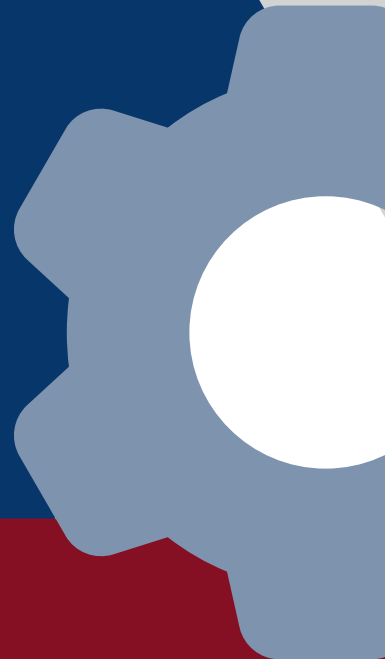




BRAND GUIDELINES

GearUp

Brand Guidelines 2021



GEAR UP

Any material that is created should refer back to the overall organization's mission and branding themes.



Professional

GEAR UP is a professional organization comprised of experts in their field.



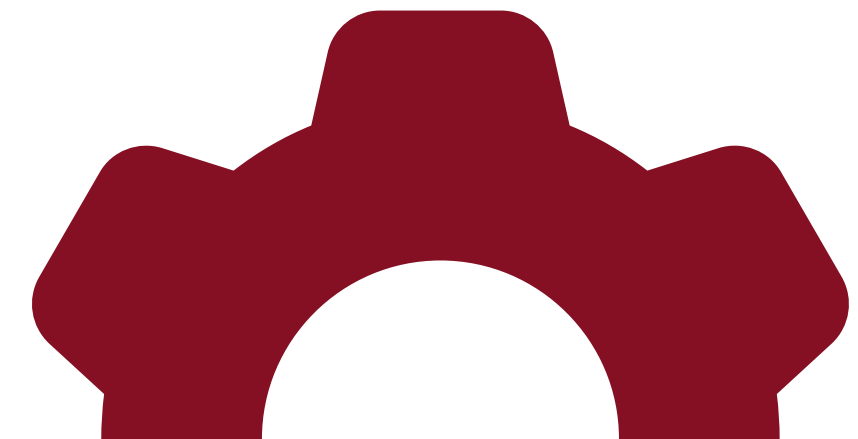
Approachable

Our materials should be approachable and accessible for our target audience. we should never talk down to our audience.



Successful

Materials should give an overall appearance of success and academic achievement. All images and iconography should show students achieving their dreams successfully navigating school, and graduating.



MAIN LOGO ELEMENTS



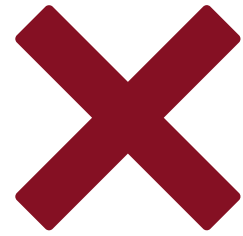
The Logo

Materials should refer back to the iconography used in the logo such as the gear, the Utah state shape/outline, and the graduation cap.

The logo should never be resized so small that it is not legible and there should be at least half an inch of space on all sides when placing the logo in a design.

All parts of the logo should always be visible. When placing the logo on a blue or red background the logo that is outlined in white should be used.

PROPER LOGO USAGE



Logo with additional elements added
Never add elements to the logo.



The logo should never be re-created.



Disproportionate logo
The proportions of the logo must
not be altered.



Logo with transparent type
Logotype can never be transparent.

Rules of Application

Do's and Dont's

The logo should always be included on all GEAR
UP materials and never be altered.

