HARRIS COUNTY
HOUSING AND COMMUNITY DEVELOPMENT
DEPARTMENT

Brand Identity Manual

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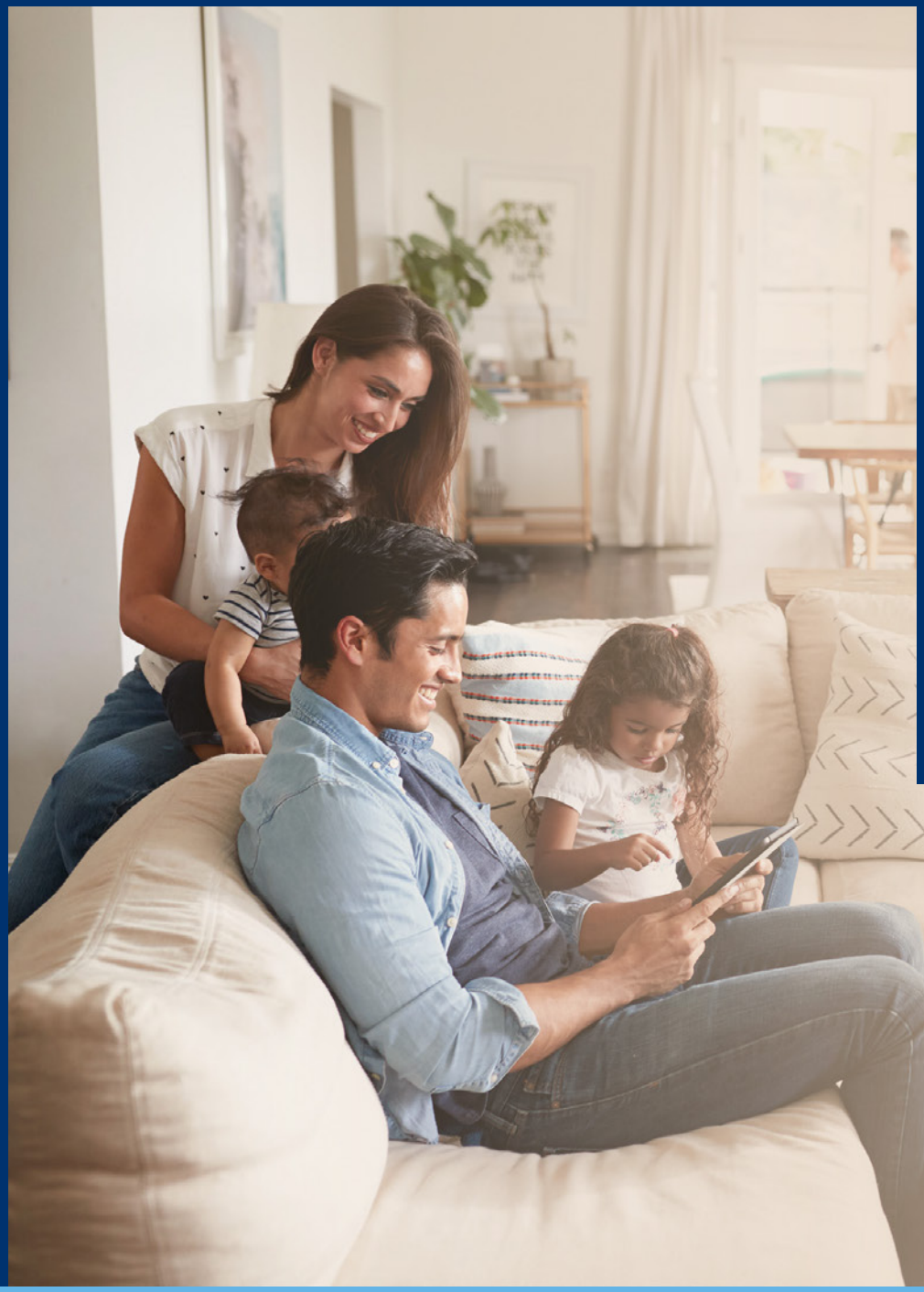

The core commitment of the **Harris County Housing and Community Development Department** centers around strengthening communities through investments in housing, infrastructure, and services that promote resilience. We are dedicated to shaping the future of Harris County residents, with safe, sustainable communities where everyone thrives.

