



Texas GEAR UP
Brand & Style Guide

Updated 5.1.14

BRAND COLORS

The **GU Brand Colors** are meant to be bold and bright, providing a focus on the vivacity of youth in education.

The **GU Brand Colors** may be used in any combination, as long as graphics, type and design retain proper visibility. It should be the decision of the designer on how to make the **Brand Colors** work best within the design of the material.

White or **GU White** should be used as the background color on designed materials, however other **Brand Color** options may be used when **GU White** is not applicable.

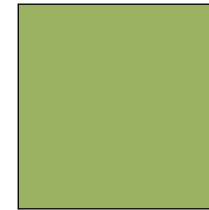
The **GU Black** color should be used as black on designed materials. The color #000000 should never be used as black.

The **GU Logo** should never be used in any distinctive colors other than **GU White, GU Yellow, GU Green, GU Blue, GU Purple, GU Grey, GU Black** or any percentages of these colors.



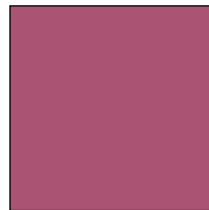
GU Blue

13BCD3
RGB: 19, 188, 211
CMYK: 91, 11, 0, 17



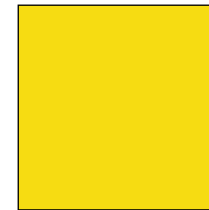
GU Green

91C83E
RGB: 145, 200, 62
CMYK: 28, 0, 69, 22



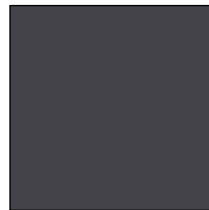
GU Purple

A53694
RGB: 165, 54, 148
CMYK: 0, 67, 10, 35



GU Yellow

F0E90C
RGB: 240, 233, 12
CMYK: 0, 3, 95, 6



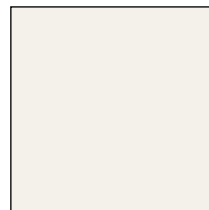
GU Black

212224
RGB: 33, 34, 36
CMYK: 8, 6, 0, 86



GU Grey

454648
RGB: 69, 70, 72
CMYK: 4, 3, 0, 72



GU White

F5F3ED
RGB: 245, 243, 237
CMYK: 0, 1, 3, 4



Never use 000000

BRAND COLORS RATIONALE

There are some things to consider and avoid when using the **GU Brand Colors**:

GU Blue, GU Purple, GU Black and **GU White** should be the primary colors used when designing.

GU Blue and **GU Purple** take precedence over any other colors. They are often used for main graphic elements, and for headlines and subheads in typography.

GU Green should be used as a secondary color, and used to add another dimension to **GU Blue** and **GU Purple**. It should be used as a design accent color for graphics, and important information in typography.

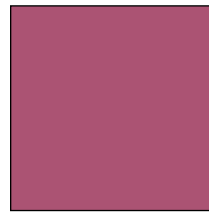
GU Yellow is a nice highlight color and should be used sparingly. Avoid using **GU Yellow** on a light background.

GU Grey should only be used as an accent color to **GU Black**.



GU Blue

13BCD3
RGB: 19, 188, 211
CMYK: 91, 11, 0, 17



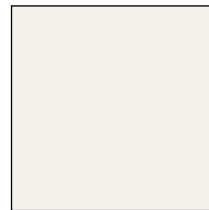
GU Purple

A53694
RGB: 165, 54, 148
CMYK: 0, 67, 10, 35



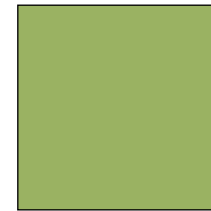
GU Black

212224
RGB: 33, 34, 36
CMYK: 8, 6, 0, 86



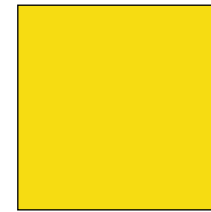
GU White

F5F3ED
RGB: 245, 243, 237
CMYK: 0, 1, 3, 4



GU Green

91C83E
RGB: 145, 200, 62
CMYK: 28, 0, 69, 22



GU Yellow

F0E90C
RGB: 240, 233, 12
CMYK: 0, 3, 95, 6



GU Grey

454648
RGB: 69, 70, 72
CMYK: 4, 3, 0, 72

TYPOGRAPHY

The **GU Typography** style is designed to evoke a youthful energy, in an effort to engage students and pique interest in the Texas GU program.

