



HOUSTON PUBLIC WORKS



ABOUT

A brand is the way a product, company, or individual is perceived by those who experience it. Much more than just a name or a logo, a brand is the recognizable feeling these assets evoke.

A consistent brand personality at Houston Public Works reflects our vision of “One team, one purpose”, our forward thinking approach to meeting challenges, the sense of community we share as employees and the overall vibrancy and diversity of Houston.



COLOR PALETTE⁺

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 3115

CMYK Formula 59 | 0 | 14 | 0

RGB Formula 0 | 193 | 213

Hexadecimal # 00C1D5

PRIMARY COLORS

WHITE

CMYK Formula 0 | 0 | 0 | 0

RGB Formula 255 | 255 | 255

Hexadecimal # FFFFFFFF

PANTONE 2165

CMYK Formula 68 | 39 | 30 | 9

RGB Formula 104 | 129 | 151

Hexadecimal # 688197

SECONDARY COLORS

PANTONE COOL GRAY 11

CMYK Formula 44 | 34 | 22 | 77

RGB Formula 83 | 86 | 90

Hexadecimal # 53565A

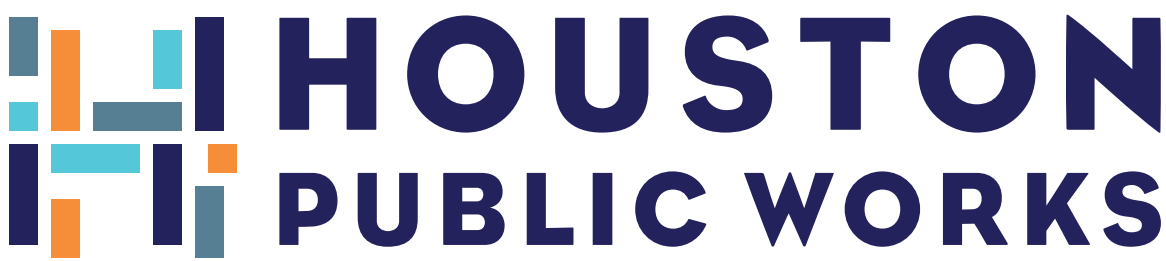
+ LOGO VARIATIONS

PRIMARY LOGO

on white
background



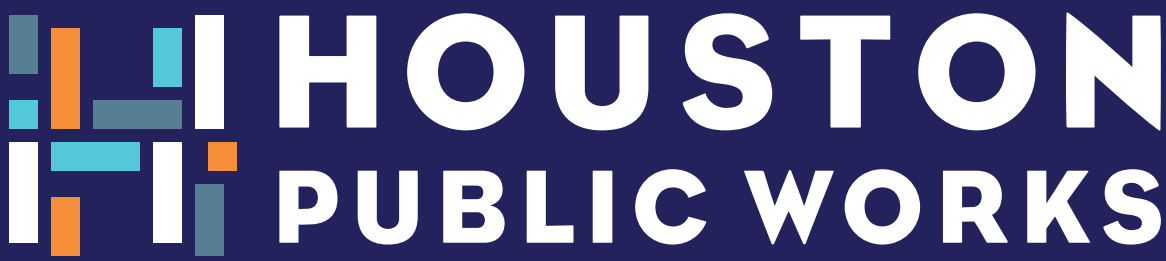
VERTICAL



HORIZONTAL

REVERSED LOGO

on navy
background



CITY SEAL
& LOGO
full color



WHITE CITY
SEAL & LOGO
on navy
background



+ FONTS

HEADERS/TITLES

EAGLE BOOK (12pt minimum)

ARIAL BLACK (12pt minimum)

