



STYLEGUIDE

2025

# LOGO VARIATIONS

## Primary Logo



## Color Palette



PMS: Gear Up Blue  
Hex#: 00B3DC  
CMYK: C73,M6,Y7,K0



Hex #: 231F20  
CMYK: C0,M0,Y0,K100

## Simplified Logo (Black & White)



## One-Color

PMS: Gear Up Blue  
Hex#: 00B3DC  
CMYK: C73,M6,Y7,K0



## Black

CMYK: C0,M0,Y0,K100



# LOGO DO'S and DON'TS

## LOGO DO'S

### Logo on Light Colors



### Logo on Dark Colors



## LOGO DON'TS



DON'T crop the logo.



DON'T stretch or distort the logo.



DON'T change the orientation of the logo.



DON'T change the color of the logo.



DON'T reduce the color of the logo.



DON'T encroach on the logo's clear space.

# ICON USE AND MISUSE

The icon can be used as separate to the logo. When used independently, it can be modified based on your layout design. However, when the icon is used in conjunction with the full logo, you should follow the specific guidelines below.

## ICON USE



Hex#: 00B3DC  
CMYK: C73,M6,Y7,K0



Hex #: 231F20  
CMYK: C0,M0,Y0,K100



Hex #: FFFFFFFF  
CMYK: C0,M0,Y0,K0

## ICON MISUSE



DON'T crop the icon.



DON'T stretch or distort the icon.



DON'T change the orientation of the icon.



DON'T change the color of the icon.



DON'T reduce the color of the icon.



DON'T encroach on the icon's clear space.

# FONT SPECIFICATIONS

Gear - Barranco Regular

Up - Rebelton Medium

**Washington State - Brother 1816 Bold**

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## Barranco

### Regular

abcdefghijklmnopqrstuvwxyz

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

!@#\$%^&\*().,;:"

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## Rebelton

### Medium

abcdefghijklmnopqrstuvwxyz

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

!@#\$%^&\*().,;:"

# FONT SPECIFICATIONS (CONT)

Gear - Barranco Regular

Up - Rebelton Medium

**Washington State - Brother 1816 Bold**

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## Brother 1816

### **Bold**

abcdefghijklmnopqrstuvwxyz

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

!@#\$%^&\*().,;:"

# CTA BUTTONS

## Regular Button

LONG BUTTON

### LONG:

44 PIXELS h x 183 pixels W  
14pt Brother 1816  
Hex#: 00B3DC

SHORT

### SHORT:

44 PIXELS h x 120 pixels W  
14pt Brother 1816  
Hex#: 00B3DC

## Regular Text Button

Read More

14pt Brother 1816  
Hex#: 00B3DC

## Hover Button

LONG BUTTON

### LONG:

44 PIXELS h x 183 pixels W  
14pt Brother 1816  
Hex#: A7A9AC

SHORT

### SHORT:

44 PIXELS h x 120 pixels W  
14pt Brother 1816  
Hex#: A7A9AC

## Hover Text Button

Read More

14pt Brother 1816  
Hex#: A7A9AC

# PHOTO GUIDELINES FOR GEAR UP

**Purpose:** To ensure consistent and impactful visual representation of the Gear Up organization, please adhere to the following guidelines when selecting and using photos.

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## Photo Selection Criteria:

- 1. Authenticity:** Photos should accurately reflect the experiences and aspirations of Gear Up students and staff.
- 2. Diversity and Inclusion:** Photos should showcase the diversity of our students, staff, and the communities we serve, including race, ethnicity, gender identity, sexual orientation, ability, and socioeconomic status.
- 3. Positive and Empowering:** Photos should convey a positive and empowering message, highlighting the potential and achievements of Gear Up students.
- 4. High-Quality:** Photos should be high-resolution and well-lit, with clear focus and composition.

## Photo Usage Guidelines:

- 1. Permission:** Obtain written permission from individuals depicted in photos, especially minors, before using their images.
- 2. Respectful Representation:** Avoid photos that may stereotype or misrepresent Gear Up students or staff.
- 3. Contextual Relevance:** Use photos that are relevant to the specific content or message being conveyed.
- 4. Brand Consistency :** Ensure that photos align with the overall brand identity and messaging of Gear Up.





# PHOTO GUIDELINES FOR GEAR UP

## Prohibited Photo Content:

- 1. Low-Quality Images:** Avoid blurry, poorly lit, or pixelated photos.
- 2. Negative or Controversial Imagery:** Refrain from using photos that depict negative or controversial situations.
- 3. Trademarks and Copyrights:** Respect copyright and trademark laws when using photos.
- 4. Personal Information :** Avoid using photos that reveal personal information, such as addresses or phone numbers.

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**BY FOLLOWING THESE GUIDELINES, WE CAN CREATE A STRONG AND CONSISTENT VISUAL IDENTITY FOR GEAR UP THAT INSPIRES AND EMPOWERS OUR COMMUNITY.**

# VISUAL LANGUAGES - PHOTOGRAPHY



# VISUAL LANGUAGES - GRAPHIC ELEMENTS

The iconography style used in this image prioritizes visual clarity and engagement, aligning with modern design trends. By employing simple, flat icons and a limited color palette, the design achieves a clean and contemporary look.

Use this iconography style for reference when adding new graphic elements to the website or any document related to Gear Up to keep Branding guidelines.



**How Do I Identify Goals?**



**Does College Matter?**



**How Much Should I Budget?**



**How Do I Identify Goals?**



**Am I Eligible for Grants?**



**What Are My Options?**

# TAGLINE

## Tagline with Logo

When the tagline is paired with the logo, they work in tandem to create a unified brand identity. The tagline reinforces the brand's message and values, while the logo provides visual recognition.



## Tagline Without Logo

The tagline can be used independently of the logo.

Key considerations when using the tagline without the logo:

- **Brand Consistency:** The tagline should always be presented in the same typography, color, and style as it appears with the logo.
- **Contextual Relevance:** The tagline should be used in contexts where it adds value and reinforces the brand message.
- **Brand Awareness:** In situations where brand recognition is lower, using the tagline alone may not be as effective. It's important to balance its use with other brand elements.

Explore. Plan. Achieve.

Explore. Plan. Achieve.

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**BY FOLLOWING THESE GUIDELINES, YOU CAN ENSURE THAT YOUR BRAND'S TAGLINE IS USED EFFECTIVELY, BOTH WITH AND WITHOUT THE LOGO, TO STRENGTHEN BRAND RECOGNITION AND REINFORCE BRAND MESSAGING.**

## TAGLINE

Explore. Plan. Achieve.



Explore. Plan. Achieve.





Explore. Plan. Achieve.

- THANK YOU -

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