BRAND TYPOGRAPHY

BARLOW SEMICONDENSED BOLD

For Headers

Aa

Barlow SemiCondensed Thin

Barlow SemiCondensed

Barlow SemiCondensed Bold

**Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx
Yy Zz
1 2 3 4 5 6 7 8 9 0**

BRAND TYPOGRAPHY

AILERON REGULAR

For Sub Headers

Aa

Aileron Regular Thin

Aileron Regular

Aileron Regular Heavy

Aa Bb Cc Dd Ee Ff Gg

Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

BRAND TYPOGRAPHY

NOTO SANS

For the body of the text

Aa

Noto Sans

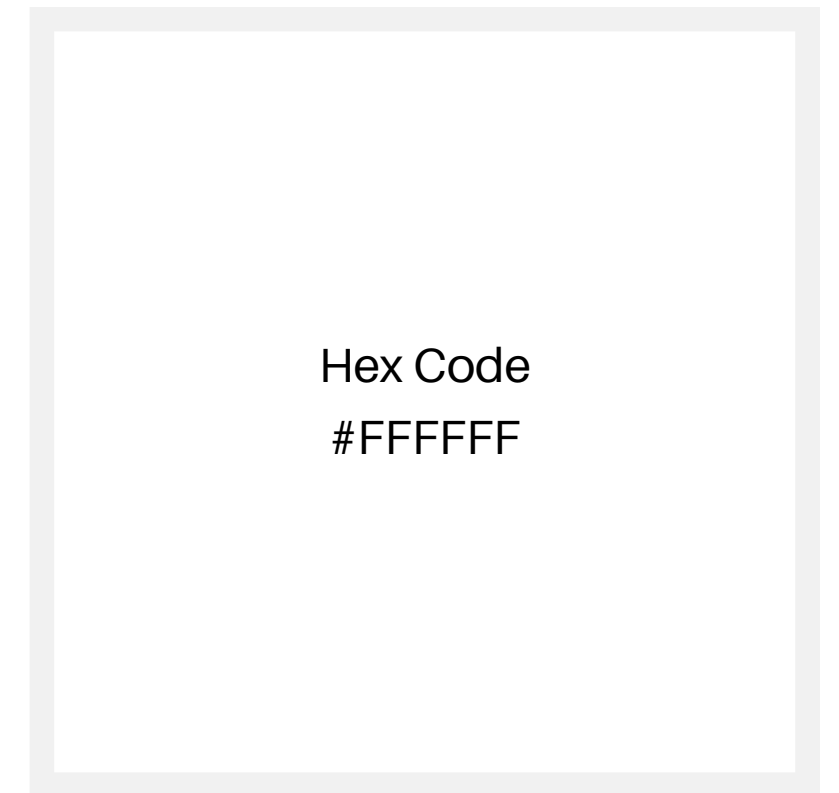
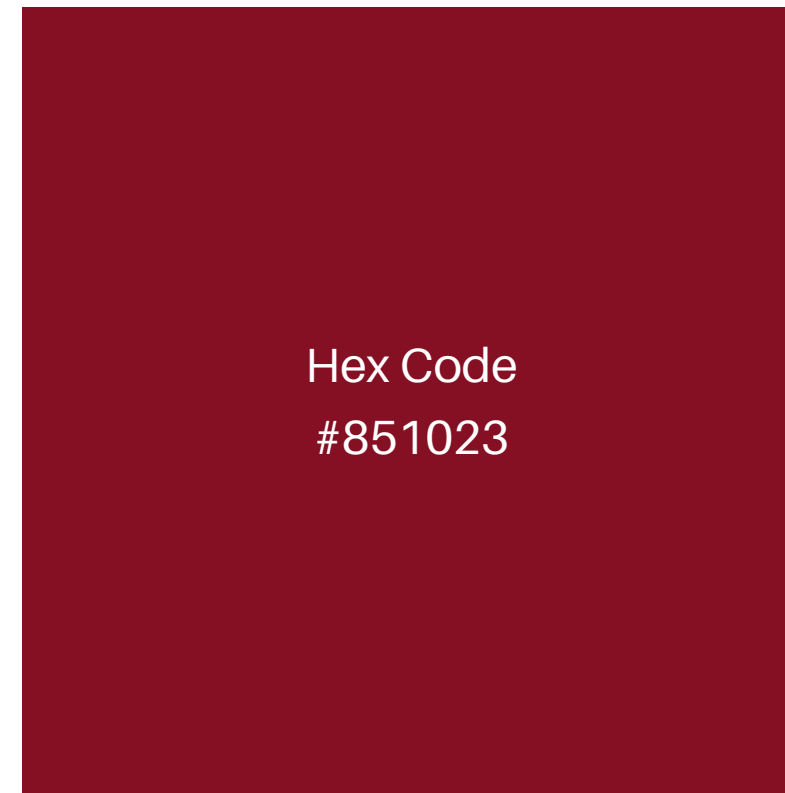
Noto Sans

