Houstonf1rst℠

OUR GRAPHIC STANDARDS

LOGO ELEMENTS

Our logo has two key elements — the red "1" in place of the "i" in "first," and the logotype (Houstonfirst). In order to maintain visual and creative consistency across the brand, these two elements can NEVER be separated or reconfigured. On certain occasions, the logo may appear in a box or may be reduced to one-color. Details concerning such usage will be discussed later.

Houstonf1rst ℠

Logotype

No. 1

SAFE SPACE

In normal usage, a safe area around the logo must be preserved to allow for maximum legibility of the logo. The safe area should equal the height of the "H" in "Houstonfirst" and should be applied to all four sides of the logo to create a "box" of safe space.

Houstonf1rst ℠

The Houston First logo files are named using a four-part terminology that includes the logo version, logo size, logo name, logo color, and file extension.

LOGO FILE EXAMPLE

A2_HoustonFirst_3pmsC.eps

Logo Version A & B	Logo Name	Logo Color	File Extension

Logo Version A & B

A **Positive**
A1 *Large*
A2 *Medium*
A3 *Small*
A4 *Mini*
A5 *Micro*

B **Negative**
B1 *Large*
B2 *Medium*
B3 *Small*
B4 *Mini*

Logo Color

3pmsC*
3-Pantone colors coated
3pmsU*
3-Pantone colors uncoated
cmyk
4-color process
black
black color
white
reversed out

*B Logo versions are 2-Pantone colors

File Extension

eps
Vector File

**FULL COLOR LOGO
(ON WHITE BACKGROUND)**
Wherever possible, use the full color logo on a white or
light colored background. This version has optimal legibility
and shows off the brand color palette very well.

Houstonf1rst.

A3_HoustonFirst_3pmsC.eps

**FULL COLOR LOGO REVERSED
(ON WHITE BACKGROUND)**
For certain cases such as business cards, envelopes, and
other collateral pieces, use the following logo.

Houstonf1rst.

B3_HoustonFirst_2pmsC.eps

LOGO COLORS

	COATED PAPER	UNCOATED PAPER	DIGITAL
INDIGO	PMS 655c 100c 68m 0y 50k	PMS 655u 100c 68m 0y 52k	0r 0g 85b
VERMILION	PMS 1797c 0c 100m 99y 4k	PMS 1797u 0c 100m 99y 4k	227r 27g 35b
MERCURY	PMS 7531c 0c 10m 27y 50k	PMS 7531u 0c 10m 27y 50k	125r 125g 125b

A-1
LARGE FORMAT

Ideal for large banners and oversized posters.
Feel free to scale this logo up as needed. For smaller sizes,
review the logo choices on the next page.

Houstonfirst℠

A1_HoustonFirst_3pmsC.eps

A-2
MEDIUM FORMAT
Ideal for communication with impact. This logo size is used in our "elevator speech." Scale as needed. For smaller sizes, see below.

Houstonf1rst ℠

A2_HoustonFirst_3pmsC.eps

A-3
SMALL FORMAT
Use this logo for print advertisements, collateral, and promotional pieces. Scale as needed.

Houstonf1rst ℠

A3_HoustonFirst_3pmsC.eps

A-4
MINI FORMAT
Ideal for smaller collateral pieces. This size is actually used in our corporate stationery kit. Scale as needed. For a smaller size, see below.

Houstonf1rst ℠

A4_HoustonFirst_3pmsC.eps

A-5
MICRO FORMAT
For extreme reductions, use this logo. Ideal for printing on the side of a pen, for lapel pins, and reduced online applications, etc.

This is the absolute smallest our logo can be reduced. Reducing any further will compromise logo readability.

Houstonf1rst ℠

A5_HoustonFirst_3pmsC.eps

B-1
LARGE FORMAT
SHOWN HERE AT 80%. Ideal for large banners and oversized posters. Feel free to scale this logo up as needed. For smaller sizes, review the logo choices on the next page.

Houstonfirst

B1_HoustonFirst_2pmsC.eps

B-2
MEDIUM FORMAT
Ideal for communication with impact. Scale as needed. For smaller sizes, see below.

Houstonf**1**rst℠

B2_HoustonFirst_2pmsC.eps

B-3
SMALL FORMAT
Use this logo for print advertisements, collateral, and promotional pieces. Scale as needed.

Houstonf**1**rst℠

B3_HoustonFirst_2pmsC.eps

B-4
MINI FORMAT
Ideal for smaller collateral and print advertisements. This size is actually used in our corporate stationery kit. Scale as needed. For a larger size, see above.

This is the absolute smallest the B-version can be reduced. Reducing any further will compromise logo readability.

Houstonf**1**rst℠

B4_HoustonFirst_2pmsC.eps

This logo has been modified to best work in ONE COLOR, BLACK AND WHITE applications ONLY. Please limit to "utility" communication pieces such as invoices, receipts, internal memos, etc.