This brand manual is a testament to our unwavering dedication to excellence and transparency in all that we do. It serves as a guiding light, illuminating the principles, values, and visual identity that define our department. By adhering to these brand guidelines, we aim to present a cohesive and recognizable image that inspires trust, fosters engagement, and amplifies our impact.

Harris County **Housing and Community Development** Department

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THE LOGOTYPE

SAFE AREA

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“X” Value

“X” value is equal to the height size of smaller circle present in the logo.

To ensure the logo maintains its visual impact and clarity, it is essential to establish a clear space or safe area around it. The safe area prevents any visual clutter or elements from encroaching upon the logo, allowing it to stand out effectively.

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LOGO VERSIONS

—

Horizontal Version

—

The Seal

MINIMUM SIZES

> The legibility of our logo is important, so it should not be reproduced below these sizes.

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Printed

0.85 in

0.65 in

Digital

70 px

45 px

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LOGOTYPE COLOR CODES

RGB: 100 · 180 · 230
CMYK: 56 · 14 · 00 · 00
HEX: 64b4e6

RGB: 045 · 180 · 115
CMYK: 75 · 00 · 75 · 00
HEX: 2db473

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RGB: 220 · 030 · 040
CMYK: 08 · 100 · 98 · 00
HEX: dc1e28

RGB: 000 · 050 ·100
CMYK: 100 · 89 · 30 · 18
HEX: 00326e

RGB: 31 · 120 · 199
CMYK: 92 · 49 · 00 · 00
HEX: 1F78C7

These are the color codes used in the logo HCCDD logo. Please, take in mind that the green color is only meant to be used in the logo, and not as a corporate color. Corporate colors are detailed in further pages of this manual.

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FULL COLOR USAGE

To ensure the color contrast and legibility of the full color version of the logo, follow the samples presented at this page.

Avoid placing the full color version of the logo over other color backgrounds other than these.

Due to the white border around the seal version, this can be placed over all kind of backgrounds without changing any color.

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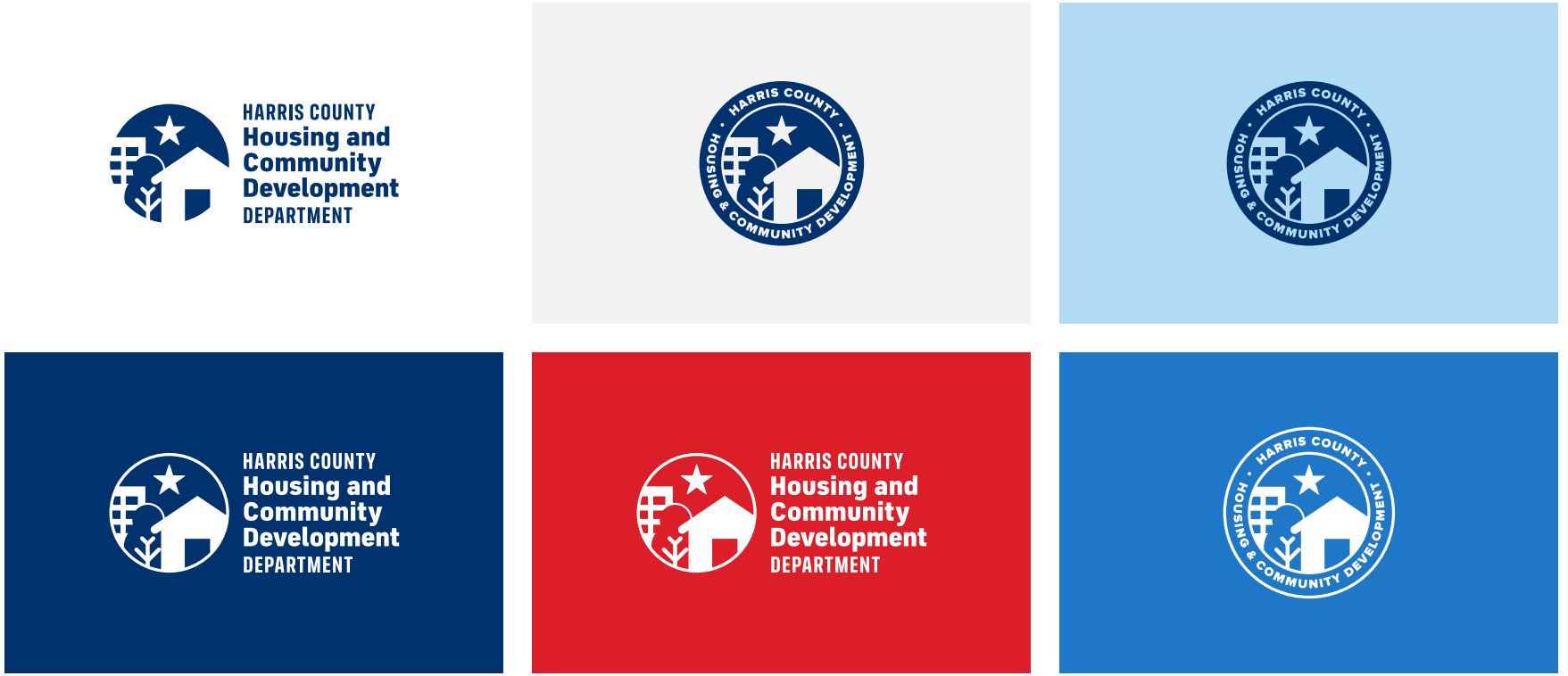
SINGLE COLOR USAGE



