

funded in part by the
City of Houston
through Houston Arts Alliance

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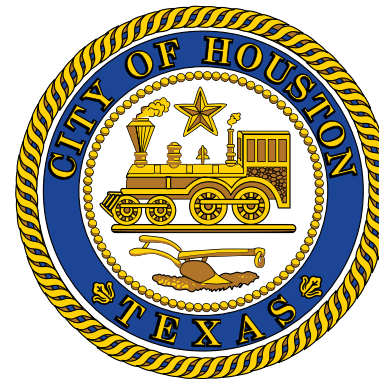
Please refer to this Style Guide for further details on placement, color and layout.

Logo System

Full Color

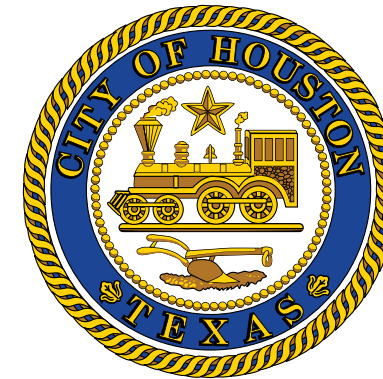
1. Square Layout
2. No Text Layout
3. Horizontal Layout
4. Vertical Layout

1.



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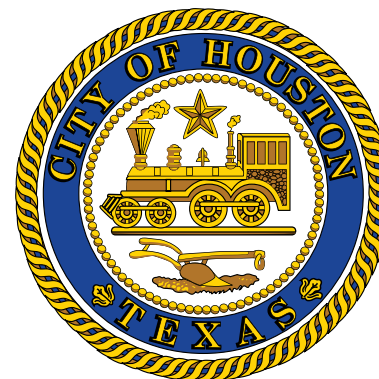
3.



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2.



4.



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Logo System

Single Color

1. Square Layout
2. No Text Layout
3. Horizontal Layout
4. Vertical Layout

1.



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3.



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2.



4.



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Logo System

Single Color Reverse

- 1. Square Layout
- 2. No Text Layout
- 3. Horizontal Layout
- 4. Vertical Layout

1.



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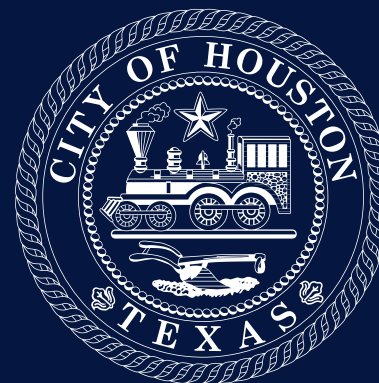
3.



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2.



4.



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Color



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Houston Arts Alliance

CMYK	66, 0, 14, 0	CMYK	6, 24, 83, 0	CMYK	0, 83, 64, 0
RGB	35, 198, 220	RGB	240, 193, 72	RGB	255, 82, 82
HEX	#23C6DC	HEX	#F0C148	HEX	#FF5252
PMS	311	PMS	129	PMS	178

City of Houston

CMYK	0, 43, 100, 33	CMYK	0, 38, 100, 34	CMYK	0, 16, 100, 0
RGB	178, 116, 14	RGB	177, 121, 12	RGB	255, 210, 0
HEX	#B2740E	HEX	#B1790C	HEX	#FFD200
PMS	146 C	PMS	146 CVC	PMS	116 C
CMYK	100, 87, 0, 2	CMYK	0, 0, 0, 100		
RGB	27, 66, 152	RGB	0, 0, 0		
HEX	#1B4298	HEX	#000000		
PMS	2738 C	PMS	–		

Typography



Roobert Pro Semibold

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Usage

Orientation

This usage applies to all versions of the combined logo.



Do not stretch



Do not mirror



Do not skew



Do not add drop shadow



Do not rotate



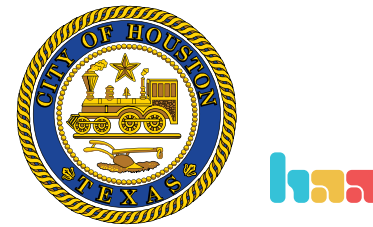
Do not use unapproved colors

Usage

Full Color on Backgrounds

This usage applies
to all layouts of the
combined logo.

Correct



White



Light Grey



Light Image

Incorrect



Black



Similar Color



Dark Image

Usage

Single Color on Backgrounds

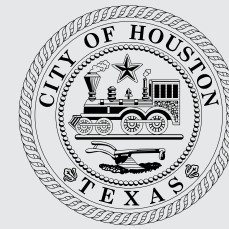
This usage applies
to all layouts of the
combined logo.

Correct



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White



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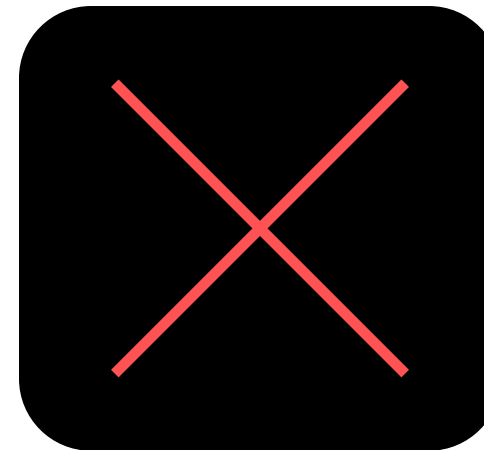
Light Grey



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Light Image

Incorrect



Black



Similar Color



Dark Image

Usage

Single Color Reverse on Backgrounds

This usage applies to all layouts of the combined logo.

Correct



Black

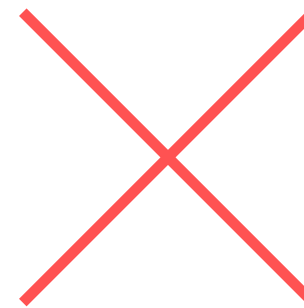


Dark Grey



Dark Image

Incorrect



White



Light Grey



Light Image