

**GEAR UP Southern West Virginia (GEAR UP SWV)
Logo Usage Guidelines**



To ensure maximum brand recognition through consistent use and application of our logo, please adhere to these guidelines anytime the GEAR UP SWV logo is used, whether in print materials or through online documents.

Please note that GEAR UP is always capitalized as it is an acronym. Use GEAR UP when referring to the national program and GEAR UP Southern West Virginia when mentioning our program. GEAR UP Southern West Virginia may be abbreviated to GEAR UP SWV, after it has been spelled out fully in its first mention. Make sure to include the acronym in parenthesis along with the first mention. See below.

GEAR UP Southern West Virginia (GEAR UP SWV)

These guidelines cover the following elements:

- The logo and logo versions
- Maintaining clear space around the logo
- Minimum size
- Color specifications
- Improper usage of the logo

Logo Versions

There are two versions of the GEAR UP SWV logo. Both are general-purpose logos and can be used at your discretion.



Logo Clear Space

Always separate content or design elements from the logo by using an appropriate amount of clear space around the logo. Providing clear and uncluttered space around the logo helps the audience see it quickly and reinforces our brand. The GEAR UP SWV logo requires a safety zone equal to the height of the letter C in Concord.



You can determine how much clear space should be provided around the logo by using the length of the C in Concord.

Logo Safe Zone - The height of the C in Concord (a), or approximately 1/16th of the logo's height (x).

Minimum Size

Do not scale either of the logos smaller than 1.5 inches in width.



Color Specifications

Hexadecimal color number (for use on the web):

#73253E

RGB numbers (onscreen-PowerPoints, TV Screen, mobile device):

Red: 115

Green: 37

Blue: 62

CMYK values (for printing):

C: 39%

M: 91%

Y: 57%

K: 37%

PMS (for offset printing only):

209C



Improper Logo Usage

Do not display the logo at an angle.



Do not use the logo with a busy background.



Do not change the font or add additional text.



Do not use low-resolution or illegible versions of the logo in any printed materials or digital materials. Do not compress the logo or change the resolution.



Do not change the colors or add filters.



Do not stretch the logo in a way that distorts it. Only stretch from the corners, as this will maintain the original proportions of the logo.



Do not add shadows, borders, or any other affects.

