

ElemMates Kids In Science Club Marketing Kit Reference Sheet

Congratulations on starting an ElemMates Kids In Science Club in your school. We are so excited, we put together a marketing kit to help you get started. In the kit we have put several resources to help you make your posters, t-shirts, and school club promotions look cool. This reference sheet gives you tips on how to use files we have provided for you.

LOGOS:

- .eps:** this file can be used and edited in design software like Adobe Illustrator and Adobe InDesign.
- .pdf:** this file is a "flat" file, which means it is not edible, but it is great to use on posters with a white background.
- .png:** this file is transparent, which means the background is clear. You can put this logo on posters and t-shirts with any background color except black.
- inverse:** this file is perfect for using on posters and t-shirts with a black background.



Here is where your school name goes. You can set it in [Century Gothic Bold](#) which comes standard on most computers. Or the ElemMates KISC font is [Cityscape](#) also found on most computers.

COLORS:



Blue Violet
#6600FF



Yellow
#FED100



Red
#DB1D24



Purple
#8734C8



Black
#000000

The colors you see above are the colors used in the ElemMates KISC and the ElemMates KISC campaigns, promotions and logos. The numbers and letters that follow the # mark are the standard codes we use to keep our colors consistent.

More Resources include logos in different file types, banners and headers for Social Media web and for printing out. There are several letterhead designed stationary for emails and printing. Print them out then feed them back into the printer when creating letters. Make sure to start typing your letter content below the heading, at least 3 inches from top.