

BRAND STANDARDS AND IDENTITY MANUAL



West Virginia
GEARUP

MISSION STATEMENT: West Virginia GEAR UP will bolster and fuel a statewide culture that values education and actively cultivates the advanced academic achievements of citizens by building solid educational foundations among middle and high school students located in three of West Virginia’s most critical regions.

ELEVATOR PITCH:

West Virginia GEAR UP will help students in West Virginia **plan, apply and pay for education beyond high school**. The program offers an amazing opportunity for students and families to obtain a college degree—and improve our communities by building a more prepared workforce. Most jobs—particularly those paying higher wages—require training beyond high school.

One of the great things about GEAR UP is that it focuses not only on kids, but also on students’ support networks. The program works with **families** to show them that degree programs are **available and affordable**. And it provides extra training for **teachers**, so they can **better serve students in the classroom**.

This is not only an excellent opportunity for students in our region, but it’s also a great investment for the state of West Virginia toward building a **better educated and more prepared workforce**—and the stronger economy that will come with that.

SOCIAL COMMITMENT: West Virginia GEAR UP is committed to the goal of advancing educational opportunities for citizens throughout the state of West Virginia. Staff members are advised and encouraged to lend their talents to volunteer organizations that promote higher learning throughout the state, and staff should be willing to serve as an “on-the-spot” mentor for those who need extra guidance in pursuing college. Whether in the grocery line, at a baseball game or on the clock, members of our staff should be prepared to promote and encourage the pursuit of higher learning among potential students. As an organization, West Virginia GEAR UP will support staff efforts toward those means any way possible, and will make accommodations to allow employees to pursue advanced degrees while working full time. In some instances, tuition waivers at in-state institutions may also be available for employees of West Virginia GEAR UP and HEPC.

PERSONALITY:

West Virginia GEAR UP is a young, energetic organization dedicated to the worthwhile mission of bolstering academic achievement and improving the lives of citizens throughout our state. In the field, West Virginia GEAR UP is friendly, positive, helpful, engaging, charming, passionate and professional (without being intimidating or cold). In the office, West Virginia GEAR UP is hardworking, team-oriented, personable, forward-thinking, and perfection-driven. The organization is sincere in its efforts to make West Virginia a better place, and sustains a genuine devotion to our citizens, community and state.

Acceptable Uses

Preferred Use:
Horizontal Color Logo ↘



Clear Space: The "E" in the logo can be used as a relative guide for spacing. Allow at least the same width as the "E" between the logo and any other graphics, borders or text. ↑



Acceptable: Stacked Color Logo ↑



Acceptable: Logo in all black ↑



Acceptable: Logo in all white ↑

Unacceptable Uses



↑ Do not "squish" or "stretch" the logo.



↑ Do not apply effects, such as drop shadows or 3D filters.



↑ Do not print the logo in any color scheme, other than those shown in the acceptable use section. Do not "ghost" the logo or use it as a "watermark."

Few things affect an organization's tone like color and typeface choice. The two are arguably the most important indicators of brand identity — and can be even more expressive than photos, illustrations or writing style.

The West Virginia GEAR UP logo includes two typefaces: **Raleway** (Extra Bold) and **Montserrat** (Extra Bold).

HEADLINES should be presented in either **Raleway** (Extra Bold) or **Montserrat** (Extra Bold).

Body copy should be presented in Arial or Helvetica. All versions of Arial or Helvetica—including condensed, bold, italicized and light versions—are acceptable for use in setting body copy. Limit your use to two or three versions per document, however, and **DO NOT** mix condensed and “normal” versions.

Typefaces

GEARUP

Raleway (Extra Bold) ↑

Montserrat (Extra Bold) ↓

West Virginia

Color Guide

<p>PMS: 7692 C=100 M=69 Y=24 K=7 R=0 G=84 B=135 HEX: 005487</p>	<p>PMS: 368 C=59 M=2 Y=100 K=0 R=118 G=188 B=33 HEX: 76bc21</p>	<p>PMS: 3125 C=95 M=2 Y= 22 K=0 R= 0 G=71 B=200 HEX: 00abc8</p>	<p>PMS: 7662 C=59 M=88 Y=18 K=3 R=125 G=64 B=129 HEX: 7d4081</p>
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↑ Primary Color Palette



↑ Secondary or “Accent” Color Palette - use sparingly.

