



Welcome to Washington State GEAR UP's guide to ensuring maximum brand recognition through consistent use and application of our logo. These guidelines should be distributed to and used by any staff member, partner or vendor intending to implement the Washington State GEAR UP brand identity, whether in print materials or through online documents.

These guidelines cover the following elements:

- The logo and logo versions
- Maintaining clear space around the logo
- The logo minimum size
- Improper usage of the logo
- Color palette and usage

Following these guidelines will help us establish a strong, recognizable identity. When in doubt, always remember that consistency is key.

LOGO AND LOGO VERSIONS

There are three versions of the GEAR UP logo, each is intended for use with a specific audience. Use the guidelines below to determine when to use each version of the logo.

Students/Teens - Use this version of the logo in cases where the primary audience is students



Parents/Administrators - Use this version of the logo in cases where the primary audience is parents and/or administrators

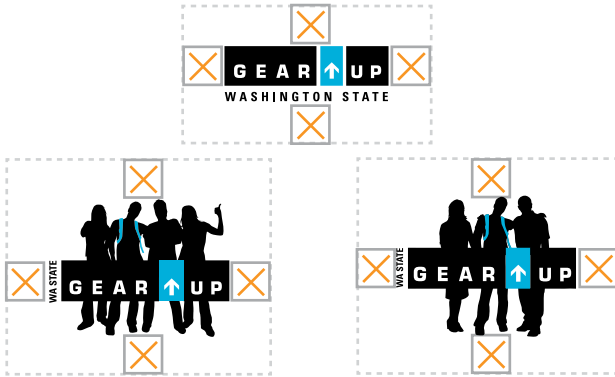


General Purpose - Use this version of the logo when general or board audiences are being addressed and/or for general GEAR UP materials such as business papers



LOGO CLEAR SPACE

Always separate content or design elements from the logo by using an appropriate amount of clear space around the logo. This space should be equal to the height of the black box that the words GEAR UP appear in.



THE LOGO LOCKUP

The lockup is the prescribed arrangement of the elements of the identity. Do not re-size or re-arrange the elements of the identity.

The text GEAR UP should always appear in the blocks and should not be moved



The text Washington State should always appear below the GEAR UP blocks in this arrangement



The text GEAR UP should always appear in the blocks and should not be moved

The text WA State should always appear vertical to the left side of the logo



LOGO MINIMUM SIZE

Do not scale the general purpose logo smaller than .75" wide. Do not scale the student and parent versions smaller than 1" wide. By following these guidelines you will preserve the visual impact and legibility of the GEAR UP logos.



.75"



1"



USE THE IDENTITY IN BLACK & WHITE OR IN FULL COLOR



COLOR SPECIFICATIONS

The colors of your logo can be used in four different ways, shown below. When you work with a designer, printer or other vendor to create printed or online materials, always provide them with this document to ensure the GEAR UP colors remain consistent. A variety of file formats are included on the CD accompanying this logo usage guide.

PMS colors are most often used for materials printed by a print shop. The Pantone Matching System colors (PMS) are to be used in offset lithographic printing. Each color is printed separately in an ink created to match the color.



312 C



Pantone Black C

CMYK colors are most often used by print shops for digital printing and for offset lithographic printing when full-color images are used. Cyan, magenta, yellow and black (CMYK), referred to as the four "process" colors, combine as tiny dots in prescribed ratios to create the full spectrum of colors we know. The formulas above outline the prescribed ratios that will create the colors used in the logo.



C 96
M 0
Y 11
K 0



C 0
M 0
Y 0
K 100

RGB colors are most often used for all materials and productions that will appear primarily on a screen, such as PowerPoint presentations and projected slide shows.



R 0
G 174
B 218



R 0
G 0
B 0

Hexadecimal colors are formulated specifically for use on the web.



#00AFDB



#000000

IMPROPER LOGO USAGE



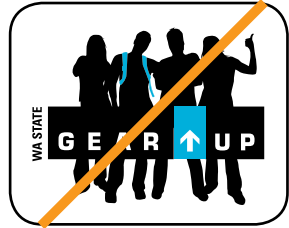
Do not separate, resize or rearrange the elements of the logo



Do not change the colors



Do not stretch or distort the shape of the logo



Do not enclose the logo in a shape



Do not add drop shadows or any other effects



Do not add or change typefaces

