

TEXAS 4000

FIGHTING CANCER EVERY MILE

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OUR IDENTITY

Texas 4000 considers its logo to be an extremely important asset. It is a visual representation of the Texas 4000 identity as well as the organization's history, integrity, and mission and we protect its use fully.

We ask that you read and follow our logo usage guidelines as expounded by this document. The Texas 4000 logo may be used only under these guidelines. Any use of the artwork outside of these guidelines is strictly prohibited.

OBTAINING ARTWORK

To request files, please contact us at info@texas4000.org. The logo is available in full color, black and white, white, and greyscale in .JPG, .TIFF, .EPS, and .PDF formats.

TEXAS 4000 » Fighting Cancer Every Mile

Texas 4000 is dedicated to fighting cancer by sharing hope, knowledge and charity. We cultivate the next generation to lead the fight against cancer through our cornerstone event, a more than 4,000-mile bike ride from Austin to Anchorage.

ABOUT TEXAS 4000

Texas 4000 is a nonprofit organization dedicated to preventing and fighting cancer. Each year a team of dedicated University of Texas students brave the elements to complete a more than 4,000-mile bike ride from Austin, Texas to Anchorage, Alaska sharing Hope, Knowledge and Charity along the way. As their flagship event of the year, the **LIVESTRONG** Texas 4000 ride is the longest annual charity event bike ride in the world. Texas 4000 riders train, fundraise and develop as leaders and servants in the community and to date have contributed more than \$2.5 million to the fight against cancer. Cultivating the leaders of tomorrow, Texas 4000 organizes and performs numerous charity events including the Texas 4000 Tribute gala and the ATLAS Ride send-off throughout the year. To learn how you can join the cancer-fighting journey, visit: www.texas4000.org.

JAMILLE WILKES RUEBSAHM
EXECUTIVE DIRECTOR, TEXAS 4000

Jamille Ruebsahm serves as the executive director of Texas 4000. In this role, she manages all aspects of the organization, including its flagship event, a more than 4,000-mile bike ride from Austin, Texas to Anchorage, Alaska. Since its inception in 2004, the riders have raised more than \$2.5 million in the fight against cancer. Jamille began her career in public accounting in New York City working for Deloitte. After moving to Austin she was promoted to manager and primarily served companies in financial services and insurance industries. Jamille decided to change careers after her father lost his 12-year battle with cancer. She was inspired to continue the fight against cancer and educate the public on how they too can prevent against and fight this disease.

Jamille earned a Bachelor of Business Administration and a Master of Public Accounting from The University of Texas at Austin. She is a member of the Junior League and the Austin Young Chamber of Commerce and spends her free time volunteering throughout the community, traveling to new destinations with her husband, Ryan, and enjoying Austin.

COLOR GUIDELINES

When possible for print, the following Pantone colors should be used. CMYK is an adequate substitute for print if Pantones increase cost. RGB color values should be used in digital graphics, for instance, when creating an email flyer. HEX color values should be used for the website.



PANTONE

- Pantone 717 U / Pantone 717 C
- Pantone 294 U / Pantone 294 C
- Pantone Cool Gray 10 U / Pantone Cool Gray 10 C

CMYK

- C:0 | M:53 | Y:100 | K:2
- C:100 | M:58 | Y:0 | K:21
- C:0 | M:2 | Y:0 | K:60

RGB

- R:240 | G:139 | B:29
- R:0 | G:85 | B:150
- R:128 | G:127 | B:131

HEX

- #D98A2E
- #1D5693
- #7F7E82



CMYK

- C:0 | M:0 | Y:0 | K:0

RGB

- R:255 | G:255 | B:255

HEX

- #FFFFFF



PANTONE

- Pantone Cool Gray 10 U / Pantone Cool Gray 8 C
- Pantone 425 U / Pantone 424 C

CMYK

- C:0 | M:2 | Y:0 | K:60
- C:0 | M:0 | Y:0 | K:77

RGB

- R:128 | G:127 | B:131
- R:95 | G:96 | B:98

HEX

- #7F7E82
- #5F6062



PANTONE

- Pantone Black 6 U / Pantone Black C

CMYK

- C:75 | M:50 | Y:50 | K:100

RGB

- R:0 | G:0 | B:0

HEX

- #000000

LIVESTRONG PARTNERSHIP

There are certain instances when the LIVESTRONG Texas 4000 logo is appropriate for use, as well as instances when the standard logo should be used. Any time the logo is being used in the context of the summer ride or when addressing the team, the LIVESTRONG Texas 4000 logo must be used. Any time the logo is used in reference to Texas 4000 as an organization, the standard logo should be used.

