



# **BRAND KIT**

## **2020-2027**

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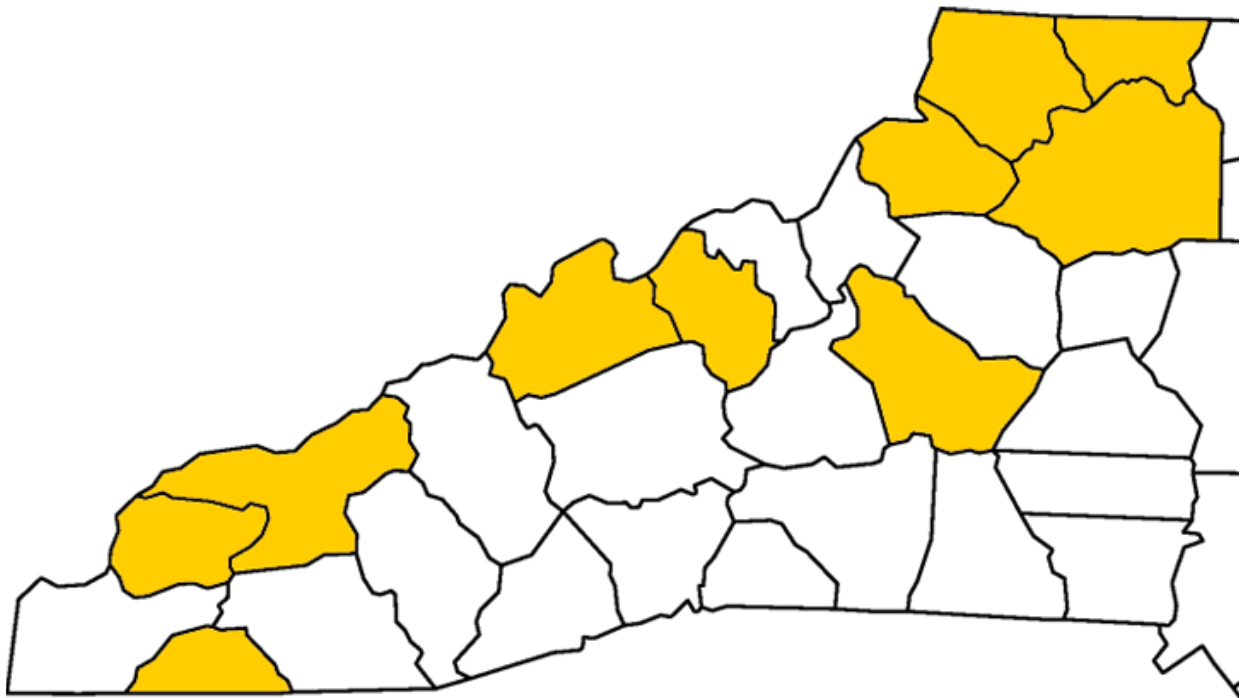
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# GEAR UP Map



Appalachian GEAR UP promotes access to higher education in 10 partnering districts around western North Carolina.

# Messaging Guidelines

## **Naming Usage:**

GEAR UP: Always capitalize all letters in GEAR UP. Use “GEAR UP” when referring to the Department of Education’s national GEAR UP program or GEAR UP activities that are not specific to our state. “Appalachian GEAR UP” should be used when referring to our current grant. You may use the term “Appalachian GEAR UP” or you may refer to “Appalachian State University’s GEAR UP program”.

## **Specific Communication Strategies:**

Appalachian GEAR UP will promote a college-going culture by sharing messaging on a variety of platforms.

*Indirect* messaging includes information on the Appalachian GEAR UP website and social media, and it will be geared towards our stakeholders. This information will be shared with students, families, and professionals as seen fit by each district.

*Direct* information shared via the bulletin, texting platform, and family newsletters will be sent directly from Appalachian GEAR UP to students, families, and partners. Other direct messaging includes district-specific social media platforms.

Each district manages their own content; however, Appalachian GEAR UP provides a bank of general suggested content they may use at any time. See below for examples of suggested content and messages to use with different types of audiences.

# Messages to Specific Audiences

## ***Students***



- College is a real and reachable goal. You have many options to pay for college.
- Postsecondary education isn't just a bachelor's degree at a four-year institution; community colleges and technical programs provide strong opportunities.
- Appalachian GEAR UP will support you as you navigate the process and help you to make decisions.

