**NEXTUP LOGO VERSIONS**

**PRIMARY LOGO**
This version should be used in most instances when color reproduction is being used – for example, online, in videos and on color ads and collateral pieces.

**BLACK LOGO**
This version should be used only when color reproduction is not available – for example, in a print ad that is only being printed in black/white.

**WHITE/REVERSED LOGO**
This version can be placed on a color/textured background. The background color must be dark enough to provide adequate contrast for the logo to be clearly legible.
Logo color variations are provided for additional flexibility.
Below is the color palette used in the NextUp logo. Keep these colors in mind when creating complementary color palettes for use in NextUp web, video and print projects.

**NextUp Logo Colors**

**Body Text Colors**
Body text on web, video or printed materials should only be black, 80% gray or reversed white.

Bright Red, Bright Fuchsia, and Winter Green may be used as text, and are ADA/508 compliant, only when used in bold or at 18 point text and larger.

Golden Orange, Sunny Yellow and Minty Fresh are NOT ADA/508 compliant when used as any body, header or decorative text.

**Bright Red**
- CMYK: 0/89/98/0
- RGB: 239/68/37
- HTML: ef4325

**Bright Fuchsia**
- CMYK: 3/98/2/0
- RGB: 229/23/138
- HTML: e4178a

**Winter Green**
- CMYK: 78/10/56/0
- RGB: 28/168/141
- HTML: 1ba78d

**Golden Orange**
- CMYK: 0/50/100/0
- RGB: 247/148/30
- HTML: f7931d

**Sunny Yellow**
- CMYK: 4/23/92/0
- RGB: 244/194/48
- HTML: f4c320

**Minty Fresh**
- CMYK: 72/0/48/0
- RGB: 43/186/160
- HTML: 2ab99f
The following shows how much space should be between the NextUp logo and any surrounding type or elements used with it. This helps ensure that the logo is not too crowded and helps maintain brand integrity.

Use the height of the “NEXT” as a guide for how much clear space the NextUp logo should have.
In order to build and maintain the NextUp brand, the logo must never be altered, stretched or placed on a background that reduces legibility. These are examples of what NOT to do with the NextUp logo.

**DO NOT stretch or skew the logo.**

**DO NOT apply special effects such as drop shadows to the logo.**

**DO NOT place the logo on a busy background.**

**DO NOT rearrange elements of the logo.**

**DO NOT place the logo on a background that does not provide enough contrast for strong legibility.**

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“Unstoppable.” as a tagline presents a succinct and easy to remember message. This tagline’s simplicity offers a powerful statement, representative of the momentum, empowerment and transformative experience former foster youth attribute to the NextUp program.

The CAFYES versions of the logo are to be used when additional context is needed to avoid confusion over the name “NextUp”. These logos are only to be used by colleges that have already started marketing the program to students as CAFYES. As such, colleges using this version must phase out use of this logo over a 6-12 month period. Refer to the previous page for proper usage guidelines.
Visit NextUp.cccco.edu to find a college near you and learn more about program benefits.

The California Community Colleges is the largest system of higher education in the nation, with 2.1 million students attending 114 colleges. Our colleges provide students with the knowledge and background necessary to compete in today's economy. With a wide range of educational offerings, the colleges provide workforce training, basic courses in English and math, certificate and degree programs and preparation for transfer to four-year universities.