

Texas GEAR UP Logo Usage Guide



Welcome to the Texas GEAR UP logo usage document. The goal of this document is to provide some simple best practices for using both the statewide TXGU logos and your grant-specific logo files. These guidelines are designed to ensure that all TXGU logos (statewide and grant-specific) are used in a consistent and clear manner, continuing to drive program awareness.

USING STATEWIDE TXGU LOGO FILES:

The statewide TXGU logos can be downloaded in a zip file called **Educator Files**. This zip file contains all the accepted logos and brand marks in four different file types. These file types include EPS, PDF, JPEG and PNG.

These are the main TXGU brand logos, and should be used whenever possible:

- The “Triple Stack” and “Double Stack” logos have specific files for use on white and dark backgrounds
- For use on white backgrounds: [GU Logo_Triple Stack_Color_White_RGB](#)
[GU Logo_Double Stack_Color_White_RGB](#)
- For use on dark backgrounds: [GU Logo_Triple Stack_Color_Black_RGB](#)
[GU Logo_Double Stack_Color_Black_RGB](#)

The secondary brand logo is the TXGU “Badge.” It can be used in place of the main logo.

- The “Badge” logo has specific files for use on white and dark backgrounds
- For use on white backgrounds: [GU Badge_Color_Black_RGB](#)
- For use on dark backgrounds: [GU Badge_Color_White_RGB](#)

The TXGU brand marks consist of the “Texas GU” and the “U Arrow.”

- These brand marks should be used as supporting graphic elements for the main logos only.
- Color usage is at the discretion of the user as long as the mark appears clearly on the background.

USING GRANT SPECIFIC LOGO FILES:

Your TXGU grant logos can be downloaded in the zip file with your grant’s name. This zip file contains optional grant-specific logos for you to use in four different file types. These file types include EPS, PDF, JPEG and PNG.

There are two logo styles supplied for each grant: “Triple Stack” and “Double Stack.”

- These logos should be used as supporting logos for the main TXGU statewide logo.
- Logo style is at the discretion of the user to decide what style best fits the medium being used.

FILE USE RECOMMENDATIONS:

- File types best used in standard office programs like Word, PowerPoint, Excel: **EPS, PNG**
- File types best used in design programs like Photoshop, Illustrator: **EPS, JPEG, PDF**
- For documents that are large (where maintaining resolution of the image is important): **EPS only**

This guide is not meant to be an exhaustive breakdown for all aspects of the TXGU brand—just a simple guide focused on logo usage. If your program is interested in purchasing more customized designs, please reach out directly to info@texasgearup.com with your specific request.