



# Brand Manual

### Mission

To increase the number of low-income students who are prepared to **enter** and **succeed** in postsecondary programs.

### Purpose

West Virginia GEAR UP provides college and career planning services to help students in ten West Virginia counties enter and succeed in education and training programs beyond high school. The program provides intensive counseling and assistance over a seven-year period to students in a cohort (the class of 2020) and “just in time” services to all 12th grade students graduating from GEAR UP eligible high schools from 2014 to 2021.

### Values and beliefs

**College is postsecondary education.** GEAR UP uses the term “college” to refer to the attainment of valuable postsecondary credentials beyond high school, including professional/technical certificates, apprenticeships, career and technical programs, two-year degree programs, four-year degree programs, and military service.

**College is a necessity.** Postsecondary education is a prerequisite to success in a knowledge-based economy. Everyone must pursue and complete a postsecondary credential or degree beyond high school.

**College is for everyone.** The postsecondary education attainment rates among low-income students and students of color are significantly lower than those of other students. GEAR UP is committed to closing these gaps. Additionally, GEAR UP is committed to the principals of a “growth mindset,” meaning we believe every student is capable of learning and growing through personal effort and community/school support.

**College is a public good.** Postsecondary education opportunities and attainment are critical to a just and equitable society, strong economy, and healthy communities.



# LOGOTYPES

---

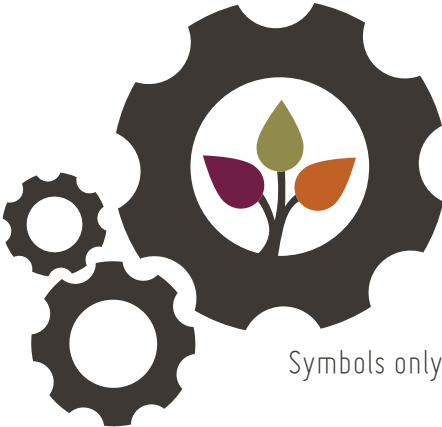
Stacked logo





# WEST VIRGINIA GEARUP

Type only



Symbols only



# LOGOTYPES

Unacceptable logo uses



Do not squish or stretch it.



Do not add effects.



Do not box it in.



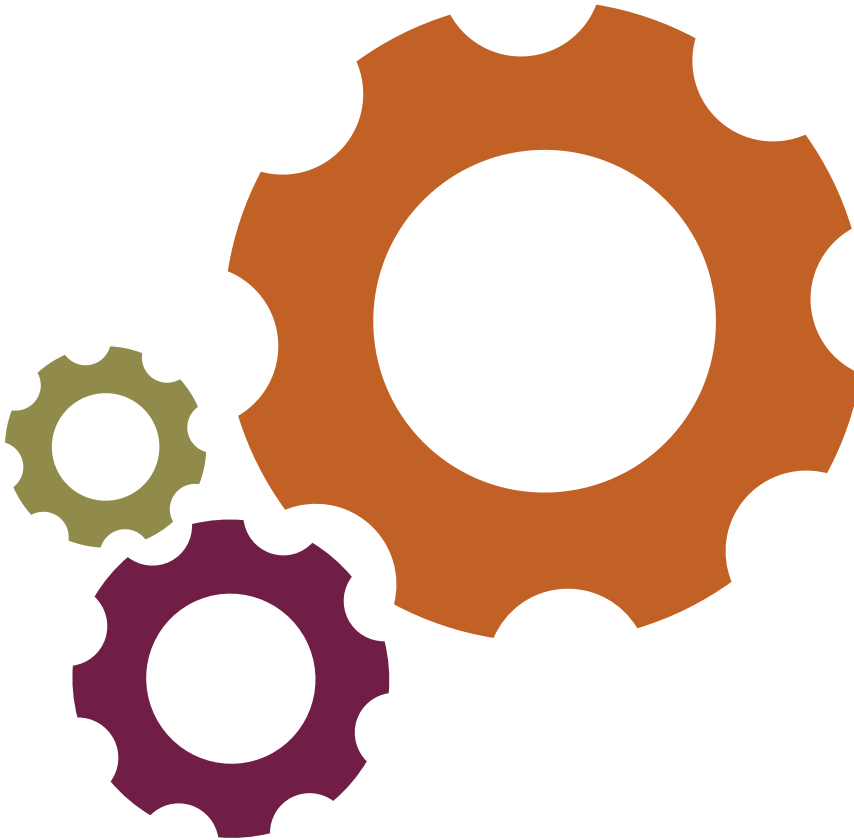
Do not alter the color scheme.



Do not put the color logo\* on a background with color.

