

# Graphic Standards

revised April 2019



FUNDED IN PART BY THE  
**CITY OF HOUSTON**  
THROUGH HOUSTON ARTS ALLIANCE

# Logo

Layout 1



Layout 2



Layout 3



# Variations

Color



FUNDED IN PART BY THE  
**CITY OF HOUSTON**  
THROUGH HOUSTON ARTS ALLIANCE

Black & White



FUNDED IN PART BY THE  
**CITY OF HOUSTON**  
THROUGH HOUSTON ARTS ALLIANCE







# Colors



FUNDED IN PART BY THE  
**CITY OF HOUSTON**  
 THROUGH HOUSTON ARTS ALLIANCE

Houston Arts Alliance

City of Houston

Color	C	M	Y	K	R	G	B	HEX#	PMS
	86	0	32	0	0	174	179	#00AEB3	7466 U
	0	43	100	33	178	116	14	#B2740E	146 C
	0	38	100	34	177	121	12	#B1790C	146 CVC
	0	16	100	0	255	210	0	#FFD200	116 C
	100	87	0	2	27	66	152	#1B4298	2738 C
	0	0	0	100	0	0	0	#000000	



# Typography

Proxima Nova Regular

**Proxima Nova Bold**



FUNDED IN PART BY THE  
**CITY OF HOUSTON**  
THROUGH HOUSTON ARTS ALLIANCE

# Backgrounds

## Correct Usage



White Background



Light Gray Background



Light Photo Background

## Incorrect Usage



Black Background



Similar Color Background



Dark Photo Background

# Backgrounds

## Correct Usage



White Background



Light Gray Background



Light Photo Background

## Incorrect Usage



Black Background



Dark Gray Background



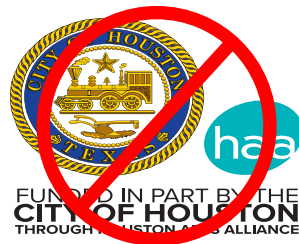
Dark Photo Background

# Orientation

Correct Usage  
Layout 1



Incorrect Usage  
Layout 1



Do Not Stretch



Do Not Skew



Do Not Rotate



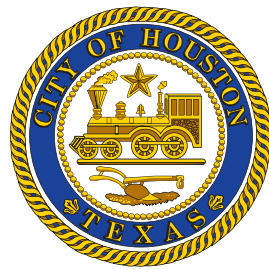
Do Not Mirror



Do Not Distort

# Orientation

Correct Usage  
Layout 2



FUNDED IN PART BY THE  
**CITY OF HOUSTON**  
THROUGH HOUSTON ARTS ALLIANCE

Incorrect Usage  
Layout 2



Do Not Stretch



Do Not Skew



Do Not Rotate



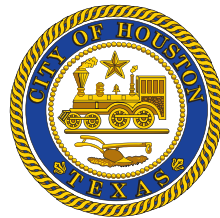
Do Not Mirror



Do Not Distort

# Orientation

Correct Usage  
Layout 3



FUNDED IN PART BY THE  
**CITY OF HOUSTON**  
THROUGH HOUSTON ARTS ALLIANCE

Incorrect Usage  
Layout 3



FUNDED IN PART BY THE  
**CITY OF HOUSTON**  
THROUGH HOUSTON ARTS ALLIANCE

Do Not Stretch



FUNDED IN PART BY THE  
**CITY OF HOUSTON**  
THROUGH HOUSTON ARTS ALLIANCE

Do Not Skew



FUNDED IN PART BY THE  
**CITY OF HOUSTON**  
THROUGH HOUSTON ARTS ALLIANCE

Do Not Rotate



FUNDED IN PART BY THE  
**CITY OF HOUSTON**  
THROUGH HOUSTON ARTS ALLIANCE

Do Not Mirror



FUNDED IN PART BY THE  
**CITY OF HOUSTON**  
THROUGH HOUSTON ARTS ALLIANCE

Do Not Distort