Although the WV GEAR UP communications and design team may choose to use tints of a color or colors outside the color palette in materials for the program, please adhere to this color guide in creating your own documents on behalf of West Virginia GEAR UP.

The following illustrates the basic visual style used in communications materials for the West Virginia GEAR UP program. Photos are bright, colorful and have crisp edges (avoid dark backgrounds or images with feathered edges). Clean, informational vector graphics are used as accents, and flat vibrant colors are used to highlight information.



EDUCATION *and training beyond high school*

Please reference the following guide when creating any material on behalf of the program. For news releases and alerts, please also consult the AP Stylebook for additional guidelines.

Assistant Director of Communications and Outreach - “of” and “and” are lowercase, all other words uppercase. *Incorrect:* Assistant Director.

Chancellor - When presenting Dr. Armstrong Tucker’s name and title use “Dr. Sarah Armstrong Tucker, West Virginia’s Chancellor of Higher Education.” On second reference, Chancellor Tucker is acceptable, as is Dr. Tucker, or Tucker (use “Tucker” only when writing news releases or news alerts).

Community and Technical College System of West Virginia - not “West Virginia Community and Technical College System.” CTCS is acceptable only on second reference.

Coordinator of Fiscal and Administrative Services - “of” and “and” are lowercase, all other words uppercase.

Coordinator of Research and Evaluation - “of” and “and” are lowercase, all other words uppercase.

Director of West Virginia GEAR UP - “of” is lowercase, all other words uppercase. *Incorrect:* Director of WV GEAR UP.

Federal - Should usually be capitalized when used to describe some aspect of the West Virginia GEAR UP program (i.e. paid for by Federal funds, second year of the Federal grant).

Glenville State College - not Glenville College or Glenville University

Marshall University - “Marshall” is acceptable on second reference in conversational writing or informal documents.

Phone numbers - Should always appear in the format (999) 999-9999.

Postsecondary - One word, no hyphen.

Regional College Access and Success Program Directors - When including the title of the Regional College Access and Success Program Director, present the region over which he or she presides immediately following the title (i.e. Regional College Access and Success Program Director, Southern Region).

Southern West Virginia Community and Technical College - “Southern” is acceptable on second reference in conversational writing or informal documents. “Southern WV Community and Technical College” is also acceptable. *Incorrect:* SWVCTC

West Virginia Council for Community and Technical College Education - not West Virginia Community and Technical College Council.

West Virginia GEAR UP - “West Virginia” should be spelled out on first reference. Thereafter, WV GEAR UP is acceptable. *Incorrect:* West Virginia GEAR-UP, West Virginia Gear Up, W.Va. GEAR UP, and West Virginia GEARUP.

West Virginia Higher Education Policy Commission - on second reference “the Commission” is preferred. HEPC is also acceptable. *Incorrect:* The West Virginia Higher Education Policy Commission (do not capitalize “the” within a sentence), WV Higher Education Policy Commission, and W.Va. Higher Education Policy Commission.

www.wvgearup.org - wvgearup.org is also acceptable. <http://www.wvgearup.org> is not, except when providing a live link within a document.

The following is a list of “sound bites” staff members can reference in preparing to answer questions about the program. Each “bite” should be considered a separate thought. When answering questions during an interview about the program, feel free to use these points verbatim, or as references for your own responses.

GEAR UP will help students in West Virginia **plan, apply and pay for education beyond high school**. The program offers an amazing opportunity for students and families to reach obtain a college degree—and improve our communities by building a more prepared workforce.

GEAR UP offers the state of West Virginia a chance to **build a better workforce** and prepare our students **for 21st century careers**. Most jobs—particularly those paying higher wages—require training beyond high school.

GEAR UP will promote a **rigorous academic curriculum**—and help students in our state **take advantage of the excellent educational resources and funding already available in West Virginia**.

The GEAR UP program —particularly our work with the **classes of 2027 and 2028** —will serve as a **prototype** for **educational and workforce development** in our state. Data collected through this program will help policy makers determine the most effective ways to ensure that our young people earn the best education possible.

This is not only an excellent opportunity for students in our region, but it’s also a great opportunity for the state of West Virginia to build a **culture of education and career readiness** among our young people.