These single color versions are available to be used when there are restrictions in color reproduction.

Although it is expected to use the full-color versions of the logo in all materials, the exceptions for the usage of the single color logos might include designs for t-shirts to print in destinations with basic equipment, low budget pamphlets, basic signage, etc.

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GRAYSCALE

Grayscale version of the logo is essential for situations where color reproduction is limited or when a monochromatic aesthetic is preferred.

Follow the equivalent grayscale value to each color, in order to ensure the appropriate usage of the grayscale and black and white logo versions. Always maintain enough background contrast.

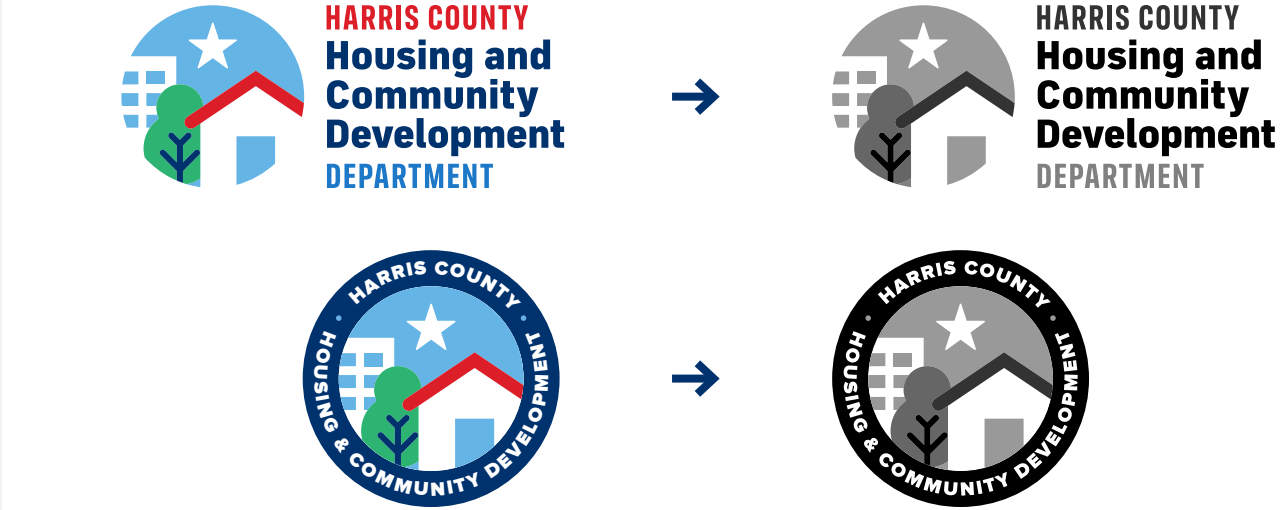
100%

80%

60%

50%

40%



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INCORRECT USAGES

Do not distort the elements of the logo.

