



Raise Your Hand Texas[®] **Brand Identity Guide**
Standards and Practices

ABOUT RAISE YOUR HAND TEXAS

Raise Your Hand Texas is working to educate Texans about critical public education issues. We engage Texans in advocacy efforts to support public policy solutions that invest in Texas' 5.5 million public school students. We work in communities throughout the state to educate, engage, and activate advocates who care about public education – all while keeping five values in mind: integrity, democracy, courage, equity, and pragmatism. We are building a stronger future for every Texas student by uniting communities to advocate for thriving public schools.

USE OF THE NAME

“Raise Your Hand Texas”, the full name of the organization, should always be used on first reference in print, even if the logo is already present. On second reference, use Raise Your Hand. For later references, “Raise Your Hand” or “the organization” are acceptable. Do not use “RYHT” in any external correspondence or promotional materials.

MISSION, VISION, AND SLOGAN STATEMENTS

VISION

A strong public education system is the foundation of opportunity and economic prosperity. Well-funded schools prepare students for an evolving economy and society. This is why Texans and their elected leaders must invest in a public education system where every student has the resources to thrive.

MISSION

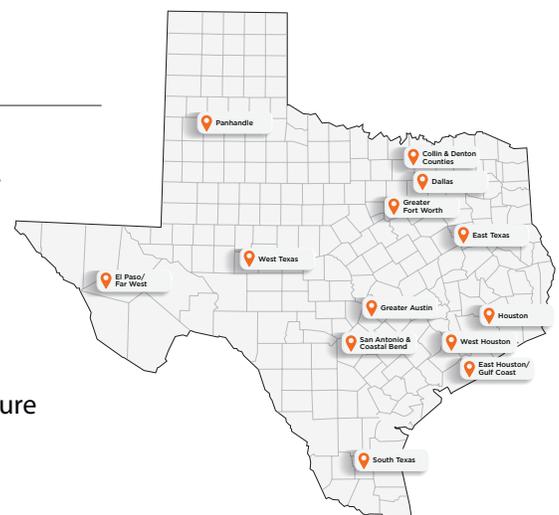
Our mission is to create a vibrant civic culture where Texans vote, engage lawmakers and their neighbors, and act together to champion public education in their communities and at the state Capitol.

SLOGAN

The future of Texas is in our public schools.®

STATEWIDE PRESENCE

The Raise Your Hand® headquarters are located in Austin, Texas. However, our advocacy efforts stretch beyond Austin's city limits through a network of regional advocacy leaders operating in 13 different regions throughout the state. These grassroots organizers work to connect with, inform, and mobilize parents, community leaders, business representatives, elected officials, and others in a shared pursuit of a stronger future for public education, and our state.



BRAND COLORS

Color plays an integral role in solidifying our brand identity, reinforcing our strategic positioning in the marketplace, and setting a desired tone among our stakeholder groups. Many organizations in the education policy and/or advocacy space share similar colors, often variations of blue and/or red. With our 2014 rebranding, Raise Your Hand intentionally embraced a distinctive, while limited, color palette to help the brand stand out — to differentiate Raise Your Hand from others in the Texas education arena and beyond.

The Raise Your Hand primary and secondary color palettes include a total of only five colors — expanded from only three when we rebranded — which may initially feel confining. However, we believe the greatest creativity and brand impact when we work to find new approaches and solutions within defined guardrails, not when all options are open.

We have further flexed the palette while still maintaining fidelity to our prescribed colors through creative means indicated below.

PRIMARY COLOR PALETTE

The bold orange color connotes a sense of radiant optimism, endless possibility, and continuous innovation in an arena often defined by, and criticized for, its adherence to — even protection of — the status quo. While a primary color, the orange is to be used strategically, in sparing fashion to preserve its pop and penchant for immediately drawing the eye on a page or screen.

The accompanying primary colors, black and gray, complement and stabilize the bright orange with a gravitas and elegance emblematic of Raise Your Hand’s reputation for strong advocacy and serious policy, grounded in objective research and proven classroom practice.