## ***Parents/Families***



- You play a huge role in encouraging your student to go to college.
- Any type of postsecondary education, whether a community college or a 4-year university, will pay off for your student in the long-term.
- The college process is complex, but with support, your student can obtain a postsecondary degree.
- Appalachian GEAR UP can provide one-on-one support to you and your student on the college process.

## ***School Personnel/Community Partners***



- Appalachian GEAR UP relies on your knowledge and expertise to encourage students to attend college.
- College is a realistic goal for every student.
- Four year colleges aren't the only choice; community colleges and technical centers are strong postsecondary options.

## ***Policymakers and Community Leaders***



- Appalachian GEAR UP uses the power of the local community to drive education success.
- Visible community support from leaders is critical to growing the college-going culture in your area.
- Appalachian GEAR UP is preparing students to have bright futures in the local community.
- The GEAR UP model will allow services to continue after the life of the grant.

## ***General Public***



- Appalachian GEAR UP will increase the number of college-bound students in your community.
- Developing a college-going culture requires support from the larger community, not just families and schools.

# GEAR UP Style Guide



Use this logo with neutral backgrounds



Use this logo with dark backgrounds



\*Do not use white logo with grey background

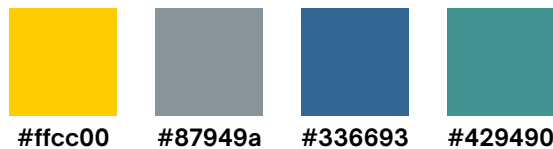


Use this logo with bright backgrounds



Minimum of 100 x 100 pixels  
or  
minimum of 1.5 inches

## GEAR UP Colors



#ffcc00 #87949a #336693 #429490

## App State Colors



#222222 #ffcc00 #cdcba2 #c0a878 #014266 #641717 #3F653A #b3b3b3 #d5d7d8

## Additional Logo Designs

COLLEGE  
**Dream It. Plan It. Do It.**



*If printing anything with the GEAR UP logos (tablecloths, t-shirts, water bottles, billboards, etc):*

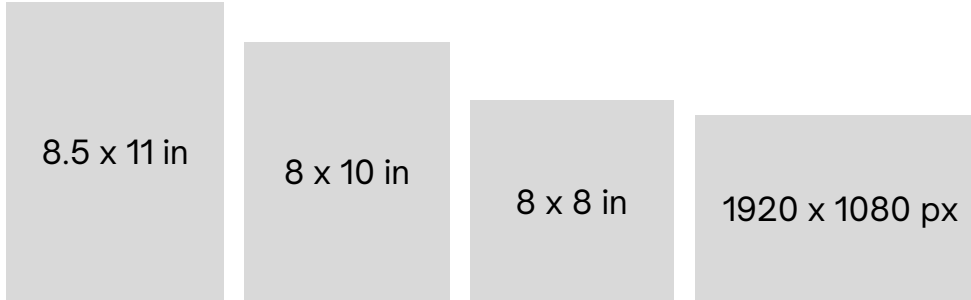
*Pre-approved designs are available, and all custom designs must be submitted to central Appalachian GEAR UP staff for pre-approval.*

*Any changes to colors of the GEAR UP logos must be approved by Appalachian GEAR UP staff.*



# Design and Social Media

## Find the right size:



The standard flyer dimension is 8.5x11 in. If posting to social media, resize flyer to 8x10 in. (portrait) or 8x8 in. (square).