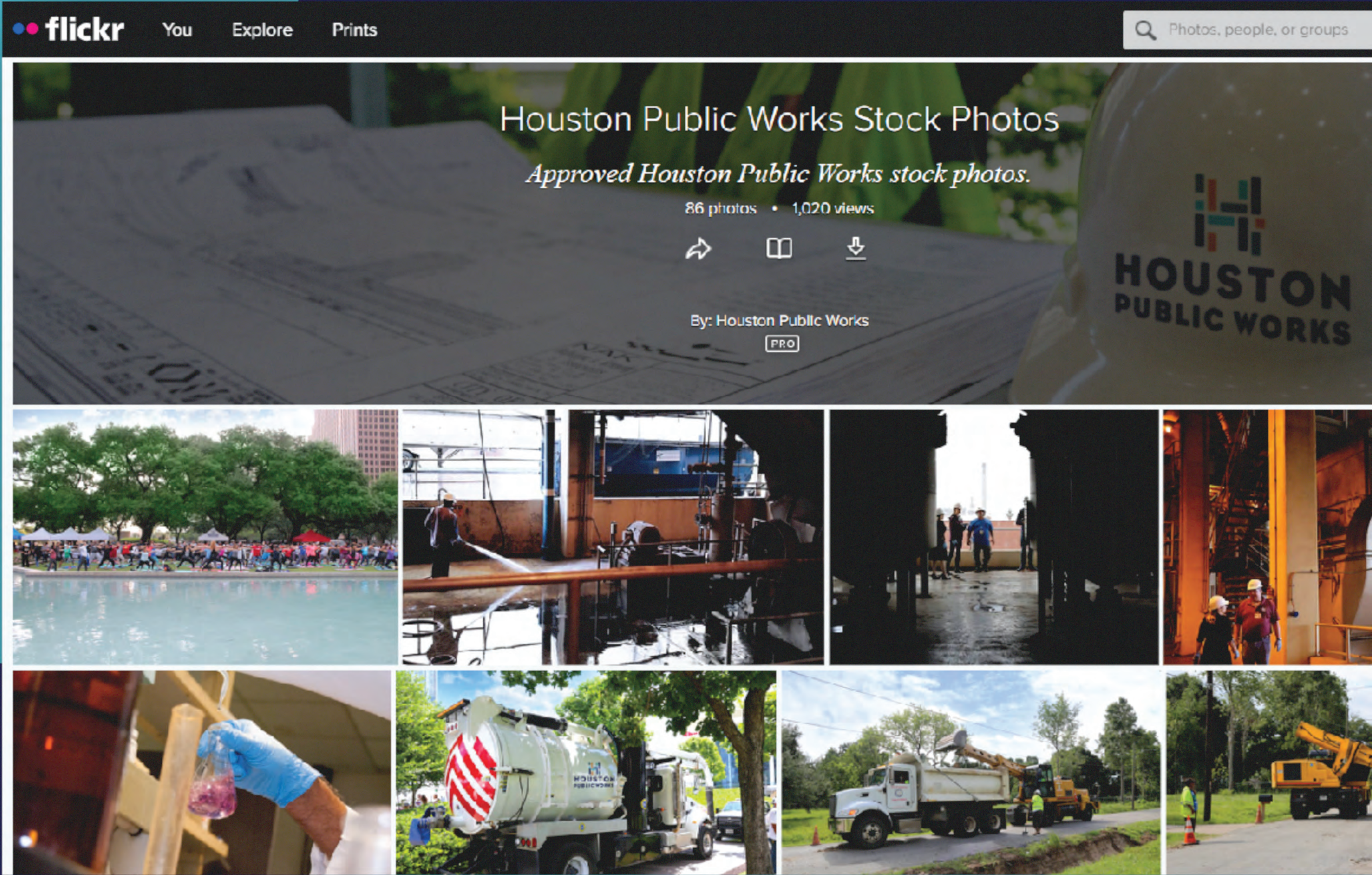
BODY COPY/EMAIL

Arial Regular, **Bold**, *Italic* (11pt minimum)

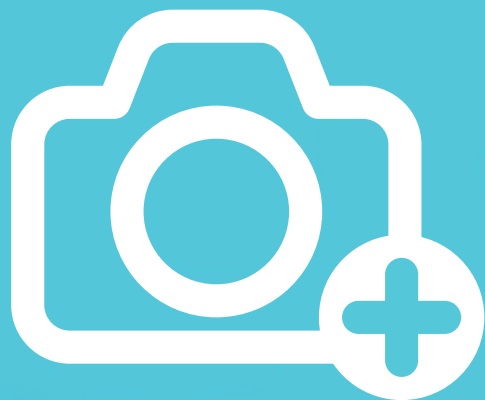
TIP:

Help us to maintain consistency by using solid black when submitting official correspondence.

+ STOCK PHOTOS



All edited and approved stock photos are located on Flickr, in the STOCK PHOTOS album.



CLICK HERE



+ OUR PURPOSE

TOGETHER
WE CREATE
A STRONG
FOUNDATION
FOR HOUSTON
TO THRIVE.

5 TO THRIVE VALUES

INTEGRITY

-

TEAMWORK

-

OWNERSHIP

-

COMMUNICATION

-

RESPECT

+
STRUCTURE



DEPARTMENT
(HOUSTON PUBLIC WORKS)



SERVICE LINES



SUPPORT SERVICE TEAMS

