Branding & Style Guide

Science Near Me is a free, nationwide directory of STEM opportunities, including citizen science projects, museum events, science festivals, out-of-school time programs, Maker Fairs, public science policy forums, astronomy clubs, science cafes and more. The goal is to connect anyone— anywhere in the U.S. — to participate in engaging science, technology, engineering and math that matters.

Science Near Me Exchanges are customized versions of Science Near Me tailored to fit your organization's needs. For example, it can display events that are found within a state like Alabama STEM Council's [STEM Near Me](#) which shows opportunities across Alabama state. Depending on your needs, you can host your own Exchange or submit your opportunities through another organization's Exchange. You can customize the name, like 'STEM Near Me', and logo OR use the branded Science Near Me content.

Science Near Me uses AP style (no oxford commas). Fonts are Fira Sans Bold and Roboto: Bold, Medium, Regular and Italic. Our voice is friendly, but not goofy or silly; smart, but approachable. You're encouraged to use your own brand's style and voice in your own posts.

TYPOGRAPHY

Fira Sans Bold	Headings
Roboto Regular	General Text
Roboto Medium	Buttons
Roboto Bold	Alt Headings Type
Roboto Italic	Small Text

Find us online:
    Website: ScienceNearMe.org
    Twitter: @science_near_me
    Instagram: @science_near_me
    Facebook: @find.science.near.me
    LinkedIn: @science-near-me/

Available Graphics & Logos:

Discover Opportunities to
Engage in Science Near You

- ✅ Museums near you
- ✅ Upcoming science festivals
- ✅ Speakers and events
- ✅ Science volunteer activities
- ✅ Virtual science opportunities
- ✅ Hands-on learning for all ages

Color & Style Guide

COLORS

Color	Hex	Usage
	#065E6F	Main Link Color
	#087A91	Accent
	#1B4A54	Logo Color, Link Border, Alt Text Color, Main Link Hover Color
	#7CB4BF	Backgrounds
	#BFDCE2	Backgrounds
	#FFBF40	Alternate Link Color
	#B88728	Alternate Link Color Border, Alt Link Hover Color
	#FFE6B3	Message Background
	#991B08	Logo Color, Accents, Alerts, Errors
	#F9EAE8	Alert Background
	#1A1A1A	Main Text color
	#595959	Alternate Text color
	#595959	Input Linework
	#D9D9D9	Element Linework
	#F5F5F5	Backgrounds
	#FFFFFF	Background, Reversed Text

TYPOGRAPHY

Fira Sans Bold	Headings
Roboto Regular	General Text
Roboto Medium	Buttons
Roboto Bold	Alt Headings Type
Roboto Italic	Small Text

General Text Size/Spacing

Roboto Regular 16px/24px

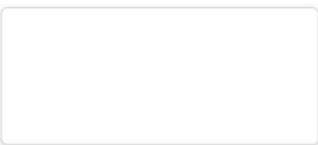Paragraphs = 16px margin-bottom

BORDER-RADIUS

Border-radius: 6px
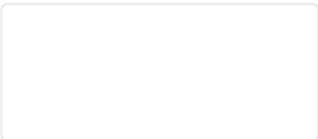
BOX-SHADOW

Box-shadow: 0 3px 6px rgba(0,0,0,0.16)

On buttons and floating elements (not on cards)

SPACING

Based on 8px. 16px between columns.

Generally Values Are: 8px, 16px, 24px, 36px