

**TEXAS
GEAR
UP**

The logo features the words "TEXAS", "GEAR", and "UP" stacked vertically in a bold, black, sans-serif font. The letter "U" in "UP" is stylized with an upward-pointing arrow integrated into its top curve. The letter "P" in "UP" contains a white silhouette of the state of Texas within its upper loop.

EAST TEXAS