One of the great things about GEAR UP is that it focuses not only on kids, but also on students’ support networks. The program works with **families** to show them that degree programs are **available and affordable**. And it provides extra training for **teachers** in our region, so they can **better serve students in the classroom**.

GEAR UP will help students and families plan, apply and pay for college.

Plan: West Virginia GEAR UP provides tutoring, mentoring and career and college exploration services to help students plan and prepare for future training and career paths. GEAR UP also encourages students to set rigorous academic standards for themselves, and to take courses in high school that will specifically prepare them for college.

Apply: West Virginia GEAR UP will teach students about college entrance requirements and offer tutoring services to make sure their grades are up to par. GEAR UP will also help them sort through the often overwhelming college and financial aid application process.

Pay: West Virginia GEAR UP works closely with students to make sure they are able to take advantage of financial aid programs in the state.

GEAR UP will provide the classes of 2027 and 2028 with:

- Tutoring
- Mentoring
- College Visits and Tours (paired with fun activities, ex. college football games, ski trips, etc).
- Summer Academy Opportunities
- Day Camps
- Financial Aid Workshops
- Career Awareness Activities
- Classroom Enhancements (technology) and more...

Letterhead: West Virginia GEAR UP’s letterhead displays the horizontal logo at the top and incorporates WV GEAR UP contact information in the footer. Templates are available in Microsoft Word and Adobe InDesign. Only WV GEAR UP *central office* staff may have access to official West Virginia GEAR UP stationery templates.



Date: _____ center, and format as: Month ##, ####

Recipient Name
Recipient Organization
Recipient Address
City, State Zip

Greeting:

Body text begins here. ALIGN TEXT FLUSH LEFT. *Please do not center or "justify" text, as it creates sloppy spaces within the document.*

.75"

.75"

Text should be set at 11 pt. in Arial, if available—Helvetica if not.

Use two line spaces between paragraphs.

Sincerely,

leave 3 to 4 line spaces for the signature

Name
Title
West Virginia GEAR UP

For letters exceeding one page, only the footer information remains on subsequent pages.
The West Virginia GEAR UP header appears on the first page only.

Memo: Adhere to the following guidelines when creating a memo on behalf of West Virginia GEAR UP. Microsoft Word templates are available for *central office staff use only*.



MEMORANDUM ——— centered, all caps

TO: Recipient Name, organization or group

FROM: Sender *Elizabeth M...* Sign or initial by the sender's name.

DATE: Month ##, ####

RE: Subject

.75"

.75"

Body text begins here. ALIGN TEXT FLUSH LEFT. *Please do not center or "justify" text, as it creates sloppy spaces within the document.*

Text should be set at 11 pt. in Arial, if available—Helvetica if not.

Use two line spaces between paragraphs.

For memos exceeding one page, only the footer information remains on subsequent pages. The West Virginia GEAR UP header appears on the first page only.

Fax Cover Sheet: Adhere to the following guidelines when creating a fax cover sheet on behalf of West Virginia GEAR UP. Microsoft Word templates are available for *central office staff use only*.



FACSIMILE ——— centered, all caps

TO: Recipient Name, organization or group

FROM: Sender Name, Title, West Virginia GEAR UP

DATE: Month ##, ####

.75"

SUBJECT: Subject

.75"

PAGES (INCLUDING COVER): #

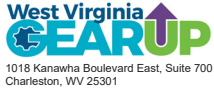
NOTES:

Body text begins here. ALIGN TEXT FLUSH LEFT. *Please do not center or "justify" text, as it creates sloppy spaces within the document.*

Text should be set at 11 pt. in Arial, if available—Helvetica if not.

Use two line spaces between paragraphs.

Pre-Printed Stationery: The following materials have been pre-printed, and are available for the use of *central office staff only*. Please be mindful of the cost involved in producing these items, and use them responsibly.