Do not rearrange the elements of the logo.

Do not rotate the logo.

Do not add outlines to the logo.

Do not change the colors away from the color palette.

Do not use shadows behind the logo.

Do not use other fonts to recreate the logo.

Do not modify the proportions of the logo.

COLOR PALETTE

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HCD–Dark blue	HCD–Middle blue	HCD–Light blue	HCD–Red	HCD–Light sand
RGB 000 · 050 ·100	**RGB** 31 · 120 · 199	**RGB** 100 · 180 · 230	**RGB** 220 · 030 · 040	**RGB** 242 · 242 · 242
CMYK 100 · 89 · 30 · 18	**CMYK** 92 · 49 · 00 · 00	**CMYK** 56 · 14 · 00 · 00	**CMYK** 08 · 100 · 98 · 00	**CMYK** 04 · 03 · 03 · 00
HEX 00326e	**HEX** 1f78c7	**HEX** 64b4e6	**HEX** dc1e28	**HEX** f2f2f2
80%	80%	80%	80%	80%
60%	60%	60%	60%	60%
40%	40%	40%	40%	40%
20%	20%	20%	20%	20%
10%	10%	10%	10%	10%

This is the corporate color system that will serve to identify our brand, as well as its lighter shades.

They communicate the concepts of warmth and prosperity, but keep the base of the brand being a government institution.

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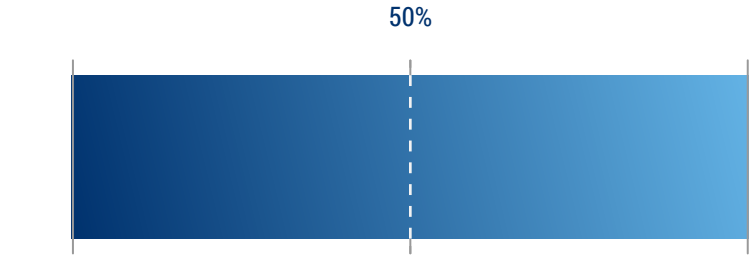
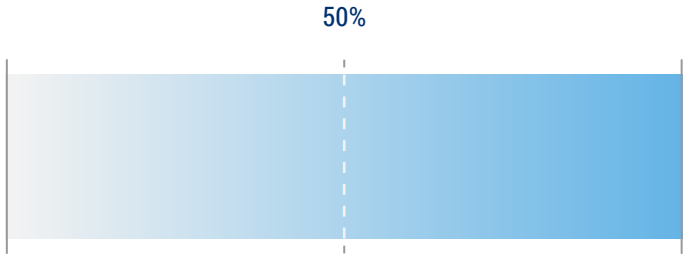
GRADIENTS



HCD–Dark blue

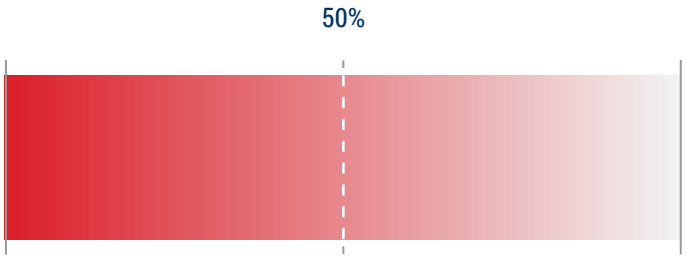
HCD–Light blue

Three customized gradients have been defined to be used mainly on marketing materials with the purpose of adding a vibrant touch to the identity and strenghtening the external communication for Housing and Community Development.



HCD–Light sand

HCD–Light blue



HCD–Sand

HCD–Light sand

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PRIMARY FONT

Roboto

"At the heart of every thriving society lies a commitment to providing safe, affordable housing and fostering vibrant, inclusive communities. This commitment is the cornerstone of our mission at the **Harris County Housing and Community Development Department**."

