



STEP IN. STAND UP.

Campaign Guidelines

MARCH 2017

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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CAMPAIGN STATEMENT

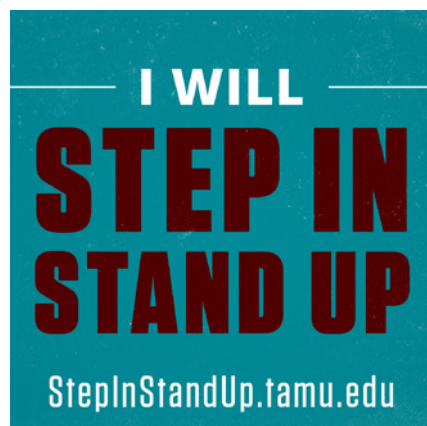
Created through the diligent and passionate efforts of the faculty, staff and student leaders of Texas A&M University, this campaign is a promise, a statement and a pledge — all in an effort to reduce incidents of sexual assault and sexual violence.

“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.



Shareable social media graphic



Social Media Avatar

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 vibrant teal, and the second is the bold typographic styles.

The teal serves to bring attention to important words, actions, or graphics as necessary. The bold typographic style demands that the campaign be seen and heard. Combined, these elements serve as a call to action.

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

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: 7429
 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:

- Tungsten Bold and Tungsten Medium
- Open Sans Extrabold and Open Sans Regular
- Web-Safe: Arial

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

Headlines: Tungsten Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Headlines: Tungsten Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Subheaders: Open Sans Extrabold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body Copy: Open Sans Regular

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:

Denise Crisafi

Offices of the Dean of Student Life
Texas A&M University

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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:

979.845.0280

clear@studentlife.tamu.edu

studentlife.tamu.edu/clear