↖ #10 Envelopes

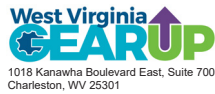
West Virginia Higher Education Policy Commission
1018 Kanawha Blvd. East, Suite 700
Charleston, WV 25301

Phone (304) 558-0655

www.wvgearup.org

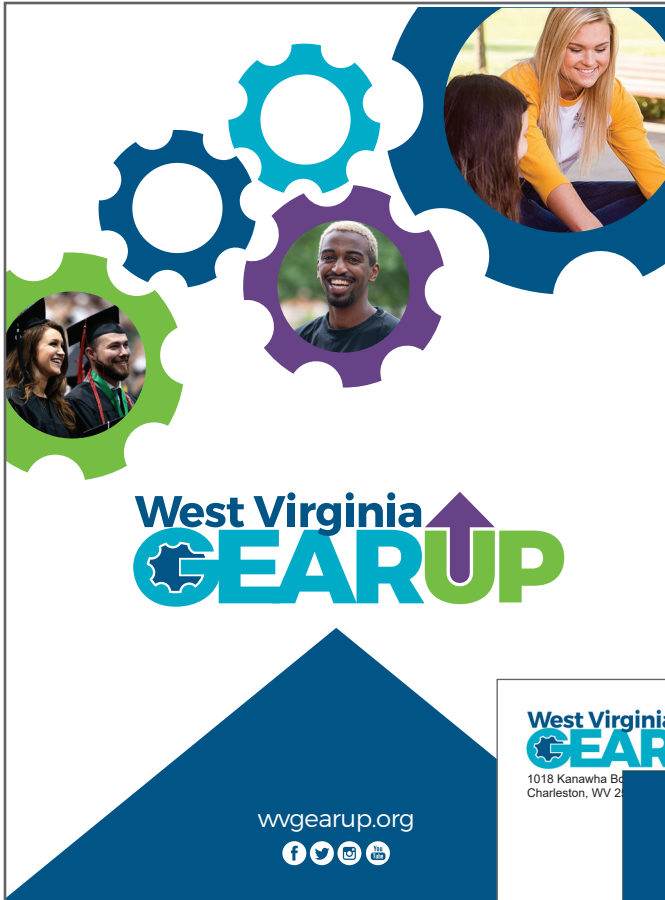


↑ Shipping Labels

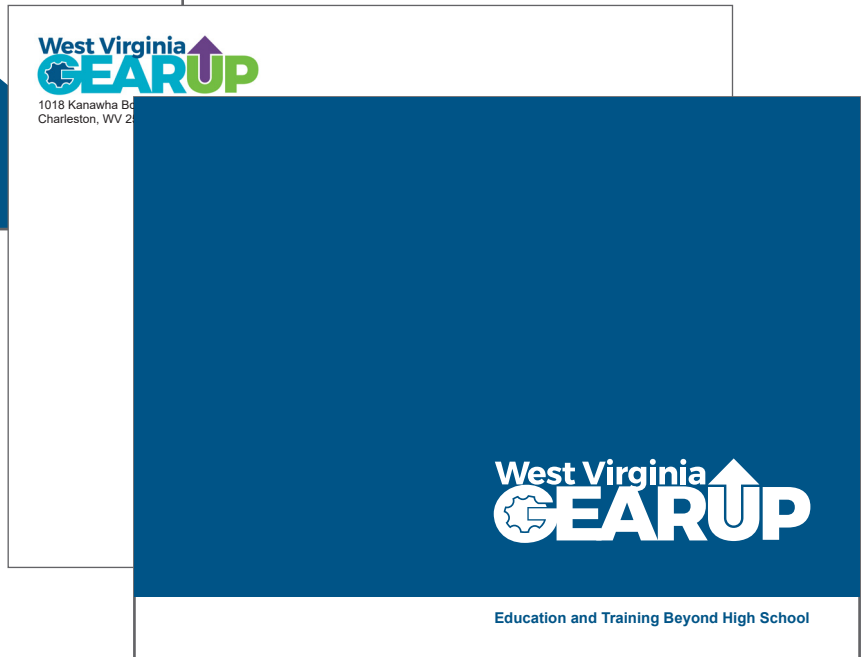


↖ Large Mailing Envelopes (13x10")

Pre-Printed Stationery: The following materials have been pre-printed, and are available for the use of *central office staff only*. Please be mindful of the cost involved in producing these items, and use them responsibly.



↖ Pocket Folders



↑ Note cards and Envelopes

1018 Kanawha Blvd. East, Suite 700
Charleston, WV 25301
www.wvgearup.org
Paid for by the U.S. Department of Education, GEAR UP Federal Funds