Axi is used for headline type. The font is only used in all-caps format.

Headline Two is used for sub-header type, should always appear below the headline. Font can be used as largest type on page if a headline does not exist.

Crush Smooth is used for title type, and should appear below the headline and sub-header type. Font can be used as largest type on page if a headline or subhead does not exist.

Trade Gothic Light (LT) is used for body copy type only.

Amatic is used for youthful call-out type, and should only be used along with icons, images or other graphic elements. The font is only used in all-caps format.

Axi

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ**

Headline Two

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Crush Smooth

abcdefghijklmnopqr
stuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Trade Gothic Light (LT)

abcdefghijklmnopqr
stuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Amatic

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

LOGO STYLES

The **GU Logo** exists in three different forms: **Triple Stack**, **Double Stack** and **Grant**.

The **GU Logo** should appear on designed materials only in the styles shown here.



LOGO: GU TRIPLE STACK

The **GU Triple Stack** logo consists of three graphic elements:

TEXAS – first line

GEAR – second line

U Arrow and **Texas P** – third line

The **GU Triple Stack** logo should appear on designed materials only in the styles seen here.

The correct color combinations for use on white and dark backgrounds are as follows:

White Backgrounds:

TEXAS - GU Purple

GEAR - GU Blue

U - GU Black

P - GU Green

Dark Backgrounds:

TEXAS - GU Yellow

GEAR - GU Blue

U - GU White

P - GU Green



LOGO: GU DOUBLE STACK

The **GU Double Stack** logo consists of four graphic elements:

TEXAS – first line

GU Lines – first line

GEAR – second line

U Arrow and **Texas P** – second line

The **GU Double Stack** logo should appear on designed materials only in the styles seen here.

The correct color combinations for use on white and dark backgrounds are as follows:

White Backgrounds:

TEXAS - **GU Purple**

GEAR - **GU Blue**

U - **GU Black**

P - **GU Green**

Dark Backgrounds:

TEXAS - **GU Yellow**

GEAR - **GU Blue**

U - **GU White**

P - **GU Green**



LOGO: GU GRANT

The **GU Grant** logo can be used as either a Triple Stack or Double Stack logo.

There are eleven GEAR UP grants in Texas as of 2014. Each grant is a stand-alone program responsible for driving a college-and-career-readiness culture in their community.

The eleven grants are:

- **Project ReACH**
- **State Grant**
- **Bryan ISD**
- **Region One ESC**
- **UTEP Proyecto M.A.S.**
- **UTEP SOAR**
- **Creating a Vision IV**
- **East Texas**
- **GU2**
- **ESC Region 12**
- **IDEA Public Schools**

Grant-specific logos should only be used at the grant level, not at the state level.



BRAND MARKS

The **GU Brand Marks** exist in three forms:
GU Badge, **Texas GU** and the **U Arrow**.

The **GU Brand Marks** should appear on
designed materials only in the styles
shown here.



BRAND MARK: BADGE

The **GU Badge Brand Mark** consists of two graphic elements:

Badge

GU Triple Stack logo

The **GU Badge Brand Mark** should appear on designed materials only in the styles seen here.

The correct color combinations for use on white and dark backgrounds are as follows:

White Backgrounds:

BADGE - GU White

TEXAS - GU Purple

GEAR - GU Blue

U - GU Black

P - GU Green

Dark Backgrounds:

BADGE - GU Black

TEXAS - GU Yellow

GEAR - GU Blue

U - GU White

P - GU Green



BRAND MARK: TEXAS GU

The **Texas GU Brand Mark** consists of three graphic elements:

Texas Shape

G used in logo

U Arrow

The **Texas GU Brand Mark** should appear on designed materials only in the styles seen here.

The correct color combinations for use on white and dark backgrounds are as follows:

White Backgrounds:

TEXAS SHAPE - GU Black

G - GU Green

U - GU Blue

Dark Backgrounds:

TEXAS SHAPE - GU White

G - GU Purple

U - GU Blue



BRAND MARK: U ARROW

The **U Arrow** brand mark consists of two graphic elements:

Circle Shape

U Arrow

The **U Arrow Brand mark** should appear on designed materials only in the styles seen here.

The correct color combinations for use on white and dark backgrounds are as follows:

White Backgrounds:

CIRCLE - GU Black

U - GU Yellow

Dark Backgrounds:

CIRCLE - GU White

U - GU Blue

