

# Pride



# in STEM

## BRANDING & STYLE GUIDE



V.02

# WHO ARE WE?

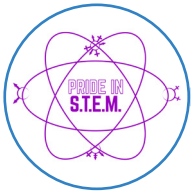


Pride in STEM was founded in 2016 by Dr. Alfredo Carpineti with his husband Chris, and Matt Young, a graduate researcher at the University of Nottingham.

It currently has ten trustees and an extensive network of volunteers from around the UK, help us deliver many different events and activities throughout the year. We were one of the organisations that spearheaded LGBTSTEM Day and we were nominated for the Gay Times Honours in 2017.

Since our inception, our goal has been to raise the profile of LGBT people in STEM as well as to highlight the struggles LGBTSTEM people often face. Although we are small, we try to have wide-reaching impacts and for that reason, we spearheaded LGBTSTEM Day on July 5th, 2018, the first international day for LGBTQ+ people in STEM.

Pride in STEM achieved charitable trust status in May 2017.



FOUNDED IN 2016



FIRST LONDON  
PRIDE JULY 2016



FIRST OUT THINKERS  
NOVEMBER 2016



APPROVED CHARITY  
STATUS MAY 2017



OUT THINKERS AT  
BRITISH SCIENCE FESTIVAL  
SEPTEMBER 2017



1ST INTERNATIONAL  
OUT THINKERS MAY 2018



1ST LGBTSTEM DAY  
JULY 2018



ESA WORKSHOP  
JANUARY 2019



The main vehicle to raise awareness in the UK has been our Out Thinkers events. They can be as short as half an hour with two speakers and as long as two hours with seven speakers.

We run these events in queer bars, theatres, museums, universities, or research institutions. The first few minutes of every talk are a chance for the speaker to discuss their own experience about being LGBTQ+ in STEM. The goal is to break down any barriers between those who do STEM work and people who are interested in it, as well as highlight the positive and negative aspects of being an underrepresented group in STEM.

## WE HAVE RUN EVENTS WITH:

The Science Museum, The Francis Crick Institute, Stonewall, The British Science Association, The University of Cambridge, The Royal Maritime Museum, The European Space Agency.

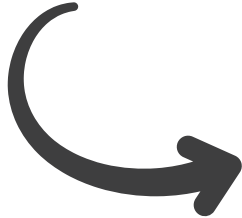
# OUR LOGOS



HERE IS A DOWNLOAD LINK FOR OUR LOGO PACK

PLEASE CAREFULLY READ OUR GUIDELINES

BEFORE USING THEM



DOWNLOAD

## PRIDE IN STEM

LOGO GUIDELINES:

- May be used on colourful backgrounds, but use the appropriate logo:
- If the background is dark, use the white logo (without black box)
- If the background is very light, use the black logo.
- The logo should be *no smaller* than any other company logo used alongside it.
- Only use **one** version of the logo on any piece of promotional material.
- **Do not** print smaller than 1.5cm length.
- **Do not** change the logo in any way
- **Do not** outline the logo
- **Do not** apply drop shadow
- **Do not** crop the logo
- **Do not** obscure the logo under any circumstances.
- **Do not** apply filters to the logo



# OUT THINKERS

## LOGO GUIDELINES:

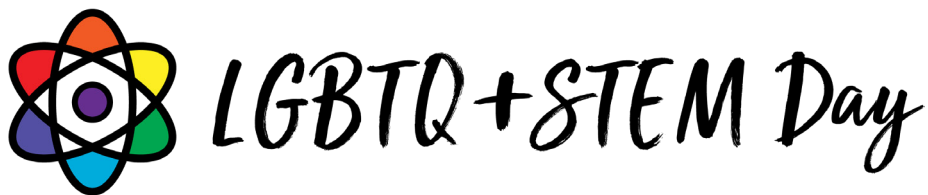
- Use the black background logo if the poster is busy and distracting
- Out Thinkers logo should be displayed as central, as large, and as bold as possible.
- **Do not** print smaller than 3cm length
- **Do not** change the logo in any way
- **Do not** outline the logo
- **Do not** apply drop shadow
- **Do not** crop the logo
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# LGBTQ+STEM DAY

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- If the background is very light, use the black logo.
- The logo should be *no smaller* than any other company logo used alongside it.
- Only use **one** version of the logo on any piece of promotional material.
- **Do not** print smaller than 4cm length.
- **Do not** change the logo in any way
- Do not alter the size of the Atom Icon in relation to the text or vice versa
- **Do not use the Atom Icon or the text part of the logo individually**
- **Do not** change the font.
- **Do not** outline the logo
- **Do not** apply drop shadow
- **Do not** crop the logo
- **Do not** obscure the logo under any circumstances.
- **Do not** apply filters to the logo





CC - OCTOBER 2020

REGISTERED CHARITABLE TRUST NUMBER EW64395