



Branding Guidelines

A comprehensive guide to our brand and
a collection of assets to use.

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Introduction

Step Up Texas is dedicated to bringing new advancement opportunities for anyone who wants to step up their career and be given the chance to earn a degree or certification in the field of their choosing.

These brand guidelines were created to provide clear and concise instructions on how to apply the brand to all marketing, advertising, and digital applications. The following pages will help assist you on basic brand identity elements such as our logo, typefaces, tone/voice, and color schemes.

This is a basic starting point for the brand and we understand some circumstances will require custom solutions that we can discuss.

Our Logo

Vector Format



Texture Applied



Black & White



Brand Typefaces & Fonts

ITC Souvenir

Bold
Medium

AaBbCc123

AaBbCc123Ebit laboration cumet is ut possum ut unda voloriae cum rerum fuga. Nequodi psaperu ptatio. Ga. Optae reiust illorent ligenis simusda consequis aut il magnam.

Avenir Next

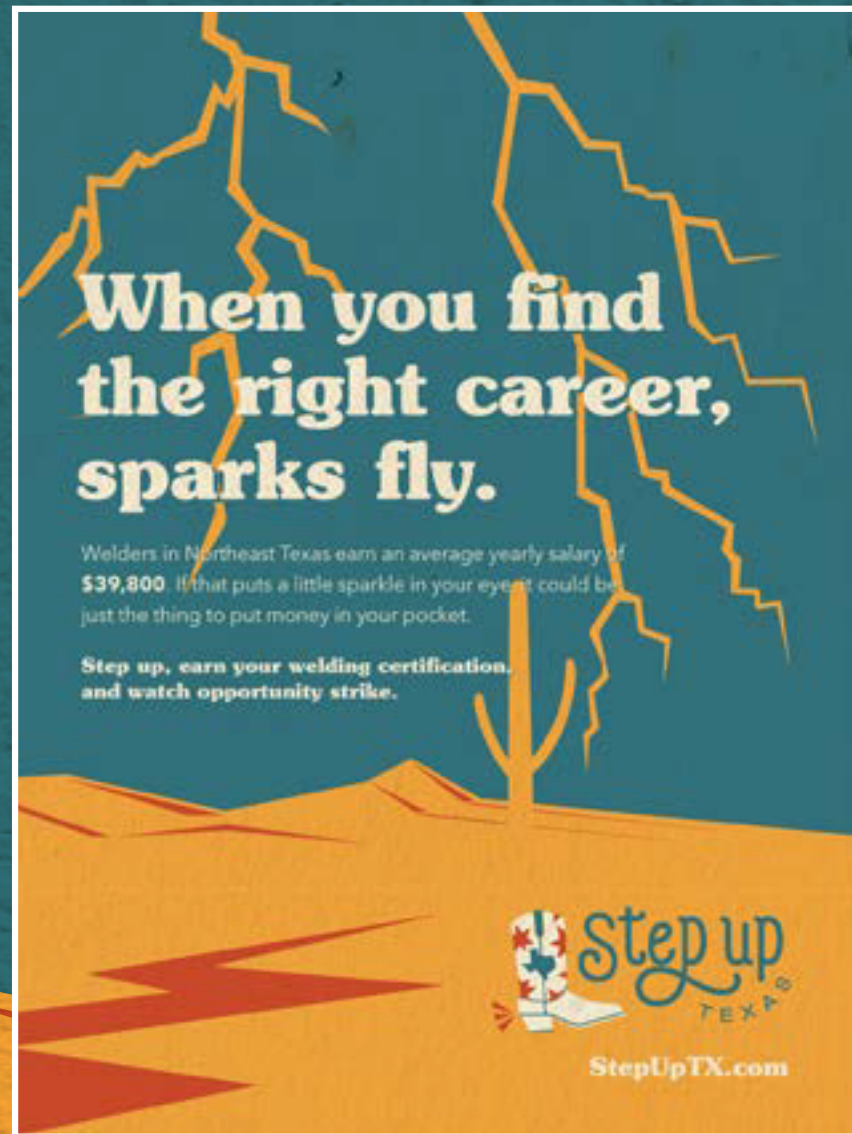
Heavy
Bold
DemiBold
Medium
Regular
Ultra Light

