WHY BRANDS MATTER

An organization’s brand is, simply put, the way it presents itself to the world. Many people think of a brand as an organization’s “look,” and this is true, in part. A big part of successful branding means managing the way visual elements like logos, colors, fonts, and styles are used in official communications.

But brand identity is more than just aesthetics, and it does not stop at the door of the marketing department. As employees, we are all ambassadors of The Center’s brand. With every email, letter, and conversation, we ask the community to see our organization in the light we project.

A lot of thought and effort goes into crafting just the right brand identity. Maintaining a cohesive design and using correct messaging across all communications is crucial to uphold The Center’s high standards and keep us looking professional, recognizable, and reliable.

The purpose of this guide is to be both a learning tool and a reference to help make that easier.
The Center’s logo features our name, a flower icon, and a text arch bearing the words “Choice. Growth. Independence.” This is the primary logo that will be used across all brand applications, helping audiences easily identify The Center’s campuses, web presence, associated products, and other promotional materials.

It is acceptable to use the flower icon as a standalone graphic element, with certain limitations. The flower may be used as a design accent or as an occasional stand-in for the full logo where the association with The Center is made clear (for instance, as an Instagram profile photo where The Center’s handle is already displayed prominently nearby).

The logo has, at times, been used without the overarching text. This can be a solution when production does not allow for legibility of the small text, such as when the logo is embroidered on certain promotional items. This is only acceptable in very limited circumstances and should be left to the discretion of the marketing department.
COLOR USAGE

The Center’s logo may be displayed in color or black on white or light-colored backgrounds or in white against a dark background.
PHOTO BACKGROUNDS

In most cases, you would use a solid white or black logo on a photo background. Take care to avoid obscuring the logo with a background image that is too busy or cluttered. Ensure that the contrast allows the logo to be prominently displayed; applying a darker transparent overlay to the photo can help enhance the logo’s visibility. Using a full-color logo on a photo background may sometimes be appropriate so long as an appropriate level of contrast is achieved.

Acceptable use of a white logo on a photo background

Acceptable use of a black logo on a photo background
In this example of acceptable logo use, no other graphic elements should appear inside the dashed lines.

WHITE SPACE

When using The Center’s logo, take care to leave sufficient white space around the logo so that it is not overlapped or cluttered by other design elements or text. Exactly how much white space will vary depending on how large the logo appears. A good rule of thumb is to make sure to leave an amount of white space that is equivalent to the height of the logo’s large text.
UNACCEPTABLE LOGO USE

A. DO NOT USE ANY PAST LOGO OR ANY LOGO VARIATION THAT IS NOT APPROVED IN THIS GUIDE.

B. Do not rotate the logo or place it at an angle.

C. Do not stretch or otherwise distort the logo.

D. Do not add any unauthorized elements in the clear space around the logo.

E. Do not resize any part of the logo individually.

F. Do not create alternate arrangements of the logo.

G. Do not add any unauthorized graphics to the logo.

H. Do not use any off-brand colors (see Color Palette on page 7).

I. Do not add drop shadows or other visual effects to the logo.

J. Do not contain the logo in a box when it is used on a background (logos with transparent backgrounds are available in every approved color scheme).

K. Do not make the logo so small that any of the text is not legible (no smaller than approximately one inch in width is appropriate for a printed logo).
COLOR PALETTE

The Center has approved two primary colors: The Center Blue (Navy Blue) and The Center Green (Tropical Rainforest). These will be the main colors used in letterhead, promotional materials, websites, and all printed materials. The complementary color, Silver Chalice, may be used as an accent for bullets, sidebars, or pull-out quotes in documents, or might be chosen as a background color for a text box in a brochure.

Our logo may only be printed in full color, in black, or in white set against a dark background. These colors also may be used for titles, headlines, and body copy in documents representing The Center.
Uniform typography helps to establish The Center’s brand identity and should be used consistently across all print and web platforms.

Typefaces other than those outlined to the left should not be used in official communications from The Center.

**Raleway**
May be used for headlines or body text. ALL web text should be in Raleway.

Page headers and main titles should be set in all uppercase. Body text should be set in regular sentence case. Section headers may be set in either uppercase or sentence case. ALL website text should be in Raleway.

**Franklin Gothic Medium**
Used for body text only.

This font is generally reserved for print or in instances where an alternate font is required.

**Montserrat**
Used in The Center’s logo only.

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**Raleway | Regular**
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**Raleway | Heavy**
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**Franklin Gothic | Medium**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**Montserrat | Regular**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
FINIAL COMMENTS

When in doubt on a brand-related issue, please refer back to this guide. If you still have questions, feel free to contact either of the following associates of The Center.

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