Noto Sans

**Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0**

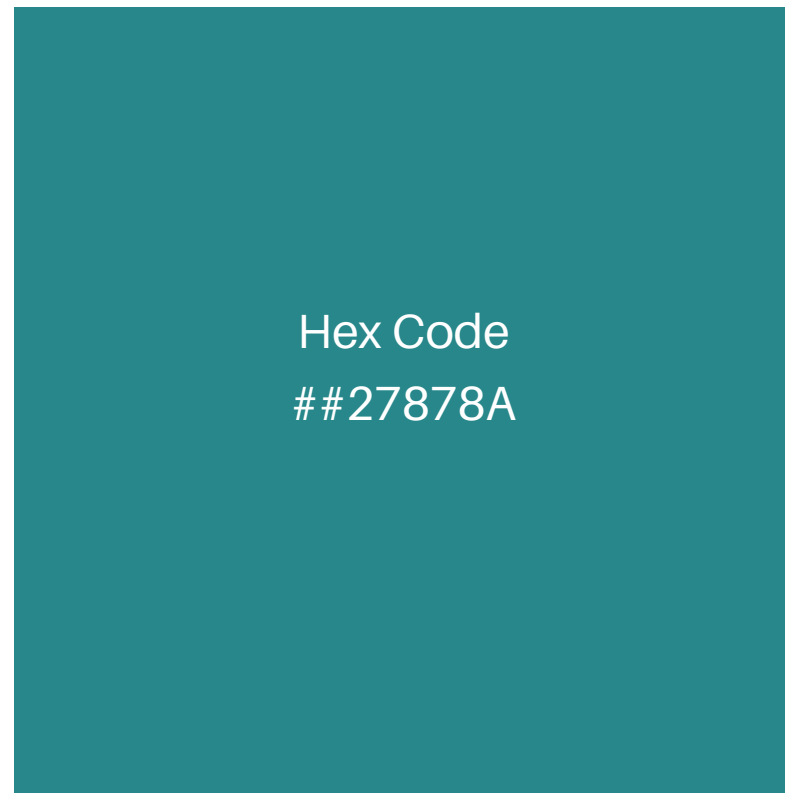
ORGANIZATION COLORS

Main



ORGANIZATION COLORS

Secondary



PROPER IMAGERY

Create Cohesiveness

Whenever possible use photos of actual GEAR UP students and staff. All images should be bright, cheerful, clear and crisp. Images should never be blurry or out of focus.



PROPER IMAGERY

Connect with Audiences

Photos should call back to the mission of the brand and be full of energy and enthusiasm. Faces should be front and center and adjusted as needed so they are framed appropriately.



OVERVIEW OF DESIGN ELEMENTS

Strong Lines and Geometric Shapes

Keep it Simple

Students are the Star

Design Elements

The overall theme of our designs is simplicity. We let the content speak. Legibility and simplicity are essential. Do not be afraid of white space! Use lines and geometric elements and other icons to create a dynamic design. Function counts here, not flair. Our students and staff are the stars of our content. Our goal is to clarify the complicated for our audiences.

BRAND FOOTER

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gearup@uvu.edu
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Whenever applicable use a branded footer to include the GEAR UP logo, contact information, and social media handles.

Resource Page

Use these icons and illustrations in your designs.