AaBbCc123

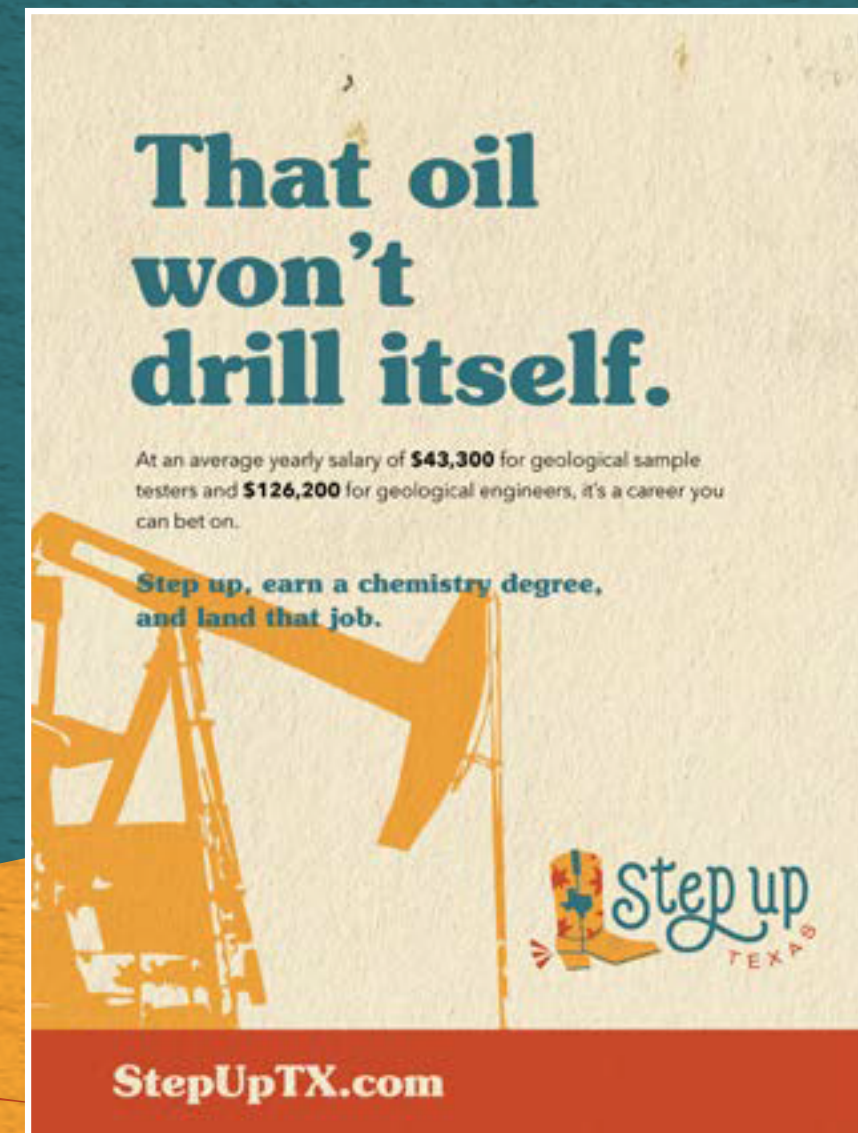
AaBbCc123Ebit laboration cumet is ut possum ut unda voloriae cum rerum fuga. Nequodi psaperu ptatio. Ga. Optae reiust illorent ligenis simusda consequis aut il magnam.