Roboto Thin
Roboto Light
Roboto
Roboto Medium
Roboto Bold
Roboto Black
Roboto Condensed Light
Roboto Condensed
Roboto Condensed Bold

Roboto Thin Italic
Roboto Light Italic
Roboto Italic
Roboto Medium Italic
Roboto Bold Italic
Roboto Black Italic
Roboto Condensed Light Italic
Roboto Condensed Italic
Roboto Condensed Bold Italic

Roboto is a sans-serif typeface family developed by Google. It has been recognized as clean and modern, with a more natural reading rhythm than most of the other fonts in this style. It is free for use, and can be obtained here.

The minimum size recommended for using Roboto is **8 pts for printed materials** and **7 pts for screens**. The recommended standard text size for a **letter-size document is 10 pts**.

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SECONDARY FONT

Montserrat

ANNUAL COMMUNITY ASSESSMENT LETTER
ALLOCATIONS 1975 TO PRESENT
AFFORDABLE HOUSING STANDARDS

Montserrat Thin	*Montserrat Thin Italic*
Montserrat Extralight	*Montserrat Extralight Italic*
Montserrat Light	*Montserrat Light Italic*
Montserrat Regular	*Montserrat Regular Italic*
Montserrat Medium	*Montserrat Medium Italic*
Montserrat Semibold	***Montserrat Semibold Italic***
Montserrat Bold	***Montserrat Bold Italic***
Montserrat Extrabold	***Montserrat Extrabold Italic***
Montserrat Black	***Montserrat Black Italic***

Although mainly seen in websites and online media, its high readability and ease of scaling make **Montserrat** a suitable typeface for printed material, such as brochures, signage and even books. Its free for use, and can be obtained here.

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ALTERNATE FONTS

Arial

Arial Regular

Arial Bold

Arial Italic

Arial Bold Italic

Segoe UI

Segoe UI Regular

Segoe UI Bold

Segoe UI Italic

Segoe UI Bold Italic

Whenever Roboto or Montserrat are unavailable, use these fonts instead. They are supposed to be included in most operating systems.

ICONOGRAPHY

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Iconography provides simplicity to the communication, and a friendly character to the materials.

Use this set following our brand color palette, and make sure to have enough color contrast between them and the background color.

PATTERNS & TEXTURES

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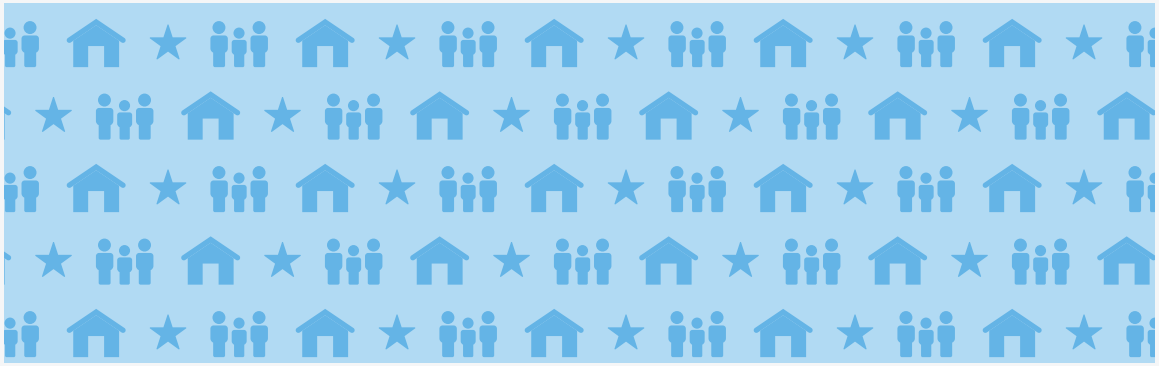

