

Campaign Guidelines

STEP IN. STAND UP.



Purpose of These Guidelines

With the launch of the new marketing campaign, it is important to maintain the integrity of communications across all media – print, digital, social and more.

The consistent use of logos, graphic elements, typography and color will ensure our campaign is both memorable and recognizable as distinctively ours.

These guidelines will assist our students, faculty and partners in expressing the current campaign effectively across all advertising and marketing communications executions.

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ADVERTISING CAMPAIGN GUIDELINES

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Campaign Statement

Created through the diligent and passionate efforts of the faculty, staff and student leaders of Texas A&M University, this campaign is a promise, a statement and a pledge — all in an effort to reduce incidents of sexual assault and sexual violence.

“Step In. Stand Up.” has been created to show survivors that we stand with them and asks others to do the same. It brings awareness to our community and encourages others to share our message. It creates opportunities to change the culture, the perception and the conversation.

We hope you’ll join us.

Campaign Examples – Print

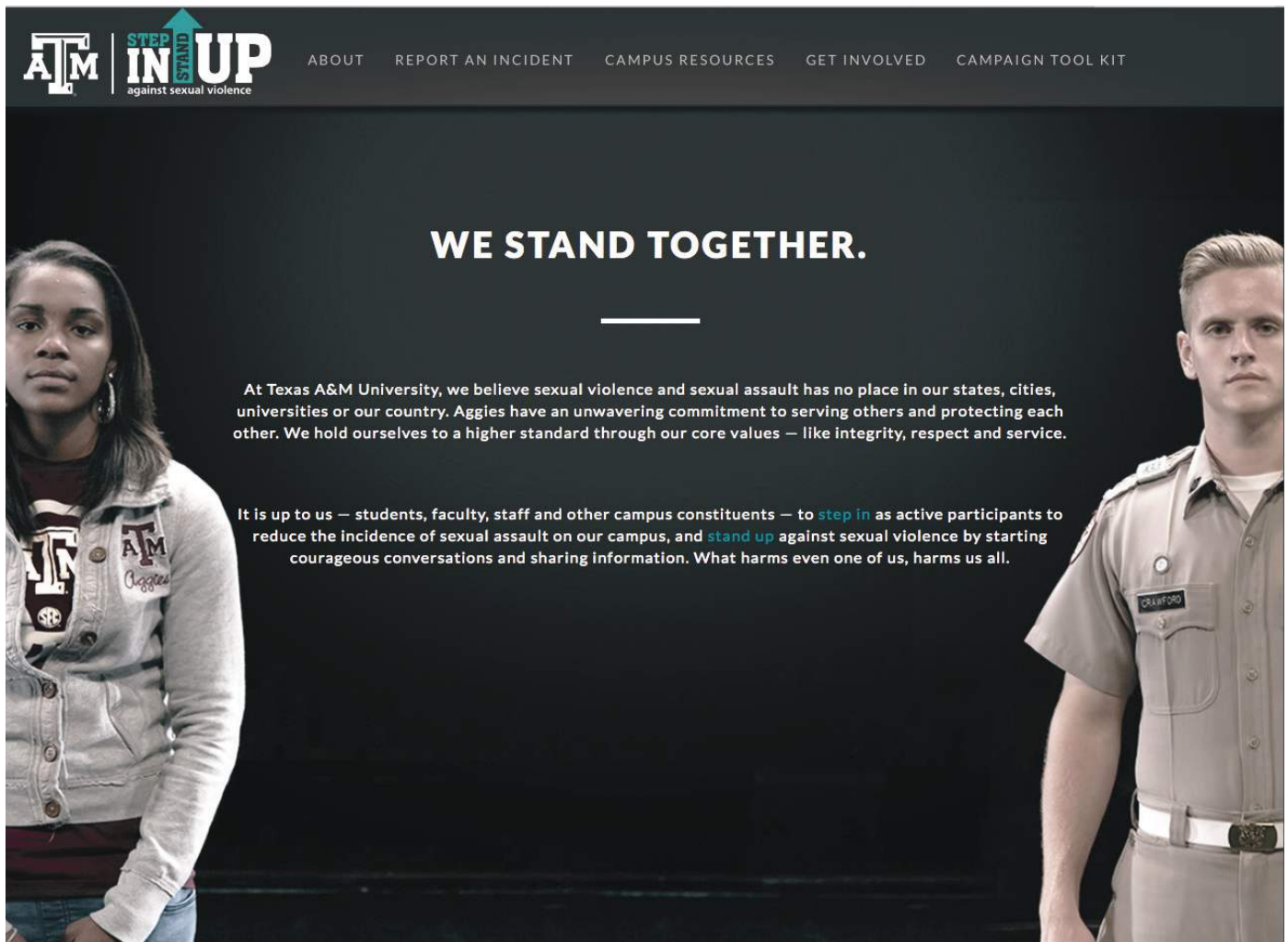
STEP IN TO SUPPORT.

Together, we can change cultures and change lives. Aggies won't stand for sexual violence and sexual assault. Join us as we **step in and stand up** against these senseless acts. It's your chance to make a difference.