Brand Style Guide Examples

Poster Design 1



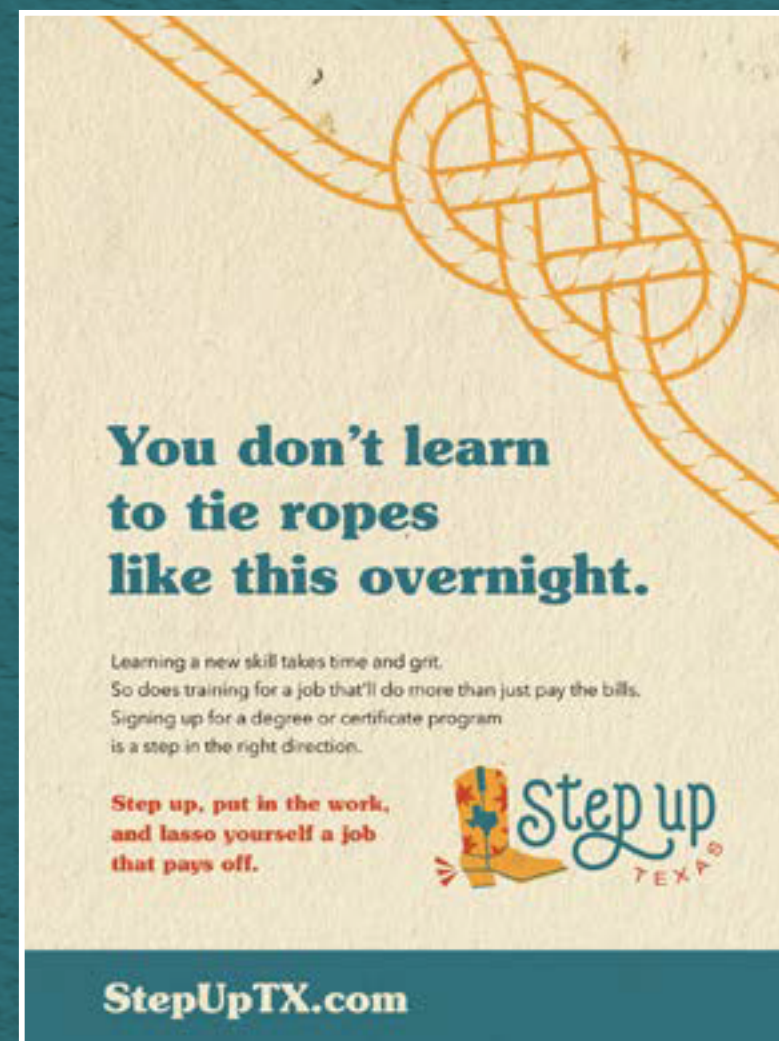
Poster Design 2



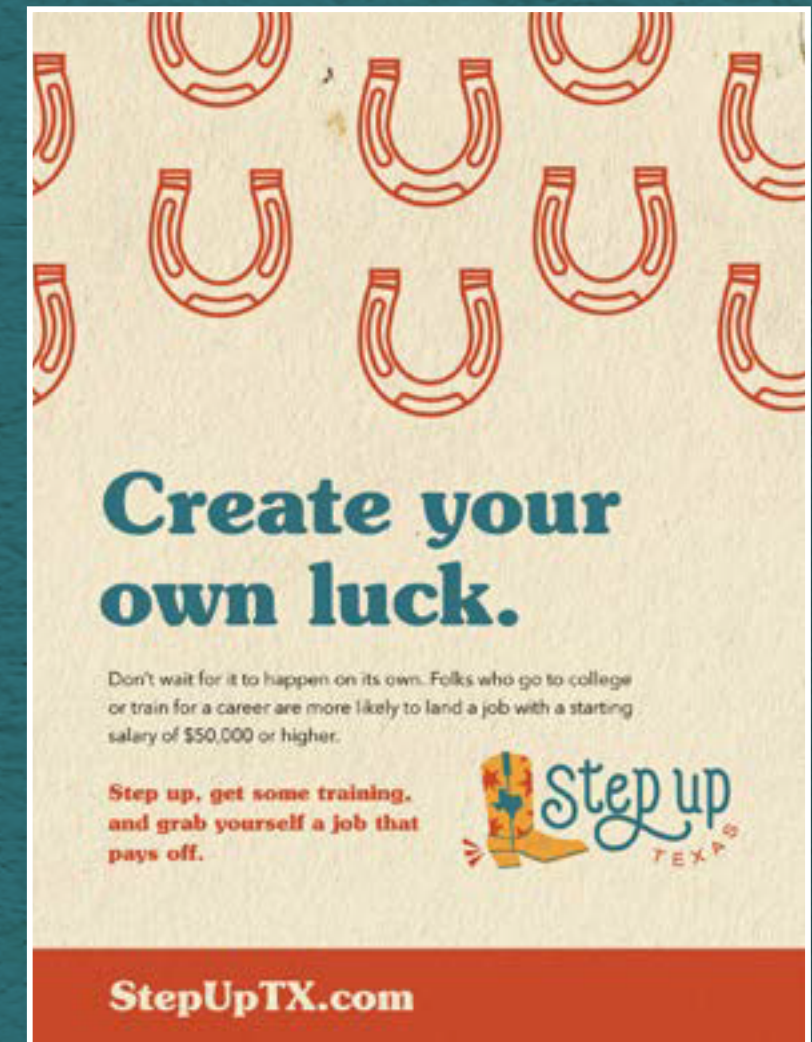
Poster Design 3



Poster Design 4



Poster Design 5



Colors and Texture



Texture Application

Overlay: Multiply

100% Opacity



Hex #cf4b27

R:207 G:75 B:39

C:0 M:64 Y:81 K:



Hex #fbae3d

R:251 G:174 B:61

C:0 M:31 Y:76 K:2



Hex #2f758c

R:47 G:117 B:140

C:66 M:16 Y:0 K:45



Hex #ffffff

R:255 G:255 B:255

C:0 M:0 Y:0 K:0

Overlays and Illustrations

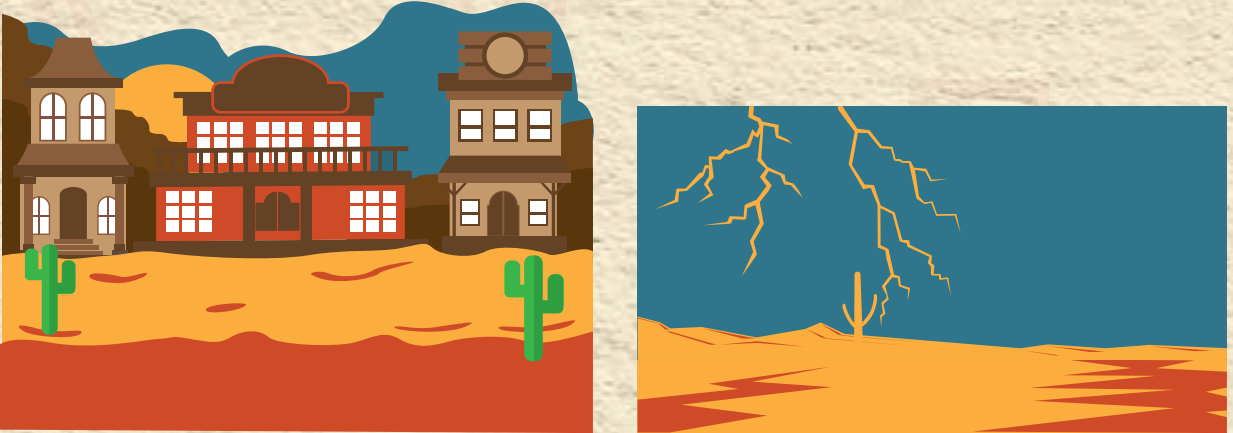
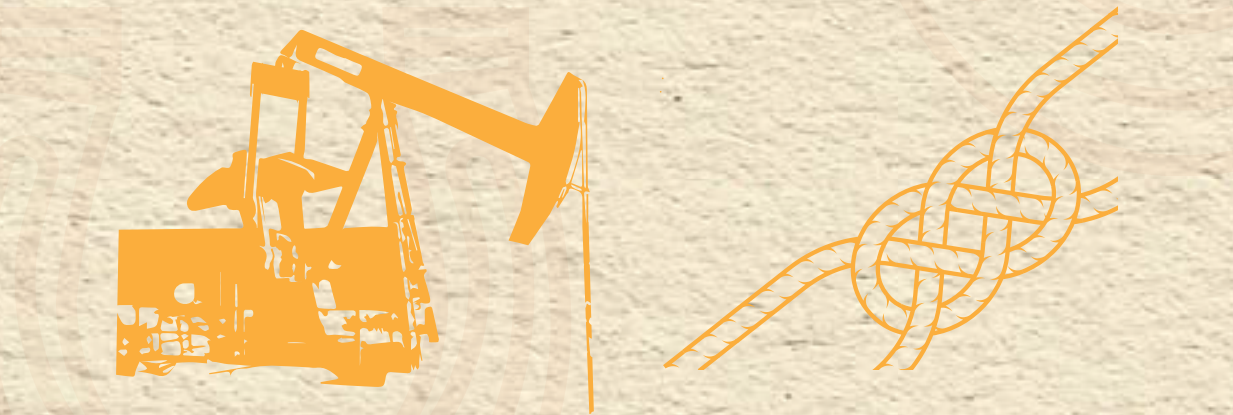


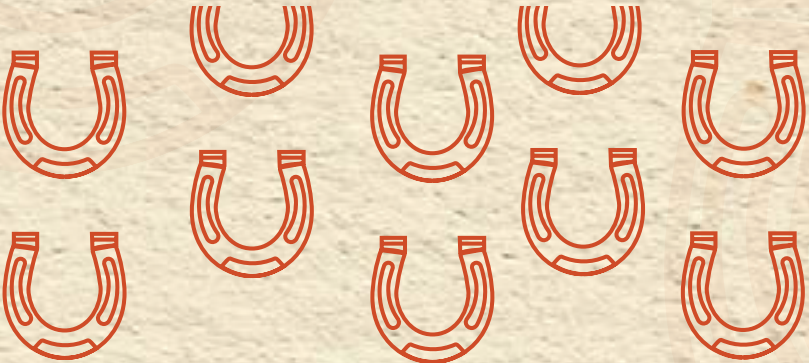
Illustration Style

Illustrations are simplified vector designs with a western twist. All illustration work should be given by the marketing director unless permission has been given to create new illustrations.



Overlays

Overlay patterns are to be used as supplemental elements to the designs. Either used as a transparent overlay, or a texture for the design. For any additional overlay work, please contact us for approval.