\*Use the solid black or solid white version instead.





**PMS:** 471  
**CMYK:** 21 • 71 • 100 • 7  
**RGB:** 188 • 98 • 37  
**HEX:** CC6600  
**Web Safe HEX:** CC6600

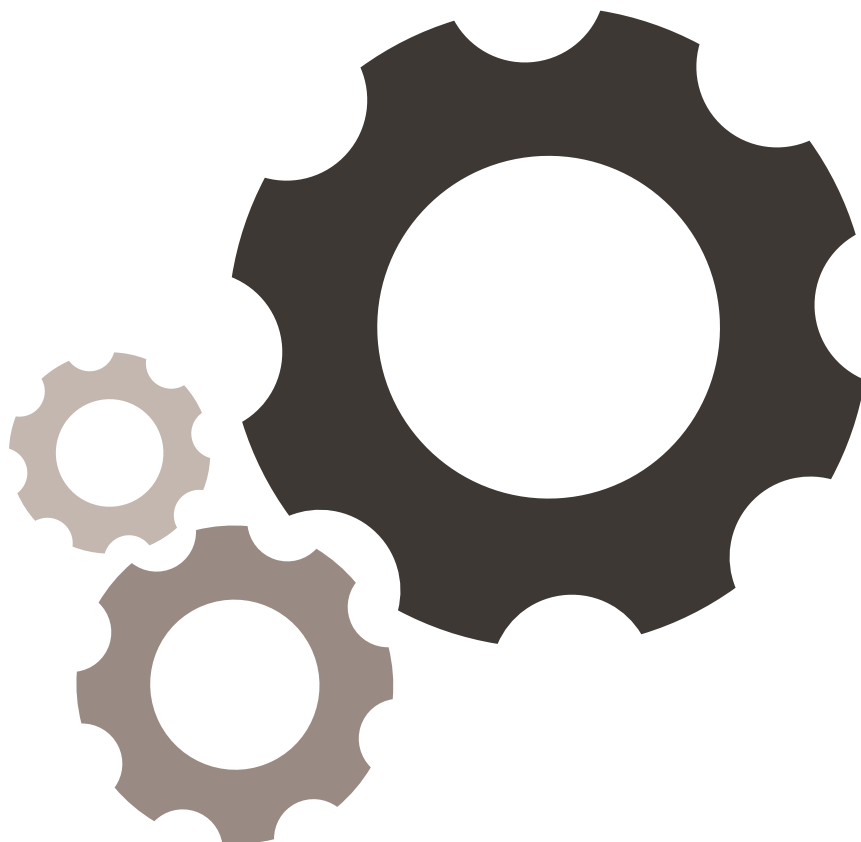
**PMS:** 5767  
**CMYK:** 46 • 33 • 85 • 9  
**RGB:** 139 • 141 • 74  
**HEX:** 999933  
**Web Safe HEX:** 999933

**PMS:** 222  
**CMYK:** 45 • 96 • 47 • 34  
**RGB:** 11 • 29 • 70  
**HEX:** 6F1D46  
**Web Safe HEX:** 660033

### Notes

The West Virginia Higher Education Policy Commission uses PMS 1675 as its signature color. However, most of our printed materials are produced using a CMYK build, and 1675 is not achievable in CMYK. 471 has been substituted as a close alternative, which can be replicated in CMYK.





**PMS:** Black 7  
**CMYK:** 63 • 61 • 65 • 54  
**RGB:** 83 • 71 • 65  
**HEX:** 534741  
**Web Safe HEX:** 333333

**PMS:** Warm Gray 7  
**CMYK:** 42 • 41 • 45 • 5  
**RGB:** 150 • 139 • 131  
**HEX:** 968B83  
**Web Safe HEX:** 999999

**PMS:** Warm Gray 3  
**CMYK:** 25 • 24 • 28 • 0  
**RGB:** 192 • 184 • 176  
**HEX:** C0B8B0  
**Web Safe HEX:** CCCCCC





**PMS:** 021  
**CMYK:** 0 • 83 • 100 • 0  
**RGB:** 240 • 83 • 35  
**HEX:** FF5200  
**Web Safe HEX:** FF6600

**PMS:** 7489  
**CMYK:** 61 • 13 • 92 • 0  
**RGB:** 115 • 172 • 78  
**HEX:** 72A951  
**Web Safe HEX:** 339933

**PMS:** 259  
**CMYK:** 67 • 100 • 19 • 6  
**RGB:** 112 • 40 • 119  
**HEX:** 702277  
**Web Safe HEX:** 660066

### Notes

In some cases it can be difficult, cost-prohibitive, or undesirable to replicate the softer, earthier tones of the primary color palette. Examples include difficulty in procuring promotional items in the earth tones or the desire to appeal to younger target audiences. In those instances, the vibrant palette may be used according to the discretion of communications staff members.



