



LOGO USAGE GUIDELINES



The new logo for GEAR UP TN is a bolder, cleaner, more modern version of the previous GEAR UP TN logo. The graduation cap with tassel is still the main graphic element, representing scholastic achievement. The arrow at the top corner of the cap represents a positive direction for the future. For purposes of continuity, the same color palette has been retained from the previous version of the logo.



SURROUNDING SPACE



The GEAR UP TN logo should always be surrounded by a minimum amount of space. This area ensures that nothing interferes with the graphic interpretation of the logo.

The area of space required is represented above by the pink squares. This area is equivalent to the height of the curved semi-circle of the "P" in GEAR UP.

This area of separation is a minimum and should be increased where possible to create extra space around the logo.

COLOR GUIDELINES



The color palette for the GEAR UP TN logo is comprised of three colors and should be used in this way wherever possible. The color breakdown is as follows:

<u>Pantone colors</u>	<u>CMYK</u>	<u>RGB</u>
Green = Pantone 360	Green = 58/0/80/0	Green = 115/193/103
Orange = Pantone 144	Orange = 0/48/100/0	Orange = 248/152/29
Blue = Pantone 287	Blue = 100/68/0/12	Blue = 0/83/155



For black and white applications, the above usages are preferred. Solid black on a white background or solid white when used on a black surface.



For one color applications, the above usages are preferred. Any of the three primary Pantone colors used in the original version of the logo are acceptable on a white background.

SIZE RESTRICTIONS



The smallest recommended usage size for the GEAR UP TN logo is 1.75 inches in width, from the left edge of the "G" to the right edge of the cap. This ensures readability of all type.

Exceptions can be made for printing on small items, such as thumb drives, but please contact the GEAR UP TN central office for assistance in shrinking the logo.

USAGE DONT'S



The logo should never be manipulated, stretched or cropped in any way.



The colors should never be alternated or changed from the original palette.



Take care when placing the logo over an image. It should never obscure the focus of the picture. Make sure that the entire logo can be distinguished very clearly.



The logo should never have drop shadows or other graphic effects added.

INDIVIDUAL LOGO GUIDELINES



The same guidelines outlined for the main GEAR UP TN logo also apply to the usage for the individual county logos.

The only difference is in the minimum size. Due to the county name being in a lighter weight typeface, the preferred minimum size is 2 inches in width.

Exceptions can be made for printing on small items, such as thumb drives, but please contact the GEAR UP TN central office for assistance in shrinking the logo.