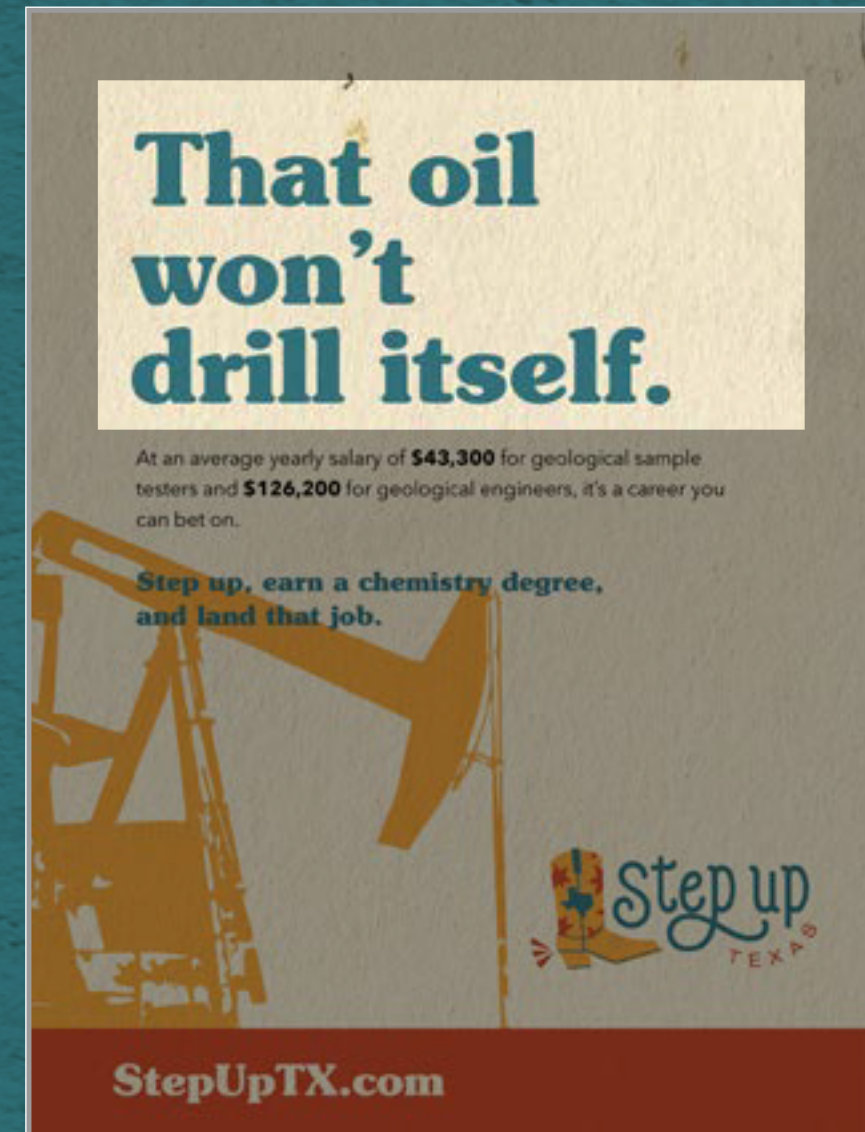


Brand Messaging

Primary Messaging

Primary messaging should be quick and clear with a creative Texan twist. The goal of the primary message is to capture the readers attention, while conveying the initial purpose of the design's message.

