INTRODUCING
THE NEW PLTW BRAND
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I am in awe of the success and growth of PLTW and the reputation it has built over the years as a first-class provider of quality STEM curriculum for middle school and high school students. As we step further onto the national stage, we are confronted with ever intensifying challenges, including dwindling funds for STEM education and imitators who don’t really care about the nation’s children. Now, more than ever, it is crucial that we cultivate and leverage the PLTW brand.

To give our brand every advantage, we must first establish an identity that is unique and compelling. To this end we have developed a new visual identity and brand messaging that is destined to further distinguish and resonate in the hearts and minds of all our audiences – from students and teachers to corporate partners and sponsors.

This Brand Introduction piece is designed to provide you with the essential elements of the new PLTW brand, illuminate the strategic thinking behind them, as well as explain their consistent and effective application. As we implement this new identity, I ask that all of you become stewards of the new PLTW brand in order to help ensure the organization’s continued strength and leadership in STEM education, but more importantly, so that we can continue to bring the PLTW program to many more students, more effectively, for many years to come.

John Lock
CEO, Project Lead The Way
A brand is much more than just a logo: it’s everything we do and say.

A brand is an organization’s biggest calling card – and one of its greatest assets. A brand reflects an organization’s deepest values and defines its greatest difference from the competition. It is its personality – radical or results-driven, rebellious or reserved. A brand is emotional. A brand is rational. A successful brand makes an organization with regional footprints and multiple constituents act and appear united. Applied consistently over time, a brand becomes familiar, liked, trusted and instantly recognized. At the heart of every great brand is a powerful graphic icon...
A new icon for a new brand identity.

The new PLTW icon includes the combination of two iconic symbols: a stylized gear and orbiting electrons, which represent key PLTW fields of learning. The design expresses the dynamic nature of the organization and the energizing experience of its educational programs. Distinctive and memorable, the PLTW logo has been developed to work across a wide range of communication environments – from the front of a T-shirt to the end frames of a television commercial. Along with this powerful iconography, the logo also features three graphic spheres that correlate to the three essential tenets of the PLTW brand.
Albert Einstein once declared, “Imagination is more important than knowledge. Knowledge is limited. Imagination encircles the world.” Imagination is the engine of endless possibilities. It is the beginning of creation – always inspiring, always energizing. Imagination is at the heart of the PLTW brand. Our programs are a catalyst for it. Our teachers and classrooms foster it. Our students thrive on it.
innovation

If imagination is thinking up new ideas, then innovation is doing new things. Indeed, innovation is the vital spark of change, improvement and progress. It’s what distinguishes a breakthrough idea from an ordinary solution, or a leader from a follower. Which is why preparing students to be problem solvers, innovators and inventors is such an important part of the PLTW brand.
Science, technology, engineering and mathematics are fields of learning where the seeds of imagination and innovation take root and flourish. For us, learning is not the acquisition of facts, but how to make facts come alive through hands-on curricula based in real-world experience. It’s an approach that lays the groundwork for a lifetime of critical thinking, and academic and professional success for PLTW students.
Igniting imagination and innovation through learning.

We’ve taken the three essential tenets of the PLTW brand and crafted them into a powerful themeline. It is a bold and confident assertion of what we do. The tone expresses a sense of excitement and energy. It also speaks to a promise of the brand – the outcome of its efforts. In terms of this brand promise, the themeline supports a differentiating and defining offering made possible only by a true leader in STEM education.
The strategic foundation.

The key to a powerful brand is starting with a strong strategic foundation. We’ve developed a series of statements to help build a bridge between where the PLTW brand has been and where we want to take it moving forward. The approach is to evolve and refine the brand, rather than rip and replace it. The statements are informed by a set of important PLTW brand attributes that we’ve distilled into a few key words: imaginative, innovative, collaborative, engaging and dynamic. Together the statements create a set of high-level messages that help to establish a compelling and cohesive articulation of the new PLTW brand. A detailed description of each statement is provided on the following page.

THE ELEMENTS OF OUR STRATEGIC FOUNDATION:
- VISION STATEMENT
- MISSION STATEMENT
- POSITIONING STATEMENT
INTRODUCING THE NEW BRAND

VISION STATEMENT:

PLTW's vision is to ignite the spark of American ingenuity, creativity and imagination within all our students.

This statement expresses the emotional and inspirational qualities of the new PLTW brand. It also reflects its direction, which seeks to make education for America's youth an engaging, exciting and enjoyable experience, as well as support the vitally important spirit and fortitude of American ingenuity.

