

CITY OF HOUSTON

BRAND MINI GUIDE

Basics for logo, color, and font useage

JULY 2025



About this Guide

This document provides very basic guidelines for media, vendors, and others producing basic items for the City of Houston.

These rules will ensure that we maintain a consistent look and feel for our communications.

Components include:

- Logo Use
- Font Use
- Color Options

Logo Use

RESPECT THE CITY SEAL

Consistency is a cornerstone of good brand management. The **City Seal** should be used as-is, so it shouldn't be modified in any way; no stretching, use of different colors, etc. The logo should be placed in such a way that it ensures a generous amount of clear space around it. The seal should be placed on background colors that don't compromise readability.



Allow space around the City Seal

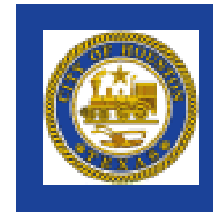
CORRECT USE OF THE CITY SEAL



City Seal on white



City Seal on Accent Blue

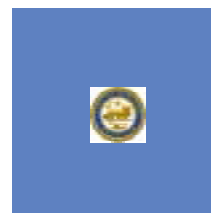


City Seal on City Blue

INCORRECT USE OF THE CITY SEAL



Stretched



Too small / illegible



Low resolution

Font Use

A REFINED & FRIENDLY FACE

Consistent use of our preferred fonts helps to establish continuity for all communications. Our fonts are [Poppins](#), for headlines, and [Roboto](#), for sub-heads and body text. Both fonts are freely available on the Google Fonts website, or on the City of Houston website.

TITLE & HEADER FONTS

Poppins SemiBold

Great for titles, headlines and featured text. Other weights of this same font can also be used depending on the context.

This font is available as a free download and can be installed on your department computer without the need for an IT administrator.

MAIN TEXT FONTS

Roboto Regular

This font is suitable for paragraphs of text. The bold version of this font works great for sub-heads.

This font is available as a free download and can be installed on your department computer without the need for an IT administrator.

Color Options

STANDARD COLORS

CITY BLUE		CITY YELLOW	
HEX	#1B4298	HEX	#FFD200
RGB	27/66/152	RGB	255/210/0
CMYK	100/87/0/2	CMYK	0/16/100/0
SPOT	Pantone 2738 c	SPOT	Pantone 116 c

USING OUR BRAND COLORS

Color is a key element of our visual brand. The City of Houston has an established color palette of basic colors that we have adopted and expanded upon. There may be color exceptions for certain projects, but please default to these approved brand colors first before selecting a new color scheme.

Text color will typically be either black, dark gray or City Blue on white backgrounds, and white on City Blue backgrounds. Using colors as outlined will provide sufficient [contrast](#) and ensure [ADA compliance](#).

ACCENT COLORS

LIGHT BLUE		ORANGE		DARK GRAY	
HEX	#5585E2	HEX	#1B4298	HEX	# 4F4F4F
RGB	85/133/226	RGB	27/144/30	RGB	79/79/79
CMYK	67/46/0/0	CMYK	0/52/100/0	CMYK	0/0/0/85

ADDITIONAL COLORS FOR CHARTS ONLY

GREEN		RED		LIGHT GRAY	
HEX	#7EC234	HEX	# B30000	HEX	# 848484
RGB	126/194/52	RGB	179/0/0	RGB	132/132/132
CMYK	56/0/100/0	CMYK	20/100/100/13	CMYK	0/0/0/60

Contact Us

If you have additional questions regarding anything in this document, our logo, colors, or anything related to the visual brand at the City of Houston, please contact Eddy Roberts.

Eddy Roberts

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For additional information and resources, including logo downloads, visit the Mayor's Office of Communications website at **www.houstontx.gov/moc**

