

BRAND BUILDING BLOCKS:

Houston Public Works

The Houston Public Works brand look and feel is built from foundational assets including our logo, font and color palette. Please use this at-a-glance toolkit to give you the how-to's.

**PRIMARY
LOGO**

on white
background

VERTICAL



HORIZONTAL



**REVERSED
LOGO**

on deep blue
background



**OUR BRAND
FONT**

Arial Bold | AaBbCc123
Minimum 12 pt
(titles)

Arial Regular | AaBbCc123
Minimum 11 pt
(correspondence and emails)

TIP:
Help us to maintain consistency by using solid black when submitting official Houston Public Works correspondence

BRAND COLOR CODES

PANTONE 2757

CMYK Formula 100 | 95 | 4 | 42
RGB Formula 0 | 30 | 96
Hexadecimal # 001E60

PANTONE 715

CMYK Formula 0 | 54 | 87 | 0
RGB Formula 246 | 141 | 46
Hexadecimal # F68D2E

PANTONE 2165

CMYK Formula 68 | 39 | 30 | 9
RGB Formula 104 | 129 | 151
Hexadecimal # 688197

WHITE

CMYK Formula 0 | 0 | 0 | 0
RGB Formula 255 | 255 | 255
Hexadecimal # FFFFFFFF

PANTONE 3115

CMYK Formula 59 | 0 | 14 | 0
RGB Formula 0 | 193 | 213
Hexadecimal # 00C1D5

PANTONE COOL GRAY II

CMYK Formula 44 | 34 | 22 | 77
RGB Formula 83 | 86 | 90
Hexadecimal # 53565A