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City of Houston
through Houston Arts Alliance

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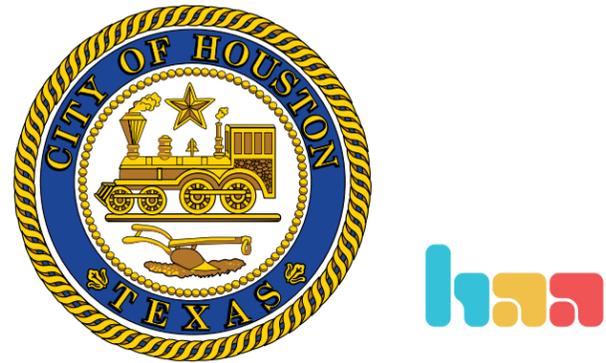
Please refer to this Style Guide for further details on placement, color and layout.

Logo System

Full Color

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

1.



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3.

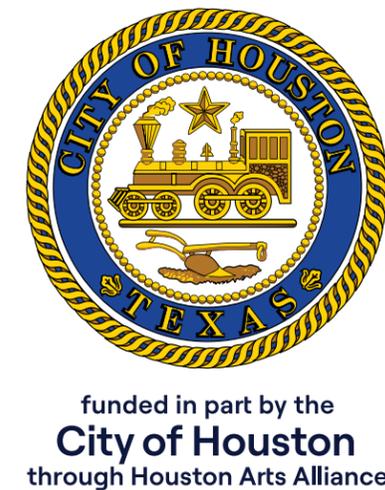


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2.



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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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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2.



4.



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Color



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Houston Arts Alliance

CMYK 66, 0, 14, 0
RGB 35, 198, 220
HEX #23C6DC
PMS 311

CMYK 6, 24, 83, 0
RGB 240, 193, 72
HEX #F0C148
PMS 129

CMYK 0, 83, 64, 0
RGB 255, 82, 82
HEX #FF5252
PMS 178

City of Houston

CMYK 0, 43, 100, 33
RGB 178, 116, 14
HEX #B2740E
PMS 146 C

CMYK 0, 38, 100, 34
RGB 177, 121, 12
HEX #B1790C
PMS 146 CVC

CMYK 0, 16, 100, 0
RGB 255, 210, 0
HEX #FFD200
PMS 116 C

CMYK 100, 87, 0, 2
RGB 27, 66, 152
HEX #1B4298
PMS 2738 C

CMYK 0, 0, 0, 100
RGB 0, 0, 0
HEX #000000
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



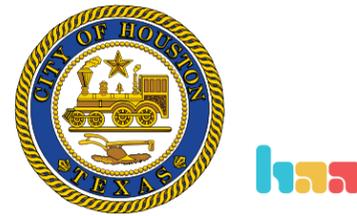
Do not use unapproved colors

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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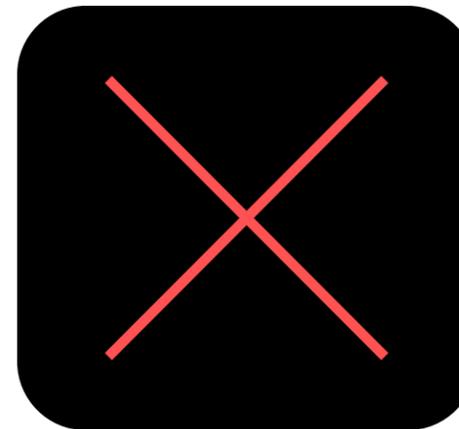
Light Grey



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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

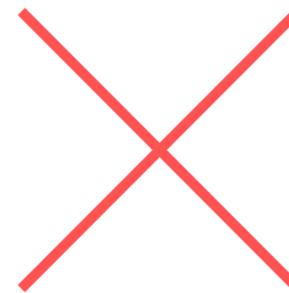


Dark Grey



Dark Image

Incorrect



White



Light Grey



Light Image