## Headlines

Steelfish Extra Bold is the preferred typeface for headlines. As a general rule, Steelfish should NOT be used at a point size below 24. Other variations of Steelfish include “bold” and “regular.”

## Subheadings

Miso regular is the preferred typeface for subheadings. As a general rule, do not use Miso at a point size below 14 points. Other variations include Miso Light and Miso Bold.

## Body copy

Arial Narrow is the preferred for body copy and should be used for text set at 14 points or smaller. Common Arial Narrow variations include bold, italic, and bold italic.



## Icons

Ionicons is our icon type set. This fontset is available for free at [ionicons.com](http://ionicons.com).



### Organizations and programs

**College Application and Exploration Week** - Spell out the phrase on every reference.

**College Decision Day** - Spell out the phrase on every reference.

**College Goal Sunday** - Spell out the phrase on every reference.

**College Foundation of West Virginia (CFWV) vs. CFWV.com** - The College Foundation of West Virginia (CFWV) is a statewide college access and success initiative. CFWV.com is a resource provided through that effort. In other words — CFWV and CFWV.com are not one and the same. When talking about the statewide initiative, use “College Foundation of West Virginia” or “CFWV” for short. On first reference, spell out the phrase and indicate the acronym in parentheses. On second reference, the acronym alone is acceptable. When referencing the CFWV web portal specifically, say “the CFWV web site,” “the CFWV web portal,” or “CFWV.com.”

**Division of Student Affairs** - West Virginia GEAR UP and CFWV are coordinated by the Division of Student Affairs, a division of the West Virginia Higher Education Policy Commission which also provides services and support to the West Virginia Community and Technical College System.

**Free Application for Federal Student Aid (FAFSA)** - On first reference, spell out the phrase and indicate the acronym in parentheses. On second reference, the acronym alone is acceptable.

**Higher Education Readiness Officers (HEROs)** - On first reference, spell out the phrase and indicate the acronym in parentheses. On second reference, the acronym alone is acceptable. All letters are capitalized except the “s.”

**State and Federal** - When used to refer to specific government entities, capitalize “State and Federal.” Examples: “The State requires...” or “The Federal Government advises...” When used as adjectives, do not capitalize these words. Example: “Students should apply for state and federal financial aid.”

**West Virginia GEAR UP** - Spell out “West Virginia” and present “GEAR UP” in capital letters with a space between the words. **Unacceptable:** West Virginia Gear Up, West Virginia GEARUP, GEAR UP West Virginia, etc.

**West Virginia Community and Technical College System** - Spell out West Virginia. On second reference, “WVCTCS” is acceptable.

**West Virginia Higher Education Policy Commission** - Spell out West Virginia. On second reference, “the Commission” is acceptable.

### Formatting

**Oxford Comma** - Use it! (Exception: news releases)

**Phone numbers** - Use the format (999) 999-9999

**Postsecondary** - Spell it as one word, without a hyphen.

**URLs** - Omit the “www.” Example: wvgearup.org.



### West Virginia GEAR UP Profiles

**Instagram** - [www.instagram.com/wvgearup](http://www.instagram.com/wvgearup)

**Facebook** - [www.facebook.com/wvgearup](http://www.facebook.com/wvgearup)

**Twitter** - [www.twitter.com/wvgearup](http://www.twitter.com/wvgearup)

**YouTube** - [www.youtube.com/user/wvgearup](http://www.youtube.com/user/wvgearup)

### West Virginia GEAR UP Hashtags

#GEARUPworks

#GEARUP

### College Foundation of West Virginia Profiles

**Instagram** - [www.instagram.com/collegefoundationofwv](http://www.instagram.com/collegefoundationofwv)

**Facebook** - [www.facebook.com/collegefoundationofwv](http://www.facebook.com/collegefoundationofwv)

**Twitter** - [www.twitter.com/cfwv](http://www.twitter.com/cfwv)

**YouTube** - [www.youtube.com/user/collegefoundationwv](http://www.youtube.com/user/collegefoundationwv)

**Pinterest** - [www.pinterest.com/cfwvconnect](http://www.pinterest.com/cfwvconnect)



## Contact

Jessica Kennedy  
Director of Communications and Outreach  
Division of Student Affairs  
West Virginia Higher Education Policy Commission  
(304) 558-0655  
jessica.kennedy@wvhepc.edu