



Brand Guide

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About Challenger Learning Centers



WHO WE ARE

Challenger Center is a leading STEM education nonprofit organization that develops and delivers experiential STEM education programs at Challenger Learning Centers and in classrooms that bring STEM subjects to life and inspire students to pursue STEM careers.



OUR MISSION

Engage students and teachers in dynamic, hands-on exploration and discovery opportunities that strengthen knowledge in STEM, inspire students to pursue careers in these fields, and provide an outlet to learn and apply important life skills.



OUR VISION

Build a scientifically literate public and shape our future leaders to help improve quality of life across the globe—not just through pragmatic teaching, but also by the power of vision, inspiration, and innovation.

OUR HISTORY

In the aftermath of the Challenger STS-51L tragedy, the crew's families came together, firmly committed to carrying on the spirit of their loved ones by continuing their education mission. In April 1986, they created Challenger Center for Space Science Education.

The families' vision was to create a place that would inspire children; where students could conduct experiments, collaborate to solve problems, and immerse themselves in space-like surroundings. Their goal was to spark an interest and joy in STEM. A spark that could change the trajectory of children's futures.

Today, through its network of Challenger Learning Centers and digital programs, Challenger Center continues to inspire hundreds of thousands of students every year.

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CHALLENGER CENTER

Challenger Center for Space Science Education is the incorporation name of the overarching organization. The organization has a registered doing business as (DBA) of “Challenger Center” and uses Challenger Center as the day-to-day organization name. The D.C. and Kansas City offices are collectively referred to as Headquarters (vs. D.C. office or national office) to properly represent the organization’s global footprint. CCSSE or CC should never be used to publicly reference Challenger Center for Space Science Education or Challenger Center.



CHALLENGER LEARNING CENTER OF TALLAHASSEE

Challenger Learning Centers are individual, brick-and-mortar locations that have Licensing Agreements with Challenger Center.

Our official licensed name is Challenger Learning Center of Tallahassee.

Challenger Learning Centers should not refer to themselves as CLC. The use of the acronym reduces the ability to establish name recognition in the community and can cause confusion to those who do not have the knowledge.

Challenger Learning Centers can be referred to as Center/s after using the full Challenger Learning Center name in the first written instance.

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Logos: Organization

CHALLENGER LEARNING CENTER OF TALLAHASSEE

The Challenger Learning Center of Tallahassee's logo is composed of several elements:

- Space Shuttle
- Seven Stars
- Earth
- White bounding box (visible when logo is placed on a colored background)
- Challenger Learning Center Typeface
- Location-Specific Typeface
- Registered Trademark Symbol ®
- Location
- Exterior circle (Circular logo only)

Vertical



Horizontal



Circular



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Colors: Primary

Colors play an important role in Challenger Center's brand identity.

Consistent use of brand colors will contribute to the cohesive and harmonious look of Challenger Center's brand identity across various media. The colors with a logo notation must be replicated exactly in logos.

	HEX	RGB	CMYK
Black (logo) Dark	#000000	0 / 0 / 0	40 / 20 / 20 / 99
Gray	#6A6A6A	106 / 106 / 106	0 / 0 / 0 / 58
Light Gray	#DDDDDD	221 / 221 / 221	0 / 0 / 0 / 13
Primary Blue	#1E86C8	30 / 134 / 200	80 / 38 / 0 / 0
(logo) Blue	#009DDC	0 / 157 / 220	100 / 29 / 0 / 14
Light Blue	#99CCFF	153 / 204 / 255	40 / 20 / 0 / 0
Light Orange	#FF6633	255 / 102 / 51	0 / 60 / 80 / 0
Light Orange	#FF9966	255 / 153 / 102	0 / 40 / 60 / 0

- **HEX:** For web and digital design (i.e., HTML, CSS, and SCSS), colors are represented in a 6-number and/or letter combination. For example, black is #000000 and white is #ffffff.
- **RGB:** For digital use, RGB combines red, green, and blue to create a spectrum of colors. For example, black is 0/0/0 and white is 256/256/256.
- **CMYK:** For print, tiny dots of cyan, magenta, yellow, and black overlap to blend colors. Because of limitations with a printer, not all colors can be produced. For example, white is 0/0/0/0.