<p>Pantone Coated 165 C</p> <p>Pantone Uncoated 165 U</p> <p>CMYK Formula 0 73 100 0</p> <p>RGB Formula 220 68 5</p> <p>Hexadecimal # F15C22</p>	<p>ORANGE</p>	<p>Pantone Coated Process Black</p> <p>Pantone Uncoated Process Black</p> <p>CMYK Formula 0 0 0 100</p> <p>RGB Formula 44 42 41</p> <p>Hexadecimal # 2C2A29</p>	<p>BLACK</p>	<p>Pantone Coated 422 C</p> <p>Pantone Uncoated 422 U</p> <p>CMYK Formula 19 12 13 34</p> <p>RGB Formula 158 162 162</p> <p>Hexadecimal # 9EA2A2</p>	<p>GRAY</p>
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EXTENDED COLOR PALETTE

Secondary colors should only be used in times where an accent color is necessary and beneficial — to help site visitors quickly find call-to-action buttons, to provide visual distinction for data charts requiring more colors than the primary palette can provide, etc. The extended color palette should represent no more than 10-15% of the total visual real estate on any page.



SHADES EXTEND THE PALETTE FURTHER

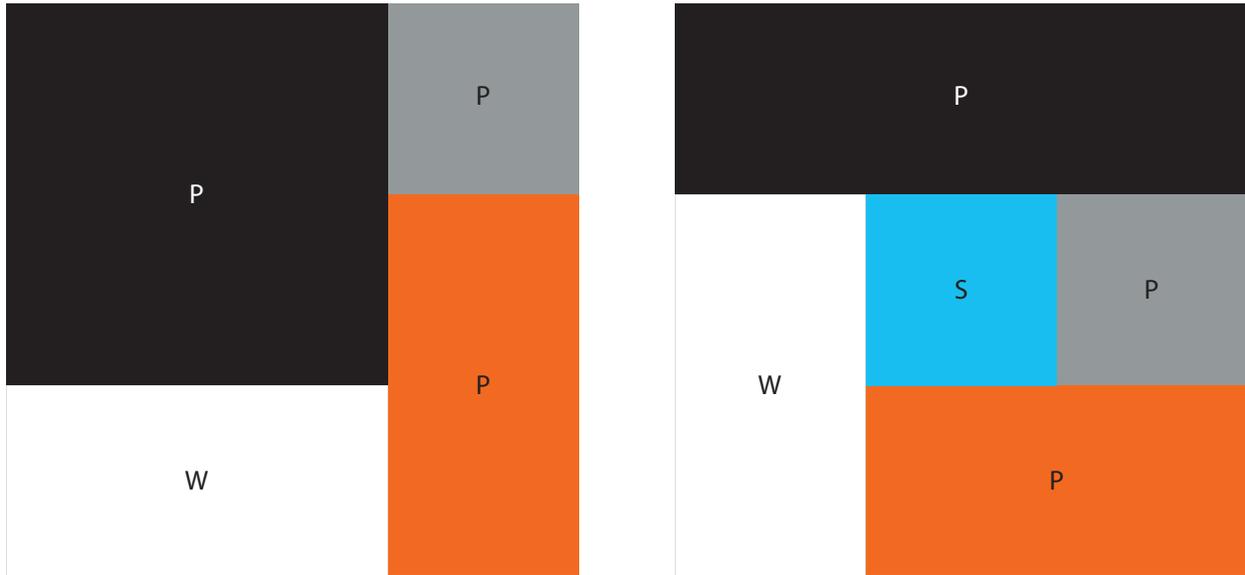
We also allow for the use of shades of our primary and secondary colors when design circumstances justify this approach, such as for intensive, content-rich data charts.

IMAGERY SERVES AS THE SECRET EXTRA PALETTE

Over the years, we have captured thousands of photos and thousands of hours of video of our work in action. Our brains are hardwired for visual content, and people process visual data better than any other form of content. Whenever we can, we want to show, rather than tell. Plus, photography, video, and graphics provide compelling opportunities to further expand our color palette and bring our message to life in a more dynamic way than words on a page alone.

COLOR COMBINATION BEST PRACTICES

How we apportion color usage percentages help reinforce brand consistency, accessibility, and hierarchy of colors in all of our work. The layouts below provide a couple sample color percentages for a page layout, to communicate the possible relationships between our primary and secondary palettes.



P = Primary Colors
S = Secondary Color
W = White

SPECIALTY COLOR APPLICATIONS

In order to replicate the Raise Your Hand Texas orange in other applications, it is some times necessary to work off of other color palettes when PMS 165 is not available. Below are a couple of suggestions based on previous projects:

ORANGE

Glass Vinyl = **Pantone 021C**

Wall paint = **6885 Knockout Orange** (*Store used: Sherwin-Williams*)

BLACK

When printing black on a piece using a CMYK process on press, it is advisable to use the rich black mixture (**CMYK = 40, 30, 30, 100**) to ensure that the black produces a richer, darker, and more elegant result to your final piece.

