Raise Your Hand Texas **Brand Identity Guide**

Standards and Practices

August 2016

Primary Logo

The Raise Your Hand Texas primary logo uses the letterforms from our name to present an optimistic, modern, and fresh feel. Our new logo's visual emphasis on the word "Raise" speaks to our organization's unified purpose to elevate our future — manifested through its positive leadership programs and advocacy for improving and strengthening Texas public education.

Primary Logo with Tagline

The primary logo is also presented with an accompanying tagline that reinforces and clarifies the purpose of the organization.

Spacing of Elements and Clear Space

SPACING OF ELEMENTS

CLEAR SPACE

PRIMARY LOGO

Correct proportion and spacing of the logo elements as shown here should always be maintained when reproducing the logo. The clear space requirement is an area kept clear of competing text, images and other graphic elements, designed to maintain the integrity of the logo. This ensures visibility and legibility. These illustrations show how to determine the correct clear space around the logo.

Minimum Size

Drastically reducing the size of the logo reduces legibility and quality of reproduction. Follow these guidelines for minimum size use. To ensure legibility:

- Do not use primary logo with tagline for any applications smaller than 2" wide.

- Do not use the primary logo for any applications smaller than 1.25" wide.

The primary logo with tagline can be used for applications down to 2" wide.
(shown here at minimum size — 2" wide)

The primary logo can be used for applications down to 1.25" wide.
(shown here at minimum size — 1.25" wide)

The primary logo becomes illegible in sizes smaller than 1.25" wide - do not reduce below that size.
(shown here at .75" wide)

Reversed Logos

The full color logo may also be reversed on a black background or a color that provides sufficient contrast.

Grayscale Logos

There are times when full-color printing is not available due to design or printing constraints. The grayscale Raise Your Hand Texas logo may used in black for these applications.

One-Color Logos

There are times when color or grayscale printing is not available due to design or printing constraints. The simplified one-color Raise Your Hand Texas logo may used for these applications.

One-Color Reversed Logos

The one-color logo may also be reversed or knocked out to white from black or a color that provides sufficient contrast.

Primary Color Palette

The Raise Your Hand Texas primary color palette is used in logo itself, and can also be used in headlines and supporting graphic elements to create visual interest and hierarchy.Typography

ORANGE	BLACK	GRAY
Pantone Coated **165 C**	Pantone Coated **Process Black**	Pantone Coated **422 C**
Pantone Uncoated **165 U**	Pantone Uncoated **Process Black**	Pantone Uncoated **422 U**
CMYK Formula **0 | 79 | 100 | 0**	CMYK Formula **0 | 0 | 0 | 100**	CMYK Formula **19 | 12 | 13 | 34**
RGB Formula **220 | 68 | 5**	RGB Formula **44 | 42 | 41**	RGB Formula **158 | 162 | 162**
Hexadecimal **# F37320**	Hexadecimal **# 2C2A29**	Hexadecimal **# 9EA2A2**

Typography

The Raise Your Hand Texas fonts are Myriad Pro, Utopia Std., and Gotham. These are the only three acceptable fonts for formal graphic design. They are both highly versatile typefaces and are well suited for print, video, and online.

Myriad Pro

Light
ABCDEFGHIJKLMNOPQR
abcdefghijklmnopqrstuvw
1234567890

Regular
ABCDEFGHIJKLMNOPQR
abcdefghijklmnopqrstuvw
1234567890

Semibold
ABCDEFGHIJKLMNOPQR
abcdefghijklmnopqrstuvw
1234567890

Bold
ABCDEFGHIJKLMNOPQR
abcdefghijklmnopqrstuvw
1234567890

Light Italic
ABCDEFGHIJKLMNOPQR
abcdefghijklmnopqrstuvw
1234567890

Regular Italic
ABCDEFGHIJKLMNOPQR
abcdefghijklmnopqrstuvw
1234567890

Semibold Italic
ABCDEFGHIJKLMNOPQR
abcdefghijklmnopqrstuvw
1234567890

Bold Italic
ABCDEFGHIJKLMNOPQR
abcdefghijklmnopqrstuvw
1234567890

*   *When Myriad Pro is not available, such as in electronic media or shared presentations (e.g. PPT), Arial should be used as the default typeface.*

Utopia Std

Caption (Light)
ABCDEFGHIJKLMNOPQR
abcdefghijklmnopqrstuvw
1234567890

Regular
ABCDEFGHIJKLMNOPQR
abcdefghijklmnopqrstuvw
1234567890

Bold
**ABCDEFGHIJKLMNOPQR
abcdefghijklmnopqrstuvw
1234567890**

Black Headline
**ABCDEFGHIJKLMNOPQR
abcdefghijklmnopqrstuvw
1234567890**

Caption (Light) Italic
*ABCDEFGHIJKLMNOPQR
abcdefghijklmnopqrstuvw
1234567890*

Regular Italic
*ABCDEFGHIJKLMNOPQR
abcdefghijklmnopqrstuvw
1234567890*

Bold Italic
***ABCDEFGHIJKLMNOPQR
abcdefghijklmnopqrstuvw
1234567890***

Gotham

Book
ABCDEFGHIJKLMNOPQR
abcdefghijklmnopqrstuvw
1234567890

Medium
ABCDEFGHIJKLMNOPQR
abcdefghijklmnopqrstuvw
1234567890

Black
**ABCDEFGHIJKLMNOPQR
abcdefghijklmnopqrstuvw
1234567890**

Book Italic
*ABCDEFGHIJKLMNOPQR
abcdefghijklmnopqrstuvw
1234567890*

Bold
**ABCDEFGHIJKLMNOPQR
abcdefghijklmnopqrstuvw
1234567890**

Regular Italic
***ABCDEFGHIJKLMNOPQR
abcdefghijklmnopqrstuvw
1234567890***