Houstonfirst℠

A3_HoustonFirst_black.eps

Houstonfirst℠

B3_HoustonFirst_black.eps

Houstonfirst℠

A3_HoustonFirst_white.eps

Houstonfirst℠

B3_HoustonFirst_white.eps

Houstonfirst℠

A3_HoustonFirst_white.eps

Houstonfirst℠

B3_HoustonFirst_white.eps

These treatments of the logo are unacceptable. Please refrain from handling our mark in such a manner. Rules apply to both A and B versions.

DO NOT reduce our logo to gray.

DO NOT switch the colors in our logotype.

DO NOT use an un-approved color.

DO NOT show our full color logo against a dark solid color.

DO NOT place our logo on a busy background, pattern, or image that interferes with readability.

DO NOT stack our logo.

These are the only fonts to be used in our marketing communications.

HEADLINES & SUBHEADS

Monotype Modern Std Wide

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890 & ! ?)%#

Monotype Modern Std Wide is in our logotype and should be used in large headlines and places where ultimate emphasis is necessary.

Monotype Modern Std Condensed

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890 & ! ?)%# fl fi

Monotype Modern Std Condensed Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890 & ! ?)%# fl fi

Both *Monotype Modern Std Condensed* and *Condensed Italic* may be used in subheads and other places where second-tier information is required to have significant emphasis.

These are the only fonts to be used in our marketing communications.

SUBHEADS – SUBDUED EMPHASIS

Avenir LT Std 85 Heavy
(Tracked at 120 thousandths of an em)

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 & ! ?) % # &**

Avenir LT Std 85 Heavy (tracked at 120 thousandths of an em) for use in paragraphs that require a subhead with subdued emphasis. It should be set in ALL CAPS and 1 point smaller than the text.

TEXT – EMPHASIS

Avenir LT Std 85 Heavy

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1234567890 & ! ?)%# fl fi**

Use *Avenir LT Std 85 Heavy* in paragraphs for emphasis.

TEXT – REGULAR

Avenir LT Std 55 Roman

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
1234567890 & ! ?)%# fl fi

Use *Avenir LT Std 55 Roman* for text on printed items. If possible, track to -10 thousandths of an em for a more pleasing look.

CAPTIONS / ADDITIONAL EMPHASIS

Avenir LT Std 55 Oblique

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
1234567890 & ! ?)%# fl fi*

Use *Avenir LT Std 55 Oblique* for captions and areas where subdued emphasis is required. If possible, track to -10 thousandths of an em for a more pleasing look.

In situations where the type must be reversed, for legibility sake, it is good to slightly increase the weight of the font. Avenir LT Std provides a range of weights well-suited for this purpose.

SUBHEADS – SUBDUED EMPHASIS

Avenir LT 95 Black
(Tracked at 120 thousandths of an em)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 & ! ?)%#&**

Avenir LT Std 95 Black (tracked at 120 thousandths of an em) for use in paragraphs that require a subhead with subdued emphasis. It should be set in ALL CAPS and 1 point smaller than the text.

TEXT – EMPHASIS

Avenir LT 95 Black

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1234567890 & ! ?)%# fl fi**

Use *Avenir LT Std* 95 Black in paragraphs for emphasis.

TEXT – REGULAR

Avenir LT 65 Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
1234567890 & ! ?)%# fl fi

Use *Avenir LT Std 65 Medium* for text on printed items. If possible, track to -10 thousandths of an em for a more pleasing look.

CAPTIONS / ADDITIONAL EMPHASIS

Avenir LT Std 65 Medium Oblique

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
1234567890 & ! ?)%# fl fi*

Use *Avenir LT Std 65 Medium Oblique* for captions and areas where subdued emphasis is required. If possible, track to -10 thousandths of an em for a more pleasing look.

Use these fonts for headlines and text for web, e-mail, or PowerPoint scenarios when Avenir LT fonts are unavailable. **Please DO NOT mix Helvetica with the Avenir type face.** There is no substitution for Monotype Modern.

SUBHEADS – SUBDUED EMPHASIS

Helvetica Bold
(ALL CAPS)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 & ! ?)%#&**

Use *Helvetica Bold* in ALL CAPS in paragraphs that require a subhead with subdued emphasis.

TEXT – EMPHASIS

Helvetica Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 & ! ?)%# fl fi**

Use *Helvetica Bold* in paragraphs for emphasis.

TEXT – REGULAR

Helvetica Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 & ! ?)%# fl fi

Use *Helvetica Regular* for text.

CAPTIONS / ADDITIONAL EMPHASIS

Helvetica Oblique

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 & ! ?)%# fl fi*

Use *Helvetica Oblique* for captions and areas where subdued emphasis is required.

Under ordinary circumstances, our logo should never
be incorporated into a headline or a sentence of type.
However, in a rare case like the use of our company slogan,
there is an exception. A "lock-up" has been provided in two
formats below.

