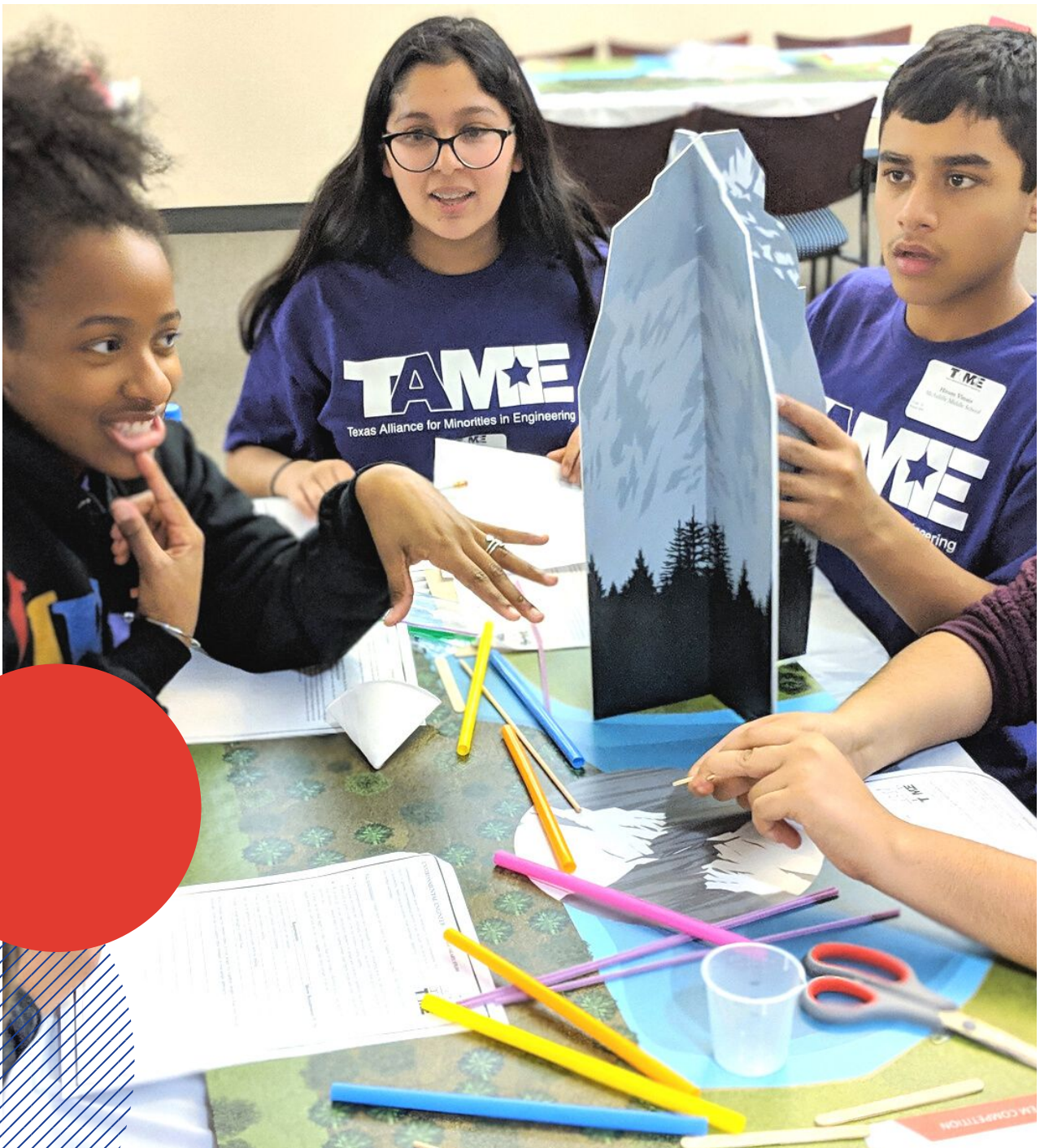




Texas Alliance for Minorities in Engineering

PRESS KIT & LOGO GUIDELINES

TAME.ORG





Texas Alliance for Minorities in Engineering

About us

The Texas Alliance for Minorities in Engineering (TAME) is a 501(c)(3) non-profit organization founded in 1976 that helps prepare Texas students for careers in science, technology, engineering, and math by providing K-12 students, parents, and teachers with STEM-related programs and resources. Working statewide, TAME promotes diversity in STEM careers through the focused recruitment of women and minorities underrepresented in STEM fields.