ACCEPTABLE LOGO COLOR TREATMENT



STANDARD LOGO

The full color logo is best represented using the primary colors of black and orange.



REVERSED LOGO

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



ONE-COLOR LOGO

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 be used for these applications.



ONE-COLOR REVERSED LOGO

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

LOGO LOCKUPS

To protect brand clarity and consistency, all logo lockups—including those consisting of Raise Your Hand Texas® campaign or event logos (e.g. Measure What Matters, Fund the Future, etc.)—require express approval from a Raise Your Hand Texas® Communications team member. Lockups may not be recreated, modified, or typeset independently. Do not combine the logo with unapproved text, taglines, partner logos, or graphic elements to create new lockups. Multiple lockups should not appear within the same communication unless expressly approved.

SPACING OF ELEMENTS AND CLEAR SPACE

Correct proportion and spacing of the logo elements as shown below 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. The logo may be placed against a photographic background. However, ensure that the area behind the logo is not too busy and provides sufficient contrast. This illustration shows 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. The logo may not appear smaller than 1.25" wide, except on certain merchandising items such as pens and online spaces where the area is very small.

PROMOTIONAL PRODUCTS

When ordering products, stick as closely to our corporate color – PMS 165 – as possible when it is not feasible to specify the color of the product. For example, just because a product has an orange option to choose from, does not mean you should order that product. Ordering a different variation of the color orange, for example, may change the overall feel and/or integrity of our corporate identity. If you're unsure, ask for a sample of the product prior to your order to ensure color compliance.

INCORRECT USAGE

The illustrations below show examples of logo manipulations you should avoid. The logo should not be exaggerated or altered in any way. It should not be stretched, expanded, condensed, reversed or redrawn. It is recommended that you use only the original artwork files supplied to you. The logo files provided may be reduced or enlarged as necessary for use in different applications, provided they are not manipulated.



DO NOT stretch the logo.



DO NOT remove or rearrange logo elements.



DO NOT reverse the colors of the logo.



DO NOT add a drop shadow or other effects.



DO NOT tilt the logo.



DO NOT change the colors of the logo.



DO NOT place the logo in a low-contrast environment.



DO NOT place the one-color logo on an orange background.



DO NOT place the logo on busy patterns, textures, or backgrounds.

DO'S AND DON'TS

DO'S

- **DO** include a registered trademark at the first mention of Raise Your Hand Texas®
- **DO** include a registered trademark at the first mention of Raise Your Hand®

DON'TS

- **DO NOT** use the acronym RYHT on any publicly facing document.
- **DO NOT** use the abbreviated version of the organization (Raise Your Hand) until after the first full mention is made (Raise Your Hand Texas) in any document—print or online.
- **DO NOT** use percentages of PMS 165 in your design.
- **DO NOT** use the 'A' submark in "rAise" as a substitute for the Raise Your Hand Texas logo.

CORRECT USAGE OF THE 'A' SUBMARK

The 'A' submark is ONLY TO BE USED as a subsidiary design element when appropriately paired with the organization's primary logo (e.g. letterhead watermark, approved design pattern, etc.) and in digital spaces where the primary logo is not an option (e.g. URL favicon, mobile app icon, etc.). The submark is NOT TO BE USED to replace the primary logo when the primary logo could otherwise be used.

EXAMPLES OF CORRECT USAGE:



Custom Packaging



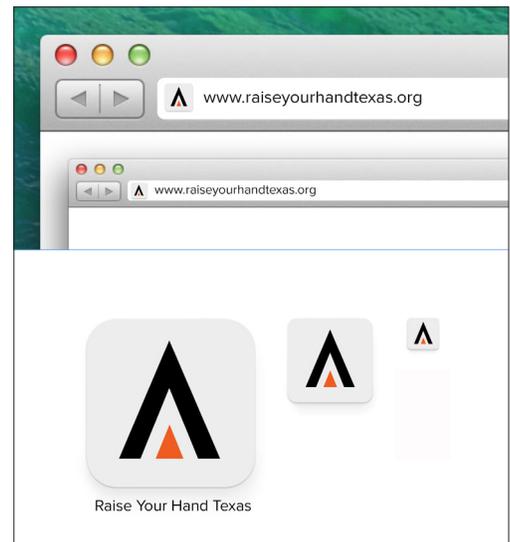
Branded Letterhead



Branded Business Card



Branded QR codes



Fav-icon and Branded App Icons

A SLOGAN WITH A PURPOSE

Every great brand needs a great “why.” Our why is embodied in our slogan, “The future of Texas is in our public schools.” It speaks to the obvious, and broader future of our state: the future of our students, the future of our communities, the future of our economy, and the future of our citizenry. The slogan also reinforces how public schools represent an investment in what Texas can, and needs to be for all of us.



