

GEAR UP LOGO USAGE CHECKLIST

REVIEW THIS CHECKLIST EACH TIME
WHEN CREATING FLYERS, POSTERS,
BANNERS, T-SHIRTS, AND OTHER
PRINTED AND ONLINE MATERIALS

1

ENSURE CORRECT BRANDING

- Download the USU STARS! GEAR UP logo
- Download the USU/CEHS logo
- Both logos need to appear together
- No changing or altering logos
- See Visual Identity Guide for color palette and correct sizing specs of 25% of the width of the longest dimension and at least 5/8 tall.

2

CHECK OVERALL QUALITY

- Use correct file format (JPG/PNG for web...)
- Images/text clear, not pixelated or blurry
- Check legibility (type not smaller than 7 pt)
- Review finished size

3

REVIEW YOUR CONTENT

- Title of the event in bold
- Dates and times
- Target specific student audience
- Create a short description of the event
- Website, QR Code, or registration information
- School and/or school district logo

OPTIONAL CONTENT

Social media icons and "Stay Connected" message
GEAR UP tagline "Making College a Reality"

4

CONTACT GEAR UP OFFICE WITH QUESTIONS