PRINTED APPLICATIONS

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DIGITAL APPLICATIONS

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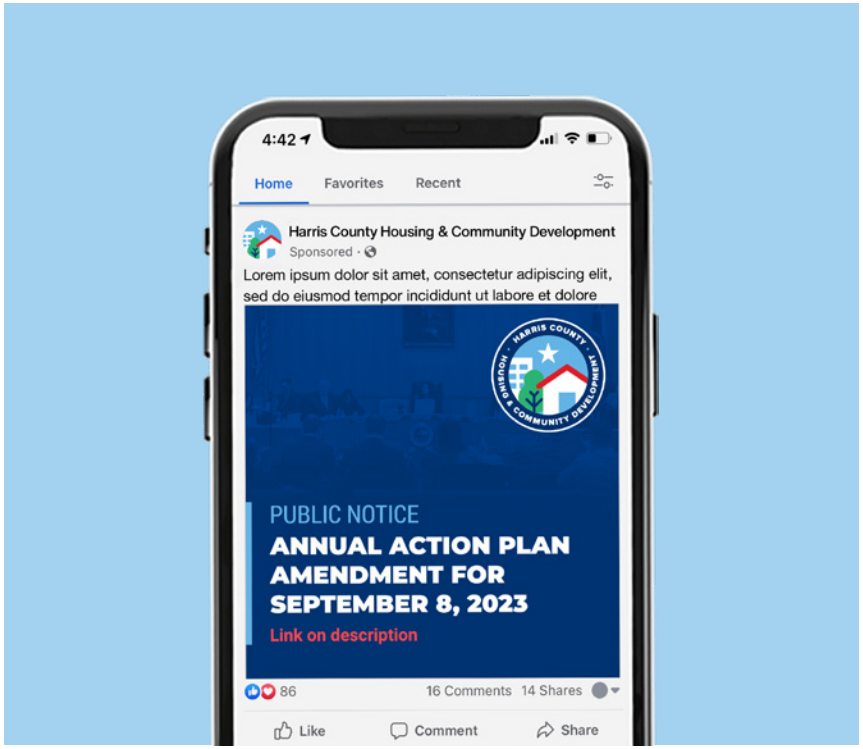

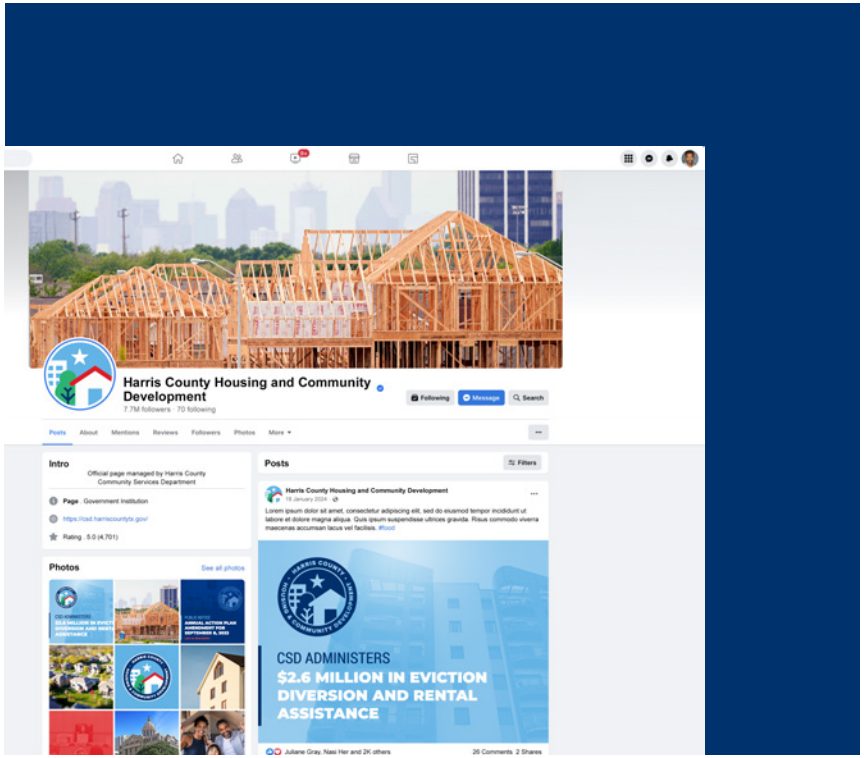

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