MISSION STATEMENT:

PLTW's mission is to ensure that America succeeds in the increasingly high-tech and high-skill global economy, by partnering with middle schools and high schools to prepare students to become the most innovative and productive in the world.

Less lofty, but just as impactful, this statement presents a set of significant and tangible high-level PLTW benefits. It provides a real-world context to view PLTW's activities and the desired impact. It aligns PLTW with the goals that have been articulated by our leaders in government and the private sector. Moreover, it represents attributes that are already deeply rooted in the PLTW brand, which serve to support the brand as it continues to branch out into new areas of American education, society and culture.

POSITIONING STATEMENT:

PLTW is the nation's leading provider of STEM education.

Like the PLTW themeline, the PLTW positioning statement is a powerful and differentiating articulation. Whereas the new PLTW themeline is emotional, uplifting and energizing by design, the new PLTW positioning statement is intended to be rational, grounded and straightforward. It's a leadership positioning that provides many benefits to the PLTW brand, including solid credibility and proven success in the market. In addition, the elevated stature helps to confirm in the minds of educators and administrators, as well as students and parents, that the PLTW program is a prudent, trusted and valuable choice.
The PLTW MARK is the organization’s most prominent visual representation of its brand identity.

Proper and consistent usage of the PLTW mark, color palette and typography is key to establishing the new PLTW visual identity and building strong brand recognition in the market.
The visual language of the brand.

THE ELEMENTS OF OUR VISUAL LANGUAGE:

- THE PLTW MARK
- COLOR PALETTE
- BRAND TYPOGRAPHY

Successful brands effectively execute their visual brand identity. The PLTW mark, color palette and typography are core graphic branding elements that express the brand’s individuality in the visual landscape. They have been designed to give PLTW communications materials a unique look and feel and create impact across the entire universe of brand touchpoints, including the latest digital media. While conveying the PLTW brand, proper usage and consistent application of the PLTW mark, color palette and typography are key to gaining recognition, building equity, creating familiarity, and strengthening loyalty. In the following pages you’ll find detailed explanations of these core graphic-branding elements, including important usage rules, options and examples.
THE PLTW MARK

Approved versions of the PLTW mark have been carefully designed to suit a variety of applications. There are two standard versions of the PLTW mark: landscape and portrait. Each version of the PLTW mark consists of two inseparable elements: the icon and the logotype. There is a fixed relationship between the elements of these versions of the PLTW mark. These elements may not be altered, repositioned or separated in any way except as specifically permitted by these guidelines. The landscape version is the preferred usage of the PLTW mark in all communications pieces. However, the portrait version may be used in situations where the landscape version will not work, due to space restrictions or the configuration of the piece.

LANDSCAPE VERSION

The Icon

The Logotype

PORTRAIT VERSION

The Icon

The Logotype
THE PLTW ICON

The PLTW icon may be used by itself. However, one of the approved PLTW marks should appear prominently in all communications where the icon is used. All applications in which the PLTW icon appears by itself must be pre-approved by the PLTW marketing department.

The PLTW icon consists of two inseparable elements: the gear and the atom. There is a fixed relationship between these elements. These elements may not be altered, repositioned or separated in any way.
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PLTW STATE-SPECIFIC MARKS

State-specific versions of the PLTW mark have been carefully designed to suit a variety of applications. There are two versions for the state-specific PLTW mark: landscape and portrait. The fixed relationship between the elements of these two PLTW marks may not be altered, repositioned or separated in any way except for the addition of a state name as specified below. The landscape version is the preferred usage of the PLTW mark in all communications pieces. However, the portrait version may be used in situations where the landscape version will not work, due to space restrictions or the configuration of the piece.

Indiana

North Carolina

\[ x = \text{height and width of blue dot in icon} \]

\[ y = \text{half the height of blue dot in icon} \]
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NONINTERFERENCE ZONE

In order to maximize the visual impact, the PLTW mark requires a surrounding area clear of any other graphic elements or text. This noninterference zone is equal to the width of the gear in the icon. Always allow at least this amount of clear space around the PLTW mark. It is important that this rule is observed and the noninterference zone is maintained at all times. The recommended minimum clearance is required to protect the PLTW mark. The PLTW mark will appear on many different applications and formats and this will help to give it clarity, presence and maximum impact.