**TIP:** Follow the dimension guide to create an appropriate Zoom background.

- **Flyers** are read from the top down – start with the most important information at the top and follow with secondary details.
- **Include the essentials:** who (GU team), what (activity), when (date and time), where (location or virtual), and contact info. Replace long paragraphs with bullet points.
- **Visual tools:** What's the first thing you want them to notice? Engage readers with that focus first. Select one to two high-quality, colorful images (not blurry or stretched) that relate to the information on the page. Use Canva stock photos if needed.
- **Fonts:** Make brand fonts large and legible. Make sure dates, times, and contact information stand out. Pay close attention to things like alignment, spacing, and balance. (**Never use fonts less than 11**)
- **Colors:** While colors like red and purple catch attention, keep designs consistent with our brand. Do not use colors that are not in our pallet. For backgrounds use solid colors.
- **Templates:** Make flyers look distinctly ours. If using a Canva template, align the look and feel to ours. When using partner and/or school logos, place them in a subordinate position to our logo.
- **Proofread:** have someone else proofread your work, and make sure all details are correct. Ensure all hyperlinks work. A misspelled word, inaccurate contact number, or bad Zoom link could make your flyer worthless. Make sure all elements align with our brand.
- **File sharing and saving:** PDF and PNG files are the best format to use when sharing and saving your creations. **TIP:** When you save the file as a PNG for electronic/social media sharing the links will not be clickable.

# Platforms

This is a list of all the platforms that currently exist and are attached to the **Appalachian GEAR UP** program.

**Facebook:** [GEAR UP Appalachian](#)

Audience- The GEAR UP Facebook page serves our partners (districts, IHE).

Objective- The Facebook page is separate from district Facebook pages. The GEAR UP page will share information relevant to district coordinators and will feature stories from our partners as a way to encourage and inspire other districts. This also serves as a way to network with community members and to learn about what other GEAR UP programs are doing.

Frequency- Weekly posts

**Twitter:** [GEAR UP NCWest](#)

Audience- Twitter is used mainly as a networking tool.

Objective- The GEAR UP Twitter account is used as an informational tool. The account allows GEAR UP to network with educators as well as learn more about best practices in the college access field. The account follows leaders in the industry as well as other accounts relevant to grant management and community partners.

Frequency- Weekly posts

**Instagram:** [GEARUP\\_Appalachian](#)

Audience- Instagram serves our partners and serves as a resource for district coordinators.

Objective- The GEAR UP Instagram page serves as a place to share information relevant to district coordinators. Featured stories will serve to encourage and inspire districts. This page also serves as a way to learn about what other GEAR UP programs are doing.

Frequency- Weekly posts

**Website:** [www.gearup.appstate.edu](http://www.gearup.appstate.edu)

Audience- The GEAR UP website serves our partners and stakeholders.

Objective- The site presents information and resources to the world at large to tell them who Appalachian GEAR UP is. The website also provides consistent messaging of our services.

Frequency- Update as needed and on-going

**LinkedIn:** [www.linkedin.com/company/college-access-partnerships-at-appalachian-state-university/](http://www.linkedin.com/company/college-access-partnerships-at-appalachian-state-university/)

Audience- Professional staff, potential partners, current staff

Objective- Networking with community and other professionals

Frequency- Weekly posts and as needed.

**Blog:** <https://gearup.appstate.edu/news>

**Audience-** The blog (Feature Stories) is housed on the GEAR UP website and serves our partners and stakeholders.

**Objective-** The blog serves as a more “casual” place to post content related to the grant. This will include photographs of student services, feature stories, staff events, external resources, news and current events, and other items as the Communications Team finds relevant.

**Frequency-** New features stories will be posted 1-2 per month.

### **Bulletin:**

**Audience-** The biweekly bulletin is emailed to all GEAR UP partners (including liaisons, finance officers, district coordinators, and higher ed partners).

**Objective-** The bulletin contains important information about grant management, programming updates, and additional grant information as needed. The bulletin contains information that shall be reviewed by each GEAR UP staff member.

**Frequency-** Biweekly

### **Family Newsletter:**

**Audience-** The family newsletter is shared monthly (on or around the 15th of the month) with families of GEAR UP students. Each district determines how the electronic newsletter is disseminated. Some counties post to social media; other counties print the newsletters.

**Objective-** The family newsletter provides college-going knowledge and information for families. In addition to need-to-know facts such as how to apply and pay for college, prepare for standardized tests, stay organized, and become involved in extracurricular activities, the newsletters also provide county-specific upcoming dates and information relevant to each partnering district.

**Frequency-** Monthly on or around the 15th and once during the summer (July).

Any content on social media from district accounts or school accounts should tag us on social media. Here are our tags for each platform:

**Facebook:** @GEAR UP Appalachian

**Twitter:** @GEAR UP NCWest

**Instagram:** @GEARUP\_Appalachian

**LinkedIn:** @collegeaccesspartnerships