ATM | STEP IN | STAND UP
against sexual violence

stepinstandup.tamu.edu
[#stepinstandup](https://twitter.com/stepinstandup)

Campaign Examples – Website



ATM | **STEP IN | STAND UP**
against sexual violence

[ABOUT](#) [REPORT AN INCIDENT](#) [CAMPUS RESOURCES](#) [GET INVOLVED](#) [CAMPAIGN TOOL KIT](#)

WE STAND TOGETHER.

At Texas A&M University, we believe sexual violence and sexual assault has no place in our states, cities, universities or our country. Aggies have an unwavering commitment to serving others and protecting each other. We hold ourselves to a higher standard through our core values — like integrity, respect and service.

It is up to us — students, faculty, staff and other campus constituents — to **step in** as active participants to reduce the incidence of sexual assault on our campus, and **stand up** against sexual violence by starting courageous conversations and sharing information. What harms even one of us, harms us all.

Campaign Examples – Social

WE STAND TOGETHER.
stepinstandup.tamu.edu

STEP IN STAND UP
against sexual violence

TWEETS: 34.7K | FOLLOWING: 685 | FOLLOWERS: 889 | FAVORITES: 247 | LISTS: 2

Step In. Stand Up. @TAMUStepInStandUp
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.

College Station, TX

Tweets Tweets & replies Photos & videos

Who to follow - Refresh - View all

- Applesider @appleinsider
- Creode @Creode

WE STAND TOGETHER.
stepinstandup.tamu.edu

STEP IN STAND UP
against sexual violence

Step In. Stand Up. Texas A&M University

102 likes, 2 visits

Clover Lewis, Neil Gardiner and 2 others like this.

Write something on this Page...

Step In. Stand Up. shared a link 10 October

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis.

It's not it and enduring beauty in terms of simplicity. It's not it and enduring beauty in terms of simplicity is. True simplicity, in order to cover up.

Like Page

Recent: 2014, 2013, Founded

Sponsored

Who likes this page:

- Jack Black commented on Kevin Costner's status
- Dexter Fletcher likes Dustin Hoffman's photo
- Ethan Hawke commented on Jean Reno's status
- Lee Van Cleef is going to CINERARILUM OCTOBER
- Timothy Hutton commented on Tommy Lee Jones's status
- Vincent Price likes Julia Robert's photo
- Aaron Eckhart
- Al Pacino
- Andy Garcia
- Ben Affleck
- Charlie Sheen
- Colin Farrell
- Don Cheadle
- Edward Norton

Campaign Examples – Activation Tool Kit



Visual Identity

There are two important and identifiable visual elements of the “Step In. Stand Up.” communications campaign that make them stand out. The first is the student, athlete and faculty photography. The second is the “flag” graphic elements surrounding the headline and the campaign logo.

The photography should represent all aspects of life across the TAMU campus. The photography has been desaturated by 30-40%.

The two “flag” elements are meant to create a self-contained element for the headline, while the logo “flag” has been filled with teal to create visual awareness and priority within the communication itself.

Logos

The “Step In. Stand Up.” logo is a critical component of the campaign and must always be used in conjunction with the TAMU logo.

Strict adherence to the guidelines for logo usage ensures we project a strong and consistent persona in every platform.

Usage Guidelines

- Always use original artwork for the logos; poor-quality reproductions are unacceptable.
- Never combine the logos with other figures, words, trademarks or symbols.
- Never use the logos in a headline or copy text.
- The logos may often appear on a dark background color. To ensure optimum legibility, reversed-out logos should not appear on backgrounds with a tint lighter than 50%.

Standard Step In. Stand Up. Logo



Color Palette

Primary Colors

The “Step In. Stand Up.” campaign’s primary color palette includes the following colors. To ensure consistent color usage, adhere to the Pantone, CMYK, HEX and RGB formulas as outlined below.

Aggie Maroon:
 PMS: Aggie Maroon
 RGB: 80 / 0 / 0
 Hex: 500000
 CMYK: 15 / 100 / 39 / 69

Teal:
 PMS: 321
 RGB: 0 / 140 / 153
 Hex: 008c99
 CMYK: 100 / 0 / 31 / 23

Fonts and Typography

The following typefaces have been selected for use in the “Step In. Stand Up.” communications materials:

- Frutiger – 75 Black
- Frutiger – 55 Roman
- #stepinstandup: ITC New Baskerville Std - Bold Italic
- Web-Safe: Arial

Fonts should be used consistently and appropriately to support the campaign efforts.

Headlines: Frutiger – 75 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body Copy: Frutiger – 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

#stepinstandup: ITC New Baskerville Std - Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Web-Safe: Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Brand Guardian

If you have any questions regarding these guidelines, or if you need help addressing an issue not covered here, please contact our brand guardian:

[Rebecca Watts](#)

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ADDITIONAL RESOURCES

If you would like more in depth information in skill building, education and/or conversations, CLEAR (Consensual Language, Education, Awareness and Relationships) is available to help.

[CLEAR can be contacted at:](#)

Phone: 979-845-0280

Email: clear@studentlife.tamu.edu

Web: <http://studentlife.tamu.edu/clear>