.

The Engineering Unleashed community within KEEN powers human flourishing of the rising generation.



# THE ENTREPRENEURIAL ENGINEERING MOVEMENT

While KEEN and Engineering Unleashed share a mission and vision that is focused on adding entrepreneurial mindset to undergraduate engineering, they are part of something larger. A movement. The Entrepreneurial Engineering Movement. This is the future of engineering.

Members of this movement believe that an entrepreneurial mindset coupled with engineering thought and action, expressed through collaboration and communication, and founded on character is the key to unleashing human potential in order to solve societal problems and create an environment for human flourishing.