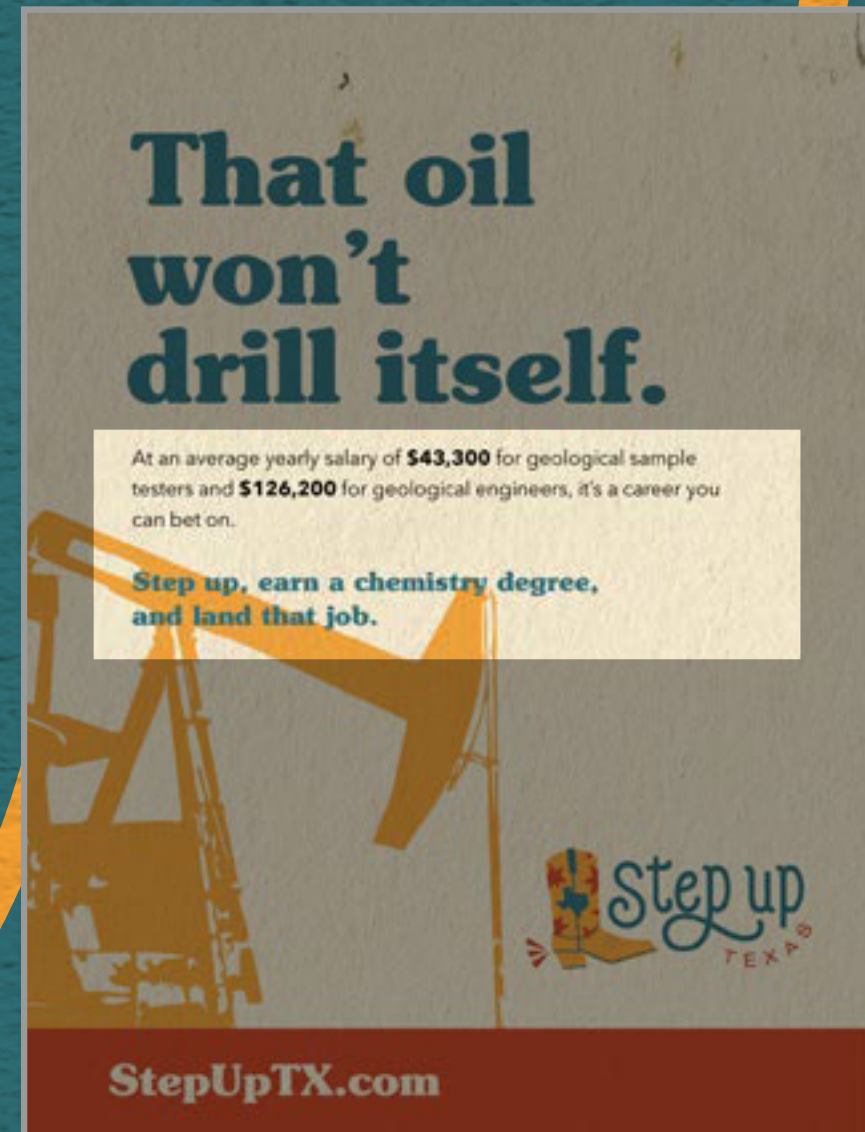
Primary Message's are typically larger in scale, and utilize the typeface, ITC Souvenir. Color applied to the Primary Message should be the most bold and contrasted to the background artwork; it needs to be the first thing the user or viewer is reading.



Supporting Messaging

The support message is the information the user or viewer is searching for. This messaging should be very clear and easy to comprehend. No creative wordplay or copy writing should be displayed here. The goal is to bring the user or viewer in with the Primary Message, then support the message with this information.

Supporting messages are typically smaller in scale, and utilize the typefaces, Avenir Next and ITC Souvenir. Avenir Next is to be used as body text, and any ITC Souvenir text are dedicated to call-outs.



**That oil
won't
drill itself.**

At an average yearly salary of **\$43,300** for geological sample testers and **\$126,200** for geological engineers, it's a career you can bet on.

**Step up, earn a chemistry degree,
and land that job.**

StepUpTX.com

**Step up
TEXAS**

Voice & Personality

Think: Sam Elliott meets Matthew McConaughey.

Some examples of our personality are: Proudly Texan. Expects everyone to pony up and do their part. No BS. Inspires hard work and grit. Folksy. Modern cowboy.

Why Step Up?

Step up to the plate

Step up your game

Take steps to better yourself

Step out of your comfort zone

Step into your future

The next step in life

How can you step up?

Examples of our Voice

“Opportunity isn’t gonna come knocking on its own.”

“Texas is growing. You comin’ with it?”

“Prospects bigger than a Bowie knife.”

This concept gives us the chance to mix in common Western colloquialisms to draw attention to the value of higher education and reinforce that it’s up to the reader to take action and make it happen. The idea is that Texans have a choice when it comes to who they are and what our state looks like in the future, and it’s up to them to step up and create that future



Questions? We can help!

For design questions, contact For All Brandkind
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This campaign was commissioned by Texarkana College using a 60x30TX regional grant from the Texas Higher Education Coordinating Board. For more information, contact Suzy Irwin
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