

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 how-to's.

PRIMARY LOGO

on white background

VERTICAL

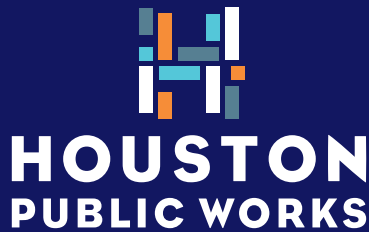


HORIZONTAL



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

SERVICE LINE LOGOS



Please note that service line logos are available in both horizontal and vertical formats.



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