**Due to the complexity of this configuration of our logo
and slogan, it should only be used in the full-color
format.**

SLOGAN AND LOGOTYPE

Working
behind the
scenes
to make
Houstonf1rst.™

A3_HoustonFirstSlogan_3pmsU.eps
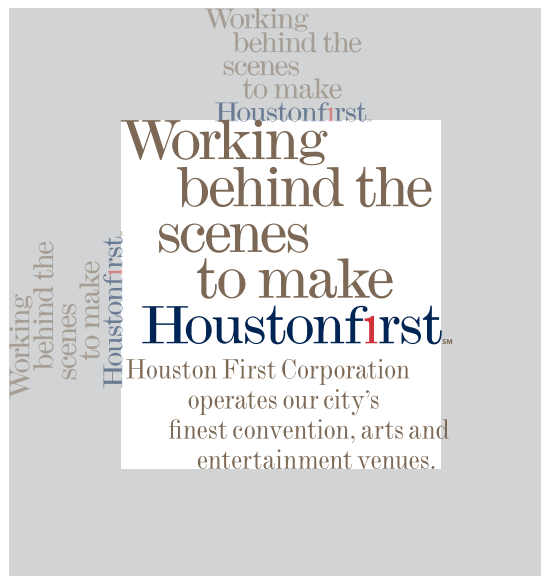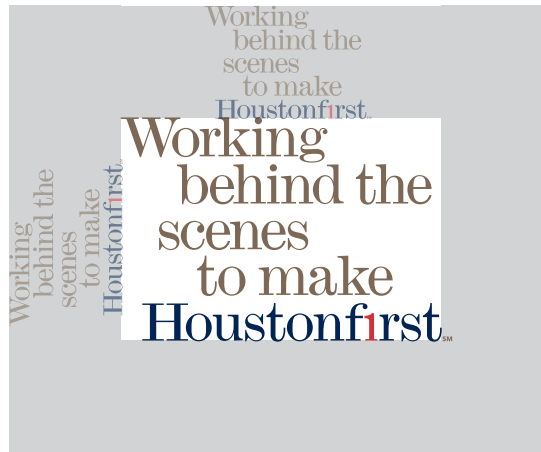
SLOGAN AND LOGOTYPE
WITH DESCRIPTOR

Working
behind the
scenes
to make
Houstonf1rst.™
Houston First Corporation
operates our city's
finest convention, arts and
entertainment venues.

A3_HoustonFirstSlogan_wDscrptr_3pmsU.eps

SAFE SPACE

In normal usage, a safe area around the logo must be preserved to allow for maximum legibility of the logo. The safe area should equal 1/2 the height of the logo+slogan as shown below, and it should be applied to all four sides of the logo to create a "box" of safe space.
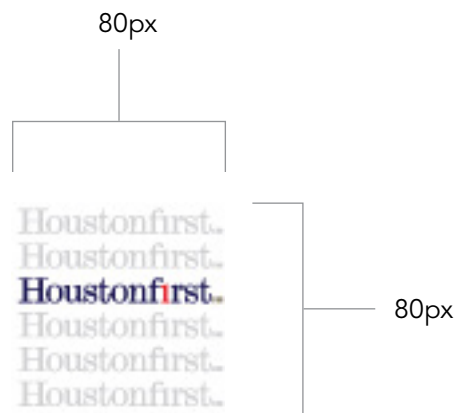
Use this custom logo configuration for small, square-space scenarios. Two sizes have been provided in both .eps and .jpg formats.

Please limit usage to the web.
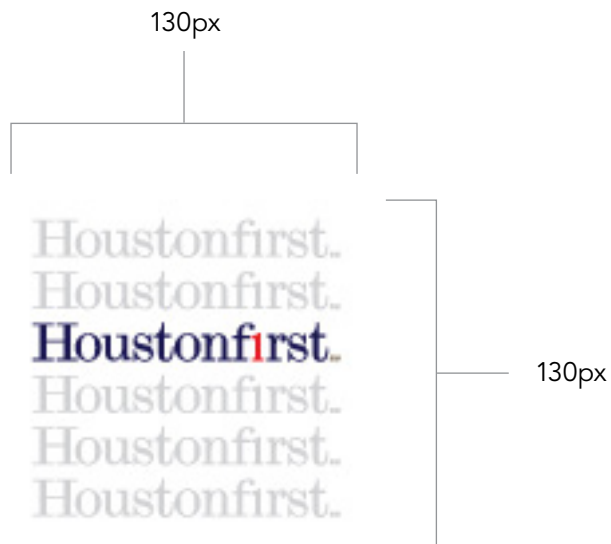
130px

130px

A4_HoustonFirst130px_rgb.jpg

80px

80px

A5_HoustonFirst80px_rgb.jpg