LANDSCAPE VERSION

PROJECT LEAD THE WAY

PLTW

PORTRAIT VERSION
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NONINTERFERENCE ZONE

LANDSCAPE VERSION
WITH THEMELINE

PROJECT LEAD THE WAY
PLTW
Igniting imagination and innovation through learning.

PORTRAIT VERSION
WITH THEMELINE

PROJECT LEAD THE WAY
PLTW
Igniting imagination and innovation through learning.
INTRODUCING THE NEW BRAND

NONINTERFERENCE ZONE

ICON ONLY

STATE-SPECIFIC MARKS
PLTW LOGO OPTIONS

The PLTW mark is available in the preferred four-color process version, as well as one- and three-color versions. When choosing which version to use, consider the medium and design of the communication, as well as the method of reproduction. Four-color process mixes and properly separated electronic artwork for all versions are provided by PLTW. Color versions of the mark are limited to those found on this page. Always reproduce the complete logo from the electronic artwork provided. Do not alter the PLTW mark in any way. If you have a question please contact PLTW.

FOUR-COLOR PROCESS
Choose this version when printing four-color process – use the specified CMYK values.

THREE-COLOR PMS
Choose this version when printing spot colors – use the specified Pantone colors.

PLTW BLUE
Choose this version when printing a single spot color – use Pantone (PMS) 295.
**PLTW LOGO OPTIONS**

**GRAYSCALE**
Choose this version when printing black halftones – use 100% black for the PLTW letters, the gear and the dots in the icon. Use 65% black for the rings in the icon and “Project Lead The Way.”

**BLACK**
Choose this version when printing black only (no halftones) or for laser-printed documents – use 100% black.

**WHITE**
Choose this version when printing the mark on a dark background.

**JPEG**
Choose this version for use online.
INTRODUCING THE NEW BRAND

PLTW LOGO WITH THEMELINE OPTIONS

The PLTW mark is available in the preferred four-color process version, as well as one- and three-color versions. When choosing which version to use, consider the medium and design of the communication, as well as the method of reproduction. Four-color process mixes and properly separated electronic artwork for all versions are provided by PLTW. Color versions of the mark are limited to those found on this page. Always reproduce the complete logo from the electronic artwork provided. Do not alter the PLTW mark in any way. If you have a question please contact PLTW.

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THREE-COLOR PMS
Choose this version when printing spot colors – use the specified Pantone colors.

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# PLTW LOGO WITH THEMELINE OPTIONS

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## BLACK
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## WHITE
Choose this version when printing the mark on a dark background.

## JPEG
Choose this version for use online.
THE PLTW COLOR PALETTE

The brand’s color palette is one of the most recognizable elements of its visual identity. The PLTW brand color palette by design is closely aligned with our nation’s colors. This is to help signify that PLTW is part of the fabric of our country, and that its efforts are of national importance. The palette also helps reflect the sense of a solid and well-established organization. The colors within the palette allow for a great degree of design flexibility and applications, and work well within both offline and web environments. The vibrant play between the red, white and blue also provides great contrast and high visibility in all media. The palette demands attention, but without feeling overbearing, since it’s grounded in a familiar visual language.

<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone (PMS)</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>PLTW Blue</td>
<td>295</td>
<td>C: 100 M: 57 Y: 0 K: 40</td>
<td>R: 0 G: 56 B: 107</td>
</tr>
<tr>
<td>PLTW Red</td>
<td>187</td>
<td>C: 0 M: 100 Y: 79 K: 20</td>
<td>R: 175 G: 30 B: 45</td>
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<tr>
<td>PLTW Gray</td>
<td>50% Black</td>
<td>C: 0 M: 0 Y: 0 K: 50</td>
<td>R: 147 G: 149 B: 152</td>
</tr>
<tr>
<td>White</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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PLTW TYPOGRAPHY

The PLTW brand typography includes two typefaces: Interstate and Georgia. These typefaces are an integral part of the new PLTW brand identity. Tobias Frere-Jones designed Interstate in 1993. This sans-serif typeface offers exceptional legibility. Its clean, simple letterforms are easy to read and few applications are outside the range of this typeface. Interstate lends itself particularly well to all forms of print media and online use. This typeface should be used for all headlines. Georgia is a transitional serif typeface designed in 1996 by Matthew Carter. It is similar to Times New Roman but with many subtle differences that give the font its unique style and appeal. Originally designed for clarity on a computer monitor, this typeface is particularly effective in traditional media as well. This typeface should be used for all text. The PLTW brand typography should be used exclusively in all PLTW communications.

Interstate
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()