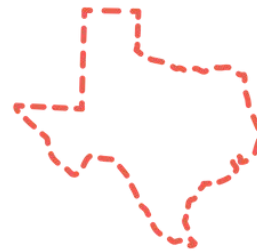
Our mission

To enable Texas students to pursue careers in Science, Technology, Engineering and Math (STEM) by:

- Creating partnerships among educators, industry, government and families to inform, educate and motivate students
- Implementing classroom and extra-curricular programs and activities
- Focusing on populations that remain underrepresented in fields of STEM
- Promoting diversity in STEM careers

Our vision

Every K-12 student has the educational experiences necessary to pursue a career in the fields of science, technology, engineering, and math.



Let's build a workforce that looks like Texas.

35,952

**STUDENTS SERVED
(2017-2018)**

192

**TAME CLUBS
ACROSS TEXAS**

191

**TRAILBLAZER
PROGRAM VISITS**

Social



@TAMESTEM



@TAME_STEM



TAME.org

Programs

- TAME Science Squad™ Comic Books
- TAME Trailblazers
- Family STEM Events
- TAME Clubs
- Divisional & State STEM Competitions
- TAME Scholarships & Mentoring



#LonestarSTEM - all content

#DrivingSTEM - Trailblazer content



Texas Alliance for Minorities in Engineering

Frequently Asked Questions

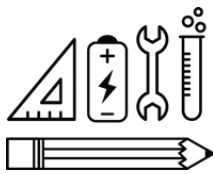
Overviews, FAQ, & photos available at links below

- [TAME *Science Squad*™ Comic Books](#)
- [Trailblazer](#) mobile STEM museums
- [Family STEM Events](#)
- [TAME Clubs](#)
- Divisional & State [STEM Competitions](#)
- [Discovering STEM Potential Workshops](#)
- TAME [Scholarships](#) & [Mentoring](#)



TAME terminology - what to use & avoid

STEM Competitions



- ✓ STEM Competition
- ✓ Divisional STEM Competition
- ✓ State STEM Competition
- ✓ TAME's State STEM Competition
- ✓ Amarillo Divisional STEM Competition
- ✓ Valley STEM Competition
- ✗ AVOID: Regional, TAME STEM Competition

Trailblazer museums



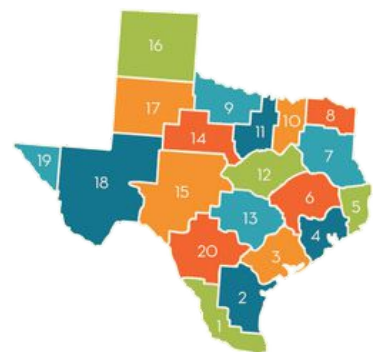
- ✓ Trailblazer
- ✓ Trailblazer mobile STEM museum
- ✓ Trailblazer museum on wheels
- ✓ Trailblazer Science-on-Wheels program
- ✓ Trailblazer traveling STEM museum
- ✓ a trailer
- ✗ AVOID: truck, bus



Clubs vs. Chapters

TAME Club - a collection of 8 or more students grades K-12 who meet regularly at school, in community centers, etc.

TAME Chapter - a collection of clubs that hosts events and corresponds to one of 20 Texas Education Agency Regions





Texas Alliance for Minorities in Engineering

Official TAME Logo Guidelines

Current logos

The preferred TAME logo is the full color logo with red, white, and blue lettering inspired by the Texas flag. However, there are many situations where our official colors would not be visible or appropriate, so a monochromatic logo in black or white can be used instead.

When using the TAME logo, please keep empty space around the edge of the logo that is **equal to the size of the star**.



What NOT to do with the TAME logo

- Do not show the logo in colors other than black, white, or the official TAME colors:
 - red (#E23B30) RGB Decimal – 226, 59, 48
 - blue (#1B3F92) RGB Decimal – 27, 63, 146
- Do not remove “Texas Alliance for Minorities in Engineering”
- Do not stretch or squeeze the image; keep the aspect ratio



Decommissioned TAME logos

TAME’s logo has changed a lot since 1976. These are three examples of logos that have been retired and should not be used unless it is in a historical context.