For examples see below:



“Texas 4000 is dedicated to fighting cancer by sharing hope, knowledge and charity. We cultivate the next generation to lead the fight against cancer through our cornerstone event, a more than 4,000-mile bike ride from Austin to Anchorage.”



“The 2011 LIVESTRONG Texas 4000 team will embark on the eighth annual ride from Austin, Texas to Anchorage, Alaska; their ages range from 18-29, representing 22 majors at The University of Texas.”

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- Pantone 294 U / Pantone 294 C
- Pantone Cool Gray 10 U / Pantone Cool Gray 10 C

CMYK

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- C:100 | M:58 | Y:0 | K:21
- C:0 | M:2 | Y:0 | K:60

RGB

- R:240 | G:139 | B:29
- R:0 | G:85 | B:150
- R:128 | G:127 | B:131

HEX

- #D98A2E
- #1D5693
- #7F7E82



CMYK

- C:0 | M:0 | Y:0 | K:0

RGB

- R:255 | G:255 | B:255

HEX

- #FFFFFF



PANTONE

- Pantone Cool Gray 10 U / Pantone Cool Gray 8 C
- Pantone 425 U / Pantone 424 C

CMYK

- C:0 | M:2 | Y:0 | K:60
- C:0 | M:0 | Y:0 | K:77

RGB

- R:128 | G:127 | B:131
- R:95 | G:96 | B:98

HEX

- #7F7E82
- #5F6062



PANTONE

- Pantone Black 6 U / Pantone Black C

CMYK

- C:75 | M:50 | Y:50 | K:100

RGB

- R:0 | G:0 | B:0

HEX

- #000000

RESTRICTIONS

These guidelines are designed to maintain the integrity of our brand identity. Examples of common abuses are shown below. If a treatment fails to allow the logo to appear in a manner consistent with this guide, it should not be used. These restrictions apply to the logo both with and without LIVESTRONG.

The logo may not be copied, distributed or used apart from the article or broadcast commentary about the organization or the applicable product or event. For example, you may not redistribute the logo in hard copy or electronic form or make it available online for others to copy. The logo must be used as provided by Texas 4000 with no changes, including, but not limited to, changes in the color or design, or removal of any words or artwork. The logo may not be animated, morphed, or otherwise distorted in perspective or appearance.

The logo must stand alone and may not be combined with any other object, including, but not limited to, other logos, words, graphics, photos, slogans, numbers, or symbols.

Do not remove the tagline phrase



Do not color with an alternate palette



Do not stretch, skew, or distort



Do not add a drop-shadow



Do not screen the logo



Do not add an outer stroke



Do not re-typeset



Do not stylize or add any other effect



Do not emboss



Do not add a blur



Do not place within a holding shape



Do not place on a competitive background



CLEARANCE & SIZING

The Texas 4000 logo is designed for clarity. Use good judgment when sizing the logo. A thoughtfully sized logo surrounded by clear space can have more impact than a logo sized too large for the available space. To properly present a logo, a minimum clearance between the logo and other elements must be maintained.

The logo should always have a sufficient amount of white space surrounding it for maximum impact and clarity.



The logo should never be reproduced smaller than 1.5 inches in width. Any size smaller than this may jeopardize legibility.



This minimum may vary based upon how the logo is reproduced. For example, the minimum size may need to be greater than 1.5 inches for the logo to remain readable when it is embroidered on fabric.

EMAIL SIGNATURE

It is important for Texas 4000 riders and volunteers to keep a consistent identity when communicating via email. The following signature incorporating the Texas 4000 logo should be used when writing emails concerning the organization:

Jane Smith
2011 Rider, Travel Committee
Texas 4000

CELL 555-555-5555
janesmith@gmail.com

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