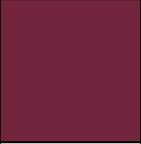# GEAR UP SWV - Brand Kit

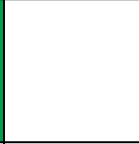## Logos:

LOGO USAGE GUIDE:
https://www.concord.edu/wp-content/uploads/GEAR-UP/GEAR-UP-SWV/GEAR-UP-SWV-Logo-Guidelines-4122023.pdf

Colors

#73253e	#7b868b	#009D4F	#

Tag Line: #GEARUPSWV

Tag Line - Social Media: GEAR UP Southern West Virginia's (GEAR UP SWV) primary purpose is to help students graduate from high school and succeed in postsecondary education. Together, we are securing a legacy of strength and resilience in Appalachia.
#GEARUPSWV   #GEARUPworks

Fonts

Heading	**Cambria**
Body	Cambria