

Discipline of Brand and Messaging

TEXASgenuine is a challenge internally and a promise externally.

The challenge for college personnel is to live up to it by providing TEXASgenuine Teaching, showing TEXASgenuine Results, and giving TEXASgenuine Opportunities.

It is strategically ambiguous, so that it can be used to suggest different meanings to different audiences, which is critical.

- Messaging should frame the college as the immediate choice to make things (job, career, life) better. **TEXASgenuine Results.**
- Messaging should frame business/industry who hire your graduates as wanting and needing capable workers. **TEXASgenuine Employees.**
- Messaging should frame individual colleges and districts as ready to provide the knowledge and training people need. **TEXASgenuine Training.**

Here are a few examples of how the brand can work with multiple audiences.

Community	TEXASgenuine Opportunities.
Students	TEXASgenuine Careers.
Business	TEXASgenuine Results.
College	TEXASgenuine Instructors.
Economic Development	TEXASgenuine Impact.

When using “TEXASgenuine” in regular type font, always capitalize “TEXAS”, leave no space, and then leave “genuine” lowercase. This ensures that the visual look in a font setting will keep the brand consistent in the absence of the logo.

Core Brand Messaging

First, it gives you the flexibility to talk to multiple audiences about programs and opportunities.

Giving the statewide nature of this effort and the fact that its success is dependent on colleges using this as part of their effort, it is critical that each college be able to use TEXASgenuine in such a way as to highlight their most unique or powerful feature. TEXASgenuine is the brand that supports all the different facets of Career and Technical Education across all the different colleges.

TEXASgenuine Opportunities.
TEXASgenuine Skills.

TEXASgenuine Employees.
TEXASgenuine Training.

TEXASgenuine Education.

Second, it targets the issue of community image directly by claiming the ground of an “authentic”, “real”, “genuine” education. It also implies (without saying it) don’t buy a knock-off education, an untested education, a theoretical education. This factor is critical given the diverse nature of competition in each of the college districts.

Third, it creates dual messages in the minds of your public; among older audiences it implies “it is a true education, something that is proven, tested... genuine;” among younger audiences it implies not fake, not put on, but real.

Tested, Authentic.
The Real Thing, Not Fake.

Older Audiences
Younger Audiences

Fourth, if Texas Career and Technical Education “owns” the word “Genuine,” it claims the brand position that you have the most VIABLE options that have been tested. This is in direct counterpoint to much of your competition.

Fifth, the Texas Higher Education Coordinating Board has adopted Generation TX as a way to focus on bringing the full range of students into Texas colleges; community, technical, and four-year. TEXASgenuine does not “fight “ with this message campaign, it reinforces it with alliteration. **Generation TX... TEXASgenuine.**

Finally, it sets the standard that it’s not just education... it’s TEXASgenuine education. The implication is that Texans expect more and that Texas Career and Technical Education programs deliver more.



Authenticity

The words themselves build on a deep-seated emotional bond between Texans and their state, and feeds into the no excuses, no bull image that Texans value. At the same time, as environments and time shift, this brand will allow Colleges, Programs and the CTE itself to change facets, without changing brands.

Examples of Implementation

Career and Technical Education TEXASgenuine.

TEXASgenuine Education.

TEXASgenuine Performance.

TEXASgenuine Training.

TEXASgenuine Skills.

TEXASgenuine Value.

TEXASgenuine Impact.

TEXASgenuine Results.

TEXASgenuine Opportunities.

TEXASgenuine Instructors.

TEXASgenuine Careers.

TEXASgenuine Experience.

TEXASgenuine Jobs.

TEXASgenuine Employees.



Logo Information

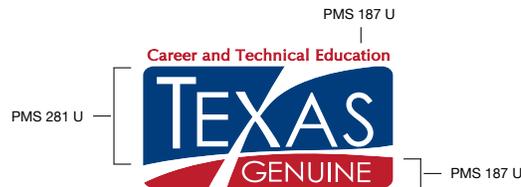
Alterations of any kind including arrangement, proportions, and official Texas Genuine colors are prohibited. Construction of the logo from scratch should never be attempted and only approved original digital files or hard copies should be used.

Failure to follow these guidelines can result in confusion in the marketplace. This confusion will most likely transfer to Texas Genuine's image creating a perception of indecisiveness and low quality.

Texas Genuine Official Colors

TEXAS RED	TEXAS BLUE
	
PMS VALUE	
187 U	281 U
CMYK VALUES	
15	100
100	72
90	0
10	32
RGB VALUES	
191	0
30	62
45	126
WEB-SAFE RGB	
#BF1E2D	#003E7E

Official Texas Genuine Logos & Correct Color Usage



Grayscale Version



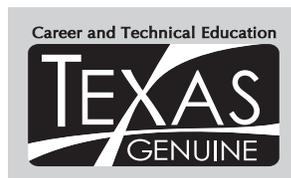
Dark Background

Avoid reversing the logo from a dark background whenever possible.



20% Rule

The background color should be no darker than the equivalent of 20% Black.



No Distortion

Do not distort. Always use corner to scale logo.



No Cropping

Do not crop. All logos must be used in their entirety.



No Clip Art

Do not add elements by way of clip art or drawing.



Do Not Alter

Do not change the arrangement of the logo.