SLOGAN (ENGLISH)

The full color slogan is best represented using the primary colors of black and orange.



REVERSED SLOGAN (ENGLISH)

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



SLOGAN (SPANISH)

The full color slogan is best represented using the primary colors of black and orange.



REVERSED SLOGAN (SPANISH)

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

REGISTERED TRADEMARKS

We have officially registered several wordmarks and design marks with the United States Patent and Trademark Office (USPTO) to ensure we are sufficiently protecting our brand. The USPTO granted registration protection to the following marks:

Wordmarks: The first reference to both of these names in print should include the superscript registered trademark R at the end.

Raise Your Hand Texas®
Raise Your Hand®

Design Mark: The primary logo includes the superscript registered trademark R as part of the overall identity.



The logo features the word "RAISE" in a large, bold, black sans-serif font. The letter "A" is stylized with a small orange triangle pointing upwards from its base. Below "RAISE" is the phrase "YOUR HAND TEXAS" in a smaller, orange, all-caps sans-serif font. A registered trademark symbol (®) is located to the upper right of the word "RAISE".

Slogan: If/when using the slogan in print, it should include the superscript registered trademark R at the end, and ideally be set apart in italics to indicate where the trademark begins and ends. We have not trademarked a design mark for the slogan, because it has been updated over time and is subject to change, but any graphic presentation of the slogan should still include the registered trademark R. The exception is the Spanish version of the slogan, as that has not been trademarked.



The logo consists of several lines of text. At the top, the word "THE" is centered in a small, black, all-caps sans-serif font, flanked by two horizontal lines. Below this, the word "FUTURE" is in a large, orange, all-caps sans-serif font, followed by the word "OF" in a smaller, black, all-caps sans-serif font inside a black square. The word "TEXAS" is in a large, black, all-caps sans-serif font with a white outline. Below "TEXAS" is the phrase "IS IN OUR" in a small, black, all-caps sans-serif font. At the bottom, the words "PUBLIC" and "SCHOOLS" are in a large, orange, all-caps sans-serif font, separated by a small black outline of the state of Texas. A registered trademark symbol (®) is located to the upper right of the word "SCHOOLS".

TYPOGRAPHY

The Raise Your Hand Texas fonts are Gotham, Utopia Std, and Myriad Pro. These are primarily the three acceptable fonts for formal graphic design. Although these fonts are highly versatile typefaces, some alternative fonts have been designated for instances where these fonts cannot be accessed in digital platforms.

GOTHAM

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Book Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Black Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890***

** Since Gotham is not a web-friendly font, Montserrat is to be used instead. Montserrat is the primary headline style used in the Raise Your Hand Texas website.*

UTOPIA STD

Caption

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Black Headline

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890***

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Caption Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Regular Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890***

MYRIAD PRO

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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

MORE ABOUT OUR VISUAL IDENTITY



The Raise Your Hand Texas primary logo reflects the organization’s unique positioning in the education policy and advocacy arena. The logo was intentionally designed as a stylized wordmark to be as efficient as possible and to avoid the challenges associated with multiple, competing marks (i.e. an icon and wordmark) that entice people to use them separately.

The logo’s emphasis on the word “Raise” speaks to our organization’s focus on raising the level of engagement in communities to support public education, raising the level of discourse surrounding public education policy proposals, raising the quality of legislation passed to support and strengthen public schools, raising the bar of classroom instruction and learning, and raising outcomes for all students, all communities, and all of Texas.

The “A” in RAISE in the logo is intended as design flair that can be used sparingly as a design element, but is not intended to be used as a standalone icon in place of the Raise Your Hand Texas name and logo. The triangle-within-a-triangle was not designed to represent a single concept. Instead, it is left up to interpretation, but could be perceived to be any number of things: a mountain to be climbed in pursuit of a better future, a pinnacle of practice and policy, a fire burning within, a directional arrow pointing the way to a stronger vision, a school leader/teacher and a student in their care, or similarly a parent and child, or many other possibilities.

The Raise Your Hand Texas logo represents the parent organization. Sometimes, this logo is the headlining logo. Other times, it serves as subsidiary, or the anchor supporting a branded campaign (e.g. Measure What Matters, Fund the Future, etc.). But the parent logo should always be present on important materials across various channels so the connection to the overarching brand is not lost.